CITY OF SANTA MARIA

Storm Water Management Plan

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1.0 INTRODUCTION

The City of Santa Maria (the City) must comply with Federal and State regulations related to environmental protection. One of the primary environmental laws impacting the City is the Clean Water Act (CWA) and associated implementing regulations. The purpose of the CWA is to protect and restore the physical, chemical, and biological integrity of our nation's waterways by controlling and limiting discharges of pollutants to these waterways.

In California, the State Water Resources Control Board has determined that urban runoff is a leading cause of pollution throughout the State and that it contributes pollutants of concern such as sediments, non-sediment solids, nutrients, pathogens, oxygen-demanding substances, petroleum hydrocarbons, heavy metals, floatables, polycyclic aromatic hydrocarbons (PAHs), trash, and pesticides to waterways. In addition, the impervious nature (i.e. pavement and hardscape) of most urban communities has resulted in storm water discharges that have greater volumes, velocity, and pollutant loads than pre-development runoff.

The impacts of these changes include damaging effects on both human health and aquatic ecosystems. However, when water quality impacts are considered during the planning stages of a project, new development, or many redevelopment projects, a municipality can more efficiently incorporate measures to protect water quality.

The State Water Resources Control Board identified the City of Santa Maria as a small municipal separate storm sewer system (MS4) requiring permit coverage under the:

State Water Resources Control Board (SWRCB)
Water Quality Order No. 2003-0005-DWQ

National Pollutant Discharge Elimination System (NPDES) General Permit No. CAS000004

Waste Discharge Requirements (WDRs) for Storm Water Discharges from Small Municipal Separate Storm Sewer Systems (General Permit)

A requirement of this General Permit is development of a Storm Water Management Program designed to reduce the discharge of pollutants to the maximum extent practicable and to protect water quality. The General Permit also requires the development and implementation of Best Management Practices (BMPs) to address six Minimum Control Measures (MCMs), which include (1) Public Education and Outreach on Storm Water Impacts; (2) Public Involvement/Participation; (3) Illicit Discharge Detection and Elimination; (4) Construction Site Storm Water Runoff Control; (5) Post-Construction Storm Water Management in New Development and Redevelopment; and (6) Pollution Prevention/Good Housekeeping for Municipal Operations.

1.1 PURPOSE

This Storm Water Management Plan (SWMP) has been prepared by the City of Santa Maria pursuant to the General Permit and describes the City's program in compliance with the General Permit. More importantly, this SWMP will serve as a framework for identifying, assigning, and implementing control measures and BMPs intended to reduce the discharge of pollutants from the City's MS4 and protect downstream water quality. In addition to these primary objectives, this SWMP will:

- Serve as a planning and guidance document to be used by the City's regulatory body, all City departments, contractors, and the general public;

- Be dynamic and adaptively managed to address changes in General Permit requirements, organizational structure, responsibilities, and goals;

- Define techniques and measurable goals for measuring BMP effectiveness; and

- Define a five-year schedule for Storm Water Management Program implementation to comply with the requirements of the General Permit.

1.2 STORM WATER MANAGEMENT PLAN ORGANIZATION

Section 1.0 introduces the background and requirements associated with the General Permit and summarizes the purpose of this SWMP; Section 2.0 provides an overview of the City, including current land use, City facilities, the watershed, waterbodies, and water quality challenges; Section 3.0 describes the SWMP implementation; and Sections 4.0 through 9.0 identify and describe the BMPs and associated measurable goals that will fulfill the requirements of the six MCMs outlined in the General Permit.

1.3 REGULATORY BACKGROUND

In 1972 the Federal Water Pollution Control Act, known as the Clean Water Act, was enacted. The CWA established the baseline goal of attaining fishable, swimmable waters throughout the United States. In 1987, the CWA was amended to add Section 402, which established a framework for regulating discharges from MS4s as a special category of point source discharges under the NPDES Program. In 1990, the United States Environmental Protection Agency (U.S. EPA) promulgated regulations for permitting MS4s serving a population of 100,000 or more. These regulations, known as the Phase I regulations, require operators of medium and large MS4s to obtain storm water permits. The U.S. EPA adopted the Phase II Final Rule in December 1999. The Phase II regulations address storm water discharges from MS4s with a population of less than 100,000 (Small MS4s).

The SWRCB administers both the Phase I and Phase II programs in California, as established by the Porter-Cologne Water Quality Control Act of 1962 and regulated under Title 23 of the California Code of Regulations (CCR). The Phase II Final Rule promulgated by the U.S. EPA prompted the SWRCB to adopt the General Permit for Storm Water Discharges from Small Municipal Separate Storm Sewer Systems, Water Quality Order No. 2003-0005-DWQ on April 30, 2003. A copy of this General Permit is included as Appendix A.

The Central Coast Regional Water Quality Control Board (RWQCB or Water Board) is one of nine RWQCBs in California and has jurisdiction over a 300-mile-long by 40-mile-wide section of California's Central Coast. Its geographic area includes the City of Santa Maria and, therefore, the Water Board is responsible for the coordination and control of water quality locally, including compliance oversight associated with the General Permit.

1.4 GENERAL PERMIT APPLICABILITY TO THE CITY OF SANTA MARIA

The General Permit adopted on April 30, 2003, requires permits for storm water discharges from Small MS4s and regulates storm water discharges from Small MS4s. The SWRCB defines an MS4 as:

> *…a conveyance or system of conveyances (including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, man-made channels, or storm drains): (i) designed or used for collecting or conveying storm water; (ii) which is not a*

combined sewer; and (iii) which is not part of a Publicly Owned Treatment Works (POTW)(40 CFR §122.26[b][8]).

The General Permit also defines a "Small MS4" as:

…an MS4 that is not permitted under the municipal Phase I regulations, and which is "owned or operated by the United States, a State, city, town, borough, county, parish, district, association, or other public body (created by or pursuant to State law) having jurisdiction over disposal of sewage, industrial wastes, storm water, or other wastes, including special districts under State law such as a sewer district, flood control district or drainage district, or similar entity…." (40 CFR §122.26[b][16]). Small MS4s include systems similar to separate storm sewer systems in municipalities, such as systems at military bases, large hospitals or prison complexes, and highways and other thoroughfares, but do not include separate storm sewers in 2 very discrete areas, such as individual buildings.

Small MS4s regulated under the General Permit are designated in one of the following ways:

1. Automatically designated by U.S. EPA pursuant to Title 40, Code of Federal Regulations (40 CFR, Section 122.32[a]) because it is located within an urbanized area as defined by the Bureau of the Census, or

2. Individually designated by the SWRCB or RWQCB after consideration of the following factors: (a) high population density (1,000 residents per square mile), (b) high growth or growth potential (growth greater than 25% between 1990 and 2000 or anticipated growth greater than 25% over a 10-year period), (c) a significant contributor of pollutants to an interconnected permitted MS4, (d) a discharger to sensitive water bodies, and/or (e) a significant contributor of pollutants to waters of the United States.

These factors were considered by the SWRCB and/or RWQCB when evaluating whether a Small MS4 should be required to obtain coverage under the General Permit and then develop and implement a SWMP. An MS4 and the population that it serves need not meet all of the factors to be designated. The City of Santa Maria is a Small MS4 subject to the General Permit because it meets most of the criteria considered by the SWRCB and RWQCB and was designated by the U.S. EPA as a regulated Small MS4 in the Phase II Final Rule.

Since it is an area subject to high growth and serves a population of at least 50,000, the City of Santa Maria is also subject to Attachment 4 to the General Permit (Appendix A). Attachment 4 outlines supplemental provisions for large and fast-growing Small MS4s and establishes the following:

A. Receiving Water Limitations. Dischargers shall not cause or contribute to an exceedance of water quality standards contained in a Statewide Water Quality Control Plan, the California Toxics Rule (CTR), or in the applicable RWQCB Basin Plan and shall comply with Receiving Water Limitations through timely implementation of control measures and other actions to reduce pollutants in the discharges in accordance with the SWMP and other requirements of the General Permit including any modifications; and

B. Design Standards. Regulated Small MS4s subject to this requirement must adopt an ordinance or other document to ensure implementation of the Design Standards included within the General Permit or a functionally equivalent program that is acceptable to the appropriate RWQCB.

1.5 WATER QUALITY PROTECTION CONDITIONS

In 2008, the Central Coast Water Board defined newly established expectations for SWMP content necessary for General Permit compliance. In particular, the City's SWMP is required to include an array of BMPs to achieve four additional water quality protection conditions not specifically defined within the General Permit. These conditions and their associated implementation requirements are as follows:

1. **Maximize Infiltration of Clean Storm Water, and Minimize Runoff Volume and Rate**

   This condition requires the City to present a schedule for developing and adopting control standards for hydromodification. The schedule for adopting hydromodification control standards is required to include:

   - Numeric criteria for controlling storm water runoff volume and rates from new development and redevelopment;
   - Numeric criteria for stream stability required to protect downstream beneficial uses and prevent physical changes to downstream channels that would adversely affect the physical structure, biologic condition, and water quality of streams;
   - Specific applicability criteria, land disturbance acreage thresholds, and exemptions;
   - Performance criteria for control BMPs and an inspection program to ensure proper long-term functioning; and
   - Education requirements for appropriate municipal staff on hydromodification and low-impact development.

2. **Protect Riparian Areas, Wetlands, and Their Buffer Zones**

   This condition requires the City to present a strategy to adopt and implement BMPs and/or other control measures to establish and maintain a minimum 30-foot buffer zone for riparian areas and wetlands.

3. **Minimize Pollutant Loading**

   This condition requires the City develop a strategy to reduce pollutant loading through the use of BMPs and/or other control measures including volume- and/or flow-based treatment criteria.

4. **Provide Long-Term Watershed Protection**

   This condition requires the City to present a strategy to develop a watershed-based Hydromodification Management Plan (HMP). The Central Coast Water Board recommends the HMP incorporate Low Impact Development (LID) strategies with the goal of post-construction storm water management that achieves an effective impervious area of no more than 3 to 10 percent of watershed area within the City’s jurisdiction, depending on local conditions.

1.6 ACHIEVING THE WATER QUALITY CONDITIONS

The City acknowledges the importance of protecting water quality, beneficial uses, and the biological and physical integrity of its watersheds and is determined to attain compliance with the General Permit and the aforementioned Water Quality Conditions. Therefore, specific BMPs have been selected and defined in this SWMP to realize these goals. The City—with the support of the public, staff, and Central Coast Water Board—is confident it can reduce the discharge of pollutants to the Maximum Extent Practicable (MEP), establish and effectively manage hydromodification controls, and address specific water quality challenges it currently faces.

1.7 CITY DEPARTMENTS AND COORDINATION

Implementation of the City of Santa Maria SWMP involves several City departments and requires total City involvement and support. Dedicated efforts stem from the Director of the Utilities Department and Utilities Department staff, the Public Works Director and both the Engineering and Streets & Facilities Divisions, the Community Development Department, Recreation and Parks Director and staff, and the offices of the City Manager and City Attorney. The Program will be managed by the Utilities Department with significant support from the Community Development Department and the Engineering Division of the Public Works Department. Contact information for those directly involved in the implementation and planning is provided in Table 1-1; the main phone number is (805) 925-0951; staff extensions are presented in Table 1-1.

Table 1-1
Santa Maria Staff Contacts

Department	Name	Title	Ext.
Utilities Department (UD)	Richard Sweet, P.E.	Director of Utilities	7211
	Steve Kahn, P.E.	Utilities Engineer	7244
	Shannon Sweeney, P.E.	Water Resources Manager	7416
	Ellen Pritchett	Regulatory Compliance Specialist	7266
City Attorney Office (CAO)	Wendy Stockton	Senior Assistant City Attorney/Utilities Counsel	310
	David Garcia	Code Compliance Supervisor	380
	Esequiel Moreno	Senior Code Compliance Officer	382
Public Works Department (PWD)	David Whitehead, P.E.	Director of Public Works/City Engineer	227
	Shad Springer, P.E.	Principal Civil Engineer	472
	Tony Ferrari	Streets and Facilities Manager	470
Recreations and Parks Department (RPD)	Alex Posada	Director of Recreation and Parks	259
	Jim Davis	Acting Park Services Manager	267
	Ron Rodriguez	Recreation Services Manager	269
	Joe Arredondo	Parks and Forest Supervisor	249
Community Development Department (CDD)	Bob Marshall	Building Division Manager	393
	Peggy Woods	Planning Division Manager	369
	Bill Scott	Planner III	378

1.7.1 TIMELINE

The City of Santa Maria's original SWMP was submitted to the Central Coast Water Board in accordance with the timeline established by the Phase II Final Rule. The Phase II Final Rule required the City to submit a Notice of Intent (NOI) and SWMP to the Central Coast Water Board on or before March 10, 2003.

After a number of reviews and revisions, Central Coast Water Board staff approved the City's SWMP and posted it for public review on January 3, 2006. If public hearings had not been requested, the City's coverage under the General Permit would have commenced on March 7, 2006. However, on March 5, 2006, three letters recommending further revisions were received by the Water Board from Santa Barbara Channelkeeper, Heal the Ocean, and San Luis Obispo Coastkeeper. These organizations requested the addition of BMPs with regard to public involvement and education, enforcement actions against violators, and stronger guidelines for construction activities. This 2009 revision of the SWMP adresses those concerns.

The SWMP will be implemented over the term of the permit coverage as described in Sections 4.0 through 9.0. Each MCM and its associated BMPs have their own implementation schedule based on program priorities.

1.8 LEGAL AUTHORITY AND ENFORCEMENT

The City of Santa Maria has adopted numerous ordinances over the years to create and maintain a healthy, safe, and pleasant environment in which to live, work, and play. In order to maintain and enhance the quality of life in Santa Maria, the Code Compliance Division of the City Attorney office investigates and resolves municipal code violations on private property, including:

- Building or remodeling without permits;
- Garage conversions;
- Substandard housing such as lack of heat, hot water, or sanitation;
- Inoperative vehicles on private property such as vehicles supported on blocks or jacks; burned or abandoned; or vehicles stored with flat tires;
- Vehicles parked on lawns;
- Zoning complaints such as a business in a residential district;
- Noise complaints, including noise from dogs and roosters;
- Blighted property such as abandoned or open structures;
- Weeds, junk, and debris on private property; and
- Signs unlawfully displayed.

The City Attorney Office has hired an additional Code Compliance Officer and is now utilizing its Senior Code Compliance Officer to support implementation of the SWMP and enforcement of

the Municipal Code as it relates to storm water quality, illicit discharges and connections, construction storm water controls, and post-construction storm water controls and maintenance.

The City's Public Works and Community Development Departments are responsible for inspecting all new development and redevelopment construction sites and facilitating any enforcement actions related to storm water compliance that may result. The City's Department of Utilities is responsible for inspecting existing commercial and industrial facilities. A list of these facilities is included in Appendix B.

The City is committed to enforcing the SWMP and the Municipal Code up to and including prosecution, administrative remedies, penalties, costs or other legal actions. Sources of the City's legal authority to enforce this SWMP include the General Plan, the Municipal Code, the building and development plan review and grading permit processes, Public Works Department's Standard Specifications, and solid waste regulations. The City has adequate legal authority to enforce the current ordinances already in place to protect water quality, but is committed to write and adopt additional ordinances to the Municipal Code to specifically implement the SWMP. The City will maintain its legal authority to implement and enforce the SWMP to reduce the discharge of pollutants from the MS4 to the MEP and to protect water quality.

1.9 ENFORCEMENT PROCESS

The Code Compliance Division utilizes Service Request Forms, which are available in English and Spanish on the City's website, to enable the public to initiate investigation of any violation of the Santa Maria Municipal Code. Internally, City departments coordinate to expedite investigation into violations observed or reported via a Department hotline. Once received by the Code Compliance Division and based on the merits of each individual case, a Code Compliance Officer is assigned and an appropriate municipal code section is applied to the violation (if any). Depending on the individual factors associated with a particular case, a notice of violation (NOV) is either mailed or handed to a violator. The notice may be either a standard notice of violation, which is handled at the discretion of the Code Compliance Officer, a letter, or a Compliance Order. Failure to comply with a Compliance Order by the date specified in the order results in a hearing before the City's Code Compliance Board. Regardless of the NOV type, a reasonable date for Municipal Code compliance is provided to the violator.

The Code Compliance Division has an established process for verifying resolution of a Municipal Code violation. Verification can be addressed by the Code Compliance Officer or by a representative from another Department. All phases of the enforcement process are tracked by the Code Compliance Division using a Microsoft Access database. If compliance is not achieved, legal action may include the issuance of an administrative citation, criminal prosecution, injunctive relief or a compliance order followed by hearing before the Code Compliance Board.

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2.0 CITY OF SANTA MARIA OVERVIEW

The City of Santa Maria is located in Santa Barbara County approximately 170 miles north of the City of Los Angeles and 250 miles south of San Francisco within the Santa Maria River Valley (see Figure 2-1).

For most of the 20th Century, the City's area remained roughly four square miles. In August 1954, the City began annexing land, which increased the City's area to slightly over 22 square miles.

Figure 2-1 City of Santa Maria Location Within California

2.1 CLIMATE

The climate in the Santa Maria Valley is typically mild year-round, influenced by the Pacific Ocean. Temperatures range from average winter lows in December of 40 degrees Fahrenheit to average summer highs in September of 75 degrees Fahrenheit. The lowest temperature recorded was 20 degrees Fahrenheit in December 1978. The highest temperature recorded was 110 degrees Fahrenheit in June 1929.

Precipitation usually falls during late autumn, through the winter, and into the early spring, with the majority of rain occurring from November to April. The summer is generally dry, however, some precipitation may occur from fog, which is common during the summer months. The average annual precipitation is 14 inches (Table 2-1).

Table 2-1
City of Santa Maria Temperature and Precipitation Data (1912–2008)

	Temperature (degrees Fahrenheit)			Precipitation
Month	Average High	Mean	Average Low	Average (inches)
January	64	52	39	2.64
February	65	53	41	3.23
March	65	54	43	2.94
April	68	56	43	0.91
May	69	58	47	0.32
June	71	61	51	0.05
July	74	64	53	0.03
August	74	64	54	0.05
September	75	64	53	0.31
October	74	61	48	0.45
November	69	56	42	1.24
December	65	52	38	1.84

Source: The Weather Channel 2008

2.2 LAND USE

The Santa Maria Valley's climate and fertile soils are favorable for agricultural production that includes strawberries, vegetables, and vineyards. The City balances residential and industrial growth with its long history of agricultural resources. The Santa Maria Valley contains the greatest concentration of prime agricultural lands in Santa Barbara County. Agriculture provides over 20 percent of Santa Maria Valley's total output and almost one fourth of the jobs (County of Santa Barbara 2002). In 1990, the City commissioned a Sphere of Influence Boundary and Concurrent Annexation Study, which identified specific lands the City may eventually annex and develop to provide housing for its growing population. Agriculture remains a vital component of the City's economic prosperity.

Other growing sectors of the local economy include the aerospace industry, communications, high-technology research and development, energy production, and manufacturing. Overall, the business climate in the City of Santa Maria is one of diversity, interdependency, and cooperation. Santa Maria prides itself on being a business-friendly city.

Almost 1,800 acres of open space lie within the City boundaries. The City operates 234 acres of developed parks (27 parks), community centers, a softball complex, and an aquatics center. The City land uses are summarized in Figure 2-2 and depicted in Appendix C on map C-1.

