Section 4 Best Management Practices Implementation

The Best Management Practices (BMPs) described in this section are designed to meet the requirements for each Minimum Control Measure defined by the Stormwater Phase II Final Rule and the MS4 General Permit. The proposed BMPs were selected because they are specific to the needs of the communities in the SWMP coverage area, they protect and improve water quality, they are feasible based on the County's resources, and they are flexible to allow for continuous improvement over the course of the first five-year permit term.

Implementation of this SWMP will require that the County expend resources and staff time to ensure that the MEP requirement is satisfied. The County will take advantage of existing water quality activities related to stormwater, community volunteer groups, teamwork among county departments, and collaboration with a coalition of other agencies to implement the SWMP. By building upon the synergistic effect of these activities, the County will be able to implement a more effective and efficient SWMP.

There are numerous constraints that must be overcome to ensure that the SWMP is successful. Many of the unincorporated areas included in the SWMP are urban fringe areas and the County must coordinate with multiple agencies and community groups to implement BMPs across the SWMP coverage area. In many of the SWMP coverage areas, stormwater is conveyed through natural channels as opposed to a curb and gutter storm sewer drain and/or pipe system. In addition, the areas that will be covered by this SWMP are not congruent making implementation of BMPs that share common resources more difficult. To overcome these constraints, the County must implement BMPs that can be effective across multiple communities.

The BMPs selected by the County for implementation are described below.

Best Management Practice Implementation for the Six Minimum Control Measures

4.1 Best Management Practices and Measurable Goals for Public Education and Outreach

BMPs for Stormwater Pollution Prevention Public Education and Outreach are listed below:

1) Collaborative regional partnerships;
2) Public opinion surveys;
3) Stormwater pollution prevention television public service announcements;
4) Stormwater pollution prevention radio public service announcements;
5) Stormwater pollution prevention brochures targeting residential audiences;
6) Stormwater pollution prevention brochures targeting commercial businesses;
7) Stormwater pollution prevention brochures targeting industrial operations;
8) Stormwater pollution prevention brochures targeting the development community

and construction industry;

9) Stormwater pollution prevention educational programs for school age children;
10) Stormwater pollution prevention educational information and activities for college students;
11) Stormwater pollution prevention brochures targeting tourists;
12) Stormwater pollution prevention website;
13) Stormwater pollution prevention library;
14) Stormwater pollution prevention public presentations and workshops;
15) Stormwater pollution prevention public events and displays;
16) Stormwater pollution prevention telephone information and hotline;
17) Special pet waste management and responsible pet ownership public education and outreach campaign;
18) Special anti-litter/trash public education and outreach campaign with special emphasis on marine plastic debris;
19) Storm drain marking events;
20) Tributary, watershed, and interpretative signage and displays;
21) Sammy the Steelhead stormwater pollution prevention icon, logo, and slogan;
22) Public education and outreach for municipal employees;
23) Stormwater pollution prevention information targeting quasi-governmental agencies; and
24) Community based social marketing incentive programs to motivate stormwater pollution prevention behavioral changes.

Table 4.1 shows detailed information about each Stormwater Pollution Prevention (SWP2) Public Education and Outreach BMP, its intent, measurable goals and outcomes, implementation timeline, and the parties responsible for implementation. See Table 4.7 for Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP.

Section 4.1.1 illustrates examples of SWP2 public education and outreach BMPs that have been implemented to date. Refer to Appendix C for historical information about how the Stormwater Pollution Prevention Public Education and Outreach Program was developed.

Table 4.1 Best Management Practices Implementation for Public Education and Outreach

The Measurable Goals and Outcomes outlined below are due within 12 months from the annual anniversary of permit coverage under the MS4 General Permit for each year indicated by an "X". See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

MINIMUM CONTROL MEASURE #1: PUBLIC EDUCATION AND OUTREACH

OBJECTIVE: To implement a public education program to distribute educational materials to the community and/or conduct outreach activities about the impacts of stormwater discharges on waterbodies and the steps that the public can take to reduce pollutants in stormwater runoff.

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
PE1	Use collaborative regional partnerships ("SLO County Partners for Water Quality") to leverage shared resources to distribute stormwater pollution prevention public education and outreach information, materials, and activities throughout the County. Target audiences include, but are not limited to: General Public, Residential, Commercial Business, Industrial, Construction, Development, Municipal and Quasi-governmental agencies, as well as Tourists, School Age	To reduce the source of stormwater pollutants by reaching out to the public and providing educational information, materials, and activities about what each individual can do to reduce pollutants in stormwater runoff.	**PE1A**: Conduct bimonthly (6) SLO County Partners for Water Quality Meetings each year for planning and evaluating the status and performance of the stormwater pollution prevention public education and outreach program and for sharing information about what is working or not working.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PE1B: Measure and record meeting participation rates. Increase outreach efforts if the participation rate falls below 50% of the total number of Partners.	X	X	X	X	X	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
	Children, and College Students. Topics to be covered are described in the BMPs below.		**PE1C**: Review and update the public education and outreach work plan annually. Review new materials gathered from other agencies and programs for inclusion in the program.	X	X	X	X	X	
PE2	Use public opinion surveys to understand local public awareness, perceptions, and attitudes toward the problem of urban runoff and to measure the effectiveness of the stormwater pollution prevention public education and outreach program over time.	To provide a means to identify program needs and measure program performance in eliminating the sources of stormwater runoff pollution.	**PE2A**: Conduct and analyze the initial (baseline) survey in Year One. Survey households in all of the communities in the permit coverage area (Cambria, Los Osos/Baywood Park, Nipomo, Oceano, Templeton, Santa Margarita, Garden Farms, and the urban fringes of San Luis Obispo, Atascadero, and Paso Robles). Target to achieve a 20% response rate or better.	X					Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PE2B: Conduct and analyze follow up surveys to measure changes in Years 3 and 5. Target to achieve at least a 50% increase in awareness by			X		X	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			Year 5. **PE2C**: Use survey results to update the program for continuous improvement.	X	X	X	X	X	
PE3	Broadcast stormwater pollution prevention television (TV) public service announcements (PSAs) about actions the public can take to reduce stormwater pollutants such as sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides, fertilizers, metals, and other chemicals.	To reduce the source of stormwater pollutants using television to reach out to the public and provide information about stormwater pollutants that impair local waterbodies and what actions the public can take to prevent stormwater pollution. See Pollutants of Concern analysis in Section 2.2.	**PE3A**: Measure and record the reach and frequency achieved using TV PSAs. Target to reach approximately 180,000 households using 30 second television public service announcements broadcast on at least one local TV channel at least two times per year.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
PE4	Broadcast stormwater pollution prevention radio public service announcements about actions the public can take to reduce stormwater pollutants such as sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides,	To reduce the source of stormwater pollutants using radio to reach out to the public and provide information about stormwater pollutants that impair local waterbodies and what actions the public can	**PE4A**: Measure and record the reach and frequency achieved using radio PSAs. Target to reach approximately 60,000 individuals using 30 second radio public service announcements broadcast on at least one local radio station at least two times	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
	fertilizers, metals, and other chemicals.	take to prevent stormwater pollution. See Pollutants of Concern analysis in Section 2.2.	per year.						
PE5	Distribute stormwater pollution prevention brochures and other printed materials targeting residential audiences. Topics to be included, but not limited to: General stormwater pollution prevention information about the impacts of urban runoff and the distinction between municipal storm sewer and sanitary sewer systems; Proper lawn and garden care; Proper automobile washing, repair and maintenance; Proper household hazardous waste storage and disposal including used motor oil; Proper septic system maintenance; Proper pet waste disposal; Proper trash and green waste storage and disposal; Waste reduction and recycling; Water and energy	To reduce the source of stormwater pollutants using printed materials to reach out to the public and provide educational information including both general and specific stormwater pollution prevention actions that people can take in their everyday activities to reduce stormwater pollutants such as sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides, fertilizers, metals, and other chemicals.	**PE5A**: Distribute printed materials in all of the communities in the stormwater permit coverage area each year. Target to reach 100% of the households in the permit coverage area by Year 3 and again by Year 5.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PE5B: Measure and record the number of brochures distributed.	X	X	X	X	X	
			PE5C: Post brochures on the County SWP2 website.	X	X	X	X	X	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
	conservation; Integrated Pest Management and use of less toxic household products; Littering, illegal dumping, and illicit discharge prohibitions; Water quality laws, regulations, and permits; Public hotline reporting mechanisms; Sustainable landscaping; Proper washing, maintenance and repair practices for equipment and recreational vehicles; and Traffic reduction and alternative fuels.								
PE6	Distribute stormwater pollution prevention brochures and other educational materials targeting commercial business operations including, but not limited to: restaurants, automobile services, mobile cleaners, contractors, and landscape and property management services. Topics to be included, but not limited to: General stormwater pollution prevention	To reduce the source of stormwater pollutants using printed materials to reach out to commercial businesses to provide educational information including both general and specific stormwater pollution prevention actions that businesses can take to reduce stormwater pollutants such as	**PE6A**: Distribute educational materials to 100% of the restaurants, automobile service, mobile cleaning, contractors, landscape service and property management companies in the stormwater permit coverage area by Year 3 beginning in Year 1 and continuing on an ongoing basis. **PE6B**: Post brochures on County website.	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
	information about the impacts of urban runoff and the distinction between municipal storm sewer and sanitary sewer systems; Proper landscaping care; Proper equipment and vehicle washing, repair and maintenance; Proper hazardous waste storage and disposal; Proper spill prevention and clean up; Proper septic system maintenance; Proper solid waste storage and disposal; Waste reduction and recycling; Water and energy conservation; Integrated Pest Management and use of less toxic products; Littering, illegal dumping, and illicit discharge prohibitions; Water quality laws, regulations, and permits; Public hotline reporting mechanisms; Sustainable landscaping; Construction runoff control BMPs; Post Construction Stormwater Management; Low Impact Development; and Green Building. Also see BMPs PE 7, 8, 9,	sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides, fertilizers, metals, and other chemicals.							

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
	and 12 for outreach to other business sectors.								
PE7	Distribute stormwater pollution prevention brochures and other printed materials targeting <u>industrial</u> operations in the stormwater permit coverage area. Topics to be included, but not limited to: General stormwater pollution prevention information about the impacts of urban runoff and the distinction between municipal storm sewer and sanitary sewer systems; Proper landscaping care; Proper equipment and vehicle washing, repair and maintenance; Proper hazardous waste storage and disposal; Proper spill prevention and clean up; Proper septic system maintenance; Proper solid waste storage and disposal; Waste Reduction and Recycling; Water and Energy Conservation; Integrated Pest Management and use of less toxic products;	To reduce the source of stormwater pollutants using printed materials to reach out to industrial operations to provide educational information including both general and specific stormwater pollution prevention actions that industrial operators can take in their everyday activities to reduce stormwater pollutants such as sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides, fertilizers, metals, and other chemicals.	**PE7A**: Distribute brochures to 100% of the industrial operations in the stormwater permit coverage area by Year 3 beginning in Year 1 and continuing on an ongoing basis. **PE7B**: Post brochures on County website.	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
	Littering, illegal dumping, and illicit discharge prohibitions; Water quality laws, regulations, and permits; Stormwater Pollution Prevention Plans; Public hotline reporting mechanisms; Sustainable landscaping; Construction runoff control BMPs; Post Construction Stormwater Management; Low Impact Development; and Green Building								
PE8	Distribute stormwater pollution prevention brochures and other printed materials targeting the development community and construction industry including construction site owners and operators and contractors. Topics to be included, but not limited to: Construction Stormwater General Permit requirements; County ordinances and permits; Stormwater Pollution Prevention Plan (SWPPP) requirements; Erosion and sediment control BMPs; Non-stormwater management; Illicit	To reduce the source of stormwater pollutants using printed materials to reach out to the development community and construction industry to provide educational information including both general and specific stormwater pollution prevention actions that people can take in their construction and development activities to reduce stormwater pollutants such as sediment, pathogens,	**PE8A**: Distribute brochures with every building permit application for projects one acre or more in size. **PE8B**: Distribute brochures to 100% of the General Contractors, Builders, and Developers operating in San Luis Obispo County by Year 3 and again by Year 5. **PE8C**: Post brochures on the County website.	X X X	X X X	X X X	X X X	X X X	Department of Planning and Building Supervising Planner (Permit Center) with assistance from the Environmental Resource Specialist, the Public Works Solid Waste Coordinator and the Stormwater Pollution Prevention Coordinator

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				1	**2**	**3**	**4**	**5**	
	discharge detection and elimination; and Proper disposal and recycling of construction materials. Also see BMP CON5.	oil and grease, litter and trash, pesticides, herbicides, fertilizers, metals, and other chemicals.							
PE9	Distribute stormwater pollution prevention brochures and other printed materials about post-construction stormwater management BMPs targeting the development community and construction industry. Topics to be included, but not limited to: **Attachment 4 General Permit Requirements**; Low Impact Development (LID) Design Standards; LID Benefits and Incentives; Post-construction treatment BMPs, and Long-term maintenance requirements. Also see BMP PC6.	To reduce the source of stormwater pollutants using printed materials to reach out to the development community and construction industry to provide educational information including both general and specific stormwater pollution prevention actions they can take to reduce stormwater pollutants using post-construction stormwater management BMPs.	**PE9A**: Distribute brochures with every building permit application for projects one acre or more in size. **PE9B**: Distribute brochures to 100% of the Builders, Developers, Architects, Landscape Architects, and Engineering companies operating in San Luis Obispo County by Year 3 and again by Year 5. **PE9C**: Post brochures on County website.	X

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
	waterbodies and ecosystems; What kids and their families can do to prevent stormwater pollution, Watershed stewardship service learning opportunities, the Don't Trash California campaign, the Our Water Our World Program, and the SWRCB Water Quality educational curriculum.	actions they can take to reduce stormwater pollutants such as sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides, fertilizers, metals, and other chemicals.	three years. This translates to approximately 35% of the schools each year. **PE10B**: Provide Sammy the Steelhead activity books for pre-school through grade 1 children. **PE10C**: Provide Sammy's Kid's Club educational materials and activities for children pre-school through Grade 6. **PE10D**: Provide Sammy the Steelhead educational appearances at public events for children.	X X X	X X X	X X X	X X X	X X X	
PE11	Collaborate with the local university and community college to provide stormwater pollution prevention educational information, materials, and activities for <u>college students</u>.	To reduce pollutants in stormwater runoff by educating college students about stormwater pollution prevention and what actions they can take to reduce stormwater pollutants such as sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides, fertilizers,	**PE11A**: Promote watershed stewardship volunteer service learning opportunities for college students. **PE11B**: Promote on-campus stormwater pollution prevention events and activities.	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
		metals, and other chemicals.							
PE12	Distribute stormwater pollution prevention brochures and other printed materials targeting tourists through hotels and local tourist attractions. Topics to be included, but not limited to: Why stormwater pollution prevention is important; Impacts of urban runoff on local waterbodies; Keep the Central Coast Beautiful for Your Children and Grandchildren; Stormwater Pollution Prevention Travel Tips; Clean Water recreational guides; Don't Feed the Wildlife, the Marine Plastic Debris Problem, and Don't Trash California campaign.	To reduce pollutants in stormwater runoff by educating tourists about stormwater pollution prevention and what actions they can take to reduce stormwater pollutants such as sediment, pathogens, oil and grease, litter and trash, pesticides, herbicides, fertilizers, metals, and other chemicals.	**PE12A**: Distribute brochures to 100% of the hotels and local tourist attractions in the coverage area by Year 3 and again by Year 5 beginning in Year 1. **PE12B**: Promote eco and sustainable agriculture tourism programs. **PE12C**: Provide interpretative stormwater pollution prevention signage in the top three high tourist impact areas in the permit coverage area.	X X X	X X X	X X X	X X X	X X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
PE13	Distribute stormwater pollution prevention educational materials using the County's Stormwater Pollution Prevention Website. Audiences and topics to be included, but not limited to: General Public; Residential BMPs;	To reduce pollutants in stormwater runoff by educating the public about the importance of stormwater pollution prevention and the public's role using the internet to distribute	**PE13A**: Maintain and update the County Stormwater Pollution Prevention website at least once per quarter. **PE13B**: Record the number of website hits and document downloads to	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
	Commercial Business BMPs; Industrial BMPs; Tourists, School Age Children and Educators, and College Students. See BMPs above for topics to be covered.	stormwater pollution prevention information and provide contact information for public comment and requests for additional information.	measure utilization. **PE13C**: Provide contact information and record the number and nature of website contacts and inquiries.	X	X	X	X	X	
PE14	Establish a library of stormwater pollution prevention educational materials for school, youth, and other community groups.	To reduce pollutants in stormwater runoff by providing water quality educational materials for the public and by providing contact information for public comment and requests for information.	**PE14 A**: Measure and record the number and types of requests for library materials. **PE14B**: Promote the availability of library materials in all of the communities in the coverage area. (Cambria, Los Osos/Baywood Park, Nipomo, Oceano, Templeton, Santa Margarita, Garden Farms, and the urban fringes of San Luis Obispo, Atascadero, and Paso Robles).	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
PE15	Provide public presentations and workshops about the importance of stormwater pollution prevention and what the public can do.	To reduce pollutants in stormwater runoff by providing water quality information for the public and by providing contact information for public comment and	**PE15A**: Target at least one public presentation or workshop in each community in the permit coverage area per year. (Cambria, Los Osos/Baywood Park, Nipomo, Oceano,	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
		requests for information	Templeton, Santa Margarita, Garden Farms, and the urban fringes of San Luis Obispo, Atascadero, and Paso Robles) **PE15B**: Establish a speaker's bureau for public presentations including volunteer citizen educators.	X	X	X	X	X	
PE16	Support and participate in public events and provide stormwater pollution prevention printed materials and public displays including, but not limited to: Watershed Fairs, Coast and Creek Cleanups, Home and Garden Shows, Educational Workshops, Community Events, and Farmers Markets.	To reduce pollutants in stormwater runoff by reaching out to the public and providing stormwater pollution prevention educational displays and materials at public events especially events that involve the public in cleanup and watershed stewardship activities to provide an interactive opportunity to learn by doing.	**PE16A**: Support and participate in at least one public event or display per year in each community in the permit coverage area including (Cambria, Los Osos/Baywood Park, Nipomo, Oceano, Templeton, Santa Margarita, Garden Farms, and the urban fringes of San Luis Obispo, Atascadero, and Paso Robles).	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PE16B: Provide public display materials for the communities listed above.	X	X	X	X	X	
			PE16C: Record the number of people participating and the amount of printed	X	X	X	X	X	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			materials distributed. Target to reach at least 10,000 people per year using public events and displays.						
PE17	Provide a Stormwater Pollution Prevention Telephone Information Line and a Pollution Reporting Hotline for the public to get more information and report stormwater pollution problems. Also see BMPs IL3 and CON8.	To identify stormwater problems areas by providing an easy to use means for citizens to report stormwater problems, complaints, and potential violations.	**PE17A**: Maintain the 788-FISH SLO County Partners for Water Quality Stormwater Information Line to direct users to their local stormwater pollution prevention program.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PE17B: Promote the County Pollution Reporting Hotline (see BMP#IL3 and CON8) in printed materials and on the County Stormwater Pollution Prevention Website beginning in Year 1.	X	X	X	X	X	
			PE17C: Record the number of Hotline calls received. Track and trend the types of reports and inquiries and how they were resolved.	X	X	X	X	X	
PE18	Implement a special pet waste management and responsible pet ownership public education and outreach campaign targeting dog, cat, horse	To prevent the introduction of pathogen and nutrient contaminants in stormwater runoff from animal wastes in	**PE18A**: Provide educational materials and mutt mitt stations in all County Parks in the permit coverage area by Year 3. Maintain mutt mitt supplies			X	X	X	General Services County Parks Superintendent, and

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
	and other animal owners. The program will place special emphasis on protecting sea otters and other sensitive wildlife. The program will also emphasize public health concerns for surfers and other recreational water users and shell fish harvesting as well as other water quality problems associated with urban runoff contaminated by pathogens and nutrients from fecal material. Critical topics include, but are not limited to: instructions on how to properly dispose of cat litter and other pet wastes in the trash rather than flushing it down the toilet to keep pathogens out of creeks and the ocean; proper storage of pet food to avoid attracting opossums and other wildlife into urban areas, pet spay/neuter programs, and feral animal control programs. Also see BMP IL11 Pet Waste Management Ordinance.	urban areas. To protect public health, sea otters and other wildlife, and water quality by educating the public about the proper disposal of pet and animal wastes and other responsible pet owner behaviors.	on an ongoing basis. **PE18B**: Adopt a pet waste ordinance including enforcement provisions by the end of Year 2. Publicize the pet waste ordinance on an ongoing basis. **PE18C**: Distribute pet waste management brochures with dog license renewals. **PE18D**: Distribute pet waste management brochures at Animal Shelters, Pet Stores, Veterinarian Offices, 4H Clubs, and Farm Supply Stores in the permit coverage area. **PE18E**: Post pet waste management public education and outreach information on the County website. **PE18F**: Distribute pet waste management educational information to general residential	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			audiences using radio and TV PSAs.						
			PE18G: Promote humane society and other nonprofit organizations dedicated to trap, neuter, and release/adopt programs for feral cats and dogs.	X	X	X	X	X	
			PE18H: Promote spray/neuter assistance programs to reduce feral cat and dog populations.	X	X	X	X	X	
			PE18I: Provide pet spay/neuter educational materials and other information to promote responsible pet ownership through the Animal Services Division.	X	X	X	X	X	
			PE18J: Promote the use of off leash dog parks in County parks.	X	X	X	X	X	
PE19	Implement a special Anti-Litter/Trash Public Education and Outreach Campaign with special emphasis on the marine plastic debris problem.	To reduce the amount of trash and litter introduced into waterbodies by educating the public about the problem and what they can do	**PE19A**: Promote the use of cloth reusable bags to reduce the use of plastic shopping bags.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PE19B: Eliminate the use of polystyrene disposable		X	X	X	X	and

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
		to help. To eliminate the sources of plastic litter that makes its way into the ocean. To protect marine wildlife and water quality.	food and beverage containers in County facilities. Encourage broader prohibitions on use.						Solid Waste Coordinator
			PE19C: Promote the use of reusable food and beverage containers.	X	X	X	X	X	
			PE19D: Broadcast the Algalita Research River to Sea Marine Plastic Debris videos at public meetings and on local cable TV channels.	X	X	X	X	X	
			PE19E: Provide educational materials at Coast and Creek Clean Up Days and Watershed Fairs.	X	X	X	X	X	
			PE19F: Promote plastic recycling.	X	X	X	X	X	
			PE 19G: Promote the Caltrans “Don’t Trash California” Campaign” and the California “Erase the Water” program.	X	X	X	X	X	
			PE 19H: Provide interpretative signage in		X	X	X	X	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			high impact areas. Also see BMPs PE12, PE21, and IL8.						
PE20	Storm Drain Marking Education and Outreach Events Also see BMP PP4.	To reduce the source of pollutants entering the storm sewer system by engaging the public in volunteer storm drain marking events to increase stormwater pollution prevention awareness.	**PE20A**: Mark all storm drains in the following communities according to schedule below: Urban Fringe San Luis Obispo Nipomo Océano Cambria Templeton Santa Margarita Garden Farms Urban Fringe Atascadero Urban Fringe Paso Robles Los Osos/Baywood	 X X X X X	 X X	 X X X			Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator and Road Operations Superintendent
PE21	Tributary, Watershed, and Interpretative Signage and Displays	To reduce the source of stormwater pollutants by increasing public awareness of local watersheds and water quality issues.	**PE21A**: Add stormwater pollution prevention interpretative signage and displays in county government facilities. **PE21B**: Add tributary and/or watershed signage during new County road and bridge projects crossing major waterways. **PE21C**: Add "Do Not Dump" signage in areas of illegal dumping. Also see	X X	X X	X X X	X X X	X X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator and Road Operations Superintendent and Development Services Engineer V

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			BMP IL8.						
PE22	Use the Sammy the Steelhead Stormwater Pollution Prevention Icon, Logo, and Slogan for public education and outreach materials.	To reduce pollutants in stormwater runoff by educating the public about the importance of stormwater pollution prevention and the public's role using an effective stormwater pollution prevention icon, slogan, and logo that will be recognized countywide.	**PE22A**: Promote the use of Sammy the Steelhead, the SLO County Partners for Water Quality stormwater pollution prevention icon in the stormwater pollution prevention public education and outreach program.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PE22B: Promote the use of the SLO County Partners for Water Quality logo and slogan, *"You are the solution to stormwater pollution."* in the stormwater pollution prevention public education and outreach program.	X	X	X	X	X	
			PE22C: Use the stormwater pollution prevention icon, slogan, and logo in at least three (3) media formats (print, television, radio and/or public displays/events.	X	X	X	X	X	
			PE22D: Measure Sammy the Steelhead icon, logo, and slogan recognition in the public opinion surveys	X		X		X	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			described in BMP PE2.						
PE23	Provide stormwater pollution prevention education and outreach to Municipal Departments and Personnel Also see BMP MO1.	To reduce pollutants in stormwater runoff by educating municipal departments and personnel that perform activities that can contribute to stormwater pollution.	**PE23A**: Distribute Stormwater Pollution Prevention Newsletters to municipal employees at least twice per year beginning in Year 1. Target to reach at least 400 employees per year. **PE23B**: Provide annual stormwater training to municipal operations employees. See BMP MO1	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator and Municipal Operations Division Heads
PE24	Provide stormwater pollution prevention education and outreach to Quasi-Governmental agencies such as educational institutions, water and sanitation districts.	To reduce pollutants in stormwater runoff by educating quasi-governmental agencies that perform functions that can contribute to stormwater pollution.	**PE 24A**: Conduct public presentations to the Water Resource Advisory Committee (WRAC) which includes members from educational institutions, and all the water and sanitary districts and municipalities in the County at least twice per year.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
PE25	Implement Community Based Social Marketing incentive programs to motivate stormwater pollution prevention behavior changes.	To motivate behavior changes that will reduce the sources of stormwater pollutants.	**PE25A:** Implement Sammy's Kids Club to motivate children and their families to adopt behaviors that will prevent stormwater pollution. **PE25B**: Implement Youth	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
			Patch Programs to motivate school aged children to adopt behaviors that will prevent stormwater pollution.						
			PE25C: Provide Money Saving Pollution Prevention and Conservation Tips to motivate residents and businesses to adopt behaviors that will prevent stormwater pollution.	X	X	X	X	X	
			PE25D: Develop and implement a Clean Water Business Recognition Award and Certification Program to motivate businesses to adopt behaviors that will prevent stormwater pollution.		X	X	X	X	
			PE25E: Promote Green Business Certification Programs to motivate businesses to adopt practices that will prevent stormwater pollution.		X	X	X	X	
			PE25F Promote Green Building and Sustainable Development Programs.	X	X	X	X	X	

STORMWATER POLLUTION PREVENTION PUBLIC EDUCATION AND OUTREACH									
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				1	**2**	**3**	**4**	**5**	
			PE25G: Promote Sustainable Agriculture and Organic Gardening Programs.	X	X	X	X	X	
			PE25H: Promote Low Impact Development and Smart Growth implementation.	X	X	X	X	X	

4.1.1 Examples of Stormwater Pollution Prevention (SWP2) Public Education and Outreach Best Management Practices Implemented To Date

Although permit coverage has not yet been granted at the time of this writing, the SLO County Partners for Water Quality Coalition ("the Partners") continues to push forward on the implementation of SWP2 public education and outreach and public participation and involvement activities in San Luis Obispo County. As a result, the program continues to evolve as the Partners learn from experience and develop additional partnerships and opportunities to collaborate. The Partners meet bimonthly with other active stakeholder groups to collaborate on opportunities to reach out to the community and provide education, outreach, and public participation and involvement activities. The Partners mailing list includes not only representatives from the fourteen MS4 agency partners, but also many local and regional environmental and conservation groups as well as resource agencies. The Partners Coalition has become a valuable forum to coordinate SWP2 efforts throughout the County.