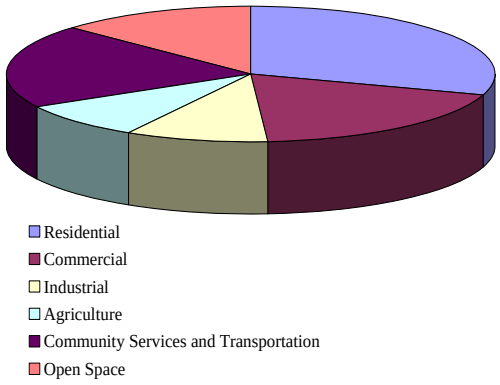

Figure 2-2 Land Use Within the City of Santa Maria

2.3 CITY OF SANTA MARIA–OWNED FACILITIES

The City of Santa Maria owns and operates a number of facilities, including a sanitary landfill, a wastewater treatment plant, a public works yard, a public library, offices, and open space. A complete list of City facilities is provided in Appendix B.

2.4 POPULATION DEMOGRAPHICS AND GROWTH

The 2000 Census documented the City's population as 77,423. The City's 2008 population was estimated to be 91,110 by the California Department of Finance making it the most populous City in Santa Barbara County (California Department of Finance 2008). Table 2-2 summarizes Santa Maria's historical, current, and estimated future population (City of Santa Maria 2006, U.S. Census 2008).

Table 2-2
Santa Maria Population

Year and Source	Population
2012 Projection	105,000
2008 Estimate	91,110
2007 Estimate	90,333
2000 Census	77,423
1990 Census	61,552
Growth 1990–2000	25.78%

Santa Maria is an ethnically and economically diverse community. The largest ethnic group is Hispanic, comprising approximately 65-percent of the population. Approximately 50-percent of elementary students in Santa Maria were classified as English learners in 2004–2005. The City also has a relatively young population. The median age is 29.2 years, while the State median is 34.1 years; 35 percent of the population was under 19 years in 2000 (U.S. Census Bureau 2008). Vandenberg Air Force Base is the largest employer in the area, and one in five jobs in the Santa Maria Valley is related to agriculture. The City is also a regional economic and shopping hub (City of Santa Maria 2006). Therefore, the City's outreach and education efforts will (1) address non-English speaking or reading community members by providing bilingual storm water information, commercials, and newspaper ads, (2) address youth in the community, and (3) use shopping or working areas for distribution to reach as many members of the community as possible.

2.5 COMMUNITY

In 2000, Santa Maria became a Charter City. A Charter City differs from a General Law City in that it can adopt laws that are different than the general State laws to meet the specific needs of the City. The operation of a city under a charter is often referred to as "home rule."

In 1998, Santa Maria was chosen to receive the prestigious national All-America City Award (see Figure 2-3). The All-America City Award is America's original and most prestigious community recognition award. For over 53 years, the All-America City Award has encouraged and recognized civic excellence, honoring communities of all sizes in which community members, government, businesses, and non-profit organizations work together to address critical local issues.

Figure 2-3 Santa Maria Received the All-America City Award in 1998

City staff fully intends to use this SWMP to further civic excellence and bring the community together as we implement the plan and improve water quality in the Santa Maria River Watershed.

2.6 SANTA MARIA RIVER WATERSHED

The City of Santa Maria is located in the Santa Maria River Hydrologic Unit (3312) as identified by the Federal Register, which includes all areas tributary to the Cuyama River, Sisquoc River, and the Santa Maria River. The Santa Maria River Watershed is approximately 1,880 square miles (1.2 million acres) in size and is one of the largest coastal drainage basins in California (Appendix C, map C-2). The lower Santa Maria Watershed is highly altered. Major land-modifying activities in the Santa Maria Watershed are:

- Irrigated and dryland farming;
- Oil production; and
- Urban development (CCAMP 2000).

Agriculture and open space (undeveloped land) are the primary land uses in the Santa Maria River Watershed (Figure 2-4). Santa Maria comprises approximately 2 percent of the watershed. The total urban land use is 3 percent of the watershed.

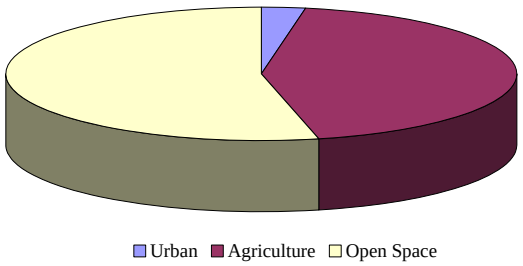

Figure 2-4 Land Use in the Santa Maria River Watershed

The City of Santa Maria is composed of six subwatersheds which include:

- Betteravia, some of which discharges to Betteravia Lakes (2 miles east of City limits) at Mahoney Road;
- Blosser, which discharges to the Santa Maria River through the Santa Maria River Levee via a 5-foot by 5-foot reinforced concrete box and to Blosser Basin during periods of peak flow;
- Bradley, which discharges to the Santa Maria River through the Santa Maria River Levee via a 5-foot by 5-foot reinforced concrete box, and to Blosser Basin during periods of peak flow;
- Green Canyon, which discharges to high capacity recharge basins including the Getty, Kovar, and Hobbs Basins;
- Main, which discharges to the Santa Maria River through the Santa Maria River Levee via the Main Street Canal and Unit II Ditch; and
- Santa Maria River, which discharges to the Santa Maria River through the Santa Maria River Levee via a 36-inch culvert located near Suey Crossing Road.

These subwatersheds can be seen in Appendix C on map C-3. For a number of years, basins were constructed throughout the City of Santa Maria for flood and runoff control, as well as for groundwater recharge. Some basins are owned and operated by the City, some by the Santa Barbara County Flood Control and Water Conservation District (FCD), and come by private entities (e.g. Homeowners Associations, Commercial Developments). Discharges to and from certain basins are manually controlled by FCD or City operators, typically during periods of peak flow or when a basin has reached its capacity.

2.7 SURFACE WATERS

The City's MS4 consists of curbs and gutters, a network of open and closed channels, and detention and recharge basins (some of which double as City parks). The larger storm water conveyance ditches, channels, and basins are primarily owned and maintained by FCD. The City's MS4 essentially discharges to the FCD's MS4; City flow then co-mingles with County flow and agricultural tailwater. The entire flood control system was initially constructed with the intent to manage and convey flood waters many years before water quality issues were a known concern. In recent years it has become recognized that this co-mingled surface flow is impacting both groundwater and the Santa Maria River. A map depicting the City and County owned drainage features can be found in Appendix C on map C-4.

2.7.1 Santa Maria River

The Santa Maria River begins where the Sisquoc and Cuyama Rivers converge just east of Fugler Point. Both rivers are fed by water from the large watershed that drains from areas above the Cuyama Valley and Santa Maria Valley. From Fugler Point, the Santa Maria River flows westward to the Pacific Ocean for approximately 20 miles.

Much of the upper Cuyama watershed is made up of sedimentary marine deposits that are naturally erosive. As a result, the river carries a heavy sediment load. The Twitchell Reservoir, completed in 1958, is located on the Cuyama River 6 miles above the confluence with the Sisquoc River. The dam traps much of the sediment contained in the Cuyama flows preventing the sediment from reaching the Santa Maria River.

The Santa Maria Valley is a broad, flat valley protected from flooding from the Santa Maria River by levees and a series of flood control channels and basins. The river has a very sandy, braided channel and is leveed along much of its length. It is a "losing" stream, meaning that surface water flow tends to rapidly infiltrate into underlying permeable layers. The River is a major source of recharge to the Santa Maria groundwater basin. Urban runoff also tends to infiltrate, rather than flow to the Santa Maria River. (CCAMP 2000)

The Central Coast Water Board has identified beneficial uses for the Santa Maria River: municipal and domestic supply, contact and non-contact recreation, industrial service supply, groundwater recharge, wild and scenic water, warm and cold fresh water habitat, migration of aquatic organisms, rare and endangered species habitat, commercial and sport fishing, and freshwater replenishment.

The 17-mile long Santa Maria Levee was constructed on the south banks of the Santa Maria River to protect the City of Santa Maria from flood events (U.S. Army Corps of Engineers 2007). The levee was installed by the U.S. Army Corps of Engineers around 1960 and is now maintained by the FCD.

2.7.2 Channels, Ditches, and Detention and Recharge Basins

Channels and ditches have also been constructed throughout the City to route runoff and control floods. A number of detention/recharge basins accept the storm water runoff from the City. The City is currently updating its list of all detention/recharge basins within City limits to include names, locations, and responsibility. Table 2-3 presents a partial list of detention/recharge basins which were identified and presented in the Utility Plan Update, Storm Water Section prepared by Penfield and Smith (2003).

Table 2-3
Santa Maria Detention/Recharge Basins

Name	Type	Size (Acre-feet)	Subwatershed
"A" Street Basin (FCD)	Detention	60	Betteravia
Country Club Basin (Private)	Recharge (no outlet)	192	Betteravia
Blosser Basin (FCD)	Detention	N/A	Blosser/Bradley
Bradley Basin/Bradley Lake (River Oaks Pond) (FCD)	Detention	353	Bradley
Prell Basin (FCD)	Detention	25	Bradley
Adam Park Basin	Detention	56	Green Canyon

Betteravia Lakes	Detention	Varies	Green Canyon
Getty Basin	Recharge	277	Green Canyon
Hobbs Basin (FCD)	Recharge	31	Green Canyon
Kovar Basin (FCD)	Recharge	87	Green Canyon
Sunrise Basin	Detention	13	Green Canyon
Simas Basin	Detention	15	Main

The City's MS4 discharges to three FCD facilities that are tributary to the Santa Maria River:

- Blosser Ditch;
- Bradley Ditch; and
- Main Street Canal.

Santa Barbara County Flood Control and Water Conservation District Annual Maintenance Plan states:

"The objectives of the routine maintenance program are to maintain the capacity of key watercourses in the County to preserve existing conveyance capacity and prevent the accumulation of obstructing vegetation and sediments that could increase existing flood hazards that could then result in damage to life, public property, and infrastructure. The extent and frequency of maintenance are dependent upon many factors including the availability of funds from individual flood zones, the degree of flood hazard, and the environmental impacts of the maintenance actions. Maintenance practices are used that minimize environmental impacts to natural habitats, water quality, sensitive species, and natural fluvial processes."

2.7.3 Blosser Ditch

Blosser Ditch is owned and maintained as a flood control structure by the FCD. A large portion of the channel is concrete, and some portions are earthen. Vegetation becomes established rapidly in the earthen portions of the channel, and must be continually removed by the FCD to protect against blockages and flooding. The FCD plans to install a pipe from the Blosser Basin to the Santa Maria River to bypass the channel and prevent vegetation growth, thereby reducing maintenance costs (County of Santa Barbara 2006, Fry 2008). The channel only receives discharges from the Blosser Basin when the basin has reached capacity (Central Coast Water Board 2008). The channel discharges to the Santa Maria River.

2.7.4 Bradley Ditch

Bradley Ditch begins as an earthen ditch adjacent to farm fields south of East Betteravia Road. It runs north toward the Santa Maria River bordering the farm fields until it becomes a concrete lined ditch as it enters the residential neighborhoods north of East Jones Street. The flow source is almost entirely from heavily sediment-laden agriculture runoff. During storm events, it also receives urban runoff from City neighborhoods. Sediment must be removed from the entire ditch by the FCD due to inputs from the year-round agricultural flows. The earthen sections of the ditch are also sprayed with pesticide to control weeds (FCD Routine Maintenance Plan). Sediment deposition and vegetation can reduce the ditch's volume capacity in the non-lined portions. The FCD is planning to install concrete lining in the remaining earthen segments of the channel between State Highway 101 and State Route 135 and a section between East Donovan Road and Magellan Drive (County of Santa Barbara 2006, Fry 2008). As it enters the

residential neighborhoods, the ditch utilizes retention basins along its path including the Bradley Basin and the River Oaks Park. Flow from these facilities can be directed under the freeway as the ditch continues westward through the City. Eventually the flow merges with the Blosser Ditch flow and discharges to the Santa Maria River. During periods of high flows, the flow can be directed into the expansive Blosser Basin.

2.7.5 Main Street Canal

Main Street Canal is also owned and maintained by the FCD. The City of Santa Maria contributes urban runoff to the Main Street Canal from the central part of the City and directs those flows to a large underground drainage pipe that runs west on the south side of West Main Street. The City's drainage merges with agricultural and industrial runoff in the Main Street Canal, which is essentially a degraded, unlined, trapezoidal roadside ditch that runs west from just west of City limits at Hanson Way, parallel to West Main Street for approximately 1.5 miles. At that point, it flows under West Main Street through a culvert and enters the Unit II Ditch. The Unit II Ditch continues north for approximately two miles where it outfalls to the Santa Maria River.

2.8 GROUNDWATER

The City of Santa Maria overlies the Santa Maria Valley Groundwater Basin (County of Santa Barbara 2005), which is a sub-unit of a larger 170-square mile basin (Santa Maria Main Groundwater Basin). The beneficial uses are municipal and domestic water, industrial, and agricultural supply (Central Coast Water Board 1994).

2.9 WATER QUALITY CHALLENGES

Once non-point pollution sources are identified, additional BMPs will be developed to further reduce or eliminate the potential for their discharge into the MS4. A list of potential pollutants was developed based on land use activities in the City. The BMPs presented in this Plan were developed to address those pollutant sources and activities described in Table 2-4.

The City of Santa Maria plans to target the following water quality challenges with the development and implementation of specific BMPs in this SWMP:

- Water bodies impaired by pathogens, nutrients and pesticides;
- Areas vulnerable to hydromodification from new and redevelopment;
- Co-mingling of polluted storm water and agricultural tailwater; and
- Accumulation of trash in storm water facilities, such as detention basins and channels.

2.9.1 Surface Water Impairments

The Surface Water Ambient Monitoring Program (SWAMP) was created by the State Water Resources Control Board (SWRCB) to monitor, assess, and manage the State's water resources and protect beneficial uses. The SWAMP provides funding for the Central Coast Ambient Monitoring Program (CCAMP), which performs monitoring and reporting within the boundaries of the Central Coast Water Board. Given the size of the Central Coast Program, CCAMP divides the Region into monitoring areas that are rotationally monitored for a year. During Fiscal Year 2000–2001 and 2006–2007, the Santa Maria Hydrologic Unit (312) was

monitored. The results are the basis for determining a water body as "impaired." Table 2-5 lists CCAMP monitoring sites adjacent to the City of Santa Maria.

2.9.1.1 Clean Water Act Section 303(d) List of Water Quality Limited Segments

The Central Coast Water Board maintains a list of impaired waterbodies, titled CWA Section 303(d) List of Water Quality Limited Segments (303[d] List). Waterbodies on this list do not meet water quality standards defined within the regional Water Quality Control Plan (Basin Plan, Central Coast Water Board 1994), even after the minimum required levels of pollution control technology have been installed at point sources of pollution. Impairments have been identified in waterbodies in the City itself and in segments of the Santa Maria River downstream of the City. These impairments are summarized in Table 2-6, map E-5.

2.9.2 Groundwater Impairments

Water quality monitoring of groundwater in the Santa Maria Valley Groundwater Basin has revealed elevated levels of nitrates. CCAMP has identified percolating irrigation water as a probable source. There has been no evidence of sea water intrusion to date.

Table 2-4
City of Santa Maria Pollutant Activity/Sources

Land Use	Generating Site	Potential Pollutant Activities/Source	POC Groups	BMP Cross-Reference
Residential	• Apartments • Multi-family • Single family detached	• Driveway and sidewalk cleaning • Dumping/spills • Vehicle and equipment maintenance and washing • Landscape maintenance and irrigation • Septic system maintenance • Swimming pool and spa discharges • Illicit connections • Sump dewatering • Painting	• Sediment • Nutrients (P, N, NO3, NO2) • Pathogens (indicator bacteria) • Hydrocarbons (O&G, lubricants) • Pesticides • Gross pollutants (litter, trash, debris) • Toxics (organics, hazardous waste, etc.)	• PE-1, PE-2, PE-3, PE-4, PE-6, PE-10 • PP-1, PP-3, PP-4 • ID-1, ID-2, ID-3, ID-4, ID-6 • GH-1, GH-3, GH-4, GH-6
Commercial	• Golf courses • Auto sales, dismantling, maintenance and oil change shops • Gas stations • Commercial laundry and dry cleaning • Nurseries/garden centers • Restaurants • Agriculture	• Building maintenance (power washing) • Dumping and spills • Landscaping and grounds maintenance • Outdoor fluid storage • Parking lot maintenance (power washing) • Vehicle fueling, maintenance, repair, and washing • Washdown of greasy equipment and grease traps • Illicit connections • Sump dewatering • Carpeting	• Sediment • Nutrients (P, N, NO3, NO2) • Hydrocarbons (O&G, lubricants) • Pesticides • Metals • Gross pollutants (litter, trash, debris) • Detergents • Toxics (organics, hazardous waste, etc.)	• PE-1, PE-2, PE-3, PE-4, PE-6, PE-7, PE-10 • PP-1, PP-3, PP-4 • ID-1, ID-2, ID-4, ID-5, ID-6 • GH-1, GH-4, GH-6
Industrial	• Auto recyclers • Distribution centers • Food processing • Garbage truck washouts • Metal plating operations • Petroleum storage/refining	• All commercial activities • Industrial process water or rinse water • Loading and un-loading area washdowns • Parking lot maintenance (power washing) • Outdoor material storage (fluids) • Illicit connections • Sump Dewatering	• Nutrients (P, N, NO3, NO2) • Pathogens (indicator bacteria) • Hydrocarbons (O&G, lubricants) • Pesticides • Metals • Gross Pollutants (litter, trash, debris) • Toxics (organics, hazardous waste, etc.)	• PE-2, PE-4, PE-6, PE-7, PE-10 • PP-1, PP-3, PP-4 • ID-1, ID-2, ID-4, ID-5, ID-6 • GH-1, GH-4, GH-6

Table 2-4 (Continued)
City of Santa Maria Pollutant Activity/Sources

Land Use	Generating Site	Potential Pollutant Activities/Source	POC Groups	BMP Cross-Reference
Institutional	• Cemeteries • Churches • Corporate campuses • Hospitals • Schools and universities	• Building maintenance (e.g., power washing) • Dumping and spills • Swimming pool and spa discharges • Landscaping and grounds care (irrigation) • Parking lot maintenance (power washing) • Vehicle washing • Illicit connections • Sump dewatering	• Sediment • Pathogens (indicator bacteria) • Hydrocarbons (O&G, lubricants) • Pesticides • Gross Pollutants (trash, debris)	• PE-2, PE-3, PE-5, PE-6, PE-10 • PP-1, PP-3, PP-4 • ID-1, ID-2, ID-4, ID-6 • GH-1, GH-4, GH-6
Municipal	• Airports • Landfills • Maintenance depots • Municipal fleet storage • Public works yards • Streets and highways	• Building maintenance (power washing) • Dumping and spills • Landscaping and grounds care (irrigation runoff) • Outdoor fluid storage • Parking lot maintenance (power washing) • Road maintenance • Spill prevention and response • Vehicle fueling, maintenance, repair, and washing • Illicit connections	• Sediment • Nutrients (P, N, NO3, NO2) • Hydrocarbons (O&G, lubricants) • Pesticides • Metals • Gross Pollutants (trash, debris) • Detergents • Toxics (organics, hazardous waste, etc.)	• PE-4, PE-10 • PP-2, PP-3, PP-4 • ID-1, ID-2, ID-4, ID-5, ID-6 • GH-1, GH-2, GH-4, GH-5, GH-6
Other/All	• Mobile • Parks • Multi-use detention basins and detention/recharge basins • Construction sites	• Vehicle accidents • Mobile car wash and auto detailers, painters, power washers, pet washers, and food vendors • New development and redevelopment • Homeless encampments • Operations and maintenance	• Sediment • Pathogens (indicator bacteria) • Hydrocarbons (O&G, lubricants) • Metals • Gross Pollutants (trash, debris) • Detergents • Toxics (organics, hazardous waste, etc.)	• PE-4, PE-6, PE-10, PE-8 • PP-1, PP-3, PP-4 • ID-1, ID-2, ID-4, ID-5, ID-6 • CS-1, CS-2, CS-3, CS-4, CS-5 • PC-1, PC-2, PC-3, PC-4, PC-5 • GH-1, GH-4, GH-6

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Table 2-5
CCAMP Monitoring Sites in or Adjacent to the City of Santa Maria

Location	CCAMP Site ID
Blosser Ditch (at Rancho Verde)	312BCD
Bradley Ditch (upstream of ponds at Magellan Drive)	312BCU
Jones Street (at Suey Road)	312BCJ
Main Street Canal (downstream at the Main Street crossing)	312MSD
Main Street Canal (south ditch at the point of daylight)	312MSS
Santa Maria River (at Bull Canyon Road)	312SBC
Santa Maria River (at Rancho Guadalupe Dunes Preserve)	312SMA
Santa Maria River (at State Highway 1)	312SMI

Table 2-6
Summary of Water Body Impairments in the City of Santa Maria and the Santa Maria River

Location	Impairment	Source
Blosser Ditch	Fecal coliform, un-ionized ammonia∗	Unknown
Bradley Ditch	Fecal coliform, nitrate	Unknown
Main Street Canal	Fecal coliform*, nitrate, un-ionized ammonia	Agriculture, urban/storm water, non-point source (un-ionized ammonia source unknown)
Santa Maria River	Chlorpyrifos, DDT, Dieldrin, Endrin, fecal coliform, nitrate, un-ionized ammonia	Agriculture, grazing, urban/storm water, natural sources (pesticide and un-ionized ammonia source unknown)

2.9.3 Areas Vulnerable to Hydromodification from New and Redevelopment

The steady increase in population in the City of Santa Maria is likely to lead to further conversion of undeveloped and agricultural lands to residential and mixed use development. Redevelopment is an option to accommodate a portion of projected growth. The Water Board defines redevelopment of existing urbanized areas as, "the creation, addition, and/or replacement of impervious surface on an already developed site." The Central Coast Water Board has provided examples which include expansion of a building footprint, road widening, the addition to or replacement of a structure, and creation or addition of impervious surfaces. Redevelopment does not include trenching and resurfacing associated with utility work; resurfacing and reconfiguring surface parking lots and existing roadways; new sidewalk construction, pedestrian ramps, or bike lane on existing roads; and routine replacement of damaged pavement, such as pothole repair.