Here are some of the highlights of the Program to date:

I. Sammy the Steelhead Stormwater Icon, Slogan, and Logo

One of the early goals of the SWP2 program was to identify a SWP2 icon, slogan and logo. Sammy the Steelhead, the City of San Luis Obispo's water conservation fish, was selected to represent the Partners in his new role as "Stormwater Pollution Prevention Expert and Official Spokesfish". The Partners adopted the SWP2 slogan ***"You are the solution to stormwater pollution!"*** to emphasize the public's role in preventing stormwater pollution. The Partners SWP2 logo featuring Sammy the Steelhead and the SWP2 slogan along with the official seals of all fourteen MS4 Partner agencies is shown below.

Sammy the Steelhead was selected to be the SWP2 Icon because he was already recognized as a celebrity in the community and because steelhead trout are designated as "threatened" in San Luis Obispo County streams. The community places high value on steelhead trout and since steelhead are very sensitive to water pollution, the connection between stormwater runoff pollution and Sammy the Steelhead's ecosystem

is readily apparent.

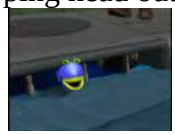
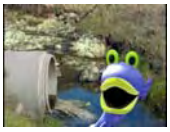
Sammy came to life in 2004 in his initial debut at the Partners SWP2 Earth Day Expo. Sammy has appeared live “in fish” at beach and creek cleanups, watershed fairs, and other public events. Since Earth Day 2004, Sammy has appeared in many public events and his water quality “brand recognition” continues to increase due to his frequent appearance on local television in stormwater pollution prevention and water conservation PSAs. Here is a picture of Sammy live “in fish”.

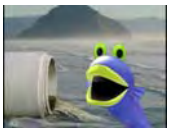
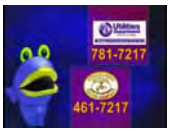
Hi,
I'm Sammy
the Steelhead

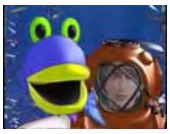
II. Television and Radio SWP2 Public Service Announcements (PSAs)

The first Sammy the Steelhead TV PSA was launched in 2004 to reach out to citizens across the County to take stormwater pollution prevention actions before the rainy season. The PSA builds on the community’s existing awareness of Sammy the Steelhead and was designed to develop an overall public awareness of stormwater runoff pollution. Here are the scenes and script from the first Sammy the Steelhead TV PSA.

Scene: Sammy at mouth of the San Luis Obispo Creek Watershed in Avila Beach **“Hi Folks. Sammy the Soaring Steelhead here. What do ya say we soar upstream and check out the scene”**

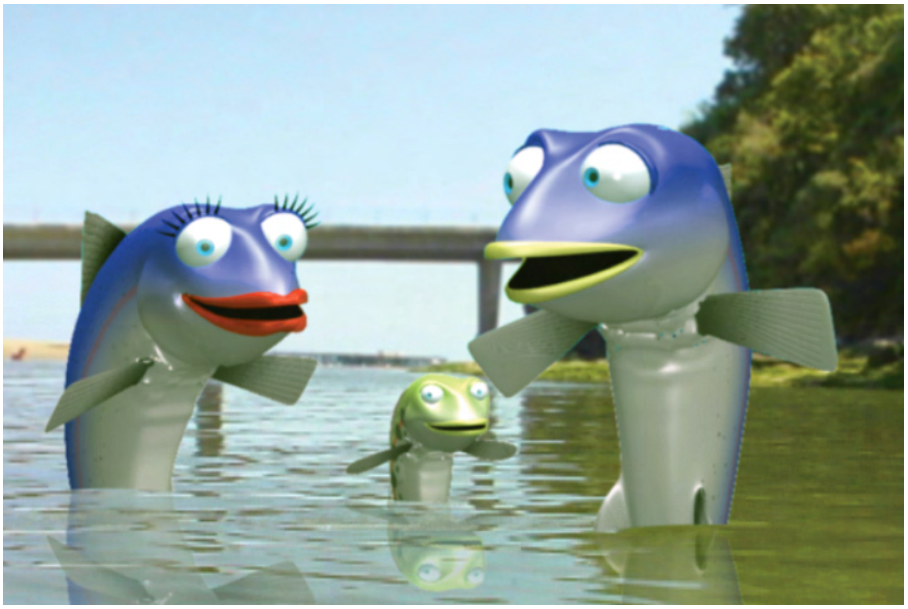
Scene: Sammy swimming upstream in San Luis Obispo Creek
Scene: Sammy at a storm drain outfall   **“Well, wat’er we waiting for?”**
Scene: Sammy swimming though the storm sewer system   **“You know polluted runoff goes straight into the storm drain which is bad for my ecosystem”**.
Scene: Sammy popping head out of storm drain inlet  **“Stormwater isn’t treated so remember…”**
Scene: Still photo collage of four stormwater pollutants   **“debris, chemicals, dirt, and other pollutants “**
Scene: :Sammy at storm drain outfall into creek  **“flow directly into our streams,”**

Scene: Sammy at Santa Margarita Lake (drinking water reservoir for the City of San Luis Obispo)   **lakes,**
Scene: Sammy at the Morro Bay National Estuary   **wetlands,**
Scene: Sammy at Morro Strand State Beach  **"and eventually the ocean."**
Scene: Sammy with logos and telephone numbers featuring the Partner's "788-FISH" SWP2 information line.    **"Call today for information on the solution to stormwater pollution"**
Scene: Scuba diver man   **"Water - supplies are limited. Prevent stormwater pollution."**

Sammy with scuba diver man  **"Right now."**

The original television SWP2 PSA used older Sammy animation. New animation and graphics for Sammy were introduced in 2005. Sammy was reanimated to look more like a real steelhead trout. The colors and body shape appear more realistic again to build on Sammy's connection to water quality and ecosystem protection. In addition, Sammy has a wife, Samantha and a little fry, Sammy Jr. who joined him in the new SWP2 PSAs. Three new PSAs were launched before the 2005-2006 rainy season using the new animation and featuring Sammy and his new family. The new PSAs focus on specific actions the public can take to prevent stormwater runoff pollution.

Here is a family portrait of Sammy and his family at the mouth of San Luis Obispo Creek.



Sammy the Steelhead SWP2 PSAs are broadcast on the local San Luis Obispo television channel and are estimated to reach 180,000 households throughout the County. Currently, three different Sammy the Steelhead SWP2 PSAs target residential audiences and cover the following topics:

- Proper pet waste management;

- Litter and trash in storm drains;
- Proper car washing;
- Proper car maintenance;
- Proper trash and green waste disposal;
- Proper use of pesticides and fertilizers; and
- Sweeping driveways instead of hosing them down.

Here is picture of Sammy discussing the problem of trash in the storm drain and the effect on his ecosystem.

In addition to the television PSAs, radio PSAs are currently in development.

III. SWP2 Information Telephone Line 788-FISH

As advertised in TV PSAs, printed materials, and poster displays at public events, Sammy speaks in a recorded message to callers when the Partners 788-FISH telephone number is called. Sammy tells callers how to contact each Partner for more information about SWP2 in their communities.

IV SWP2 Website at www.yourstormwater.org

The County's SWMP has been on line for public review since early 2004. The existing website at www.yourstormwater.org features information targeted toward homeowners, commercial businesses, the construction industry, and children. The website provides links to additional sources of information from USEPA and California SWRCB. Email contact information for the Stormwater Pollution Prevention Coordinator is also provided.

Plans are underway to upgrade the website to feature Sammy the Steelhead and to link to the other Partner's SWP2 websites as they become available. Sammy's television

and radio PSAs and Sammy's Kids Club are planned as additions to the SWP2 website. The website will be expanded to target additional audiences and include additional topics as the SWMP is implemented.

V. Printed Materials

A variety of brochures and flyers are distributed to the public at public events. Some examples of brochures currently being distributed include:

General Stormwater Awareness and Pollution Prevention:

- Make Your Home the Solution to Stormwater Pollution
- A Citizen's Guide to Understanding Stormwater
- Protecting Water Quality from Urban Runoff

Specific Actions Citizens Can Take:

- Our Water Our World Less Toxic Alternatives to Pesticide Use factsheets, booklets, wallet cards, magnets, and posters
- Household Hazardous Waste Facilities and Guidelines for the County
- A Homeowner Guide to Septic Systems
- 10 Things You Can Do to Prevent Stormwater Pollution Bookmarks and Display
- Materials

SWP2 Printed Materials for Children:

- Sammy the Steelhead SWP2 Activity Book
- Stormwater Challenge Crossword Puzzle
- Caltrans Don't Trash California Activity Book
- Our Water Our World Pest or Pal Activity Book
- Bookmarks

VI. Our Water Our World Program

The Our Water Our World Program was launched in San Luis Obispo County in January 2005. Press releases, local newsletter articles, and flyers were used to promote the program launch as shown below.

Get Rid of Pests Without the Poison

New program points the public towards less toxic solutions that protect water quality

How to get rid of pesky ants, hungry snails, or threatening spiders without poisoning your family or pets is a big concern for many people. Not to mention the threats to water quality posed by toxic sprays or pellets. What to do? A new program in San Luis Obispo County has the answers.

As a result of a partnership called “Our Water, Our World”, eleven businesses throughout the County now display information about less toxic pesticide products in their stores. Customers can visit participating stores and find free fact sheets on specific pest problems and the “Our Water, Our World” logo next to a variety of less toxic products to help customers make more informed choices when purchasing pesticide products. Participating stores include:

- Orchard Supply Hardware stores in Paso Robles and Pismo Beach,
- Miner’s Ace Hardware stores in Atascadero, Los Osos, and Morro Bay,
- Farm Supply stores in Paso Robles, San Luis Obispo, and Arroyo Grande,
- Pacific Home Improvement in San Luis Obispo,
- Cambria Nursery, and
- Old Towne Nursery in Nipomo.

The “Our Water, Our World” program is aimed at informing consumers about less toxic alternatives to common household pesticides that threaten water quality in water bodies nationwide. Rain water and over-irrigation of gardens and lawns can send these pesticides into streets and storm drains, especially when they are over-used. Remember that stormwater is not treated and flows directly into our rivers, lakes, and streams.

The program in San Luis Obispo County is sponsored by the SLO County Partners for Water Quality, a coalition of municipalities working together to prevent stormwater pollution. The “Our Water, Our World” program is part of a larger campaign involving garden supply stores and local government agencies throughout California, and is funded primarily through the Coastal Nonpoint Source Grant Program (Prop 13.)

For more information, go to www.ourwaterourworld.org.

The Our Water Our World Program has been well received in San Luis Obispo County. Eleven retail stores display Our Water Our World Factsheets and shelf talkers at their pesticide and herbicide point of sale areas. Training was conducted at each store by the OWOW Program consultant, Annie Joseph. Annie also conducted public workshops at the retail outlets, the Mid-State Fair, and to the general public at the SLO City/County Library.

An educational workshop entitled “Healthy Gardening for Families, Pets, and the Environment” sponsored by the Partners was presented to the public in June 2005. The

workshop was conducted by Debi Tidds, Education Director from Heather Farms Gardens and emphasized Integrated Pest Management (IPM), organic gardening, and composting techniques to reduce and in many cases totally eliminate the use of toxic pesticides, herbicides, and fertilizers in homes, lawns, and gardens. The workshop was advertised in the local San Luis Obispo newspaper. The workshop will be offered again in Nipomo in the summer of 2006.

The most common questions asked at SWP2 public events throughout the County are about how to get rid of pests without using pesticides and how to get rid of unwanted pesticide products in the home. The Our Water Our World materials and IWMA Household Hazardous Waste information are distributed at public events to fill this need. The Our Water Our World banner and posters are displayed and promote the Our Water Our World website as a source of information and expert advice. This information has also been presented to Master Gardeners, girl scouts, watershed groups, and to other gardening enthusiasts. The Our Water Our World printed materials also point the public to the Our Water Our World website which directs the public to additional sources of information in San Luis Obispo County including the SWP2 Program.

Although the funding for the program through Prop 13 ended in December 2005, the program will continue to be implemented. Funding through the SLO County Partners for Water Quality has been secured through 2007.