This SWMP identifies BMPs the City will use to determine areas vulnerable to hydromodification from new development and redevelopment. Furthermore, this SWMP provides a strategy to effectively mitigate the impacts of future growth though the development of numeric criteria intended to control storm water runoff volume and rate. Criteria will also be developed to

∗ The Water Board states in a March 18, 2008 letter to the City of Santa Maria that although Blosser Ditch is impaired for un-ionized ammonia, it is not included on the 2006 CWA 303(d) List. In addition, Blosser Channel and the Main Street Canal were listed in the letter as impaired for fecal coliform; however, this is not included on the 2006 CWA 303(d) List.

protect downstream beneficial uses and physical changes to downstream channels that would adversely affect their structure, biological conditions, and water quality.

2.9.4 Co-mingling of Polluted Storm Water and Agricultural Tailwaters

In 1983, the Water Board approved waivers for several categories of discharge, including irrigation return water and storm water discharges from irrigated lands. The waiver expired January 1, 2003, due to amendments to California Water Code section 13269. At this time, water quality monitoring data from CCAMP indicated exceedances in Basin Plan limits for surface waters and groundwater associated with irrigated agricultural areas throughout the region. In response to the permit expiration and water quality exceedances, the Water Board adopted a new conditional waiver, Order No. R3-2004-0017, Conditional Waiver of Waste Discharge Requirements for Discharges from Irrigated Lands on July 9, 2004, with required compliance beginning January 1, 2005. The waiver applies to all irrigated lands used for producing commercial crops, including row, vineyard, field, and tree crops, and commercial nursery and greenhouse operations.

The new waiver requires farmers to complete 15 hours of farm water quality education within 3 years of waiver adoption (2008) and to develop and implement farm water quality management plans that address, at minimum, irrigation management, nutrient management, pesticide management, and erosion control. The Water Board also developed a Cooperative Monitoring Program, which consists of monthly monitoring for conventional water quality constituents (nutrients, dissolved oxygen, total dissolved solids, pH, and flow), quarterly monitoring of water column toxicity, and annual sediment toxicity testing and evaluation of in-stream benthic invertebrate populations. Monitoring is conducted by Central Coast Water Quality Preservation, Inc. (CCWQP). Two sites near Santa Maria City limits are currently monitored by CCWQP: 312MSD at West Main Street and 312BCJ at East Jones Street.

Data from CCAMP has revealed evidence of agricultural sources of pollution in storm water (Central Coast Water Board 2008). Specific concerns raised by the Water Board include:

- **Bradley Ditch:** Drains mixed urban and agricultural land uses; CCAMP data showed nitrate, bacteria, and ammonia exceedances and toxicity; 303(d) listed because of detected fecal coliform and nitrate; discharges into a series of detention basins that percolate into groundwater; and the River Oaks Park Basin is open for public recreation, including fishing.

- **Blosser Ditch:** CCAMP data showed higher results for E. coli downstream of the City compared to upstream, toxicity to invertebrates and algae, and regular exceedences of un-ionized ammonia, nitrates, and bacteria levels. There are discharges into the channel from a small “confined animal facility” and groundwater pumps on the west side of Blosser Road outside of City limits.

- **Main Street Canal:** Regular exceedences of water quality objectives (Central Coast Water Board 1994) for un-ionized ammonia (the highest levels detected in the Central Coast Region), nitrates, and bacteria levels (CWA 303[d] List reports these impairments); Diazinon and Chlorpyrifos results exceeded lethal levels for test organisms; total inputs to the subsurface portion of the ditches are unknown except a confirmed connectivity from Western Farm Service that was identified by the City and the Water Board and discharge from a truck service yard on the south side of Main St. confirmed by the City; white powder discharge from the subsurface portion; dry weather flows are constant (a wetland is supported at the outfall); the reach between Main Street and the Santa Maria River is within

irrigated agricultural lands; nitrate levels are elevated in groundwater; and these water quality issues have persisted since monitoring began in 2000.

It is critical for the City to better understand and reduce its pollutant contribution to the MS4. Complicating this matter is the fact that agricultural tailwater is known to co-mingle with the City's runoff via discharge to the FCD's MS4. Therefore, the City has proposed a number of BMPs within this SWMP with the following objectives: improving upon existing drainage maps to clearly identify City-, private-, and FCD-owned facilities; locating potential pollutant sources; coordinating with FCD and agricultural stakeholders in the Santa Maria River Watershed to identify potential opportunities for pollution prevention; and further educating the community regarding impacted waters and storm water pollution prevention. Additionally, the City will attempt to address this water quality challenge through improvement of the City's current water quality monitoring program.

2.9.5 Accumulation of trash in Storm Water Facilities

Accumulated trash has been repeatedly observed and photographically documented in Blosser Ditch, Bradley Ditch, and Main Street Canal by the Central Coast Water Board staff. The City has proposed a number of BMPs within this SWMP to specifically address the accumulation of trash within the City's MS4 that are impacting FCD's MS4 and the Santa Maria River, including public education and outreach, identification of locations which need refuse bins, signage, adaptation of municipal operations, and business and industry inspections.

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3.0 STORM WATER MANAGEMENT PLAN IMPLEMENTATION

The General Permit requires the City to develop and implement a SWMP with the goal of reducing the discharge of pollutants to the maximum extent practicable through the selection and implementation of BMPs. MEP is the performance standard specified in Section 402(p) of the CWA. The MEP will be determined on a situational basis and in consideration of such factors as (1) conditions and uses of receiving waters, (2) specific local concerns, (3) the City's ability to implement BMPs, and (4) the scale and context of the City within the watershed.

Based on guidance from the State of California and U.S. EPA for achieving MEP through the selection and implementation of BMPs, stakeholder input, a review of other Phase I and Phase II Storm Water Management Plans, and a review of various technical manuals and BMP lists, the City has identified a selection of BMPs and measurable goals to achieve a reduction in pollutant load to the MEP. Given the previously discussed water quality challenges the City is faced with addressing (Section 3.2) and the water quality protection conditions recently defined by the Central Coast Water Board, the City has also considered the following factors for selecting BMPs: (1) existing ambient water quality of local waterways including the "impairments" identified in Section 2.9.1; (2) BMP applicability to known pollutants; (3) local geographic and hydrologic factors; (4) land use; (5) perceived effectiveness; and (6) technical and economic feasibility.

With the intent of meeting SWMP objectives, the City of Santa Maria will:

- Conduct public education programs in accordance with existing City programs by reaching out to the community through television, radio, printed material, print ads, and special events.

- Coordinate public participation programs within the community that encourage citizen participation in preventing storm water pollution.

- Manage and enforce an Illicit Discharge Detection and Elimination Program in conjunction with the existing Pretreatment and Sewer System Management Programs, which also address the CWA.

- Enforce a program regulating construction activities within City limits to reduce storm water runoff, control sedimentation, and minimize water quality pollution.

- Reduce impacts from hydromodification and, when feasible, employ LID techniques through the planning and development process for new and redevelopment projects.

- Maintain ongoing measures designed to eliminate water quality impacts from construction, operations, and maintenance activities by municipal operations.

3.1 MEASURING PROGRAM EFFECTIVENESS

In accordance with the requirements of the General Permit, the City of Santa Maria intends to conduct periodic assessments and reporting on the effectiveness of its Municipal Storm Water Program. Due to the fact that measurable improvement in water quality will take time to demonstrate, the City proposes an iterative approach of short-term and long-term effectiveness assessments to ensure progress achieving broader program goals is continuous. The City will utilize the guidance within the Municipal Stormwater Program Effectiveness Assessment Guide (California Stormwater Quality Association [CASQA], 2007) as a framework for conducting

future program effectiveness assessments. The City is confident that using the approach and strategy defined within the CASQA guide will assist the City to achieve its goals efficiently and cost-effectively.

3.1.1 Short-Term Effectiveness Assessment

During the first year of program implementation, the City of Santa Maria will develop a defined strategy for assessing program and BMP effectiveness. The City will initially establish the purpose or focus of the assessment and conduct a thorough evaluation of measurable goals specified within this SWMP for their ability to adequately support the assessment of six "Outcome Levels" defined within the CASQA guide. Outcome Levels are intended to categorize and describe the desired results or goals of programs and minimum control measures. They include:

- Level 1: Documenting activities;
- Level 2: Raising awareness;
- Level 3: Changing behavior;
- Level 4: Reducing loads from sources;
- Level 5: Improving runoff quality; and
- Level 6: Protecting receiving water quality.

During this evaluation, the City will identify specific water quality and implementation "Assessment Methods" it will use to assess program and BMP effectiveness. CASQA identifies the following Assessment Methods for potential use: confirmation, tabulation, surveys, inspections, quantification, and monitoring. For the purpose of supporting long-term effectiveness assessments, reference or baseline conditions will also be established. Where necessary, additional measurable goals will be incorporated into the SWMP and their inclusion noted within the City's Annual Report. The City will make an effort to include more quantifiable measures of BMP and program effectiveness.

During the second and third year of program implementation, the City will continue to implement the BMPs identified within this SWMP. The City will also continue to assess BMP and program effectiveness using the effectiveness assessment methods defined during the first year of program implementation. During the second and third year, greater attention will be given to integrating the results of implementation efforts and water quality monitoring (City, State, and non-profit) efforts for the purpose of identifying opportunities for program modification. Program modification will only be necessary if the results of the integrated assessment determine that chosen BMPs, which constitute the City's program, are ineffective at achieving their intended outcome. Proposed program modifications will always be noted within the City's Annual Reports.

3.1.2 Long-Term Effectiveness Assessment

During the fourth and fifth year of program implementation, the City will continue to implement the effectiveness strategy established during the first year. The City will continue to conduct an annual integrated assessment of program implementation efforts as described within the CASQA guide. More specifically, the City intends to determine relationships between program

implementation assessments and water quality assessments with the ultimate goal of establishing whether or not program implementation is protecting or improving water quality. The City intends to consider the various factors which could present challenges for continued assessment including participation rate, spatial and temporal scales, implementation of multiple activities, rainfall and runoff characteristics, and costs. Given the City's budgetary constraints and commitment to improving protecting and improving water quality, long-term effectiveness will be a critical step for the City to achieve its goals efficiently and cost-effectively.

3.2 MONITORING PROGRESS AND REPORTING

Program monitoring will be conducted via coordination and communication between all City departments involved with SWMP implementation. Each City department/division will be responsible for the tracking of BMPs for which they have been given responsibility. Results of BMP implementation and success measures will be documented by each responsible party and communicated to the Regulatory Compliance Division of the Utilities Department for evaluation and consideration. BMPs and their associated Measurable Goals may be adjusted if necessary. Any proposed changes to the SWMP will be presented to the Central Coast Water Board along with justification for the change. No changes will be implemented without prior approval from the Central Coast Water Board.

3.3 WATER QUALITY MONITORING PROGRAM

A series of key water quality challenges have been identified by the Central Coast Water Board and must be addressed by the City. These specific challenges include:

1. Waterbodies impaired by pathogens, nutrients, pesticides, and un-ionized ammonia (see footnote on page 2-11).

2. Areas vulnerable to hydromodification from new development and redevelopment.

3. Co-mingling of polluted storm water and agricultural tailwater in storm drains.

4. Accumulation of trash in storm water facilities such as detention basins and channels.

To properly address challenges 1 and 3, the City intends to improve on its current Water Quality Monitoring and Reporting Program (the City's existing Monitoring and Reporting Plan [MRP] is included in Appendix D). The primary goals of the revised Program will be determining (1) the source of pollutants (pathogens, nutrients, pesticides, and un-ionized ammonia) within the Bradley Ditch, Main Street Canal, Blosser Ditch, and ultimately the Santa Maria River; (2) the contribution agricultural activities have on water quality within the City's MS4; and (3) the contribution urban runoff has on water quality within the City's MS4.

The new Monitoring and Reporting Program for the City will be implemented in a tiered approach. To better understand and identify the areas within the City that are impacted with pollutants from urban runoff, the City's sub-watersheds as delineated on the map provided in Appendix C will be utilized. The six sub-watersheds are Betteravia, Blosser, Bradley, Green Canyon, Main, and Santa Maria River. Within each sub-watershed, 1–3 sampling locations will be chosen. Where appropriate, sampling locations will be upstream to demonstrate the quality of the water entering the City's MS4 and downstream to demonstrate the quality of the water that is leaving the City. The use of upstream and downstream sampling will aid in challenge (3): co-mingling of polluted storm water and agricultural tailwater in storm drains. This sampling will also identify the contribution of pollutants from the City's MS4 which will identify the areas that

the City needs to address with specific BMPs. The City will also coordinate with other local sampling programs (CCAMP and Conditional Agricultural Waiver Cooperative Monitoring Program) to support the City's water quality investigations. The Monitoring and Reporting Program is intentionally included with this document as an addendum. The City expects this Program to evolve and change as a result of each monitoring event and intends to revise the Program accordingly. With the first storm event of Year 1, sampling will be performed in three watersheds and results will be analyzed. A second storm event will initiate sampling in the other three watersheds and results will be analyzed. During Year 2, the same sequence will be followed and results compared. This approach will accomplish two things: (1) the City will begin to identify more clearly what is urban runoff and what is contributed from the County and agricultural fields. In Year 3 (and subsequent years) this knowledge will help the City to identify specific sites for sampling purely urban runoff and specific BMPs will be added or deleted to the Program accordingly.

3.4 ANNUAL REPORT AND COMPILATION OF DATA

The City is required to prepare and submit an annual report to the Central Coast Water Board. The purpose of the annual performance review is to evaluate (1) the SWMP's effectiveness, (2) the implementation of the SWMP, (3) the status of measurable goals, (4) the effectiveness of BMPs, and (5) improvement opportunities to achieve MEP.

The State has provided an Annual Report Guidance Document (March 5, 2004) to assist Small MS4s with evaluating their storm water programs and reporting the status of measurable goals. The guidance document offers specific direction on completing the suggested Annual Report Form; however use of the provided form is not a requirement, as MS4s may choose to comply with the General Permit's annual report requirements by using their own format. The City intends to provide narrative and summaries of data in tabular form. Data such as number of employees trained, number of educational materials distributed, number of construction sites inspected, etc. will be presented in summary tables.

The General Permit requires the City to report the following:

- The status of compliance with permit conditions;
- An assessment of the appropriateness and effectiveness of the identified BMPs;
- The status of the identified measurable goals;
- Results of information collected and analyzed, including monitoring data, if any, during the reporting period;
- A summary of the storm water activities the Permittee plans to undertake during the next reporting cycle;
- Any proposed change(s) to the SWMP along with a justification of why the change(s) are necessary; and
- Any change in the person or persons implementing and coordinating the SWMP.

The annual report will focus on a summary of progress and discuss any proposed changes to the SWMP the City sees as necessary in order to achieve the MEP standard. Changes to the annual reporting format from year to year will be appropriately explained with the goal of clearly

presentinig program effectiveness and progress, discussing program adjustments, and providing response to challenges in implementing the SWMP. Upon submittal to the Central Coast Water Board, the City's annual report will be posted on the City's website for public information.

Pursuant to the General Permit, the City will retain storm water records for 5 years. Each department responsible for implementing substantive elements of the SWMP will be instructed to keep their records for 5 years. These records will be the source of compiled data contained in the Annual Report.

3.5 NON-COMPLIANCE REPORTING

If the City has any instances of noncompliance with the General Permit, the Director of Utilities or his designee will notify the Central Coast Water Board as soon as (1) the City has knowledge of the noncompliance event, (2) reporting is possible, and (3) reporting can be provided without impeding cleanup or other emergency measures. Initial reporting will be done as soon as possible but no later than within 3 days. The notification will identify the non-compliance event, an initial assessment of any impact caused by the event, immediate actions taken, and/or a time schedule indicating when compliance will be regained.

3.6 IMPLEMENTATION OF THE SIX MINIMUM CONTROL MEASURES

Sections 4.0 through 9.0 describe BMPs the City will implement during the 5-year implementation period to address the requirements of the six MCMs in the General Permit. BMPs are defined as a schedule of activities, prohibitions of practices, maintenance procedures, and other management practices intended to reduce and/or eliminate the discharge of pollutants in storm water/urban runoff. The BMPs presented in this SWMP were selected and shall be implemented to reduce the discharge of pollutants from the City’s MS4 to the MEP. Sections 4.0 through 9.0 also describe the measurable goals and implementation timeline, which will be used to measure the City’s progress implementing this SWMP, as well as measure the effectiveness of specific BMPs to reduce and/or eliminate the discharge of pollutants in storm water runoff.

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4.0 PUBLIC EDUCATION AND OUTREACH

The first of the six MCMs described in this SWMP is Public Education and Outreach. The goal of this MCM is to ensure greater public awareness and compliance for the storm water management program. Specifically, this MCM is intended to educate the public about the importance of protecting storm water quality for the benefit of the environment and human health. The General Permit requires the City to implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and provide information on steps that the public can take to reduce pollutants in storm water runoff.

The City will partner with other local municipalities, such as the County of Santa Barbara and/or the Cities of Lompoc, Buellton, Solvang, Goleta, Santa Barbara, and Carpinteria to develop or acquire educational materials and host civic events. Coordination between municipalities will be useful in developing a standardized storm water campaign to strengthen the message and reach as many people as possible.