VII. Public Events and Displays

The Partners promote and participate in a number of public events such as Coast and Creek cleanups, watershed fairs, home and garden shows, Mid-State Fair, and Earth Day festivals. Here is a picture of Sammy the Steelhead and the Partners SWP2 display booth at the 2005 San Luis Obispo Creek Cleanup. Here Sammy can be seen ready to play "Trash ball" with kids to promote the Caltrans "Don't Trash California" campaign. In addition to the printed materials described above, examples of other giveaway items that have been distributed at public events include:

- Sammy the Steelhead "Don't be a Litterbug" Lollipops;
- Don't Trash California T shirts, key chains, pencils, bumper stickers, car litter bags, and tattoos;
- Cloth eco-bags; and
- "10 Things You Can Do To Prevent Stormwater Pollution" bookmarks.

The Partners also use the interactive Enviroscape Watershed Model at public events to demonstrate the effects of stormwater pollution on local waterbodies. Here is a picture of the watershed model in use at an Earth Day public event.

VIII. SWP2 Classroom Education

The Our Water Our World Pest or Pal classroom education program was launched in San Luis Obispo County in 2005. The program includes a teacher's workshop, curriculum guide including classroom activities, student activity book, bug viewer equipment for the classroom, and an Our Water Our World booklet to take home to parents. The Pest or Pal program targets chidren in 2nd-5th grades.

The Partners have also promoted the SWRCB water quality curriculum in San Luis Obispo County. This curriculum provides water quality activities for grade school children.

Additional materials and activities for classroom use are being developed. Development of Sammy's Kids Club has begun and is expected to launch before the 2006-2007 school year.

IX. Newsletters and Direct Mailings

The Partners share public education and outreach information for their local community newsletters and direct mailings.

X. Storm Drain Marking Events

Storm drain marking events will be scheduled for all of the communities in the permit coverage area. The first storm drain marking event, the *"Waterway Protection Day: Help Us Stick It to Stormwater Pollution"* was led by the Land Conservancy of San Luis Obispo County in May of 2006 and was funded by a grant from the Avila Trustee Council. Approximately 1,450 storm drains in the SLO Creek watershed were labeled by 250 volunteers using the storm drain markers shown below. These storm drain markers will be used in the other communities in the permit coverage area as well.

The Partners SWP2 Public Education and Outreach Program is still in its infancy and from the BMPs that have been implemented to date, much has been learned about what works best in San Luis Obispo County. For example, we have learned that television is our single most effective medium for outreach to a large number of households and that Sammy the Steelhead has many fans in San Luis Obispo County. Most importantly, we have learned about the power of teamwork and the synergy that can be achieved when we work together. We have also gained a great respect and appreciation for the strong spirit of citizen involvement and dedication to environmental stewardship present in our communities. We still have a long way to go, but as we continue to implement our SWMPs, we will continue to learn and improve our effectiveness.

4.2 Best Management Practices and Measurable Goals for Public Participation and Involvement

The BMPs selected for Stormwater Pollution Prevention Public Participation and Involvement are listed below:

1) Compliance with public notice requirements for stormwater public participation and involvement activities;
2) Public stakeholder involvement meetings and workshops;
3) Support and participation in Coastal and Creek cleanup events;
4) Implementation of the volunteer storm drain marking program;
5) Support and participation in watershed stewardship programs including volunteer water quality monitoring, watershed planning, community reforestation, and other environmental restoration activities;
6) Meetings with the Water Resources Advisory Committee (WRAC) for stakeholder input; and
7) Implementation of the volunteer Adopt-a-Road and Storm Drain program.

Table 4.2 shows detailed information about each Public Participation and Involvement BMP, its intent, measurable goals and outcomes, implementation timeline, and the parties responsible for implementation. See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP.

Table 4.2 Best Management Practices Implementation for Public Participation and Involvement

The Measurable Goals and Outcomes outlined below are due within 12 months from the annual anniversary of permit coverage under the MS4 General Permit for each year indicated by an "X". See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

MINIMUM CONTROL MEASURE #2: PUBLIC PARTICIPATION AND INVOLVEMENT

OBJECTIVE: To comply with all state and local notice requirements and include the public in developing, implementing, and reviewing the stormwater management program including efforts to reach out and engage the communities within the permit coverage area.

PUBLIC PARTICIPATION AND INVOLVEMENT									
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				1	**2**	**3**	**4**	**5**	
PP1	Comply with public notice requirements for stormwater public participation and involvement activities.	To ensure compliance with applicable public notice requirements.	**PP1A**: Determine public notice requirements for each public participation and involvement activity and ensure compliance.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PP1B: Maintain records for public participation and involvement events.	X	X	X	X	X	

PUBLIC PARTICIPATION AND INVOLVEMENT									
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				1	**2**	**3**	**4**	**5**	
PP2	Hold Public Involvement Stakeholder Meetings /Workshops including volunteer educators and speakers.	To promote community support for the SWMP and to ensure the community has opportunities to provide input and direction regarding SWMP development, implementation, and review.	**PP2A**: Maintain a master stormwater stakeholder and interested parties list.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PP2B: Organize and conduct at least two (2) stormwater stakeholder meetings per year to review the status and performance of the SWMP.	X	X	X	X	X	
			PP2C: Post the stormwater annual report on the County website for public review.	X	X	X	X	X	
PP3	Promote public participation in Coastal Cleanup Day and Creek Cleanups by providing advertising and incentives for participation as well as other support.	To promote community support for the SWMP and to reduce pollution from litter, trash, and illegal dumping.	**PP3A**: Promote and support at least 3 annual coast and creek cleanup opportunities within the SWMP coverage area. Record the amount and types of trash and debris removed.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PP3B: Work with community groups, SLO County Partners for Water Quality, and nonprofit organizations to promote and support these programs.	X	X	X	X	X	

PUBLIC PARTICIPATION AND INVOLVEMENT									
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				1	**2**	**3**	**4**	**5**	
PP4	Storm Drain Marking Program Also see BMP PE20.	To promote community support for the SWMP and to reduce pollution from litter and illegal dumping.	**PP4A**: Recruit and organize community volunteers for storm drain marking events in the SWMP coverage area according to the following schedule:						Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator, Road Operations Superintendent and Development Services Engineer V
			San Luis Obispo urban fringe	X					
			Nipomo	X					
			Océano	X					
			Santa Margarita	X					
			Garden Farms	X					
			Cambria		X				
			Templeton		X				
			Atascadero urban fringe			X			
			Paso Robles urban fringe			X			
			Los Osos/Baywood			X			
			PP4B: Include provisions for storm drain marking on all new development projects with storm drains.	X	X	X	X	X	
			PP4C: Maintain store drain markings on an ongoing basis.	X	X	X	X	X	

PUBLIC PARTICIPATION AND INVOLVEMENT									
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				1	**2**	**3**	**4**	**5**	
PP5	Promote and support Watershed Stewardship Programs including, but not limited to: volunteer water quality monitoring, watershed planning, community reforestation, storm drain marking, community cleanups, and other environmental restoration activities. Also see BMP PE16.	To promote community support for the SWMP and reduce pollution from urban runoff.	**PP5A**: Promote and support the introduction of Urban Watch and First Flush Monitoring Programs in SL0 County.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PP5B: Promote and support Snapshot Day Citizen's Monitoring Program.	X	X	X	X	X	
			PP5C: Promote and support community reforestation programs.	X	X	X	X	X	
			PP5D: Promote and support watershed planning activities. Also see BMP PE16.	X	X	X	X	X	
PP6	Meet with Water Resources Advisory Committee (WRAC) to obtain stakeholder input and feedback on stormwater issues, program priorities, and program performance.	To provide a mechanism to engage stakeholder involvement.	**PP6A**: Provide stormwater updates to the WRAC at least twice per year.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			PP6B: Record meeting attendance and comments.	X	X	X	X	X	

PUBLIC PARTICIPATION AND INVOLVEMENT									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
PP7	Promote the County Adopt a-Road Program and add an Adopt a Storm Drain component.	To provide a mechanism to reach out and engage the community in the Stormwater Management Program.	**PP7A**: Measure and record participation in the program. Target to increase participation by 10% per year starting in Year 1.	X	X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator and Road Operations Superintendent

4.3 Best Management Practices and Measurable Goals for Illicit Discharge Detection and Elimination (IDDE)

BMPs selected for Illicit Discharge Detection and Elimination (IDDE) are listed below:

1) Adopt and enforce an IDDE ordinance to prohibit illicit discharges;
2) Implement the storm sewer GIS mapping program;
3) Maintain the stormwater pollution prevention hotline for the public to use to report illicit discharges;
4) Conduct IDDE inspections;
5) Conduct construction plan reviews for illicit connections;
6) Implement a sanitary sewer overflow and spill prevention and response program;
7) Implement a septic system management program to detect and eliminate illicit discharges from faulty septic systems;
8) Post signage prohibiting illegal dumping;
9) Promote recycling and hazardous waste programs;
10) Implement hazardous material spill protection and control procedures and training;
11) Adopt and enforce a pet waste ordinance; and
12) Conduct IDDE education and training.

Examples of how non-stormwater discharges can be addressed in the IDDE ordinance are described in BMP IL1 as shown in Table 4.3.1 below.

Table 4.3.1 Examples of Ways to Address Non-Stormwater Discharges
Note the exact language for the IDDE ordinance cannot be determined at this time because it will be subject to a public review process.

Water Source	Water Quality Concerns	Ways to Address Non-Stormwater Discharges in the IDDE Ordinance
Water line flushing	Chlorine	Prohibit direct discharge to the storm sewer system
Landscape irrigation	Pesticides, fertilizers, bacteria	Prohibit over-watering into the storm sewer system
Diverted stream flows	Sediment, turbidity, erosion	Prohibit direct discharge to the storm sewer system. Follow Army Corps of Engineer permit and any other permit requirements.

Water Source	Water Quality Concerns	Ways to Address Non-Stormwater Discharges in the IDDE Ordinance
Rising groundwaters	Depending on the situation, the water may be contaminated by septic system effluents, leaking underground tanks, or may be high in Total Dissolved Solids, nitrate, sulphates, radionuclides, or other contaminates that can be found in groundwater.	Prohibit direct discharge to the storm sewer system
Uncontaminated groundwater infiltration to separate storm sewers	No contamination concerns would be evident; however, groundwater may be naturally higher in TDS or other contaminates than the receiving waterbody.	May be unavoidable in areas with high groundwater table. Situation may be prevented with proper drainage design.
Uncontaminated pumped groundwater	No contamination concerns would be evident; however, groundwater may be naturally higher in TDS or other contaminates than the receiving waterbody.	Prohibit direct discharge to the storm sewer system
Discharges from potable water sources	Chlorine	Prohibit discharge to storm sewer system
Foundation drains	Depending on the situation, the water may be contaminated by septic system effluents, leaking underground tanks, or may be high in Total Dissolved Solids, nitrate, sulphates, radionuclides, or other contaminates found in groundwater.	Prohibit direct discharge to the storm sewer system
Air conditioning condensation	May be contaminated with metals, fungicides, bacteria, or other industrial fluids.	Prohibit direct discharge to the storm sewer system

Water Source	Water Quality Concerns	Ways to Address Non-Stormwater Discharges in the IDDE Ordinance
Irrigation water	Pesticides, fertilizers, and bacteria	Prohibit over-watering into the storm sewer system
Springs	May be high in temperature, sulfur, or TDS	Prohibit direct discharge to the storm sewer system
Water from crawl space pumps	May be contaminated by septic system effluents, leaking underground tanks, or may be high in Total Dissolved Solids, nitrate, sulphates, radionuclides, or other contaminates found in groundwater.	Prohibit direct discharge to the storm sewer system
Footing drains	May be contaminated by septic system effluents, leaking underground tanks, or may be high in Total Dissolved Solids, nitrate, sulphates, radionuclides or other contaminates.	Prohibit direct discharge to the storm sewer system
Lawn watering	Pesticides, fertilizers, and bacteria	Prohibit over-watering into storm sewer system
Individual residential car washing	Water temperature, sediment, trash/debris, organics, soaps, detergents, oils, automotive fluids, metals, and bacteria	Prohibit car wash discharges into the storm sewer system. Recommend using a commercial car wash that recycles wash water, diking wash water and collecting for discharge into the sanitary sewer system, or washing car using biodegradable, nontoxic materials on a lawn or other vegetated area not directly connected to a storm drain or waterbody.

Water Source	Water Quality Concerns	Ways to Address Non-Stormwater Discharges in the IDDE Ordinance
Flows from riparian habitats and wetlands	May be contaminated with nutrients, coliforms, or other pollutants.	Prohibit direct discharge into the storm sewer system
Dechlorinated swimming pool discharges	Bacteria and salinity/Total Dissolved Solids	Prohibit discharge to the storm sewer system. Discharge to the sanitary sewer system for treatment. Call wastewater service provider for instructions.

Table 4.3 shows detailed information about each IDDE BMP, its intent, measurable goals and outcomes, implementation timeline, and the parties responsible for implementation. See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

Table 4.3 Best Management Practices Implementation for Illicit Discharge Detection and Elimination

The Measurable Goals and Outcomes outlined below are due within 12 months from the annual anniversary of permit coverage under the MS4 General Permit for each year indicated by an "X". See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

MINIMUM CONTROL MEASURE #3: ILLICIT DISCHARGE DETECTION AND ELIMINATION

OBJECTIVE: To adopt and enforce ordinances or take equivalent measures that prohibit illicit discharges and to implement a program to detect and eliminate illicit discharges.

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL1	Adopt an ordinance prohibiting illicit discharges and including enforcement provisions. **The ordinance must also address the categories of non-storm water discharges or flows listed in Section D.2.c. (6) of the MS4 General Permit. See Section 4.3 for information about how non-stormwater discharges will be addressed.** The ordinance will include a system of enforcement and penalties. Model ordinances will be used to help draft this ordinance.	To reduce pollutants in stormwater runoff by enforcing illicit discharge prohibitions.	**IL1A**: Ordinance to be drafted and adopted by Year 2. **IL1B**: Establish a system of enforcement and penalties and train inspectors. **IL1C**: Track and trend annual enforcement reports. Violation types will be evaluated to measure effectiveness over time.		X	X	X	X	Public Works Environmental Programs Division Manager and Stormwater Pollution Prevention Coordinator

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL2	Use GIS to map the storm sewer system showing the location of storm sewer features and all outfalls and the names and locations of all waters of the US that receive discharges from those outfalls.	To reduce pollutants in storm water runoff by mapping the storm sewer system to facilitate tracking the source of stormwater pollutants.	**IL2A**: Complete storm sewer maps according to the following schedule: Santa Margarita and Garden Farms Nipomo Oceano Cambria Templeton Urban fringes of San Luis Obispo, Atascadero, and Paso Robles Los Osos/Baywood **IL2B**: Update maps on an annual basis to include new and modified storm sewer facilities.	 X X X X	 X X X X X	 X	 X	 X	Public Works Road Operations Superintendent and Development Services Engineer V with assistance from the Stormwater Pollution Prevention Coordinator

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL3	Maintain a Public Stormwater Pollution Prevention Hotline for citizens to report illicit discharges, illegal dumping, construction site runoff violations, and other stormwater pollution problems. Also see BMPs IL3 and CON8.	To reduce pollutants in storm water runoff by providing a mechanism to detect and eliminate illicit discharges, illegal dumping, construction site runoff violations and other stormwater pollution problems through citizen reporting.	**IL3A**: Enhance the County's existing Environmental Health Services pollution complaint reporting line to include illicit discharge, illegal dumping, and construction site runoff citizen reporting.	X					Public Health Environmental Health Services Division Supervising Environmental Health Specialist, Hazardous Materials Section
			IL3B: Advertise the availability of the Stormwater Pollution Prevention hotline and provide instructions for how to report stormwater problems as part of the public education and outreach program.	X	X	X	X	X	and Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator
			IL3C: Record the number of stormwater reports and document follow up actions and problem resolution. Track and trend report types. Report results in annual report.	X	X	X	X	X	
			IL3D: Measure and record hotline follow-up response times.	X	X	X	X	X	

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL4	Implement procedures for illicit connections/discharge inspections and dry weather screening for the storm sewer system including residential, commercial business, industrial and other governmental and quasi-governmental discharges. These procedures will apply to anyone discharging into the County storm sewer system. The procedures will ensure that any illicit connection or discharge detected will be detected and eliminated.	To reduce pollutants in storm water runoff by detecting and eliminating illicit connections and discharges to the storm sewer system.	**IL4A**: Develop and implement a procedure and checklist for detecting illicit connections and discharges.	X	X	X	X	X	Public Works Road Operations Superintendent and Public Health Environmental Health Services Division Supervising Environmental Health Specialist, Hazardous Materials Section with assistance from the Stormwater Pollution Prevention Coordinator
			IL4B: Inspect for illicit connections and discharges during storm drain and cross-connection inspections.	X	X	X	X	X	
			IL4C: Establish a system of enforcement and penalties to ensure illicit connections and discharges are eliminated according to the adopted ordinance in BMP IL1.			X			
			ILD: Track and trend violations to determine additional preventive and corrective actions that may be needed. Report these results annually.			X	X	X	

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL5	Incorporate illicit connection prohibitions and inspections in construction plan review and building inspections for new development and redevelopment projects.	To prevent the discharge of pollutants in stormwater runoff by preventing new illicit connections in new development and redevelopment projects.	**IL5A**: Revise inspection checklists and procedures to prohibit illicit connection and discharge to the storm sewer system.		X				Department of Planning and Building Chief Building Official and Public Works Development Services Engineer V
			IL5B: Include stormwater illicit connections and discharges in construction plan review and building inspections on an ongoing basis for all new development and redevelopment projects.		X	X	X	X	
IL6	Sanitary Sewer Overflow Prevention and Spill Response Program	To reduce pollutants in storm water runoff from sanitary sewer overflows and spills from County operated wastewater systems.	**IL6A**: Audit the adequacy of the operations and maintenance programs for county-operated wastewater treatment systems to ensure that these systems are properly operated and maintained to prevent sanitary sewer overflows and spills into the storm sewer system.	X	X	X	X	X	Public Works Utilities Division Supervisors
			IL6B: Track and trend sanitary sewer overflow events and implement corrective and preventive measures. Report performance annually.	X	X	X	X	X	

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL7	Implement the Septic System Management Program to detect and eliminate illicit discharges from faulty septic systems.	To reduce pollutants in storm water runoff from faulty septic systems.	**IL7A**: Identify and map areas in the SWMP coverage area served by septic systems including county operated systems.	X					Department of Planning and Building Chief Building Official and General Services for county-owned septic systems General Services County Parks Superintendent
			IL7B: Establish inspection/monitoring criteria for key areas.	X					
			IL7C: Inspect 25% of the county owned septic systems and septic systems in key areas per year.		X	X	X	X	
IL8	Post signage prohibiting littering and illegal dumping.	To reduce pollution in storm water runoff from litter and illegal dumping.	**IL8A**: Survey county road maintenance employees for field observations about littering and illegal dumping activities. Identify and prioritize the top ten locations experiencing littering and illegal dumping in the stormwater permit coverage area.	X					Public Works Road Operations Superintendent and the Stormwater Pollution Prevention Coordinator
			IL8B: Post signs prohibiting illegal dumping in the top ten illegal dumping areas by permit year 3 beginning in permit year 1.	X	X	X			

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL9	Support and promote the SLO County Integrated Waste Management Authority (IWMA) Recycling and Household Hazardous Waste Programs.	To reduce pollutants in stormwater runoff from litter and illegal dumping by promoting recycling and household hazardous waste programs.	**IL9A**: Include the SLO County IWMA Recycling and Household Hazardous Waste Programs in the Stormwater Pollution Prevention public education and outreach and public participation and involvement BMPs.	X	X	X	X	X	Public Works Solid Waste Coordinator and the Stormwater Pollution Prevention Coordinator
			IL9B: Coordinate activities with the IWMA.	X	X	X	X	X	
IL10	Enhance hazardous spill protection and control procedures and training to prevent illicit discharge into the storm sewer system. Also see Municipal Operations BMP MO1.	To reduce the chance of hazardous materials spills into the storm sewer system.	**IL10A**: Revise hazardous spill protection and control procedures and training to emphasize preventing illicit discharge into the storm sewer system.	X	X	X	X	X	Department of Public Health Environmental Health Services Department of Public Works Road Operations Superintendent General Services County Parks Superintendent
IL11	Adopt and enforce a Pet Waste Management Ordinance	To reduce pollutants in storm water runoff by adopting and enforcing a pet waste ordinance to prohibit the introduction of animal wastes into waterbodies.	**IL11A**: Adopt and enforce a pet waste ordinance according to schedule. The ordinance adoption process includes public review.		X	X	X	X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

ILLICIT DISCHARGE DETECTION AND ELIMINATION									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
IL12	Illicit Discharge Detection and Elimination (IDDE) Education and Training Program	To reduce the incidences of illicit discharges and illegal dumping in the storm sewer system by educating municipal employees, commercial businesses, industrial operations, and the General Public.	**IL12A**: Emphasize IDDE in the municipal operations employee training program. See BMP MO1. **IL12B**: Include IDDE in public education and outreach BMPs.	X X	X X	X X	X X	X X	Public Works Environmental Programs Division Stormwater Pollution Prevention Coordinator

4.4 Best Management Practices and Measurable Goals for Construction Site Runoff Control

BMPs selected for Construction Site Runoff Control are listed below:

1) Revise County grading ordinances to require erosion and sediment controls for projects that disturb one acre or more of land and provide sanctions to ensure compliance. The ordinance will also include requirements for construction operators to control waste such as discarded building materials, concrete truck washout, chemicals, litter, sanitary waste and other materials at construction sites that may cause adverse impacts to water quality;
2) Conduct construction site plan reviews that incorporate consideration of potential water quality impacts;
3) Conduct construction site inspections and enforce control measures;
4) Provide construction site runoff control public education and outreach;
5) Provide a construction site BMP policy and procedures manual;
6) Conduct training for municipal operations employees involved in construction; and
7) Implement a stormwater pollution prevention hotline for citizen reporting of construction violations.

Table 4.4 shows detailed information about each Construction Site Runoff Control BMP, its intent, measurable goals and outcomes, implementation timeline, and parties responsible for implementation. See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

Table 4.4 Best Management Practices Implementation for Construction Site Runoff Control

The Measurable Goals and Outcomes outlined below are due within 12 months from the annual anniversary of permit coverage under the MS4 General Permit for each year indicated by an "X". See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

MINIMUM CONTROL MEASURE #4: CONSTRUCTION SITE RUNOFF CONTROL

OBJECTIVE: To develop a program to control the discharge of pollutants from construction sites greater than or equal to one acre in size. The program must include inspections of construction sites and enforcement actions against violators.

CONSTRUCTION SITE RUNOFF CONTROL									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
CON1	Revise County grading ordinances (Titles 22 and 23) to update erosion and sediment control requirements and enforcement provisions for projects that disturb one acre or more of land to comply with the MS4 General Permit and Construction Stormwater General Permit requirements. Model ordinances will be used to draft these ordinance revisions.	To reduce pollutants in stormwater runoff by controlling the discharge of pollutants from construction sites greater than or equal to one acre in size by adopting and enforcing ordinances requiring construction site runoff controls required by the MS4 General Permit and Construction Stormwater General Permit.	**CON1A**: Revise existing grading ordinances to require additional specific construction site runoff control measures as required by the MS4 General Permit and Construction Stormwater General Permit including, but not limited to: use of good site planning, minimization of soil movement, erosion and sediment control BMPs, good housekeeping practices for recycling and disposal of discarded building materials, concrete truck washouts, chemicals,			X	X	X	Department of Planning and Building Chief Enforcement Official

CONSTRUCTION SITE RUNOFF CONTROL									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			litter, and sanitary waste at construction sites. The ordinance revisions must include provisions for enforcement and penalties for noncompliance. **CON1B**: Enforce new ordinance requirements.			X	X	X	
CON2	Conduct Construction Site Plan Reviews	To reduce pollutants in stormwater runoff by controlling the discharge of pollutants from construction sites greater than or equal to one acre in size using construction site plan reviews.	**CON2A**: Implement procedures for reviewing grading plans to verify that erosion and sediment control BMPs are included and are adequate before issuing permits for projects that involve one acre or more of land disturbance according to schedule. **CON2B**: Establish a protocol to verify that the project proponent has coverage under the General Permit for Stormwater Discharges Associated with Construction Activity for projects that involve one acre or more of land disturbance before issuing permits. Record the WDID	X X	X X	X X	X X	X X	Department of Planning and Building Grading Specialist, Supervising Planner (Permit Center) and Public Works Development Services Engineer V

CONSTRUCTION SITE RUNOFF CONTROL									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			number.						
CON3	Conduct construction site inspections and enforce construction site runoff control requirements.	To reduce pollutants in stormwater runoff by controlling the discharge of pollutants from construction sites greater than or equal to one acre in size using construction site inspections and enforcement.	**CON3A**: Create a procedure for inspecting construction site stormwater BMPs to ensure that they are being implemented and are properly maintained.		X	X	X	X	Department of Planning and Building Chief Building Official and Public Works Development Services Engineer V
CON4	Conduct a public education and outreach program for construction runoff controls targeting project applicants, contractors, developers, property owners and other responsible parties. Also see BMP PE8.	To reduce pollutants in stormwater runoff by controlling the discharge of pollutants from construction sites greater than or equal to one acre in size using public education and outreach.	**CON4A**: Issue construction site education and outreach information with 100% of all construction permit applications for projects with one acre or more of land disturbance.	X	X	X	X	X	Department of Planning and Building Supervising Planner (Permit Center) and Environmental Resource Specialist and Public Works Development Services Engineer V
			CON4B: Include construction site runoff control public education and outreach information in the Stormwater Pollution Prevention Public Education and Outreach Program.	X	X	X	X	X	
			CON4C: Measure and record the number of permittees receiving	X	X	X	X	X	

CONSTRUCTION SITE RUNOFF CONTROL									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			education and outreach materials to ensure that 100% of the applicants with projects greater than or equal to one acre receive them. **CON4D**: Post information on County website.	X	X	X	X	X	
CON5	Develop and disseminate a construction site BMP policy and procedures guidance manual. The CASQA Construction BMP Manual can be used as a model.	To reduce pollutants in stormwater runoff by controlling the discharge of pollutants from construction sites by providing guidance on policies and procedures.	**CON5A**: Disseminate policy and procedure guidance materials according to schedule.		X	X	X	X	Department of Planning and Building Environmental Resource Specialist
CON6	Train municipal operations staff involved in reviewing grading plans, inspecting construction sites, or managing or monitoring construction sites for runoff control. Also see BMP MO1.	To reduce pollutants in stormwater runoff by controlling the discharge of pollutants from construction sites by training County staff in erosion and sediment control and all other aspects of effective construction site runoff control.	**CON6A**: Provide construction site runoff control training for County staff on an ongoing basis. The training will include at a minimum the Construction Stormwater General Permit requirements and erosion and sediment control BMPs.						Department of Planning and Building Manager and Supervisors, Public Works Construction and , Environmental Division Managers, and Development Services Engineer V and General Services Park Superintendent

CONSTRUCTION SITE RUNOFF CONTROL									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
CON7	Use the Public Stormwater Pollution Prevention Hotlline for citizen reporting on construction site runoff violations. Also see BMPs PE17 and IL3.	To reduce the discharge of pollutants from construction sites using citizen reporting.	**CON7A**: Train hotline operators to forward citizen reports about construction runoff violations to County Planning and Building Code Enforcement. **CON7B**: Record the number of citizen reports and problem resolution and report annually.	X X	X X	X X	X X	X X	Department of Planning and Building Chief Enforcement Official and Public Work Environmental Programs Division Stormwater Pollution Prevention Coordinator

4.5 Best Management Practices and Measurable Goals for Post-Construction Stormwater Management for New Development and Redevelopment

BMPs selected for Post-Construction Stormwater Management for New Development and Redevelopment are listed below:

1) Adopt and enforce ordinance revisions requiring post-construction stormwater management controls. The ordinance must include the requirements in Attachment 4 of the MS4 General Permit;
2) Revise the CEQA initial study checklist to include post-construction stormwater management controls;
3) Conduct development review for post-construction stormwater management;
4) Conduct site inspection and require self-certification for long-term maintenance;
5) Develop and implement a Low Impact Development design standards manual;
6) Provide Low Impact Development public education and outreach;
7) Develop and implement Low Impact Development incentive programs;
8) Implement Integrated Regional Water Management Plan goals and objectives for Low Impact Development and Smart Growth; and
9) Add post-construction stormwater management to the revised Conservation Element of the General Plan.