Public education and outreach is crucial to fostering community interest and support for the City's storm water management program, which is crucial to implementing the SWMP, reducing the discharge of pollutants to the MEP, and ultimately protecting water quality. An informed and knowledgeable community will ensure greater support for the programs as the public gains a greater understanding of their necessity and importance. This will be particularly important when and if the City attempts to institute new funding initiatives for the program or seeks volunteers to help implement the program as described further in Section 5.0. An educated community will also ensure greater compliance with the General Permit as the public becomes aware of the personal responsibilities expected of them and others in the community.

The City's Public Educaton and Outreach goals are to:

- Provide a consistent message for the length of time necessary to change community behavior;
- Change specific behaviors which adversely affect water quality; and
- Increase the community awareness and understanding of the individual actions that can be taken to protect and improve the quality of surrounding waterbodies.

The following BMPs will be implemented by the City within 5 years of SWMP approval to satisfy the MCMs of Public Education and outreach. Where appropriate, the selected BMPs will specifically address the City's current water quality challenges (i.e., pollutants of concern) as described in Section 2.0. The City will utilize existing Federal, State, and City-developed storm water public education and outreach materials whenever possible. When necessary, new materials will be created. Based on the City's demographics, described in Section 2.0, the City will ensure all educational materials are published in English and Spanish. The Public Education and Outreach (PE) BMPs below are numbered and summarized in Table 4-1.

4.1 PE-1 BROCHURES

Implementation Details

The City will create and distribute three brochures targeting specific activities known to contribute storm water pollutants to the MS4. These brochures include:

- The Restaurant Guide;
- The Automotive Guide; and
- The Home Owners Guide.

These brochures will be targeted to provide information about non-storm water discharge elimination and storm water pollution prevention for three focal areas: (1) restaurants (the "Restaurant Guide" will focus on reduction of pollutants such as gray water, litter, grease collection and storage, and cleaning agents); (2) automotive businesses (the "Automotive Guide" will focus on reduction of pollutants and proper disposal methods for vehicle fluids, waste oil, and batteries); and (3) residences (the "Home Owner's Guide" will focus on reduction of pollutants such as fertilizers, animal wastes, green waste, vehicle wash water, and water conservation through proper irrigation practices. Revisions will be made as necessary when new storm water technology or opportunities for storm water pollution prevention are developed and the information should be disseminated to the community.

Measurable Goals

1. Develop, design, and print the three brochures targeting restaurants, automotive facilities, and residents (Year 1).
2. Distribute the "Restaurant Guide" and "Automotive Guide" brochures to 100% of inspected facilities via applicable business inspections and with pretreatment permit applications (Years 2–5).
3. Distribute the "Home Owners Guide" brochures to 100% of the City's residences; mail with water utility bills (Years 2 and 4).
4. Distribute the "Home Owners Guide" brochures on an ongoing basis as individuals request utility service connection and as a response to telephone and email inquiries (Years 2–5).
5. Revise brochures as necessary and document the number of brochures distributed (Years 2–5).

4.2 PE-2 CITY OF SANTA MARIA STORM WATER PROGRAM–MAKE THE CONNECTION–WEBSITE

Implementation Details

The Utilities Department maintains a website (www.santamariacleanwater.org) with storm water outreach materials for the public. The Utilities Department will update the current website to include details of the City's storm water management program on the website including hyperlinks allowing public comment on the City's SWMP, to applicable State and Federal regulatory agencies, and to sources for storm water pollution prevention education. Storm Water Management Plan Annual Reports and associated Central Coast Water Board comments will be posted to the website upon submittal and receipt, respectively. Contact information (phone number and email) for all applicable City staff including the City's Storm Water Hotline will be included on the website, enabling the public an opportunity to communicate their concerns, questions, and viewpoints regarding the City's SWMP and associated storm water management policies.

Measurable Goals

1. Upload the Central Coast Water Board-approved SWMP to the website as well as any applicable resolutions, comments, and notifications (Year 1).

2. Publish the website address on all storm water program materials and advertising (Years 1–5).

3. Utilize the "stat counter" function to track visitor use of the website and to indirectly measure annual effectiveness of storm water public education and outreach efforts (Years 1–5).

4. Track the number of public comments received annually and document all City responses (Years 1–5).

5. Conduct a complete revision of the City's website to adequately address the City's program, provide LID principles, and, overall, better serve the public (Year 2).

6. Incorporate storm water polling questions and a hyperlink to a public comment form into the homepage of the website to better assess the public's opinion of storm water management within the City (Years 2–5).

7. Update the website as often as needed, with a view toward content accuracy, applicability, new information or regulations, and storm water related technology as these become available (Years 3–5).

4.3 PE-3 LOCAL EVENTS

Implementation Details

Figure 4-1 EnviroScape®

The City features and participates in a number of local community events, which are attended by thousands of local residents. These events include, but are not limited to, Earth Day, Kid's Day in the Park, the Chamber of Commerce Trade Show, Marian Hospital Environmental Fair, Family Day in the Park, Home Show, Mexican Independence Day, the Autumn Arts Grapes and Grains Festival, and National Pollution Prevention Week. The City plans to incorporate a storm water pollution prevention component into these local events held annually and develop a storm water display for use at these events. Possible opportunities for education include guest speakers and vacuum truck demonstrations. The City also intends to purchase an EnviroScape® watershed model (see Figure 4-1) for use and display at local events. This model will also be available for school and community education opportunities.

Measurable Goals

1. Create a master list of the six local events that provide the greatest opportunities to promote storm water education and outreach (Year 1).

2. Acquire an EnviroScape® watershed model for use at local events, schools, tours, etc. (Year 1).

3. Actively participate in the preparation, marketing, and staffing of six local events annually; ensure storm water outreach and public comments materials are provided at each local event (Years 1–5).

4. Document and respond to all community questions and comments regarding storm water within one week of the local event (Year 1–5).

5. Document the number of attendees to each local event, the number of individuals that visit the City's booth and talk with staff, take a brochure, and/or sign up for the City's storm water mailing list; refine the list of events attended and supported based on the greatest opportunities to educate the public (Years 1–5).

6. Develop a storm water display board for use at local events which includes a comment box for the public to submit questions or comments regarding water quality and/or pollution (Year 2).

4.4 PE-4 STORM WATER HOTLINE

Implementation Details

The City has several existing "hotlines" already in place that allow the community a resource that can result in effective and confidential alerting of illegal or unacceptable actions from fellow community members. The City's Storm Water Hotline is (805) 925-0951, extension 7777. Hotline messages are checked daily during regular business hours and all calls are responded to within 24 hours. The hotline includes after-hours emergency response contact information on its outgoing message. The hotline is currently advertised on the City's website and in newspapers, and will be included on all Public Education and Outreach material. The City will develop Storm Water Hotline tracking forms to assure all storm water concerns are adequately resolved. Resolutions will be documented on this form.

Measurable Goals

1. Develop and implement a Storm Water Hotline tracking form intended to document the details and resolution of each community call (Year 1).

2. Advertise the hotline through the City's website, storm water public outreach and education brochures, and in newspaper and radio advertising. Document the number of ads produced and the approximate number of people reached through those ads (Years 1–5).

3. Track the number of calls received, incident location, time of day, and the City's response to each call. Track repeat offenders, inspections, and resolution of problems (Years 1–5).

4. Respond to community calls within 24 hours for 100% of calls received (Years 1–5).

5. Mail storm water educatonal materials to community members who leave contact information on the hotline. (Years 1–5).

4.5 PE-5 CHILDREN'S EDUCATIONAL PROGRAM

Implementation Details

The City supports educational efforts to promote healthy and environmentally friendly programs. Many of these programs are taken to the City's local school districts to educate the youth. The City will continue to educate the youth through its current water conservation, and recycling educational programs; the City will incorporate a storm water pollution prevention component to each of these programs. Approximately two classroom visits are conducted each month, often with more than one classroom at a time in attendance. The target grades are Kindergarten through 8th, although presentations are open to all ages including parents or others in attendance.

Figure 4-2 Storm Drain System Demonstration at the Santa Maria Children's Discovery Museum

Recently, the Utilities Department joined with the Santa Maria Children's Discovery Museum to design and create an interactive exhibit showing the effects of pollutants on the environment (Figure 4-2). The focus of the project shows what happens when materials that can pollute are disposed of improperly through storm drains.

As part of the project, over 40 books were donated to the local Public Library and Santa Maria Bonita and Orcutt Elementary School District schools. These books, "All the Way to the Ocean," by Joel Harper (with foreword by Laird Hamilton), discuss various aspects of protecting the environment and water quality (Figure 4-3).

Measurable Goals

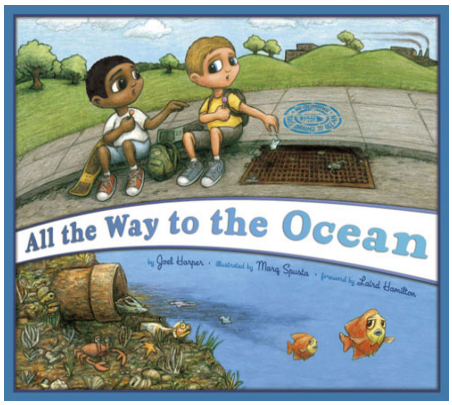

Figure 4-3 Joel Harper's *All the Way to the Ocean*

1. Conduct 20 classroom presentations (Year 1).

2. Request and document teacher and student attendance and comments regarding the classroom presentations and incorporate improvements to each presentation as necessary for following years (Years 1–5).

3. Conduct 30 classroom presentations each year after Year 1 (Years 2–5).

4. Coordinate 10 field trips each year specifically for fourth-graders and document attendance to various City sites that relate to protecting storm water quality (i.e., Wastewater Treatment Plant, Santa Maria Regional Landfill, Children's Discovery Museum, and the anticipated Santa Maria River Trail Project) (Years 2–5).

5. Request and document teacher and student comments regarding the field trips and incorporate improvements to each field trip as necessary for following years (Years 2–5).

4.6 PE-6 MEDIA CAMPAIGNS

Implementation Details

The City has combined storm water pollution prevention media tools into its marketing budget along with the used oil, water conservation, and recycling programs. The City produces an annual marketing plan, which includes a storm water quality component. Adjustments shall be made to the marketing plan if certain methods are found to be ineffective and others are more effective (i.e., transfer funds from brochures to more radio advertising). One example of an existing media campaign is the use of storm water advertisements on the back of City buses. The message is presented in both Spanish and English and is intended to trigger the public to "make the connection" that discharges to the storm water system affect ocean water quality (Figure 4-4). Bus ads are intended to be permanent, but over time, the ad will be updated and the message kept fresh and current.

Figure 4-4 City of Santa Maria Media Campaign

Measurable Goals

1. The Nielsen Ratings Book states that with every month of campaign ads run through television and radio, approximately 240,100 listeners and viewers can be reached. The City will strategically run storm water quality radio/TV ads throughout the month of October to prepare the public for the rainy season (Years 1–5).

2. Track the number of storm water quality ads run and the length of television or radio airtime (Years 1–5).

4.7 PE-7 BUSINESS OUTREACH

Implementation Details

The Utilities Department manages and enforces the City's Pretreatment and Sanitary Sewer Management Programs. The City also proposes to develop and implement a Business and Industry Inspection Program (see Section 6, ID-6) with the specific goal of examining business facilities for potential activities contributing to the discharge of storm water pollutants. These programs provide the City an opportunity to expand the scope of such wastewater and storm water inspections to include distribution of City, State, and Federally-developed educational materials. Designated inspectors will provide business owners and staff with relevant material related to opportunities for storm water pollution prevention, and identification and elimination of illicit discharges.

The City will use U.S. EPA–developed guidance and educational materials as appropriate. Based on the results of the Business and Industry Inspection Program, fact sheets will be developed or acquired for specific industries (e.g., mobile businesses, outdoor produce processors).

Measurable Goals

1. Develop and implement a Business and Industry Inspection Program as detailed in Section 6, ID-5 (Year 1).

2. Distribute storm water educational materials during 100% of business and industry inspections (Years 2–5).

3. Evaluate Year 2 results of the Business and Industry Inspection Program and identify opportunities for industry specific business outreach materials; develop or acquire and distribute one industry specific business outreach fact sheet annually and document distribution (Years 3–5).

4.8 PE-8 SIGNAGE AT CITY PARK/ RECREATIONAL FACILITY

Implementation Details

The Utilities Department, in coordination with the Recreation and Parks and Public Works Departments, will seek sponsorship from local businesses and/or community groups for signage at three key detention basins also used as City parks; in the event sponsorship is not funded, the City will financially support this BMP. The signage will feature illustrations related to the storm water benefits of the basins/parks such as flood control and water quality improvements (e.g., the capture of litter and debris). The sign will also depict opportunities for park visitors to participate in clean-up efforts at the park.

Measurable Goals

1. Assess appropriate City drainage facilities for installation of signage based on each facility's associated purpose within the MS4, potential to provide a quality educational opportunity, park use statistics, and the historic presence of litter and debris within it (Year 1).

2. Develop appropriate designs for City drainage facility signs (Year 2).

3. Procure and install drainage facility signs (Year 3).

4.9 PE-9 CITY OF SANTA MARIA STORM WATER LOGO

Implementation Details

The City has created a storm water logo for use on public education and outreach materials. This logo will help the City unify its message, generate enthusiasm, and engage the public to "Make the Connection" and take ownership of reducing and preventing storm water pollution (Figure 4-5). This readily identifiable logo will provide additional credibility through visibility.

Figure 4-5 City of Santa Maria Storm Water Logo

Measurable Goals

1. Apply the storm water logo to City of Santa Maria PEO materials and refine as necessary (Years 1–5).

4.10 PE-10 STORM DRAIN LABELING

Implementation Details

Storm drain marking increases public awareness of storm water conveyance systems and helps to prevent illicit discharges to the MS4. Markers will be affixed to storm drains with the intention of educating the public about storm water and its impact on water resources. The Utilities Department—in coordination with the Public Works Department—will design, procure, and affix the markers to all City-owned storm drain inlets (Figure 4-6).

Figure 4-6 City of Santa Maria Storm Drain Label

Measurable Goals

1. Apply storm drain markers to all City-owned storm drain inlets and document number of markers installed (Year 1).

2. Develop and implement Design Standards and Drawings required to be used by all developers to install storm drain markers in all new developments (Year 1–5).

3. Maintain and replace storm drain markers as needed and document the number of storm drain markers repaired or replaced throughout the City (Years 2–5).

Table 4-1
Public Education and Outreach BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PE-1	**Brochures**	The City will create and distribute three brochures targeting specific activities known to contribute storm water pollutants to the MS4.	1. Develop, design, and print three brochures targeting City restaurants, automotive facilities, and residents.	UD, CDD, PWD	X				
			2. Distribute the "Restaurant Guide" and "Automotive Guide" brochures to 100% of inspected facilities via applicable business inspections and with pretreatment permit applications.			X	X	X	X
			3. Distribute the "Home Owners Guide" brochures to 100% of the City's residents as a water utility bill insert.			X		X	
			4. Distribute the "Home Owners Guide" brochures on an on-going basis as individuals request utility service connection and as a response to telephone and email inquiries.			X	X	X	X
			5. Revise brochures as necessary and document the number of brochures distributed.			X	X	X	X
PE-2	**City of Santa Maria Storm Water Program–Make the Connection–Website**	The City will maintain the interactive website at www.santamariacleanwater.org and include the website address on all storm water program materials for the remainder of the permit term.	1. Upload the Central Coast Water Board–approved SWMP to the website as well as any applicable resolutions, comments, and notifications.	UD	X				
			2. Publish the website address on all storm water program materials and advertising.		X	X	X	X	X
			3. Utilize the "stat counter" function to track visitor use of the website and to indirectly measure annual effectiveness of storm water public education and outreach efforts.		X	X	X	X	X
			4. Track the number of public comments received annually and document all City responses.		X	X	X	X	X
			5. Conduct a complete revision of the City's website to adequately address the City's program, provide LID principles, and better serve the public.			X			
			6. Incorporate storm water polling questions and a hyperlink to a public comment form into the homepage of the website to better assess the public's opinion of storm water management within the City.			X	X	X	X

Table 4-1 (Continued)
Public Education and Outreach BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PE-2	**City of Santa Maria Storm Water Program - Make the Connection - Website (Continued)**	The City will maintain the interactive website at www.santamariacleanwater.org and include the website address on all storm water program materials for the remainder of the permit term.	7. Update the website as often as needed with a view toward content accuracy, applicability, new information or regulations, and storm water related technology as these become available.				X	X	X
PE-3	**Local Events**	Participate in local outreach events with the goal of conducting storm water pollution prevention education.	1. Create a master list of the six local events that will provide the greatest opportunities to promote storm water education and outreach.	UD	X				
			2. Acquire an EnviroScape® watershed model in Year 1 for use at local events, schools, tours, etc.		X				
			3. Actively participate in the preparation, marketing, and staffing of six local events annually; ensure storm water outreach and public comments materials are provided at each local event.		X	X	X	X	X
			4. Document and respond to all community questions and comments within one week of a local event.		X	X	X	X	X
			5. Document the number of attendees to each local event, the number of individuals that visit the City's booth and talk with staff, take a brochure, and/or sign up for the City's storm water mailing list; refine the list of events attended and supported based on the greatest opportunities to educate the public.		X	X	X	X	X
			6. Develop a storm water display board for use at local events which includes a comment box for the public to submit questions or comments regarding water quality and/or pollution.			X			

Table 4-1, page 2 of 5

Table 4-1 (Continued)
Public Education and Outreach BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PE-4	**Storm Water Hotline**	Administer and advertise a storm water hotline in order to provide the community with a confidential opportunity to alert the City of illegal or unacceptable actions from fellow community members.	1. Develop and implement a Storm Water Hotline tracking form intended to document the details and resolution of each community call.	UD	X				
			2. Advertise the hotline through the City's website, storm water public education and outreach materials, and in newspaper and radio advertising. Document the number of ads produced and the approximate number of people reached through those ads.		X	X	X	X	X
			3. Track the number of calls received, incident location, time of day, and the City's response to each call. Track repeat offenders, inspections, and resolution of problems.		X	X	X	X	X
			4. Respond to community calls within 24 hours for 100% of calls received.		X	X	X	X	X
			5. Mail storm water PEO materials to community members who leave contact information on the hotline.		X	X	X	X	X
PE-5	**Children's Educational Program**	Conduct a storm water education program that includes K-8 school classroom presentations and field trips to various City locations.	1. Conduct 20 classroom presentations.	UD	X				
			2. Request and document teacher and student attendance and comments regarding the classroom presentations and incorporate improvements to each presentation as necessary for following years.		X	X	X	X	X
			3. Conduct 30 classroom presentations each year after Year 1.			X	X	X	X
			4. Coordinate 10 field trips each year specifically for fourth-graders and document attendance to various City sites that relate to protecting storm water quality (i.e., Wastewater Treatment Plant, Santa Maria Regional Landfill, Children's Discovery Museum, and the anticipated Santa Maria River Trail Project).			X	X	X	X

Table 4-1, page 3 of 5

Table 4-1 (Continued)
Public Education and Outreach BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PE-5	**Children's Educational Program (Continued)**		5. Request and document teacher and student comments regarding the field trips and incorporate improvements to each field trip as necessary for following years.			X	X	X	X
PE-6	**Media Campaigns**	Establish storm water media campaigns utilizing radio and television advertisements as a mode of communication.	1. Run storm water radio/TV ads throughout October to prepare the public prior to the rainy season. 2. Track the number of storm water quality ads run and length of media airtime.	UD	X X	X X	X X	X X	X X
PE-7	**Business Outreach**	Develop and implement a Business and Industry Inspection Program; educate business contacts, distribute PEO materials, and seek out illicit discharges.	1. Develop and implement a Business and Industry inspection Program, as detailed in Section 6, ID-5. 2. Distribute storm water PEO materials during 100% of business and industry inspections. 3. Evaluate Year 2 results of the Business and Industry Inspection Program and identify opportunities for industry specific business outreach materials; develop or acquire and distribute one industry specific business outreach fact sheet annually and document distribution.	UD	X	X	X X	X	X X
PE-8	**Drainage Facility Signage**	The City will develop signage listing storm water benefits of the multi-use retention basins and list opportunities for clean-up effort participation.	1. Assess appropriate City drainage facilities for installation of signage based on the facilities associated purpose within the MS4, potential to provide a quality educational opportunity, park use statistics, and the historic presence of litter and debris within it. 2. Develop appropriate designs for City drainage facility signs. 3. Procure and install drainage facility signs.	UD	X	X	X		
PE-9	**City of Santa Maria Storm Water Logo**	Utilize the City storm water logo on all storm water PEO materials.	1. Apply the storm water logo to City of Santa Maria PEO materials and refine as necessary.	UD	X	X	X	X	X

Table 4-1, page 4 of 5

Table 4-1 (Continued)
Public Education and Outreach BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PE-10	**Storm Drain Labeling**	Storm drain labels will be designed, procured, and applied to all storm drain inlets throughout the City by the Utilities Department, Public Works Department and Traffic Engineering Division.	1. Apply storm drain markers to all City-owned storm drain inlets and document number of markers installed.	PWD	X				
			2. Develop and implement Design Standards and Drawings required to be used by all developers to install storm drain makers in all new developments.		X	X	X	X	X
			3. Maintain and replace storm drain markers as needed and document the number of storm drain markers repaired or replaced throughout the City.			X	X	X	X

Table 4-1, page 5 of 5

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5.0 PUBLIC INVOLVEMENT AND PARTICIPATION

The goal of the Public Involvement and Participation control measure is to raise public awareness about urban runoff pollution through public involvement and participation in the City's Storm Water Management Program. Additionally, the City hopes to involve the public in the development and implementation process to secure "buy in" and to generate public support for the City's water quality protection efforts. It is the City's intent that the following BMPs support the overall program to generate public participation, foster support for the purpose and goals of the program, and ultimately reduce the discharge of pollutants to the MEP. The General Permit requires the City to, at a minimum, comply with State and local public notice requirements when implementing a public involvement/participation program.