Table 4.5 shows detailed information about each Post-Construction Stormwater Management BMP, its intent, measurable goals and outcomes, implementation timeline, and the parties responsible for implementation. See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

Table 4.5 Best Management Practices Implementation for Post-Construction Stormwater Management in New Development and Redevelopment

The Measurable Goals and Outcomes outlined below are due within 12 months from the annual anniversary of permit coverage under the MS4 General Permit for each year indicated by an "X". See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

MINIMUM CONTROL MEASURE #5: POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT

OBJECTIVE: To require long-term post-construction BMPs that protect water quality and control runoff flow to be incorporated into new development and significant redevelopment projects. Post-construction programs are most effective when they stress (1) low impact design; (2) source controls; and (3) treatment controls.

POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
PC1	Adopt and enforce revisions to the County Land Use Ordinances (Titles 22 and 23) to require specific post-construction stormwater management controls for new development and redevelopment projects that disturb one acre or more of land and provide enforcement sanctions to ensure compliance. Model ordinances will be used to draft these revisions.	To reduce pollutants in stormwater runoff by requiring long-term post-construction BMPs that protect water quality and control runoff in new development and significant redevelopment projects.	**PC1A**: Revise existing ordinances to require specific post-construction stormwater management controls including **the Design Standards specified in Attachment 4 of the MS4 General Permit** according to the schedule shown. **See Appendix D for Attachment 4 requirements**.			X	X	X	Department of Planning and Building Code Enforcement Chief Investigator

POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
PC2	Revise the CEQA initial study checklist to include urban runoff quantity and quality and post-construction stormwater management considerations.	To reduce pollutants in stormwater runoff by checking for good site design and post-construction stormwater management during the CEQA process.	**PC2A**: Revise the CEQA initial study checklist according to schedule.			X	X	X	Department of Planning and Building Environmental Resource Specialist
PC3	Include post-construction stormwater management in the development review process.	To reduce pollutants in stormwater runoff by checking for good site design and post-construction stormwater management during the development review process.	**PC3A**: Add post-construction stormwater management to development review beginning in Year 1.	X	X	X	X	X	Planning and Building Planning Staff and Public Works Development Services Engineer V

POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
PC4	Include post-construction stormwater management in site inspection and ongoing storm sewer system inspections. Include self-certification to ensure long-term maintenance of post-construction stormwater management controls.	To reduce pollutants in stormwater runoff by inspecting for post-construction stormwater management controls during the site inspection and ongoing storm sewer inspection processes.	**PC4A**: Inspect project sites one acre or more in size for compliance with post-construction stormwater management controls as defined in the revised County Land Use Ordinances. Inspections must include a check to verify that that post-construction runoff controls have been implemented and are being maintained.			X	X	X	Department of Planning and Building Staff Public Works Development Services Engineer V and Road Operations Superintendent
			PC4B: Add a self-certification requirement to ensure long-term maintenance of post-construction stormwater facilities.			X	X	X	

POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
PC5	Develop and implement a Low Impact Development (LID) Design Standards Manual. The Los Angeles County Standard Urban Stormwater Mitigation Plan (SUSMP) can be used as a model for developing this manual.	To reduce pollutants in stormwater runoff by implementing Low Impact Development Design Standards in San Luis Obispo County.	**PC5A**: Develop and publish the LID Design Manual. **PC5B**: Provide copies of the LID Design Manual on the County website and at the Permit Center.		X X	 X	 X	 X	Department of Planning and Building Planning Staff and Public Works Development Services Engineer V with assistance from the Stormwater Pollution Prevention Coordinator
PC6	Provide Low Impact Development public education and outreach for project applicants, contractors, developers, architects, property owners, and other interested parties. Also see BMP PE9.	To reduce pollutants in stormwater runoff by educating the public about the benefits, value, and standards for Low Impact Development and maintenance of long-term post-construction stormwater management facilities in San Luis Obispo County.	**PC6A**: Distribute LID and impervious surface reduction public education and outreach information with construction permit applications for projects involving one acre or more of land disturbance. **PC6B**: Include LID and impervious surface reduction public education and outreach information on the County website and at the Permit Center Front Desk. **PC6C**: Measure and record	X X X	X X X	X X X	X X X	X X X	Department of Planning and Building Supervising Planner (Permit Center), Environmental Resource Specialist and Public Works Development Services Engineer V

POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
			the number of permittees receiving LID public education and outreach materials to ensure that 100% of the applicants with projects greater than or equal to one acre receive them.						
PC7	Develop and implement a Low Impact Development incentive program to encourage the use of low impact development integrated management practices.	To reduce pollutants in stormwater runoff by implementing Low Impact Development Design Standards in San Luis Obispo County.	**PC7A**: Implement the LID incentive program by Year 2.		X	X	X	X	Planning and Building Environmental Resource Specialist with assistance from the Stormwater Pollution Prevention Coordinator
PC8	Implement the San Luis Obispo County Integrated Regional Water Management Plan goals and objectives for Smart Growth and LID which have been identified as high priorities for the County.	To reduce pollutants in stormwater runoff by implementing Low Impact Development Design Standards and Smart Growth in San Luis Obispo County.	**PC8A**: Monitor these IRWM Plan goals on an annual basis.	X	X	X	X	X	Public Works Utilities Division Water Resources Engineer and Planning and Building Planning Staff with assistance from the Stormwater Pollution Prevention Coordinator

POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
PC9	Include the importance of post-construction stormwater management in the revised Conservation Element of the General Plan.	To reduce pollutants in stormwater runoff by requiring implementation and long-term maintenance of post-construction stormwater management BMPs.	**PC8A**: Include post-construction stormwater management in the new revision of the Conservation Element.	X	X	X	X	X	Planning and Building Planning Staff with assistance from the Stormwater Pollution Prevention Coordinator

4.6 Best Management Practices and Measurable Goals for Pollution Prevention and Good Housekeeping for Municipal Operations

The County operates a number of municipal facilities within the SWMP coverage area. These facilities include roads, bridges, storm drains, detention basins, corporation yards, water and waste water treatment plants, parks, swimming pools, golf courses, and government buildings. These facilities have the potential to impact stormwater runoff and water quality. For example, roads can contribute sediment, oil and grease and parks can contribute pesticides and herbicides to stormwater runoff. Operation and maintenance of these facilities with stormwater pollution prevention procedures in place will help achieve pollutant reduction to MEP and will provide a model for the community. The County is currently engaged in a number of activities at the municipal level that will continue under this SWMP. The BMPs in the following section have been selected to make efficient use of existing practices while expanding training and educational opportunities for employees.

BMPs for Pollution Prevention and Good Housekeeping for Municipal Operations are listed below:

1) Implement a county municipal operations employee training program for stormwater pollution prevention;
2) Implement a street sweeping program;
3) Implement storm sewer inspection and maintenance procedures and schedules;
4) Implement Stormwater Pollution Prevention Plans (SWPPPs) and inspections for Public Works corporation yards;
5) Implement county road and bridge maintenance pollution prevention procedures;
6) Conduct county facility stormwater pollution prevention inspections;
7) Implement hazardous material storage and spill prevention procedures;
8) Implement county vehicle fuel dispensing and maintenance facility stormwater pollution prevention procedures;
9) Implement county vehicle and equipment stormwater pollution prevention cleaning procedures;
10) Implement dechlorination procedures for pools and other sources of chlorinated water; and
11) Implement county landscaping and lawn care stormwater pollution prevention procedures.

Table 4.6 shows detailed information about each Pollution Prevention and Good Housekeeping for Municipal Operations BMP, its intent, measurable goals and outcomes, implementation timeline, and parties responsible for implementation. See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

Table 4.6 Best Management Practices Implementation for Good Housekeeping and Pollution Prevention for Municipal Operations

The Measurable Goals and Outcomes outlined below are due within 12 months from the annual anniversary of permit coverage under the MS4 General Permit for each year indicated by an "X". See Table 4.7 for the Progress Measurements, target Pollutants of Concern, and linkages among BMPs and existing water quality activities for each BMP below.

MINIMUM CONTROL MEASURE #6: GOOD HOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS

OBJECTIVE: To examine the County's activities and develop a program to prevent the discharge from these activities. At a minimum, the program must educate staff in pollution prevention and minimize pollutant sources.

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
MO1	Implement an employee training program for municipal operations employees including, but not limited to, road maintenance, park and open space maintenance, fleet and building maintenance, new construction and land disturbances, water and wastewater system operators, and stormwater system maintenance operations employees. The training program includes provisions for new employee training	To reduce pollutants in stormwater runoff by preventing the discharge of pollutants from municipal operations.	**MO1A**: Implement an employee training program for Public Works, General Services, Planning and Building, and Environmental Health staff covering how to incorporate pollution prevention and good housekeeping into municipal operations.	X	X	X	X	X	Municipal Operations Supervisors in Public Works, Planning and Building, and General Services
			MO1B: Provide stormwater pollution prevention training to municipal operations staff on an annual basis.	X	X	X	X	X	with assistance from the Stormwater Pollution Prevention Coordinator
			MO1C: Measure the						

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
	and annual refresher training.		effectiveness of the training using scored quizzes and evaluations. Repeat training for scores less than 70%.	X	X	X	X	X	
MO2	Implement a County street sweeping program in the NPDES permit coverage area.	To reduce the amount of pollutants in stormwater runoff from paved county roads with curb and gutter.	**MO2A**: Sweep county roads with storm drains, curb, and gutter in the NPDES permit coverage area on a quarterly basis or sooner in heavily soiled areas.			X	X	X	Public Works Road Operations Superintendent

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
MO3	Implement Storm Sewer Inspection and Maintenance Procedures and Schedules	To reduce the amount of pollutants in stormwater runoff by inspecting and properly maintaining the storm sewer system	**MO3A**: Implement routine inspection and cleaning procedures and schedules for storm drain catch basins and other components of the storm sewer system that require cleaning at least twice per year on an ongoing basis. Additional cleaning may be needed based on historical need in specific locations.		X	X	X	X	Public Works Road Operations Superintendent with assistance from the Stormwater Pollution Prevention Coordinator
MO4	Implement Stormwater Pollution Prevention Plans (SWPPPs) and Self-Inspection Checklists for Public Works Corporation Yards	To reduce pollutants in stormwater runoff by preventing the discharge of pollutants from County Public Works Corporation Yards	**MO4A**: Develop and implement SWPPPs for Public Works corporation yards.	X	X	X	X	X	Public Works Road Operations Superintendent with assistance from the Stormwater Pollution Prevention Coordinator
			MO4B: Use a self-inspection checklist to conduct biannual inspections.	X	X	X	X	X	
			MO4C: Track the number and type of nonconformances and response time for preventive and corrective actions.	X	X	X	X	X	

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
MO5	Implement County road and bridge maintenance procedures to prevent the discharge of pollutants during maintenance operations	To reduce pollutants in stormwater runoff from County roads and bridges	**MO5A**: Maintain the County road and bridge inventory.	X	X	X	X	X	Public Works Road Operations Superintendent
			MO5B: Develop and implement a road and bridge maintenance procedure manual that includes water quality protections including, but not limited to, proper stockpiling, erosion and sediment control BMPs, spill prevention and cleanup, saw cutting, paving and striping, equipment maintenance, proper fueling, and storm sewer system maintenance.		X	X	X	X	with assistance from the Stormwater Pollution Prevention Coordinator
			MO5C: Train road and bridge maintenance employees to the manual.		X	X	X	X	
MO6	Conduct County Facility Stormwater Pollution Prevention inspections including, but not limited to, County Golf Courses, Parks, Polls, Operational Facilities and Buildings, Vehicle and Equipment service and fueling stations, county construction sites, water and wastewater facilities, and fleet and corporation yards in the permit coverage area.	To reduce pollutants in stormwater runoff from County facilities.	**MO6A**: Use a self-inspection checklist to inspect county facilities for stormwater pollution prevention practices and procedures.	X	X	X	X	X	General Services County Parks Superintendent Public Works Road Section Supervisors
			MO6B: Inspect facilities annually at a minimum to ensure ongoing compliance.	X	X	X	X	X	Public Works Construction Division Manager Public Works