Citizen participation programs are intended to encourage the public's active involvement in preventing urban runoff pollution. The City also hopes to utilize the following BMPs to increase public awareness related to water quality and the Santa Maria River, as well as the City's unique system of detention basins, flood control channels, and parks, many of which serve to control flooding and the discharge of pollutants to the Santa Maria River. The City intends to emphasize the Public Involvement and Participation MCM to develop a more informed and educated audience for successful, active, and measurable long-term public participation and involvement.

The following BMPs will be implemented by the City within 5 years. These BMPs will involve program stakeholders (residents, Chamber of Commerce, businesses) to raise awareness and gain the community's input as it relates to the City's SWMP, water quality challenges, and implementation efforts. The following BMPs are based on the "adult target public participation programs" and/or the "youth target public participation programs" as outlined in the City's Department of Utilities Marketing Plan. The BMPs below are numbered as PP (Public Participation) BMPs and are summarized in Table 5-1.

5.1 PP-1 PUBLIC MEETINGS

Implementation Details

After adequate public notice, an initial public meeting was held in conjunction with Santa Barbara County on April 29, 2004 to begin the public education portion of the NPDES Program. The draft storm water program was presented to the community through a regular City Council meeting held March 4, 2003 after routine meeting notifications.

The City will continue to hold public meetings to provide updates on the storm water program and progress achieved. Public meetings will comply with State and local public notice requirements. Annual meetings are currently planned to obtain input from residents, businesses, and community groups to review the success of the SWMP and/or necessary revisions to the SWMP. These meetings will provide stakeholders with updates on the program and ways groups can get involved. The City will collect names and contact information from attendees to build a mailing and emailing distribution list of interested parties.

Measurable Goals

1. Conduct annual public meetings; advertise and promote these meetings through stakeholder email lists, on the City's primary web page, and two advertisements in two local newspapers (English and Spanish); allow responses to be made at meetings, through letters, and email; respond to all stakeholder comments as soon as possible and no later than 30 days (Years 1–5).

2. Track the number of public participants who attend the meetings and document all comments and responses made regarding Program implementation (Years 1–5).

5.2 PP-2 CITY STORM WATER WORKING GROUP

Implementation Details

Appropriate representatives of the City's Public Works, Utilities, Recreation & Parks, City Attorney, and Community Development Departments, accompanied by the City's designated Storm Water Program Manager, will form a Storm Water Working Group (SWWG) in order to share information regarding scheduling, progress, status and efficacy of BMP implementation. This information sharing will serve both as a method to coordinate efforts and to inspire alternative methods in other departments. The organization and maintenance of such a group will also help to facilitate communication between City departments involved in the implementation of BMPs, helping them to stay on task and achieve stated measurable goals.

Measurable Goals

1. Hold SWWG meetings quarterly; develop meeting minutes and a list of action items (Years 1–5).

2. Modify the format of SWWG meetings as necessary to create more efficient exchange of BMP implementation ideas and information (Years 1–5).

5.3 PP-3 SANTA BARBARA COUNTY ASSOCIATION OF MS4 MANAGERS MEETING ATTENDANCE

Implementation Details

The City has attended and will continue to attend quarterly Santa Barbara County Association of MS4 Managers (SBCAMM) Meetings. These meetings, which are hosted by the County of Santa Barbara, are intended to allow for regional coordination of SWMP implementation efforts, provide an opportunity to share resources, and foster discussion of each agency's status with regards to compliance.

Figure 5.1 Santa Barbara County Association of MS4 Managers Logo

Measurable Goals

1. Attend and participate in quarterly meetings and document the City's attendance and discussions held through meeting minutes (Years 1–5).

5.4 PP-4 WATERSHED STAKEHOLDER COORDINATION

Implementation Details

The City will coordinate with representatives from various watershed stakeholder groups, such as the Watershed Coordinator for the Southern San Luis Obispo and Santa Barbara County Agricultural Watershed Coalition (Ag Coalition), the Cachuma Resources Conservation District, and the City of Santa Maria Chamber of Commerce. The City will present the Storm Water Management Program, goals, and challenges at local conferences, such as the Watershed Conference planned by the Ag Coalition, and at meetings held by stakeholder groups.

The City will hold annual stakeholder meetings with watershed stakeholder group representatives. These meetings will enable the City to explain the current status of water quality and will offer an opportunity to coordinate with stakeholders about potential opportunities for water quality improvement within the City and throughout the watershed.

Measurable Goals

1. Actively coordinate with regional watershed stakeholder groups and present the City's Storm Water Management Program, goals, and challenges at the planned Watershed Conferences facilitated by the Ag Coalition. (Years1–5).

2. Hold annual stakeholder meetings to be advertised by email lists, the City's web page, and two advertisements each in local newspapers (English and Spanish); share City's recent activities in regard to water quality issues; solicit input, and encourage public participation; document attendance, discussion, and follow-up actions to be performed through meeting minutes (Years 1–5).

5.5 PP-5 PROJECT CLEAN WATERWAYS

Implementation Details

Utilities Department staff will establish Project Clean Waterways, a project dedicated to cleanup efforts in waterways throughout the City of Santa Maria and targeting trash as a priority pollutant. Objectives of this project include fostering public involvement from numerous Santa Maria Valley service and professional organizations, local non-profit organizations, the general public, and City staff to clean waterways within City limits. The associated public involvement with Project Clean Waterways is expected to not only educate the public about the current status and impairment of the City's waterways, but also provide litter, trash, and debris removal. Project Clean Waterways will also serve as an opportunity for the City to train the public in illicit discharge detection and elimination techniques.

The City will coordinate cleanup efforts with the County of Santa Barbara FCD and Project Clean Water to assure an effective and safe event. The Water Resources Division will provide support with identifying applicable and safe waterways for cleaning. City parks that are also utilized as retention basins, public rights of way, and the anticipated Santa Maria River Trail Project will be included in the potential list of clean-up opportunities.

Where possible, the City will attempt to partner with local non-profit organizations (e.g., the Land Conservancy) as well as State and Federal agencies to facilitate a successful cleanup and leverage technical experience.

As partners in the countywide National Pollution Prevention Week sponsored by the Community Environmental Council and the Air Pollution Control District, the City Utilities Department will encourage public participation throughout the permit term for existing cleanup events such as the California Coastal Cleanup Day. The City will use this awareness week as a focal point for conducting its own cleanup events and will strongly promote Project Clean Waterways. The City will commit marketing resources, such as radio advertisements and newspaper ads, to promote the various activities conducted during National Pollution Prevention Week.

Measurable Goals

1. Coordinate with the County of Santa Barbara FCD and Project Clean Water to identify applicable waterways for cleanups, taking into consideration safety, jurisdictional/regulatory boundaries, and access (Year 1).

2. Conduct annual waterway cleanup efforts in connection with Pollution Prevention Week; document volunteer feedback and revise cleanup locations and methods accordingly; quantify, track, and evaluate the amount of waste removed (Years 1-5).

3. Coordinate with and gain the participation of at least two prominent organizations in cleanup efforts each year (Year 2–5).

4. Establish robust media coverage to publicly document cleanup efforts and the expected successes. Focus media coverage on the impacts of public participation in storm water management volunteer efforts. City Council and/or other organizations will recognize participating groups for their contributions (Years 2–5).

Table 5-1
Public Involvement and Participation BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PP-1	**Public Meetings**	The City will facilitate public meetings to update the community, to present SWMP revisions, Central Coast Water Board comments to the Annual Report, and water quality improvements and/or impairments.	1. Conduct annual public meetings; advertise and promote these meetings through stakeholder email lists, on the City's primary web page, and two advertisements in two local newspapers (English and Spanish); allow responses to be made at meetings, through letters, and email; respond to all stakeholder comments as soon as possible and no later than 30 days.	UD	X	X	X	X	X
			2. Track the number of public participants who attend the meetings and document all comments and responses made regarding Program implementation.		X	X	X	X	X
PP-2	**City Storm Water Working Group**	An internal SWWG will be established in order to share information regarding scheduling, progress, status, and efficacy of BMP implementation.	1. Hold SWWG meetings quarterly; develop meeting minutes and a list of action items.	UD, CAO, PWD, CDD, RPD	X	X	X	X	X
			2. Modify the format of SWWG meetings as necessary to create more efficient exchange of BMP implementation ideas and information.		X	X	X	X	X
PP-3	**Santa Barbara County Association of MS4 Managers Meetings**	The City will continue to attend quarterly Santa Barbara County Association of MS4 Managers (SBCAMM) meetings led by the County of Santa Barbara and intended to allow for regional coordination of SWMP implementation efforts, provide an opportunity to share resources, and foster discussion of each agency's status with regards to compliance.	1. Attend and participate in quarterly meetings and document the City's attendance and discussions held through meeting minutes.	UD	X	X	X	X	X

Table 5-1 (Continued)
Public Involvement and Participation BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PP-4	**Watershed Stakeholder Coordination**	The City will coordinate with local and regional stakeholders and present the status of the City's storm water program.	1. Coordinate with regional watershed stakeholder groups and present the City's SWMP, goals, and challenges at Watershed Conferences facilitated by the Ag Coalition.	UD	X	X	X	X	X
			2. Hold annual stakeholder meetings to be advertised by email lists, the City's web page, and two advertisements each in local newspapers (English and Spanish).	UD	X	X	X	X	X
PP-5	**Project Clean Waterways**	The City will establish Project Clean Waterways, a project dedicated to cleanup efforts in waterways throughout the City of Santa Maria. Objectives of this project include fostering public involvement from numerous Santa Maria Valley service and professional organizations, local non-profit organizations, the general public, and City staff to clean waterways within City limits.	1. Coordinate with the County of Santa Barbara FCD and Project Clean Water to identify applicable waterways for cleanups, taking into consideration safety, jurisdictional/ regulatory boundaries, and access.	UD, PWD, RPD	X				
			2. Conduct annual waterway cleanup efforts in connection with Pollution Prevention Week; quantify, track, and evaluate the amount of waste removed.		X	X	X	X	X
			3. Coordinate with and gain the participation of at least two prominent organizations in cleanup efforts each year.			X	X	X	X
			4. Establish media coverage to publicly document cleanup efforts and the expected successes. Focus attention on public participation through media and City Council.			X	X	X	X

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6.0 ILLICIT DISCHARGE DETECTION AND ELIMINATION

An illicit discharge is defined as "a point source discharge of pollutants to a MS4 which is not composed entirely of storm water and not authorized by an NPDES permit." Discharge sources must be controlled and illegal behavior prohibited.

The goal of the Illicit Discharge Detection and Elimination MCM is to prevent the discharge of pollutants to receiving waters by eliminating illicit discharges to the City's storm water conveyance system. U.S. EPA studies have shown that pollutant levels from illicit discharges can be high enough to significantly degrade receiving water quality and threaten aquatic life, wildlife, and human health. Typical sources of illicit discharges include sanitary wastewater, effluent from septic tanks, car wash wastewaters, improper used oil disposal, radiator flushing disposal, laundry wastewaters, roadway spills, and the improper disposal of auto and household chemicals.

The City intends to gain a thorough awareness of its MS4, ultimately providing better opportunity for determining the types and sources of illicit discharges entering the MS4. A better awareness of the MS4 will also assist with establishing appropriate legal, technical, and educational means to eliminate these discharges.

The General Permit requires the City to:

- Develop, implement, and enforce a program to detect and eliminate illicit discharges (as defined by 40 CFR Section 122.26[b][2]) into the City's MS4.

- Develop a storm sewer system map showing the location of all outfalls and the names and locations of all Waters of the United States and other MS4s that receive discharges from those outfalls.

- To the extent allowable under State or local law, effectively prohibit through ordinance or other regulatory mechanism non-storm water discharges into the City's MS4 and implement appropriate enforcement procedures and actions.

- Develop and implement a plan to detect and address non-storm water discharges, including illegal dumping, to the system that are not authorized by a separate NPDES Permit.

- Inform public employees, businesses, and the general public of hazards associated with illegal discharges and improper disposal of waste.

- Address the following categories of non-storm water discharges or flows (i.e., authorized non-storm water discharges) only where they are identified as significant contributors of pollutants to the Small MS4:

    1. Water line flushing;

    2. Landscape irrigation;

    3. Diverted stream flow;

    4. Rising ground waters;

    5. Uncontaminated groundwater infiltration (as defined in 40 CFR §35.2005[20]) to separate storm sewer systems;

6. Uncontaminated pumped groundwater;
7. Discharges from potable water sources;
8. Foundation drains;
9. Air conditioning condensation;
10. Irrigation water;
11. Springs;
12. Water from crawl space pumps;
13. Footing drains;
14. Lawn watering;
15. Individual residential car washing;
16. Flows from riparian habitats and wetlands; and
17. Dechlorinated swimming pool discharges.

Discharges or flows from firefighting activities are excluded from the effective prohibition against non-storm water, and need only be addressed when they are identified as significant sources of pollutants to waters of the United States. The following BMPs will be implemented by the City within 5 years of SWMP approval to satisfy the MCMs of Illicit Discharge Detection and Elimination. The following BMPs are numbered as ID (Illicit Discharge) BMPs and are summarized in Table 6-2, which can be found at the end of this section.

6.1 ID-1 NON-STORM WATER DISCHARGES

Implementation Details

Potential non-storm water discharges and pollutant sources/activities within the City are identified in Table 2-4, many of which are addressed by BMPs presented within this SWMP. Additionally, the City has undergone a preliminary evaluation of non-storm water discharges or flows authorized by the General Permit (i.e. authorized non-storm water discharges) to determine whether any exist and are significant contributors of pollutants.

Currently, the City is confident the following authorized non-storm water discharges are not significant contributors of pollutants: water line flushing; diverted stream flows; rising groundwaters; uncontaminated groundwater infiltration to separate storm sewer systems; uncontaminated pumped groundwater; foundation drains; air conditioning condensation; springs, water from crawl space pumps; footing drains; or flows from riparian habitats and wetlands. This conclusion is based on the fact that numerous BMPs, ordinances, and storm water controls are currently utilized to prevent a significant contribution of pollutants from these activities.

The remaining authorized non-storm water discharges identified in the General Permit will require further review and evaluation by the City during the implementation period of this SWMP. As such, the City proposes to develop a series of informational fact sheets related to

the following groups of authorized non-storm water discharges with the purpose of distributing to specific individual neighborhoods, businesses, or industries and to ensure that they are not now, nor do they become, significant contributors of pollutants to the City's MS4:

- Landscape irrigation, Irrigation water, and Lawn watering;
- Potable water discharges;
- Individual residential car washing; and
- Dechlorinated swimming pool discharges.

Measurable Goals

1. Acquire or develop an informational fact sheet related to water conservation and the reduction of nuisance flows through proper management of irrigation water, landscape irrigation, and lawn watering (Year 1).

2. Acquire or develop an informational fact sheet related to the proper management of potable water discharges (Year 1).

3. Acquire or develop an informational fact sheet regarding the proper management of individual residential car washing (Year 1).

4. Acquire or develop an informational fact sheet regarding the proper management of dechlorinated swimming pool discharges (Year 1).

5. Make all fact sheets available to City crews to distribute to the public within neighborhoods, businesses, and industries to educate them on the proper management of the above (Years 1–5).

6. Follow up in cases where it is deemed these discharges may be sources of pollutants to the MS4 and use enforcement actions when deemed necessary; track (Years 1–5).

6.2 ID-2 MUNICIPAL STORM SEWER SYSTEM MAP

Implementation Details

A functional storm sewer system map has been developed using geographic information system (GIS) software and in coordination with the Public Works Department and Utilities Department Water Resources Division. The map displays boundaries of the permitted area; outfalls and the names and locations of all Waters of the United States that receive discharges from those outfalls; County of Santa Barbara Flood Control basins and channels; and City drainage conveyances (underground and open), storm drain inlets, basins, and culverts. The current map contains numerous known and unknown data gaps. Therefore, the City will use techniques such as visual observation, channel walks, closed-circuit cameras, and dye tracing to improve the accuracy of its storm sewer system map.

The City will label water bodies within the MS4 that are listed on the CWA 303(d) List of Water Quality Limited Segments (see Table 2-6).

During the course of preventative storm sewer system maintenance, the City will field-verify drainage features and document any necessary changes by red-marking the electronic atlas

maps using software called "GeoPDF®." The Utilities Department Water Resources Division intends to employ the use of an electronic field tablet integrated with GIS to accurately represent the changes that are needed to the existing maps. Revisions to the maps will be formally incorporated by the City's GIS staff support. Electronic and hard copy versions of the current maps are available in the offices of the City Public Works Department.

Measurable Goals

1. Develop a list of storm sewer system data gaps to serve as the basis for future storm sewer system drainage feature investigations (Year 1).

2. Employ the use of an electronic field tablet integrated with GIS to accurately and efficiently update existing maps (Year 1 and 2).

3. Label water bodies within the MS4 that are listed on the CWA 303(d) List of Water Quality Limited Segments (Year 2).

4. Provide portable document format (PDF) files of the City's storm sewer system map on the City's website (Year 2).

5. Provide ongoing map and GIS database maintenance and revise as new information becomes available or mistakes are identified; document map revisions (Years 2–5).