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
									Utilities Supervisors with assistance from the Stormwater Pollution Prevention Coordinator
MO7	Monitor hazardous materials storage and spill prevention and control procedures for stormwater pollution prevention in County facilities.	To reduce the possibility of pollutants entering the County storm sewer system from hazardous material storage or spills from County facilities.	**MO7A**: Audit existing hazardous materials storage and spill prevention and control procedures and practices for stormwater pollution prevention requirements.	X	X	X	X	X	General Services County Parks Superintendent Public Works Road Section Supervisors
			MO7B: Include checks for proper hazardous materials storage and spill prevention on the self-inspection checklist used for the county facility inspections described in MO6 above.	X	X	X	X	X	Public Works Construction Division Manager Public Works Utilities Supervisors
			MO7C: Report the number of noncompliances and preventive and corrective actions implemented.	X	X	X	X	X	with assistance from the Stormwater Pollution Prevention Coordinator and

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
									Environmental Health Division Supervising Environmental Health Specialist, Hazardous Materials Section
MO8	Implement procedures to prevent stormwater runoff pollution from County vehicle fuel dispensing and maintenance facilities.	To prevent stormwater runoff pollution from County vehicle fuel dispensing and maintenance facilities.	**MO8A**: Audit county vehicle maintenance and fueling procedures and practices for stormwater pollution prevention BMPs including, but not limited to, proper material storage and spill prevention and control, proper cleaning procedures, proper material disposal, and oil recycling.	X					General Services County Parks Superintendent
			MO8B: Revise procedures and retrain employees based on audit findings by Year 2.		X				
			MO8C: Inspect for compliance on an ongoing basis according to BMP MO6.		X	X	X	X	

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
MO9	Implement procedures to prevent stormwater runoff pollution from County vehicle and equipment washing.	To prevent stormwater runoff pollution from County vehicle and equipment washing.	**MO9A**: Maintain oil water separator systems at least biannually.	X	X	X	X	X	General Services County Parks Superintendent and Road Operations Superintendent
			MO9B: Use commercial vehicle washing systems that do not discharge into the storm sewer system. Systems that treat and recycle wash water should be used.	X	X	X	X	X	
MO10	Implement procedures to prevent stormwater runoff pollution from County pools and other municipal operations that use chlorinated water.	To prevent stormwater runoff pollution from County operations that use chlorinated water.	**MO10A**: Implement procedures for dechlorinating water from County operated swimming pools and water and wastewater treatment facilities that use chlorinated water.	X	X	X	X	X	General Services County Parks Superintendent and Public Works Utilities Supervisors
			MO10B: Inspect for compliance annually during the county facility inspections described in BMP MO6.	X	X	X	X	X	

GOODHOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS									
BMP ID#	**BEST MANAGEMENT PRACTICES (BMPS)** ***WHAT WE WILL DO AND HOW WE WILL DO IT***	**BMP INTENT** ***WHY WE WILL DO IT***	**MEASURABLE GOALS AND OUTCOMES** ***HOW WE WILL MEASURE EFFECTIVENESS***	**BMP IMPLEMENTATION TIMETABLE** ***WHEN WE WILL DO IT*** **PERMIT YEAR**					**COUNTY OF SLO IMPLEMENTERS** ***WHO WILL DO IT***
				1	**2**	**3**	**4**	**5**	
MO11	Implement County landscaping and lawn care stormwater pollution prevention procedures for County facilities in the permit coverage area including, but not limited to: parks, golf courses, and other recreational facilities, government buildings, operational facilities, and parking lots.	To prevent stormwater runoff pollution from County facility landscaping and lawn care operations.	**MO11A**: Audit County landscape and lawn care procedures and practices for stormwater pollution prevention including, but not limited to: the proper use of less toxic alternative products for pesticide and herbicide use, proper use of fertilizers, proper green waste disposal, proper irrigation practices, proper trash management and recycling practices, proper storage and maintenance of equipment, riparian corridor protection, and sustainable landscape design.	X					General Services County Parks Superintendent
			MO11B: Revise procedures and retrain employees based on audit findings.		X				
			MO11C: Inspect for compliance during facility inspections described in BMP MO6.			X	X	X	

4.7 Progress Measurements, Target Pollutants of Concern, and Linkages Among BMPs and Existing Water Quality Activities

Table 4.7 shows the Progress Measurements, Target Pollutants of Concern, and Linkages among BMPs and existing water quality activities for this SWMP.

Progress measurements are valuable for use in evaluating SWMP performance and compliance. In this initial five-year permit term it is difficult to establish meaningful and accurate quantitative measurable goals and progress measurements for some BMPs. Many of the BMPs are new activities for which there are no baseline data available to set reasonable expectations for performance. It is difficult to estimate how much something can be improved without some baseline information to build upon. In addition, many activities depend upon the adoption of new or revised ordinances for which there is no history of use. This SWMP enables data to be collected in this first five-year permit term to set more accurate and meaningful measurable goals in the future.

In these first years of SWMP implementation, it is important that BMPs remain flexible enough to enable new learnings to be incorporated, rather than being rigidly locked into arbitrary details about activities that have never been tried in this county. Every community is different and a rural county like San Luis Obispo County should not be compared to an ultra-urban Phase I community like Los Angeles that has been implementing NPDES stormwater management for more than ten years.

An adaptive management approach will allow for continuous improvement and capacity building in San Luis Obispo County. Rather than waiting for the "perfect SWMP" *(if it is even possible for one to exist in any moment in time amidst ever evolving standards and the constant influx of new information)*, water quality will improve much faster by implementing this SWMP under NPDES Phase II permit coverage as soon as possible and allowing the SWMP to evolve as was originally intended for NPDES Phase II communities.

The annual reporting process as provided for in the MS4 General Permit allows for opportunities to correct the SWMP on an annual basis as it is being implemented. The best form of learning is to learn by actually doing, rather than by continuously revising the SWMP document. Although, the measurable goals and progress measurements may not be as quantitative as desired in the short-term, the SWMP is comprehensive and will benefit water quality greatly in both the short and the long-term.

Table 4.7 Progress Measurements, Target Pollutants of Concern, and BMP Linkages

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
MINIMUM CONTROL MEASURE #1: PUBLIC EDUCATION AND OUTREACH				
PE1	Regional partnerships to distribute stormwater pollution prevention public education and outreach information, materials, and public participation and involvement activities	▪ Number of meetings conducted ▪ Partner participation rates ▪ Annual review of work plan conducted (Yes/No) ▪ Amount of material distributed ▪ Number of activities conducted	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	The SLO County Partners for Water Quality Coalition have been actively pursing SWP2 public education and outreach and public participation and involvement activities since early 2004.
PE2	Public opinion surveys	▪ Baseline survey results in Year 1 ▪ Follow up survey results in Years 3 and 5 ▪ % increase in stormwater pollution awareness over baseline by Year 5	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity.
PE3	Television (TV) public service announcements (PSAs)	▪ Reach and frequency of 180,000 households at least twice per year	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics	Television SWP2 PSAs have been broadcast in San Luis Obispo County for the last two years.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
			Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PE4	Radio public service announcements	▪ Reach and frequency of 60,000 individuals at least twice per year	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity.
PE5	Stormwater pollution prevention brochures and other printed materials targeting residential audiences.	▪ Number of households reached ▪ Number of brochures distributed ▪ % of total households reached ▪ Brochures posted on website (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	SWP2 brochures have been distributed to the public by the Partners for the last three years. This BMP proposes far deeper and broader coverage. Other agencies such as Solid Waste Management, IWMA, UC Cooperative Extension. Animals Services, Parks, City-County Library, and Planning and Building, and others also distribute similar materials.
PE6	Stormwater pollution prevention brochures and other educational materials targeting commercial business operations including, but not limited to: restaurants, automobile services, mobile cleaners, contractors, and landscape and property	▪ Number of commercial businesses reached as a percent of the total (target is 100%) ▪ Number of brochures distributed	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease	This is a new activity. The Monterey Bay National Marine Sanctuary Program has provided educational materials for restaurants.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
	management services.	▪ Brochures posted on website (Yes/No)	Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PE7	Stormwater pollution prevention brochures and other printed materials targeting <u>industrial</u> operations	▪ Number of industrial operations reached as a percent of the total (target is 100%) ▪ Number of brochures distributed ▪ Brochures posted on website (Yes/No) ▪ Brochures posted on website (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity for the SWMP. Many of these operations are already regulated under the Industrial Stormwater General Permit.
PE8	Stormwater pollution prevention brochures and other printed materials about construction site runoff controls targeting the <u>development community and construction industry</u>	▪ Number of building permit applicants reached as a percent of the total. (Target is 100%) ▪ Number of brochures distributed ▪ Number of General Contractors, Builders, and Developers reached (Target is 100%) ▪ Brochures posted on website (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) **Sediment** Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debri**s Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Information about the Construction Stormwater General Permit has been distributed with permit applications since 2003. CON4
PE9	Stormwater pollution prevention brochures and other printed materials about post-construction stormwater management BMPs targeting the <u>development community and construction industry</u>.	▪ Number of building permit applicants reached as a percent of the total. (Target is 100%) ▪ Number of brochures distributed	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease	This is a new activity. PC6

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
		▪ Number of General Contractors, Builders, Architects, Landscape Architects, Engineering companies, and Developers reached (Target is 100%) ▪ Brochures posted on website (Yes/No)	Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PE10	Educational programs for <u>school age children</u>	▪ Number of schools covered each year ▪ Number of students covered each year ▪ Amount of educational materials distributed ▪ Number of kids enrolled in Sammy's Kids Club ▪ Number of Sammy public appearances and number of outreach "touches"	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This BMP expands upon current efforts to date. Opportunities to Partner with the CREEC Network in the SLO County Office of Education
PE11	Educational information, materials, and activities for <u>college students</u>.	▪ Number of events and activities for College students. ▪ Amount of educational material distributed ▪ Number of college students who participate in activities	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Opportunities to partner with Cal Poly State University and Cuesta Community College which have their own separate SWMPs
PE12	Brochures targeting tourists	▪ Number of hotels and tourist attractions reached	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates)	This is a new activity for the SWMP. Eco-tourism and sustainable/organic

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
		▪ Number of eco tourism and sustainability programs promoted ▪ Number of signs installed	Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	agriculture tourism programs are actively promoted in the County.
PE13	County Stormwater Pollution Prevention Website.	▪ Website updates on schedule (Yes/No) ▪ Number of website hits to measure utilization ▪ Number and type of website contacts and inquiries	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	The original County SWP2 website has been up for more than two years.
PE14	Library of stormwater pollution prevention educational materials for community and school groups	▪ Number of requests for materials	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity for the SWMP.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
PE15	Public presentations and workshops	▪ Number of presentations given per year ▪ Number of people attending ▪ Number of speakers participating	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PE16	Public events and displays	▪ Number of events and displays per year ▪ Number of communities with displays or events ▪ Number of people in attendance ▪ Amount of printed materials and giveaways distributed	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PE17	Stormwater Pollution Prevention Telephone Information and a Pollution Reporting Hotline	▪ Number of information calls received from communities in the permit coverage area ▪ Number and types of hotline calls received ▪ Number and types of problems resolved	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	County Environmental Health Services has an existing hotline for citizen reporting. This BMP will enhance the existing pollution hotline. BMPs IL3 and CON7

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
PE18	Special pet waste management public education and outreach campaign	▪ Number of County Parks with mutt mitt stations ▪ Pet waste ordinance adopted on schedule (Yes/No) ▪ Number of pet waste management brochures distributed ▪ Number of TV and radio PSAs about pet waste management broadcast ▪ Rates of participation in spay. neuter and feral cat and dog programs ▪ Number of responsible pet ownership brochures distributed	**Pathogens** Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates)	The Animal Services Division offers a Spay/Neuter incentive program and provides responsible pet ownership public education and outreach.
PE19	Special Anti-Litter/Trash Public Education and Outreach Campaign emphasizing the marine plastic debris problem.	▪ Number of cloth bags distributed ▪ Number of polystyrene disposal containers used in County facilities before and after campaign ▪ Number of times the marine plastic debris videos are broadcast ▪ Number of ant-litter/trash and marine plastic debris printed materials that are distributed ▪ Number of events with anti-litter/trash displays and number of people attending	**Trash and Litter** **Marine Plastic Debris**	This is a new special emphasis campaign. Caltrans “Don’t Trash California” campaign California Erase the Waste Program Algalita Research Rivers to Sea Program IWMA Plastic Recycling Program

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
		▪ Rates of plastic recycling before and after campaign		
PE20	Storm Drain Marking Education and Outreach Events	▪ Number of volunteers participating ▪ Number of storm drain markers applied	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	The first storm drain marking event was held in May 2006. BMP PP4 and the IDDE BMPs
PE21	Tributary, Watershed, and Interpretative Signage and Displays	▪ Number of signs and displays installed	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity for this SWMP.
PE22	Sammy the Steelhead Stormwater Pollution Prevention Icon, Logo, and Slogan	▪ Number of Sammy appearances ▪ Percent of survey respondents recognizing Sammy and his message ***"You are the solution to stormwater pollution"***	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in	Sammy was adopted as the Partners SWP2 Icon in 2004.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
			contact with stormwater and non-stormwater discharges	
PE23	Stormwater pollution prevention education and outreach to Municipal Departments and Personnel	▪ Number of employee newsletters published ▪ Number of employees receiving the newsletters ▪ Number of employees trained each year	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	BMP MO1
PE24	Stormwater pollution prevention education and outreach to Quasi-Governmental agencies	▪ Number of presentations made ▪ Number of quasi-governmental agencies attending	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PE25	Community Based Social Marketing incentive programs	▪ Number of Community Based Social Marketing incentive programs implemented. ▪ Numbers of participants	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater	This is a new activity for this SWMP.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
			discharges	
MINIMUM CONTROL MEASURE #2: PUBLIC PARTICIPATION AND INVOLVEMENT				
PP1	Comply with public notice requirements for stormwater public participation and involvement activities	▪ Maintain records for events requiring public notice	N/A	The County currently complies with Brown Act requirements.
PP2	Public Involvement Stakeholder Meetings /Workshops	▪ Number of stakeholders and interested parties on master list ▪ Number of stakeholder meetings held per year ▪ Annual report posted (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Meetings have been held since 2003.
PP3	Coastal and Creek Cleanups	▪ Number of clean up events ▪ Number of participants ▪ Amount and types of trash and debris removed	Litter and Trash	Partners have participated since 2003.
PP4	Storm Drain Marking Program	See BMP PE20 above. Storm drain markings maintained (Yes/No)	Same as BMP PE 20 above.	BMP PE20
PP5	Watershed Stewardship Programs including, but not limited to: volunteer water quality monitoring, watershed planning, community reforestation, storm drain marking, community cleanups, and other environmental restoration activities.	▪ Number of programs supported ▪ Number of participants	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease	Many excellent opportunities to partner with existing programs. BMP PE16

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
			Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PP6	Water Resources Advisory Committee (WRAC) stakeholder input	▪ Number of meetings per year ▪ Number of participants ▪ Number and types of comments and questions	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Currently meet with WRAC to discuss stormwater issues about twice a year.
PP7	County Adopt a-Road and Storm Drain Program	▪ Number of participants ▪ Percent increase in participation ▪ Number of roads and drains adopted	Litter and Trash	The Adopt a Road program was already in existence; the storm drain component is new. This BMP will enhance the existing program.
MINIMUM CONTROL MEASURE #3: ILLICIT DISCHARGE DETECTION AND ELIMINATION				
IL1	Ordinance prohibiting illicit discharges and including enforcement provisions.	▪ Ordinance adopted on schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This will be a new ordinance.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
IL2	GIS maps of the storm sewer system in the permit coverage area	▪ Storm sewer maps completed on schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity that began in August 2005.
IL3	Public Stormwater Pollution Prevention Hotline for citizens to report illicit discharges, illegal dumping, construction site runoff violations, and other stormwater pollution problems.	▪ Number and types of complaints reported ▪ Number and types of complaints resolved	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	County Environmental Health Services has an existing hotline for citizen reporting BMPs IL3 and CON 7
IL4	Illicit connections/discharge inspections and dry weather screening	▪ Procedure and checklist implemented on schedule (Yes/No) ▪ Number of inspections conducted ▪ Number of violations issued ▪ Violation trends over time	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Cross-connection inspections and standards already exist for water and sanitary lines.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
IL5	Illicit connection prohibitions and inspections in construction plan review and building inspections for new development and redevelopment projects	▪ Procedures and checklists revised and implemented on schedule (Yes/No) ▪ Number of inspections conducted ▪ Number of violations issued	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	New activity for stormwater cross-connections
IL6	Sanitary Sewer Overflow (SSO) Prevention and Spill Response Program	▪ Audit conducted (Yes/No) ▪ Sanitary sewer overflow trends and number of corrective and preventive actions taken	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances	SSO Procedures and reporting systems are already in place
IL7	Septic System Management Program	▪ Maps completed on schedule (Yes/No) ▪ Inspection/monitoring criteria completed (Yes/No) ▪ Number of inspections conducted	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Organics Oxygen demanding substances	Also regulated under AB 885
IL8	Signage prohibiting littering and illegal dumping	▪ Survey completed on schedule (Yes/No) ▪ Top ten illegal dumping locations ▪ Number of signs installed	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances	Existing signs in place. This BMP enhances the current program.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
			Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
IL9	Support and promote the SLO County Integrated Waste Management Authority (IWMA) Recycling and Household Hazardous Waste Programs.	▪ Number of Recycling and Household Hazardous Waste materials distributed	Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Excellent programs are already in place.
IL10	Hazardous spill protection and control procedures and training to prevent illicit discharge into the storm sewer system.	▪ Number of procedures revised ▪ Number of people trained	Solvents Fuels Pesticides and Herbicides Oil and Grease Metals Priority Organics Oxygen demanding substances Other hazardous chemicals	Procedures are already in place. BMP MO1
IL11	Adopt and enforce a Pet Waste Management Ordinance	▪ Ordinance adopted on schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates)	This is a new activity.
IL12	Illicit Discharge Detection and Elimination (IDDE) Education and Training Program	▪ Number of employees trained ▪ Number of IDDE materials distributed	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
MINIMUM CONTROL MEASURE #4: CONSTRUCTION SITE RUNOFF CONTROL				
CON1	Revise County grading ordinances to comply with the MS4 General Permit and Construction Stormwater General Permit requirements.	▪ Ordinance revised according to schedule (Yes/No) ▪ Ordinance enforced on schedule (Yes/No)	**Sediment** Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debris** Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Erosion and sediment controls are required in the existing County grading ordinances. A construction material recycling ordinance is already in place.
CON2	Conduct Construction Site Plan Reviews	▪ Procedures implemented on schedule (Yes/No) ▪ Percent of project applications of one acre or more that are reviewed and have WDID number before permit approval.	**Sediment** Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debris** Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Grading plans are already being reviewed and WDID number required.
CON3	Conduct construction site inspections and enforcement	▪ Inspection procedures implemented on schedule (Yes/No) ▪ Number of inspections conducted	**Sediment** Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Litter and Trash Pesticides and Herbicides Oil and Grease Metals	This BMP will expand current efforts.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
			Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debris** Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
CON4	Construction site runoff control public education and outreach	▪ Number of brochures issued with building permits (Target is 100% of all applications for project one acre or more in size)	**Sediment** Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debris** Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Information about the Construction Stormwater General Permit has been distributed with permit applications since 2003. BMP PE8
CON5	Construction site BMP policy and procedures guidance manual	▪ Manual developed and distributed on schedule (Yes/No) ▪ Number of manuals distributed	**Sediment** Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debris** Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity. Model manuals and reference materials such as the CASQA and Caltrans construction BMP manuals are readily available.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
CON6	Train municipal operations staff involved in reviewing grading plans, inspecting construction sites, or managing or monitoring construction sites for runoff control.	▪ Number of employees trained	**Sediment** Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debris** Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	BMP MO1
CON7	Public Stormwater Pollution Prevention Hotlline for citizen reporting on construction site runoff violations.	▪ Number of hotline operators trained ▪ Number and types of citizen reports ▪ Number and types of problem resolution or violations resulting from citizen reporting	**Sediment** Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances **Building materials and chemicals** **Construction waste and debris** Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	BMPs PE17 and IL3
MINIMUM CONTROL MEASURE #5: POST-CONSTRUCTION STORMWATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT				
PC1	Adopt and enforce revisions to the County Land Use Ordinances (Titles 22 and 23) to require specific post-construction stormwater management controls for new development and redevelopment projects that disturb	▪ Ordinance adopted and enforced on schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides	Many of these requirements will be new to the existing ordinances.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
	one acre or more of land and provide enforcement sanctions to ensure compliance.		Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PC2	Revise the CEQA initial study checklist to include post-construction stormwater management controls	▪ Checklist revised on schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Water quality impacts are already considered. This BMP will enhance current efforts.
PC3	Include post-construction stormwater management in the development review process.	▪ Development reviews incorporating post-construction stormwater management in schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity.
PC4	Post-construction stormwater management on-site inspection and ongoing storm sewer system inspections and self-certification requirement for long-term maintenance of post-construction runoff control BMPs.	▪ Inspections beginning on schedule (Yes/No) ▪ Certification process for long-term maintenance on schedule (Yes/No) ▪ Number of	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals	This is a new activity.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
		inspections conducted	Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PC5	Low Impact Development (LID) Design Standards Manual	▪ LID Design Standards Manual developed and published on schedule (Yes/No) ▪ Number of copies of manual distributed	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity. Several model documents are available.
PC6	Low Impact Development public education and outreach for project applicants, contractors, developers, architects, property owners, and other interested parties.	▪ Number of LID brochures distributed (Target is 100% of permit applicants with projects one acre or more in size)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity. Some initial efforts have been made. BMP PE9
PC7	Low Impact Development incentive program	▪ Program implemented on schedule(Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances	This is a new activity.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
			Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
PC8	Implement the San Luis County Integrated Regional Water Management Plan goals integrating land use planning and water resource management. The IRWM Plan includes goals and objectives to improve water quality with Smart Growth and LID as high priorities for the County.	▪ Plan monitoring on schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	The San Luis Obispo IRWM Plan was adopted in December 2005.
PC9	Include the importance of post-construction stormwater management in the revised Conservation Element of the General Plan.	▪ Revisions include post-construction stormwater management considerations (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity. The Conservation Element has been scheduled for revision at this time.
MINIMUM CONTROL MEASURE #6: GOOD HOUSEKEEPING AND POLLUTION PREVENTION FOR MUNICIPAL OPERATIONS				
MO1	Employee training program for municipal operations employees.	▪ Number of employees trained. ▪ Annual training schedule met (Yes/No) ▪ Training effectiveness score	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease	Some training has already been conducted and a new training program has been developed and is ready for use.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
		results	Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	
MO2	Implement a County street sweeping program in the NPDES permit coverage area.	▪ Number/miles of streets swept ▪ Estimated amount of sediment, trash, and debris removed from streets and prevented from entering the storm drains ▪ Street sweeping schedule met (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Metals Oxygen demanding substances	This will be a new activity.
MO3	Implement Storm Sewer Inspection and Maintenance Procedures and Schedules.	▪ Number of storm drains inspected and maintained ▪ Inspections and maintenance activities on schedule (Yes/No)	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Metals Oxygen demanding substances	The storm sewer system is being maintained; however, this SWMP requires a more rigorous and documented inspection and cleaning schedule.
MO4	Stormwater Pollution Prevention Plans (SWPPPs) and Self-Inspection Checklists for Public Works Corporation Yards	▪ SWPPPs and inspections implemented on schedule (Yes/No) ▪ Number of nonconformances and corrective and preventive actions	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This is a new activity. Many model checklists are available.

BMP ID#	BEST MANAGEMENT PRACTICES (BMPS)	PROGRESS MEASUREMENTS	TARGET POLLUTANTS OF CONCERN	BMP LINKAGES & ALIGNMENT WITH EXISTING ACTIVITIES
MO5	Implement County road and bridge maintenance procedures to prevent the discharge of pollutants during maintenance operations.	▪ Number of procedures developed and implemented ▪ Number of employees trained	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This BMP will enhance current efforts by documenting procedures and employee training.
MO6	County Facility Stormwater Pollution Prevention inspections	▪ Number of inspections conducted ▪ Number of nonconformances and preventive and corrective actions taken	Pathogens Fecal Coliforms (used as indicator organisms) Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	This BMP expands the current program.
MO7	Monitor hazardous materials storage and spill prevention and control procedures for stormwater pollution prevention in County facilities.	▪ Audit conducted on schedule (Yes/No) ▪ Hazardous material checks added to inspection checklists (Yes/No) ▪ Number of nonconformances and preventive and corrective actions taken	Solvents Fuels Toxics Oxidants Corrosives Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances	Hazardous material storage and spill prevention and control procedures are already in place in County facilities.

MO8	County vehicle fuel dispensing and maintenance facilities	▪ Audit conducted on schedule (Yes/No) ▪ Number of procedures revised ▪ Number of employees trained	Fuels Automotive fluids Metals Oil and grease	
MO9	County vehicle and equipment washing procedures	▪ Oil water separators cleaned on schedule ▪ Commercial washing systems used? (Yes/No)	Fuels Automotive fluids Metals Solvents Soaps and Detergents Nutrients (including nitrates and phosphates) Sediment Oil and Grease Metals Organics Oxygen demanding substances	Procedures are already in place.
MO10	Implement procedures to prevent stormwater runoff pollution from County pools and other municipal operations that use chlorinated water.	▪ Dechlorination and disposal procedures implemented on schedule (Yes/No) ▪ Inspections on schedule (Yes/No)	Chlorine Total Dissolved Solids Pathogens Fecal coliforms	
MO11	Implement County landscaping and lawn care stormwater pollution prevention procedures for County facilities in the permit coverage area including, but not limited to: parks, golf courses, and other recreational facilities, government buildings, operational facilities, and parking lots.	▪ Audit conducted on schedule (Yes/No) ▪ Ongoing inspections on schedule (Yes/No) ▪ Number of procedures revised and employees trained	Nutrients (including nitrates and phosphates) Sediment Litter and Trash Pesticides and Herbicides Oil and Grease Metals Organics Oxygen demanding substances Other chemicals from urban surfaces that come in contact with stormwater and non-stormwater discharges	Many procedures are already in place. County golf courses participate in the Audubon International Cooperative Sanctuary Program.