6.3 ID-3 ILLICIT DISCHARGE/CONNECTION INVESTIGATION AND ABATEMENT

Implementation Details

The City intends to implement an MS4 Maintenance Program (see Section 9.1, GH-1) with the goal of regular inspection, cleaning, and repair of the City's MS4. Through the MS4 Maintenance Program, the City will identify, investigate, and abate illicit discharges and connections. However, for the City to implement a successful program it must first establish local legal authority through adoption of a Storm Water Runoff Pollution Prevention Ordinance (see ID-4). To assure efficient use of future City resources, the Utilities Department will assess illicit discharge potentials based on current water quality data and known challenges; historical and current discharge concerns; results of the Business and Industry Inspection Program (see ID-5); and analysis of the MS4 Drainage Map. Based on this information, the Utilities Department will develop a series of illicit discharge/connection investigation and abatement goals and implementation strategies for use during the first permit cycle.

The MS4 Maintenance Program inspection procedures will include an assessment at points of discharge from each of the City's six sub-watersheds (Betteravia, Blosser, Bradley, Green Canyon, Main, and Santa Maria River). Annually, City staff will conduct drainage facility walks of open drainage facilities starting in the sub-watersheds deemed to have the greatest risk. Results of this exercise will assist City staff to identify priority sub-watersheds within the City. Within each City sub-watershed the goal will be identification, abatement, and/or enforcement of illicit discharges and connections. Most important will be future prevention of illicit discharges through a combination of education and enforcement to promote better pollution prevention practices. Enforcement efforts will be coordinated with the City's Code Compliance Division as described in Section 1.9.

Currently, inspection findings are documented on incident report forms. If illicit discharges or connections are found during MS4 maintenance activities, the Water Resources Division notifies

the Utilities Department Regulatory Compliance staff, upon which an incident report form is completed and utilized for further investigation. This process will be refined over time. The Water Resources Division has acquired a software module by CartêGraph entitled STORMview™ intended to manage its storm water assets and track MS4 Maintenance Program efforts. The City intends to utilize this module to track inspection and abatement efforts. The software will track the status of open illicit discharge/connection investigations being conducted by the Utilities Department and will be used as a tool for achieving discharge elimination.

Measurable Goals

1. Conduct an assessment of illicit discharge potentials for each of the City's six sub-watersheds to assist with prioritization and allocation of City resources (Year 1).

2. Conduct outfall assessments at the points of discharge for each of the City's six sub-watersheds (Betteravia, Blosser, Bradley, Green Canyon, Main Street, and Santa Maria River) (Year 1).

3. Track the number of illicit discharges and connections detected and their associated corrective actions (Years 1–5).

4. When a Notice of Non-Compliance or Notice of Violation has been issued by the City, conduct follow-up inspections within one week to evaluate discharge abatement efforts; other follow-up inspections and/or enforcement will be performed if determined to be necessary by the designated inspector (Years 1–5).

5. Develop and implement a series of illicit discharge/connection investigation and abatement goals and implementation strategies for use during the first permit cycle (Year 2).

6. Conduct drainage facility walks along open drainage facilities starting with sub-watersheds deemed to have the greatest risk of failure or illicit connections (Years 2–5).

6.4 ID-4 MUTT MITT PROGRAM

Implementation Details

Pet waste that is improperly disposed of can result in the transfer of associated pathogens to the City's MS4 via landscaping irrigation and storm water runoff. This BMP is one method included in this SWMP to specifically address fecal coliform which is an identified pollutant of concern (POC) known to contribute to existing water body impairments within the City of Santa Maria.

The City will continue to implement its on-going "Mutt Mitt" Program to provide dog owners a convenient method for picking up after their pets. Mutt Mitt stations will continue to be strategically placed throughout the City in parks and other areas where dogs are allowed.

The Utilities and Recreation & Parks Departments have created a partnership to cover the costs of Mutt Mitt stations, which include labeled dispensers, plastic bags, and disposal means. The Recreation and Parks Department will monitor the Mutt Mitt stations and note their effectiveness and whether there are additional needs for more stations, more disposal cans, or more plastic bags. Recreation and Parks is responsible for the purchase and maintenance of these stations and Utilities is committed to assist in covering the costs when necessary.

Measurable Goals

1. Inventory and track on a map all current Mutt Mitt stations (Year 1).

2. Conduct an assessment of all potential locations for establishment of additional Mutt Mitt stations and develop a schedule for purchase and installation of the additional stations if needed over term of the General Permit (Year 1).

3. Conduct daily inspection and maintenance of the stations and document the results of the inspections including number of disposal bags used (Years 1–5).

4. Support implementation of the Mutt Mitt Program through purchase of supplies and/or stations in accordance with the schedule defined in Year 1 as well as on an as-needed basis (Years 2–5).

6.5 ID-5 STORM WATER RUNOFF POLLUTION PREVENTION ORDINANCE

Implementation Details

An ordinance is the most binding and permanent type of Council action and may be repealed or amended only by a subsequent ordinance. The City of Santa Maria has reviewed existing ordinances codified within the City's Municipal Code. The ordinances presented in Table 6-1, which can be found at the end of this section, currently apply to the protection of storm water quality and/or are intended to circumvent illicit discharges. Applicable language from each of these ordinances can be found in Appendix E.

The City Utilities Department, with assistance from the City Attorney's Office, will draft an ordinance that prohibits non-storm water discharges into the City's MS4, with the exception of those authorized in the General Permit. Prior to formal adoption, the draft ordinance will be posted on the City's website, and stakeholders will be given the opportunity to participate or provide comment on the draft ordinance through at least one workshop, letter writing, or other means that are convenient for them. Opportunities for stakeholders to participate in this process will be advertised on the City's website, the City's stakeholders' email list, and in local newspapers in both English and Spanish. This ordinance will become a tool for the City to meet the storm water management requirements of the NPDES regulations and safeguard persons, protect property, and prevent damage to the environment in the City. It will be written with the intent to: promote the health, safety, and public welfare of Santa Maria's citizens by guiding, regulating, and controlling the quality of storm water runoff; protect the City's publicly owned storm water collection facilities from degradation or disrepair caused by illegal and harmful discharges to the storm drain system; protect the City's parks and recreational fields from contamination caused by polluted storm water discharges; protect the publicly owned wastewater collection and treatment facilities from reduced water quality and siltation caused by erosion by wind and water necessitating repair to sewers and the City's wastewater treatment plant; protect and enhance the water quality of the Santa Maria River and groundwater in a manner pursuant to and consistent with the Federal CWA by reducing pollutants in urban storm water discharges to the MEP and by effectively prohibiting non-storm water discharges to the storm drain system.

In accordance with the City of Santa Maria Agenda Procedures Manual, dated February 13, 2004, the City of Santa Maria will utilize the following process for adoption of a Storm Water Runoff Pollution Prevention Ordinance intended to prohibit non-storm water discharges into the City's MS4:

- Develop a draft Storm Water Runoff Pollution Prevention Ordinance and facilitate internal circulation and review by all appropriate parties and departments.

- Conduct a "first reading" before the City Council.

- Post the draft Storm Water Runoff Pollution Prevention Ordinance in newspapers, on the City website, facilitate workshop(s) to promote public participation and input regarding the content of the ordinance. The City will also ensure that the public and the Central Coast Water Board are provided at least 30 days to review and comment.

- Receive and then formally address comments from the public, the Water Board, and City Council.

- Conduct a "second reading" of the draft Storm Water Runoff Pollution Prevention Ordinance before City Council.

- Facilitate adoption of the final Storm Water Runoff Pollution Prevention Ordinance.

Measurable Goals

1. Hold at least one public workshop and advertise the opportunity for stakeholder participation through the website, email list, and local newspapers in English and Spanish (Year 1).

2. Adopt a Storm Water Runoff Pollution Prevention Ordinance which effectively prohibits non–storm water discharges into the City's MS4 (Year 1).

3. Continue to enforce existing ordinances, including the issuance of fines that protect against storm water runoff pollution; track all storm water runoff pollution prevention enforcement actions taken by the Code Compliance Division (Years 1–5).

4. Enforce the Storm Water Runoff Pollution Prevention Ordinance adopted in Year 1 through the combined efforts of the Code Compliance Officers and Regulatory Compliance Staff (Years 2–5).

6.6 ID-6 BUSINESS AND INDUSTRY INSPECTION PROGRAM

Implementation Details

Currently, the City conducts routine monitoring of all facilities with backflow prevention and pretreatment devices and its sanitary sewer collection system. The City recognizes the importance and necessity of a more comprehensive City-wide Business and Industry Inspection Program (BIIP) which also identifies illicit discharges, connections, and potential sources of illegal dumping; educates local business owners and staff about storm water pollution prevention; and eliminates the discharge of pollutants to the MS4. The City intends to utilize a designated inspector to perform these intensive inspections of City industries and businesses. The BIIP will conduct routine field investigations and abatement efforts, as well as respond to spills and complaints with the potential to impact storm water runoff.

The BIIP will initially focus on potentially polluting business and operations that are not currently being inspected on a routine basis. The City will develop a method for prioritizing businesses with a potential for illicit discharge and connection as high, medium, or low. Currently, the City has identified mobile businesses (i.e., car washing, detailing, pet washing, carpet cleaners, and

pressure washers), outdoor produce processors, restaurants, chemical manufacturers, and automotive shops as high priorities for inspection. Once a list of facilities and prioritizations has been established, a schedule for routine inspections will be developed. Protocols for conducting the inspections and conducting follow-up efforts including enforcement will also be prepared to assure compliance with City municipal code. The City will establish a record-keeping system to track and schedule inspections, follow-up efforts, and enforcement actions.

In the event an illicit discharge is identified and the associated business does not take the necessary actions to eliminate the discharge, the Utilities Department will coordinate with the Code Compliance Division to implement the appropriate enforcement steps. Facilities for which a referral or complaint is received will result in an inspection within 24 hours and a follow-up inspection within one week following the first inspection.

An education and outreach component which targets identification and elimination of illicit discharges will be incorporated into the BIIP. Effective educational materials will be researched and selected for utilization throughout the City.

Commercial Facilities with Pretreatment

There are ten facilities with Class IV Pretreatment permits in the City: one is a zero-discharger inspected annually; one is a categorical industrial user monitored and inspected annually; and eight are monitored quarterly and inspected annually. The frequenci of inspection and monitoring is determined based upon the facility's specific processes and the type of wastewater discharge permit the facility holds. Facilities with Class III Pretreatment permits are intended for annual inspection if they are determined to be at a higher risk of illicit discharge (e.g., restaurants, automotive shops). Other facilities with a Class III Pretreatment permit or less will be inspected every three to five years. A complete list of these facilities can be found in Appendix B.

Regulated Facilities

There are currently 17 facilities within City limits that are permitted by the Central Coast Water Board under either Industrial Storm Water Permits or Waste Discharge Requirements (WDRs). Additionally, three City-owned facilities are regulated by the Regional Board: the Public Works Yard under the Industrial Storm Water Permit, the Wastewater Treatment Plant under WDR 02-0111, and the Regional Landfill under both the Industrial Storm Water Permit and WDR R3-2007-0045.

Measurable Goals

1. Develop a list of businesses and prioritize their potential to contribute illicit discharges/connections to the MS4 as high, medium, or low; establish a schedule for routine inspections for each category, create an inspection and enforcement protocol, and establish a record-keeping system (Year 1).

2. Evaluate and choose specific educational materials for distribution throughout the City and during business inspections (Year 2).

3. Utilize a designated inspector to conduct business and industry inspections (Years 2-5).

4. Inspect 100% of category-high businesses identified in Year 1 annually, paying particular attention to the potential for discharges of POCs identified in Table 2-4. Ensure all category-medium and -low businesses are inspected at least once in the

permit cycle. Cross-check businesses with SIC codes to verify all businesses that are required to be enrolled under the General Industrial Permit are in fact enrolled (Years 2–5).

5. Revise all aspects of the program as necessary and document the amendments (Years 2–5).

6.7 ID-7 STORM WATER POLLUTION PREVENTION STATEMENT OF UNDERSTANDING

To educate Santa Maria business owners about the City's storm water pollution prevention program, a "Storm Water Pollution Prevention Facts" sheet was developed by the City, which describes the City's storm water program, lists 5 storm water pollution prevention BMPs related to outside wash down activities, and states the legal ramifications for violating City ordinances. The fact sheet concludes with a "Statement of Understanding" to be signed by the party operating a business within City limits. The signed document will be submitted to the Utilities Department for tracking purposes.

Measurable Goal

1. Provide and request applicant's signature of "Statement of Understanding" documents for 100% of persons applying for new business licenses from the City of Santa Maria by Year 1; provide and request applicant's signature of "Statement of Understanding" documents for 100% of currently-licensed businesses by Year 2.

6.8 ID-8 IDDE PUBLIC OUTREACH

Implementation Details

The City will inform public employees, businesses, and the general public of hazards associated with illegal discharges and improper disposal of waste.

IDDE Pocket Guide for Municipal Employees

The City will develop an illicit discharge detection and elimination pocket guide for City staff. The purpose of the pocket guide is to provide additional information and guidance for staff to identify and report illicit discharges, connections, or activity encountered during their regular duties. Staff participation and recognition of illicit discharges will greatly reduce the economic, health, and environmental consequences associated with illicit connections and discharges into the MS4. This pocket guide will be distributed to City staff during Storm Water Pollution Prevention (SWP2) training sessions.

IDDE Outreach for the Community

The City will conduct IDDE outreach in the form of distributing pre-developed Federal and State wastewater management outreach materials to the public. Wastewater management will be a focus of this educational outreach effort based on existing water quality challenges including waterway impairment for fecal coliform. Specifically, the City will educate the public regarding illicit connections and discharges of wastewater, on-site wastewater treatment system management, and the function of the City's wastewater collection and treatment facilities. Once a year, utility bill inserts will be mailed that contain specific information regarding private/public property division of sewer lines, proper maintenance of sewer laterals, and impacts to water quality should these fail. Other sources of storm water pollution will also be addressed, such as car leaks, oil changing practices, pet waste, car washing, pesticide and fertilizer storage, use, and disposal, irrigation practices, and green waste management. Materials will be made

available at the Utilities, Public Works, and Community Development Departments and will be distributed at local events attended by City staff. The City will continue to support and facilitate field trips and tours to the City's wastewater treatment plant and other sites specific to storm water concerns.

Measurable Goals

1. Design and publish the IDDE Pocket Guide and sewer spill/lateral maintenance envelope stuffer (Year 1).

2. Distribute the IDDE Pocket Guide to all municipal staff during Storm Water Pollution Prevention training sessions (Years 1–5).

3. Distribute the sewer spill/lateral maintenance envelope stuffer to all City customers with utility bills once a year (Year 1–5).

4. Track and document the number of field trips and tours conducted at the City's wastewater treatment plant (Years 1–5).

5. Develop or acquire storm water pollution prevention outreach materials and distribute at City offices and all local events attended by City staff (Years 1–5).

Table 6-1
City of Santa Maria Municipal Code Sections Applicable to Storm Water

Municipal Code Chapter/Section	Code Description	Application to Storm Water Quality Protection
Section 5-3.211	Disposal of dog waste	Establishes controls related to the disposal of dog waste on public property (POC: fecal coliform)
Section 5-3.807; Section 5-3.904	Sanitation: Enclosure; Permit: Revocation	Establishes controls related to animal enclosures (POCs: fecal coliform and nutrients)
Section 5-6.202	Unlawful Property Nuisance	Prohibits accumulation of litter, debris, trash, and sediment (POCs: litter, debris, trash, dirt)
Section 7-13.01; Section 7-13.03	Prohibition of Hazardous Waste Transport; State Highways	Establishes controls related for the transport of hazardous waste in the City (POC: hazardous waste)
Section 8-8.01	Urban Forestry-Purpose and Goals	Establishes a City goal of reducing urban and the potential for soil erosion (POCs: sediment, oils, fuels, grease, metals)
Section 8-8.09	Construction work: Displacement of Trees	Establishes program intent which includes mitigating storm water runoff (POC: water temperature)
Section 8-10.32; Section8-10.33	Waste: Leaking Facilities; Waste: Sprinkling	Prohibits wasteful uses of water (POC: potentially non–storm water discharge)
Section 8-11.04; Section 8-11.05; Section 8-11.08; Section 8-11.10; Section 8-11.16; Section 8-11.20	Mandatory Service; Unlawful Collection or Transport; Receptacles Required; Frequency of Collection; Bin Service; Compost Heaps: Unlawful Accumulations	Establishes requirement for regular refuse service and refuse transport, storage, and collection (POCs: multiple)
Section 8-11.21	Burning	Prohibits burning and incineration of refuse on public

Municipal Code Chapter/Section	Code Description	Application to Storm Water Quality Protection
		property unless exception by the Fire Chief is acquired (POC: refuse)
Section 8-12.201	Treatment of Wastewater Required	Prohibits discharge of waste, wastewater, or pollutants to any natural outlet or watercourse except where suitable treatment is approved by the Central Coast Water Board (POCs: multiple)
Section 8-12.202; Section 8-12.203; Section 8-12.207	Private Systems, generally; Existing Private Systems: Acceptable; Connection to Available Public Sewer	Prohibits use, construction, and maintenance of new private wastewater systems without approval, and establishes controls for existing private systems (POCs: coliform, hazardous materials)
Section 8-12.402	Prohibited Discharges	Prohibits the obstruction of flow in sanitary sewer or damage to it and the treatment plant (POCs: coliform, hazardous materials)
Section 8-12.201	Treatment of Wastewater Required	Prohibits discharge of waste, wastewater, or pollutants to any natural outlet or watercourse except where suitable treatment is approved by the Central Coast Water Board (POCs: multiple)
Section 8-12.202; Section 8-12.203; Section 8-12.207	Private Systems, generally; Existing Private Systems: Acceptable; Connection to Available Public Sewer	Prohibits use, construction, and maintenance of new private wastewater systems without approval, and establishes controls for existing private systems (POCs: coliform, hazardous materials)
Section 8-12.402	Prohibited Discharges	Prohibits the obstruction of flow in sanitary sewer or damage to it and the treatment plant (POCs: coliform, hazardous materials)
Section 8-12.407	Holding Tank Wastes	Requires discharges from vacuum pump tank trucks be made at the wastewater treatment plant (POCs: coliform, grease, oils, hazardous materials)
Section 8-12.413	Traps Required	Requires use of oil, grease, chemical, lint, hair, and/or sand traps where necessary (POCs: sewage, hazardous materials)
Section 9-14.03	Fencing and Protective Devices: Required	Requires fences around ditches, sumps, and reservoirs (POCs: litter, debris, hazardous wastes and materials)
Section 12-28A.01	Demolition Permit Required	Establishes controls for the demolition or deconstruction of a building (POCs: sediment, building materials, trash, debris)
Section 12-28A.02	Conditions of Demolition Permit Insurance	Requires compliance with the City's standard erosion and dust control measures (POC: sediment)

Note: POC = pollutant of concern

Table 6-2
Illicit Discharge Detection and Elimination BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
ID-1	**Non-Storm Water Discharges**	Develop a series of informational fact sheets related to authorized non-storm water discharges with the purpose of distributing to specific individual neighborhoods, businesses, and industries.	1. Acquire or develop an informational fact sheet related to water conservation and the reduction of nuisance flows through proper management of irrigation water, landscape irrigation, and lawn watering	UD	X				
			2. Acquire or develop an informational fact sheet related to the proper management of potable water discharges.		X				
			3. Acquire or develop an informational fact sheet related to the proper management of individual residential car washing.		X				
			4. Acquire or develop an informational fact sheet related to the proper management of de-chlorinated swimming pool discharges.		X				
			5. Make all fact sheets available to City crews to distribute to the public within neighborhoods, businesses, and industries to educate them on the proper management of the above.		X	X	X	X	X
			6. Follow up in cases where it is deemed these discharges may be sources of pollutants to the MS4 and use enforcement actions when deemed necessary; track.		X	X	X	X	X
ID-2	**Municipal Storm Sewer System Map**	Update the existing storm sewer system map to include all City drainage conveyances (underground and open), storm drain inlets, basins, culverts, and outfalls.	1. Develop a list of storm system data gaps to serve as the basis for investigations.	UD, PWD	X				
			2. Update maps with an electronic field tablet integrated with GIS.		X	X			
			3. Label water bodies within the MS4 that are listed on the CWA 303(d) List of Water Quality Limited Segments.			X			
			4. Provide PDF files of the City's storm sewer system map on the City's website.			X			
			5. Provide ongoing map and GIS database maintenance and revise as necessary; document map revisions.			X	X	X	X
ID-3	**Illicit Discharge/ Connection Investigation and Abatement**	Through the MS4 Maintenance Program, the City will identify, investigate, and abate illicit discharges and connections.	1. Conduct an assessment of illicit discharge potential for each of the six sub-watersheds to assist with prioritization and allocation of City resources.	UD, PWD, CAO	X				
			2. Conduct outfall assessments at the point of discharge for the six sub-watersheds.		X				
			3. Track the number of illicit discharges and connections detected and corrective actions taken.		X	X	X	X	X

Table 6-2, page 1 of 4

Table 6-2 (Continued)
Illicit Discharge Detection and Elimination BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
ID-3	**Illicit Discharge/ Connection Investigation and Abatement (Continued)**	Through the MS4 Maintenance Program, the City will identify, investigate, and abate illicit discharges and connections.	4. Conduct follow-up inspections upon issuance of Notice of Non-Compliance/Notice of Violation within one week; perform additional follow-up inspections and/or enforcement if determined necessary by the designated inspector.		X	X	X	X	X
			5. Develop and implement illicit discharge/connection investigation and abatement goals and strategies for use during permit cycle.			X			
			6. Conduct drainage facility walks along open drainage facilities starting with high risk areas.			X	X	X	X
ID-4	**Mutt Mitt Program**	The City will continue to implement its "Mutt Mitt" Program; stations will continue to be placed throughout the City in parks and other areas where dogs are allowed. The Recreation and Parks Department will inspect stations, empty trash receptacles, and provide feedback about the effectiveness of the program.	1. Inventory and track on a map all current Mutt Mitt stations.	UD, RPD	X				
			2. Assess potential locations for installing additional Mutt Mitt stations and develop a schedule for purchase and installation of the stations over term of the General Permit.		X				
			3. Conduct daily inspections and maintenance of the stations; document the inspections.		X	X	X	X	X
			4. Support implementation of the Mutt Mitt Program through purchase of supplies and/or additional stations.			X	X	X	X
ID-5	**Storm Water Runoff Pollution Prevention Ordinance**	Adopt ordinance prohibiting non–storm water discharges into the MS4, other than those authorized in the General Permit. The ordinance will be used as a tool for the City to meet the storm water management requirements of the NPDES regulations and safeguard persons, protect property, and prevent damage to the environment in the City.	1. Hold at least one public workshop and advertise through website, email list, and through local newspapers in English and Spanish.	UD, CAO	X				
			2. Adopt a Storm Water Runoff Pollution Prevention Ordinance which effectively prohibits non-storm water discharges into the City's MS4.		X				
			3. Continue to enforce existing ordinances (Table 6-1), including the issuance of fines that protect against storm water runoff pollution; track all enforcement actions taken.		X	X	X	X	X
			4. Enforce the Storm Water Runoff Pollution Prevention Ordinance adopted in Year 1.			X	X	X	X

Table 6-2 (Continued)
Illicit Discharge Detection and Elimination BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
ID-6	**Business and Industry Inspection Program**	The City will develop a BIIP program that will include municipal, commercial, and industrial businesses. The Program is intended to identify illicit discharges, connections, and potential sources of illegal dumping; educate local business owners and staff about storm water pollution prevention; and eliminate the discharge of pollutants to the MS4.	1. Develop a list of businesses within the City and prioritize by potential for illicit discharges/connections; establish an inspection schedule, develop inspection and enforcement protocol, and establish a record-keeping system.	UD, CAO	X				
			2. Evaluate and choose specific PEO materials for distribution throughout the City and during business inspections.			X			
			3. Utilize a designated inspector to conduct business and industry inspections.			X	X	X	X
			4. Inspect 100% of category-high businesses identified in Year 1 annually, paying particular attention to the potential for discharges of POCs identified in Table 2-4. Ensure all Category Medium and Low businesses are inspected at least once in the permit cycle. Cross-check businesses with SIC codes to verify all businesses that are required to be enrolled under the General Industrial Permit are in fact enrolled.			X	X	X	X
			5. Revise all aspects of the program as necessary and document the amendments.			X	X	X	X
ID-7	**Storm Water Pollution Prevention Statement of Under-standing**	Business license applicants within the City of Santa Maria shall be required to read and sign a "Statement of Understanding" relating to storm water pollution prevention prior to the issuance of a license to do business in the City. All currently-licensed businesses are required to read and sign the "Statement of Understanding" upon annual renewal of their licenses; the Utilities Department will retain signed Statements.	1. Require 100% of new business license applicants to read and sign the City's storm water pollution prevention "Statement of Understanding;" require 100% of business license renewal applicants to read and sign the "Statement of Understanding by Year 2.	UD	X	X	X	X	X

Table 6-2, page 3 of 4

Table 6-2 (Continued)
Illicit Discharge Detection and Elimination BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
ID-8	**IDDE Public Outreach**	The City will inform public employees, businesses, and the general public of hazards associated with illegal discharges and improper disposal of waste via the 1) development and dissemination of an IDDE Pocket Guide for municipal employees and 2) distribution of pre-developed Federal and State wastewater management outreach materials to the public.	1. Design and publish the IDDE Pocket Guide and sewer spill envelope stuffer.	UD	X				
			2. Distribute the IDDE Pocket Guide to all municipal staff during training sessions.		X	X	X	X	X
			3. Distribute the sewer spill/lateral maintenance envelope stuffer with City utility bills once a year.		X	X	X	X	X
			4. Track and document the number of field trips and tours conducted to the City's wastewater treatment plant and other facilities.		X	X	X	X	X
			5. Develop or acquire storm management outreach materials at all local events attended by City staff.		X	X	X	X	X

Table 6-2, page 4 of 4

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7.0 CONSTRUCTION SITE STORM WATER RUNOFF CONTROL

The purpose of the Construction Site Storm Water Runoff Control MCM is to prevent soil and construction materials and wastes from leaving the site and entering the storm water drainage system. Sediment is usually the main POC; during a short period of time, construction sites can contribute more sediment to waterways than can be deposited naturally over several decades. The resulting siltation—along with the contribution of other pollutants from construction sites—can cause physical, biological, and chemical harm to local waterways.

The General Permit requires that the City develop and implement at a minimum:

- An ordinance or other regulatory mechanism to require erosion and sediment controls, as well as sanctions, or other effective mechanisms, to ensure compliance, to the extent allowable under State or local law;

- Requirements for construction site operators to implement appropriate erosion and sediment control BMPs;

- Requirements for construction site operators to control waste such as discarded building materials, concrete truck washout, chemicals, litter, and sanitary waste at the construction site that may cause adverse impacts to water quality;

- Procedures for site plan review which incorporate consideration of potential water quality impacts;

- Procedures for receipt and consideration of information submitted by the public; and

- Procedures for site inspection and enforcement of control measures.

It is evident that the City is growing rapidly (Table 2-2). Due to this increase in development, it is imperative that the City have an effective program that regulates discharges from construction and development sites while maintaining a positive working relationship with the development community. The City's Engineering Division Construction Section facilitates and enforces aspects of the California Construction Storm Water General Permit. The effort to date includes confirmation of Storm Water Pollution Prevention Plan (SWPPP) submittals from developers; construction site inspections for appropriate implementation of construction storm water controls; when necessary, establishing requirements for additional and improved storm water controls; and documentation and enforcement of any illegal discharges.

The following BMPs will be implemented by the City within 5 years. Pollutants of concern specifically targeted by the BMPs established in this Section include sediment, solid and sanitary wastes, phosphorous, nitrogen, pesticides, oil and grease, concrete truck washout wastewater, construction chemicals, and construction debris. The BMPs below are numbered as CS (Construction Site) BMPs. The Construction Site Storm Water Runoff Control BMPs are summarized in Table 7-1.

7.1 CS-1 GRADING AND DRAINAGE PLAN STANDARDS REVISION

Implementation Details

The City has developed Grading and Drainage Plan Standards which establish grading and drainage criteria within the City. City Municipal Code, Section 11-5.07-Drainage and Drainage Easements effectively codifies the Standards and identifies the criteria for which projects require

a grading permit. Grading and Drainage Plans shall be submitted for review and approval to the City of Santa Maria.

With the exception of a single family residence or sites less than 10,000 square feet, the Grading and Drainage Plan Standards require the construction of a storm drainage detention basin or similar device that will restrict the flow of storm water into streets or drainage facilities for all lots or subdivisions approved by Santa Barbara County FCD and the City of Santa Maria Public Works Department.

The grading permit holder and the owner/developer must comply with all erosion control measures required by the City of Santa Maria. Erosion control measures capable of preventing the migration of dirt and dust off site must be implemented and maintained during all construction, earth moving, and grading phases of a project. As appropriate, these measures include, but are not limited to, adequately wetting down the area with water trucks or sprinkler systems, placing tarps on trucks used to haul soil materials, sweeping and cleaning, seeding, and applying soil binders. The City requires the owner/developer's Civil Engineer, Land Surveyor or Architect to "certify that all erosion and siltation control measures will be installed per plans…to prevent the illegal discharge of storm water pollutants from the project site…" The Standards also require the contractor/developer to certify and ensure "that damages to the erosion and siltation control measures due to construction processes or severe storms [are] repaired immediately to fully functioning condition." Failure to fulfill these erosion and sediment control requirements including proper certification will result in the issuance of a "Stop Work Order," which will not be repealed until adequate erosion control measures have been implemented.

The contractor or builder designates a person or persons to monitor the storm water pollution prevention and dust control programs. This person has the ability to order increased watering, additional litter controls, additional construction debris controls, and additional erosion and sediment controls when deemed necessary. This person's duties extend over holiday and weekend periods when work may not be in progress. The construction owner/developer provides the name and telephone number of this person to the Community Development and Public Works Departments so that City staff can reach them should there be immediate issues requiring resolution. The person's contact information is also placed on the project plans.

Prior to occupancy, a field check is performed by a licensed professional to determine that the drainage design and elevations are in substantial conformance to the approved project Grading and Drainage Plan.

Construction Storm Water Regulatory Mechanism

The General Permit requires the City to implement "An ordinance or other regulatory mechanism to require erosion and sediment controls, as well as sanctions, or other effective mechanisms, to ensure compliance, to the extent allowable under State or local law." The City's Grading and Drainage Plan Standards establish grading criteria and retardation basin capacities, drainage, hydraulic design, and locations. It iterates that erosion control measures and post-construction design shall be in conformance with this SWMP and the General Permit.

The Grading and Drainage Plan Standards provide the appropriate framework for continued implementation of construction runoff control measures and shall be evaluated for the following revisions:

- Incorporate new definitions that conform to those used within the General Permit;
- Provide specific guidance on the use of approved BMP manuals;
- Enhance site inspection;
- Include enforcement procedures;
- Provide for more prescriptive language regarding erosion and sediment control; and
- Include specific requirements for construction site operators to control waste such as discarded building materials, concrete truck washout, chemicals, litter, and sanitary waste at the construction site.

Should it be determined from an evaluation of the Grading and Drainage Plan Standards that the standards are a sufficient regulatory mechanism for enforcing construction storm water controls as defined in the General Permit, a Construction Storm Water Ordinance will not be necessary. Should it be determined that a Construction Storm Water Ordinance is necessary, then one will be adopted in Year 2.

Measurable Goals

1. Continue to facilitate and enforce the existing Grading and Drainage Plan Standards (Year 1).
2. Evaluate opportunities to revise the existing Grading and Drainage Plan Standards to adequately address the requirements of the General Permit; either revise the Grading and Drainage Plan Standards to adequately address General Permit construction site storm water control requirements or adopt a Construction Storm Water Ordinance, which requires adequate construction site storm water controls and provides for enforcement capabilities (Year 1–2).
3. Track the number of grading permits issued (Years 1–5).
4. Document the number of licensed professionals' signatures received and their findings during field inspections to determine the number of projects in which the design and elevations have been completed in accordance with the approved project/grading plans and all erosion and siltation control measures have been installed per the project plans (Years 1–5).
5. Track all enforcement actions taken by the Engineering Division (Years 1–5).
6. If determined to be necessary, develop and adopt a Construction Storm Water Ordinance (Year 2).
7. Enforce either (1) the revised Grading and Drainage Plan Standards and/or (2) a new Construction Storm Water Ordinance adopted in Year 2 (Years 3–5).

7.2 CS-2 SITE PLAN REVIEW

Implementation Details

The City reviews site plans during the Grading Permit approval process to ensure implementation of appropriate erosion and sediment control measures and to review other on-

site storm water runoff controls. The City will utilize the following procedures for site plan review:

- Step 1: Site plan review shall begin with a project proponent submitting a Grading Permit Application and if applicable, a Construction Storm Water General Permit Notice of Intent (NOI) package. The Public Works Department Engineering Division will also collect a NPDES Compliance Assurance Deposit (see Section 7.3, CS-3 for further detail) for projects requiring a Construction Storm Water General Permit and exhibiting a strong potential to discharge pollutants off-site.

- Step 2: The Public Works Department, Engineering Division will evaluate site plans for appropriate erosion and sediment controls. The Public Works Department, Engineering Division also reviews the Construction Storm Water General Permit NOI package for completeness (i.e., signed NOI and Storm Water Pollution Prevention Plan). All deficiencies of the site plans, NOI package, and proposed erosion and sediment control BMPs will be formally documented and provided to the project proponent with a request for plans to be revised and resubmitted. An approved Grading Permit will include the appropriate conditions for protecting storm water quality.

- Step 3: Upon Grading Permit approval, the Public Works Engineering Division shall conduct field inspections of grading activities to assure compliance with Grading Permit conditions including the proper implementation of erosion and sediment control measures. Field inspection reports are utilized for instances of non-compliance and are filed with the Engineering Division. The Engineering Division in conjunction with the Code Compliance Division enforces construction site non-compliance using the process defined within Section 7.4, CS-4.

Measurable Goal

1. Document and track 100% of Grading Permit applications utilizing the TRAKiT© software, including the following information: owner, contractor, start and completion dates, size in acres, which applications adequately satisfy the initial site plan review, and those that do not (Years 1–5).

2. Track the means and methods used to assist and enhance the education of those applicants that do not satisfy the initial site plan review, such as planning a meeting between the Engineering Division and the applicant, providing educational materials, etc. (Years 1–5).

7.3 CS-3 NPDES COMPLIANCE ASSURANCE DEPOSIT

Implementation Details

Developers are required to submit a deposit up to $10,000 with issuance of the Grading Permit toward NPDES compliance in accordance with their approved SWPPP. The City, or its designee, maintains a stock of materials for storm water BMP materials and will be prepared for their emergency installation in the event there is a breach to the MS4 from a construction site. The City will recover costs incurred from the emergency installation from the developer's deposit. If the City does not access these funds during the length of the project, the funds are returned to the developer at Certificate of Occupancy issuance.

Measurable Goal

1. Document the number of projects requiring NPDES Compliance Assurance Deposits, emergency BMPs installed by the City, and the costs incurred from emergency installations debited from a developer's NPDES Compliance Assurance Deposit (Years 1–5).

2. Document and report all enforcement actions taken upon a project developer and/or contractor (Years 1–5).

7.4 CS-4 CONSTRUCTION SITE INSPECTIONS

Implementation Details

Construction site inspections are one of the key components of a successful Storm Water Management Program. Inspections accomplish the following:

- Ensure detailed on-site knowledge of the development activities and progress.
- Allow the City additional opportunities to provide guidance and education regarding a construction site's runoff control inadequacies and areas of improvement.
- Enable the City to establish a relationship with the developer and/or contractor(s).
- Enable the City to issue immediate warnings and/or assess penalties.
- Enhance the City's MS4 protection efforts.

The City's Engineering Division conducts construction site inspections at a minimum frequency of once per month. During grading activities and before an anticipated rain event, the City heightens its inspection frequency to a daily requirement. If possible, the City remains on site until a correction is made; otherwise a written or verbal Notice to Comply is provided to the developer/contractor with a time schedule for returned compliance.

Inspections are currently documented and BMP deficiencies noted; however the City will begin utilization of the TRAKiT© software to schedule and document inspections. This software is currently used to track the progress of project approvals; however it has the capability to also track inspections.

Measurable Goals

1. Conduct monthly inspections of all construction sites and increase the frequency to daily during grading activities or before anticipated rain events to verify compliance with the Construction Storm Water General Permit, including implementing waste control BMPs (discarded building materials, concrete truck washout, chemicals, litter, etc.) and erosion and sediment controls (Years 1–5).

2. Document all inspection activities including construction site deficiencies, illicit discharges, and required BMP improvements; assure site deficiency resolution within 72 hours (Years 1–5).

3. Utilize TRAKiT© software to document and track construction site information, including: owner, contractor, start and completion dates, size in acres, inspection dates, and, if applicable, complaints received, City's response, inspection, enforcement actions, and follow-up procedures (Years 2–5).

7.5 CS-5 ENFORCEMENT

Implementation Details

The Public Works Department Engineering Division is designated on the Grading and Drainage Plan Standards as the party to receive calls from the public regarding concerns about construction activities. Construction site inspectors also report non-compliance to the Engineering Division and will issue “Stop Work Orders” to developers whose sites lack the proper storm water controls necessary to protect water quality. The City maintains a document entitled "Outside Line Questions" that provides City employees with resource information for anyone calling the City with a concern or a question. Contact information for storm water concerns/questions is provided there, and future plans include providing that information on the City's Storm Water website.

Should there be a need for additional enforcement support; the Public Works Department shall seek assistance from the City Attorney’s Code Compliance Officers. If a developer or contractor does not take appropriate measures in managing their site to comply with any of the Federal, State, or City storm water ordinances and permits, the City shall enlist the City Attorney's office to escalate enforcement and notify the Central Coast Regional Water Quality Control Board.

The following enforcement procedures will be utilized by the Engineering Division to ensure compliance with Federal, State, and City regulations:

- Notice to Comply—This notice may be verbal or written, but shall be made upon immediate identification of construction site non-compliance.

- Final Notice to Comply—This notice shall be written upon determining the initial Notice to Comply was not adequately addressed.

- Notice of Job Site Shutdown ("Stop Work Orders")—This notice shall be provided upon determining the Final Notice to Comply was not adequately addressed. This notice shall be coordinated with the City Attorney’s Code Compliance Office and potentially the Central Coast Regional Water Quality Control Board.

- Code Compliance Office Board Hearing—A Code Compliance Board Hearing will be conducted to assess the need for further enforcement actions. At this time, it will be determined whether or not the Central Coast RWQCB should be notified.

- Notification and Involvement of the Central Coast Regional Water Quality Control Board—The City will notify the Central Coast RWQCB of Construction Storm Water General Permit violations when it is deemed necessary to ensure water quality protection.

Measurable Goals

1. Insert the Storm Water Hotline number to Grading and Drainage Plan Standards contact information for public to call with concerns about construction activities related to storm water regulations (Year 1).

2. Enforce at 100% of construction sites where BMPs are inadequate and/or fail, and there is no attempted mitigation on the part of the developer/contractor (Years 1–5).

3. Document and track all aspects of enforcement including the number of inspections resulting in an enforcement action, and the number and percent of repeat offenders (Years 1–5).

4. Utilize the TRAKiT© software to document and track enforcement actions (Years 2-5).

Table 7-1
Construction Site Runoff Control BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
CS-1	**Grading and Drainage Plan Standards Revision**	The City will evaluate (1) revising the existing *Grading and Drainage Plan Standards* to adequately address the requirements of the General Permit *or* (2) adopt a Construction Storm Water Ordinance that will require construction site storm water controls and provides enforcement capability.	1. Continue to facilitate and enforce the existing *Grading and Drainage Plan Standards.*	PWD, CDD	X				
			2. Evaluate opportunities to revise the existing *Grading and Drainage Plan Standards* to address the construction storm water control requirements of the General Permit; or adopt a Construction Storm Water Ordinance, which requires adequate construction site storm water controls and provides for enforcement capabilities.		X				
			3. Track the number grading permits issued.		X	X	X	X	X
			4. Document the number of licensed professionals' signatures received and their findings during field inspections to determine the numbers of projects in compliance with the approved project/grading plans, and to assure that all erosion and siltation control measures will be implemented.		X	X	X	X	X
			5. Track all enforcement actions taken by the Engineering Division.		X	X	X	X	X
			6. If determined to be necessary, develop and adopt a Construction Storm Water Ordinance.			X			
			7. Enforce either (1) the revised *Grading and Drainage Plan Standards* and/or (2) a new Construction Storm Water Ordinance adopted in Year 2.				X	X	X
CS-2	**Site Plan Review**	The City will review site plans during the grading permit approval process to ensure implementation of appropriate erosion and sediment control measures and to review other on-site storm water runoff controls.	1. Document and track 100% of Grading Permit applications with TRAKiT© software; include the name of owner, contractor, start and completion data, project size, and approval or denial information.	PWD, CDD	X	X	X	X	X
			2. Document the methods used to educate/assist applicants that do not satisfy the initial site plan review.		X	X	X	X	X

Table 7-1 (Continued)
Construction Site Runoff Control BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
CS-3	**NPDES Compliance Assurance Deposit**	Require developers to submit a NPDES Compliance Assurance Deposit (up to $10,000) with issuance of a grading permit in accordance with their approved SWPPP and maintain a stock of storm water BMP materials to install in the event of a breach to the MS4. The cost of mobilization of emergency BMPs will be debited from the deposit.	1. Document the number of projects requiring NPDES Compliance Assurance Deposits, emergency BMPs installed by the City, and the costs incurred from emergency installations debited from a developer's NPDES Compliance Assurance Deposit.	PWD	X	X	X	X	X
			2. Document and report all enforcement actions taken upon a project developer and/or contractor		X	X	X	X	X
CS-4	**Construction Site Inspections**	The City will perform monthly inspections of active construction sites; a list of active construction projects will be included in the annual storm water report illustrating the site name, location, size, and inspection dates, as recorded with TRAKiT© software.	1. Conduct monthly inspections of all construction sites and increase the frequency to daily during grading activities or before anticipated rain events to verify compliance with the Construction Storm Water General Permit, including implementing waste control BMPs (discarded building materials, concrete truck washout, chemicals, litter, etc.) and erosion and sediment controls.	PWD	X	X	X	X	X
			2. Document all inspection activities, including construction site deficiencies, illicit discharges, and required BMP improvements; assure site deficiency resolution within 72 hours.		X	X	X	X	X
			3. Utilize the TRAKiT© software to document and track construction site information, including owner's name, contractor, start and completion dates, size, inspection dates and, if applicable, enforcement and follow-up actions.			X	X	X	X

Table 7-1 (Continued)
Construction Site Runoff Control BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year				
CS-5	**Enforcement**	Public Works Department, Engineering Division will continue to receive and address public construction complaints. City construction site inspectors will report noncompliance to the Engineering Division. "Stop Work Orders" will be issued by the Engineering Division if construction site BMPs are inadequate.	1. Insert the Storm Water Hotline number in the *Grading and Drainage Plan Standards* contact information.	CDD, PWD, CAO, UD	X				
			2. Enforce 100% of construction sites where BMPs are inadequate and/or fail, and there is no attempted mitigation on the part of the developer/contractor.		X	X	X	X	X
			3. Document and track all aspects of enforcement including the number of inspections resulting in an enforcement action, and the number and percent of repeat offenders.		X	X	X	X	X
			4. Utilize the TRAKiT© software to document and track enforcement actions.			X	X	X	X

Table 7-1, page 3 of 3

8.0 POST-CONSTRUCTION STORM WATER MANAGEMENT

One of the best opportunities to reduce non-point source pollution is through informed project planning and design. Once construction is complete, rectifying storm water quality problems can become significantly more complex and expensive to correct. The Post-Construction Storm Water Management MCM focuses on site and design considerations as they relate to storm water quality, which are most effective when addressed in the planning and design stages of project development. The General Permit requires the City to:

- Develop, implement, and enforce a program to address storm water runoff from new development and redevelopment projects that disturb greater than or equal to one acre, including projects less than one acre that are part of a larger common plan of development or sale, that discharge into the Small MS4 by ensuring that controls are in place that would prevent or minimize water quality impacts.

- Develop and implement strategies, which include a combination of structural and/or non-structural BMPs appropriate for your community.

- Utilize an ordinance or other regulatory mechanism to address post-construction runoff from new development and redevelopment projects to the extent allowable under State or local law.

- For those Small MS4s described in Supplemental Provision E of the General Permit, the requirements must at least include the design standards contained in Attachment 4 of this General Permit or a functionally equivalent program that is acceptable to the RWQCB.

- Ensure adequate long-term operation and maintenance of BMPs.

As previously described in Section 2.0, the City of Santa Maria has been identified by the SWRCB as a high growth area. Therefore, the City must comply with Attachment 4 of the General Permit. General Permit Attachment 4 establishes supplemental provisions including receiving water limitations and design standards for new development and significant redevelopment. Attachment 4 requires the following:

- *Receiving Water Limitations:* Discharges shall not cause or contribute to an exceedance of water quality standards contained in a Statewide Water Quality Control Plan, the California Toxics Rule (CTR), or in the applicable RWQCB Basin Plan.

- *Design Standards:* Regulated Small MS4s subject to this requirement must adopt an ordinance or other document to ensure implementation of the Design Standards included herein or a functionally equivalent program that is acceptable to the appropriate RWQCB. The ordinance or other document must be adopted and effective prior to the expiration of this General Permit or, for Small MS4s designated subsequent to the Permit adoption, within five years of designation as a regulated Small MS4.

All discretionary development and redevelopment projects that fall into one of the following categories are subject to these Design Standards. These categories are:

  - Single-Family Hillside Residences;

  - 100,000 Square Foot Commercial Developments;

- Automotive Repair Shops;
- Retail Gasoline Outlets;
- Restaurants;
- Home Subdivisions with 10 or more housing units; and
- Parking lots 5,000 square feet or more or with 25 or more parking spaces and potentially exposed to storm water runoff.

The following BMPs will be implemented by the City within 5 years. The BMPs below are numbered as PC (Post-Construction) BMPs. The Post-Construction Storm Water Management BMPs are summarized in Table 8-1.

8.1 PC-1 DETAILED PERMIT REVIEW PROCESS

To obtain building and grading permits, the application undergoes a detailed review process including a pre-application review, development review, and submittal. The application is then reviewed for land use and permit compliance under applicable Municipal Code and Building Code provisions. During the final phases of the review process, inspections are performed by City staff to ensure grading and building conforms to the plans. Each of these steps is discussed in the following Implementation Details.

Implementation Details

Pre-application Review

In order to ensure that applicable water quality and runoff control (retention) measures are addressed in the early design stages of any project development, staff in the City's Community Development and Public Works Departments offer a pre-application consultation with the applicant to discuss the project. The pre-application meeting is voluntary, but recommended, for most moderately complex to complex projects where there is the potential for significant environmental or policy concerns. During the meeting, City staff advises the applicant of potential water quality concerns, California Environmental Quality Act (CEQA) processes, and may suggest changes in the project to avoid Municipal Code conflicts that could potentially result in significant water quality impacts. Staff also describes the required material necessary for the complete plan check application submittal.

Development Review

As part of the development review process in preparation for issuance of discretionary permits, the City of Santa Maria will provide assistance in the form of reference to available project files for examples of good site design including LID techniques. The City has imposed a requirement for "no net increase" in runoff flows at peak storm times since the late 1980s. This requirement is implemented through design and construction of on-site storm water detention basins and other storm water conveyance systems. Not only do on-site detention basins maintain the goal of "no net increase" in peak storm water flows above historical undeveloped levels, but they also constitute a powerful interception facility to prevent discharges of potential pollutants to receiving waters. The City of Santa Maria will continue to implement this program.

Application Submittal

Under the Permit Streamlining Act and CEQA, once submitted, the Community Development Department has 30 days to determine application completeness. The application is subject to departmental review and whenever discretionary permits are required. For more complex ministerial applications, other departments with land use regulatory authority such as Public Works and Utilities Departments (concerning water quality and flood control) will review the application. This provides another opportunity for the City and applicants to discuss project design and water quality protective measures that can be incorporated into the project, such as storm water treatment and post-construction BMP selection, sizing, and siting, if appropriate for the site, as determined by specifications and guidelines to be provided in the City's future Hydromodification Management Plan (BMP PC-5).

CEQA Review

Non-exempt projects are reviewed under the CEQA guidelines. This includes preparation of a CEQA Checklist to determine the significance of project impacts, including impacts to water quality. Under CEQA criteria, if no significant adverse impacts are determined, the project may be found to be Exempt from further CEQA review. If water quality and other project impacts can be feasibly mitigated to a less than significant level, a negative declaration (ND) is prepared. If there is the potential for significant unavoidable or unmitigable impacts, an Environmental Impact Report (EIR) is prepared. The EIR can include identification of additional mitigation measures or alternative project designs, which reduce water quality impacts. Or, a legislative body (the City Council) can adopt a statement of Findings of Overriding Considerations that find the benefits of the project outweigh any significant impacts. Both the ND and EIR are subject to public review and comment, which provides additional opportunity for the public to comment on water quality issues.

Staff Report Preparation and City Council Hearings

Ultimately, EIRs and NDs, which may be approved by the Planning Commission, are subject to review and approval by the City Council and City Council Resolutions. Recommendations for approval or denial of the project are contained in staff reports to City Council. Project approval can only be granted where the appropriate permit findings can be made including a finding that the project is in conformance with the City's SWMP and other Federal, State and local policies. Non-compliance with the City's SWMP would possibly be grounds for project denial of a Mitigated Negative Declaration. However, in the case of an EIR, the City Council may choose to adopt a Statement of Overriding Considerations if it finds that the benefits of the project outweigh the potential environmental impacts.

If mitigation measures are required to address significant water quality impacts or to address policy consistency, the measures will be adopted as conditions of approval.

Land Use Clearance and Permit Compliance

To obtain project approval, the applicant must receive land use clearance from the Community Development and Public Works Departments and obtain applicable building and grading permits. Community Development staff ensure that project plans submitted for building and grading are consistent with the approved actions, and that any compliance items required to be completed prior to land use clearance are completed. This would typically include review of detailed design plans for post-construction storm water treatment facilities. To obtain clearance to use or occupy the development, the applicant must implement any water quality control measures adopted as a condition of approval.

Inspections

Public Works Engineering Division provides regular inspections of projects during construction to ensure compliance with permit conditions and mitigation measures (see Section 7.4, CS-5). The project's Conditions of Approval related to construction activity may vary, however, all include water quality protection. As such, all projects are required to incorporate storm water control measures intended to protect water quality. These control measures typically apply to construction activities (temporary); however, implementation of long-term post-construction storm water control measures (e.g., structural features, bioswales, drainage design, and re-vegetation) will also be necessary to reduce the discharge of pollutants to the MS4 and protect downstream water quality.

Certain long-term control measures will require a maintenance program approved by the Engineering Division and Community Development Department. These maintenance programs shall be documented on the approved plan set and Conditions of Approval, and/or Covenants, Conditions, and Restrictions (CC&Rs) where applicable. These documents shall require the owner of the land, a homeowners association (residential subdivision), or business owner (commercial, industrial) to administer its implementation. During construction of post-construction storm water controls, construction site inspections will be utilized to assure proper siting and adherence to construction specifications. These inspections will be conducted by the Building Division. Additionally, the City will institute post-construction storm water control inspections to ensure proper long term operation and maintenance of post-construction storm water facilities in accordance with predefined project Conditions of Approval and CC&Rs. These inspections will be performed by the City Utilities Department. Post-construction storm water control inspections will be documented, and deviations from the project's Conditions of Approval and CC&Rs noted. The City will develop a system for tracking and resolving such operations and maintenance deficiencies.

Measurable Goals

1. Establish biennial training for building, and erosion and sediment control inspectors (Years 1, 3, and 5).

2. Develop and document a methodology for conducting post-construction storm water control inspections and enforcement; ensure tracking and dispute resolution will be addressed (Year 3).

3. Inspect all post-construction storm water controls for adherence to project Conditions of Approval and/or CC&Rs with the primary goal of ensuring adequate operations and maintenance (Years 3–5).

8.2 PC-2 INNOVATIVE STORM WATER DESIGN PROJECT TRACKING

Implementation Details

With the advent and increased use of LID methods for post-construction control of storm water, the City has decided to establish a method for tracking innovative projects designed to protect and/or improve water quality. More specifically, the Community Development Department will track detailed information related to the project such as owner; designer; location; project value; copies of as-built plans; goals of the project; photographic documentation during construction and post-development; and over a period of three years additional photographic documentation of the feature in operation (i.e. storm flows during rain events, establishment of vegetation, public use if appropriate, etc). All project tracking and documentation shall be conducted using the TRAKiT© software.

The City will provide the public with access to identified innovative projects by way of the City of Santa Maria Clean Water Website (www.santamariacleanwater.org). Identification of such projects will be at the discretion of the City.

Measurable Goals

1. Establish the selection criteria for innovative storm water design projects and develop a system for tracking such projects utilizing TRAKiT© software to record the site owner; designer; location; project value; copies of as-built plans; goals of the project; photographic documentation (during construction through the 3-year period after construction is completed) (Year 4).

2. Provide public access to the innovative storm water design projects via the City of Santa Maria Storm Water Website (Year 5).

8.3 PC-3 ADHERE TO GENERAL PERMIT ATTACHMENT 4

Implementation Details

City staff has thoroughly reviewed General Permit Attachment 4 and will comply with these requirements. The Public Works Department Engineering Division will revise the Engineering Details and Specifications and Construction Guidelines as required by General Permit Attachment 4. The Attachment includes applicable provisions for new and redevelopment to:

- Regulate peak storm water runoff discharges;
- Conserve natural areas;
- Minimize pollutants of concern;
- Protect slopes and channels;
- Provide storm drain stenciling;
- Properly design outdoor storage and trash storage areas;
- Provide proof of ongoing BMP maintenance;
- Design standards for structural/treatment control BMPs; and
- Specific provisions for specific types of priority projects, including 100,000 square foot commercial developments; restaurants; retail gasoline outlets; automotive repair shops; and parking lots.

Once the City of Santa Maria has revised its Engineering Details and Specifications and Construction Guidelines current local practices will be reviewed along with General Permit Attachment 4 and any necessary changes to the site plan review process made during that time.

With respect to conserving natural areas, Goal 3 3.1.b and 3.1.c, “Protection and Preservation of Biological Resources,” of the Resource Management Element of the General Plan requires the protection of vegetation in riparian and wetland areas. The City’s Municipal Code, Title 12, Chapter 44, “Landscape Standards,” describes policies and regulations to “provide for the

creation of a water conserving, functional, and aesthetic outdoor environment, consistent with the Environmental Resource Management of the General Plan and Government Code Section 65590 et seq. (Water Conservation Act)." The standards encourage the preservation and protection of natural areas, the use of native plants for landscaping, and the minimization of irrigation runoff. Currently, the policies of the City do not require developers to concentrate or cluster housing. This item along with others listed within the "Conserve Natural Areas" design standard will be further reviewed during the process of revising the Engineering Details and Specifications and Construction Guidelines.

A Conditional Use Permit is required by the City for all outdoor material storage projects. The noted treatment BMPs within Attachment 4 will be added to the zoning ordinance by the required deadline date and will be part of all future Conditional Use Permits.

All provisions associated with individual priority project categories defined within Attachment 4 will be added to the zoning ordinance and made part of future conditions of approval for all projects.

Measurable Goals

1. Revise the City's Engineering Details and Specifications and Construction Guidelines as required by General Permit Attachment 4 to include applicable provisions for new development and redevelopment to regulate peak storm water runoff discharges; conserve natural areas; minimize pollutants of concern; protect slopes and channels; provide storm drain stenciling; properly design outdoor storage areas; properly design trash storage areas; provide proof of ongoing BMP maintenance; design standards for structural/treatment control BMPs; and specific provisions for specific types of priority projects (Year 3).

2. Incorporate all provisions of the Individual Priority Project Categories into the zoning ordinance (Year 3).

8.4 PC-4 POST-CONSTRUCTION STORM WATER ORDINANCE

Implementation Details

The Public Works and Community Development Departments, with the assistance of the City Attorney's Office, will develop a Post-Construction Storm Water Ordinance intended to address post-construction runoff from new development and redevelopment projects. The purpose of this ordinance shall be the establishment of minimum storm water management requirements and controls to protect water quality, receiving waters, and the watershed from impacts of the City's MS4 storm water discharges. The ordinance will be developed with the following considerations:

- Minimize increases in storm water runoff from any new development or significant redevelopment in order to reduce flooding, siltation and stream bank erosion, and maintain the integrity of stream channels;

- Minimize increases in non-point source pollution caused by storm water runoff from new development and significant redevelopment which would otherwise degrade local water quality;

- Minimize the volume of surface water runoff and discharge rate that flows from any specific site during and following new development and significant redevelopment to not exceed the pre-development hydrologic regime to the MEP; and

- Reduce storm water runoff rates and volumes, soil erosion, and non-point source pollution, wherever possible, through storm water management controls and to ensure that these management controls are properly maintained and pose no threat to public safety.

The aforementioned considerations are intended to reduce the impact of storm water on receiving waters although the City at the time of ordinance development will use its own discretion and authority to refine its list of considerations based on priority water quality and habitat issues.

The ordinance will include the provisions of the General Permit Attachment 4.

The City will review and consider new methods of pollution controls for the ordinance, such as:

- Minimizing impervious surfaces of newly developed urbanized areas and, where possible, disconnecting impervious surfaces allowing for natural onsite infiltration of water.

- Vegetative treatments (such as bioswales, rain gardens, storm water planters, etc.).

- Mechanical or structural storm water treatment devices (drain filters/inserts).

- Native vegetation protection (where applicable).

Measurable Goals

1. Adopt a Post-Construction Storm Water Ordinance intended to address post-construction runoff from new development and redevelopment projects (Year 2).

2. Enforce the Post-Construction Storm Water Ordinance adopted in Year 2 and track all storm water runoff pollution prevention enforcement actions taken by the Code Compliance Division (Years 2–5).

8.5 PC-5 HYDROMODIFICATION MANAGEMENT PLAN

The City of Santa Maria has established a strategy to develop a watershed-based hydromodification management plan (HMP). The goal of the HMP development process is to determine an economically viable and practicable hydromodification management strategy that will provide protection of water resources (e.g., water quality, beneficial uses, biological and physical integrity of watersheds and aquatic habitats) in the City to the maximum extent practicable.

The process will consider how implementation of different runoff volume and rate control techniques, LID strategies, and riparian buffer zones might impact local stream stability and water quality. Primary focus will be placed upon techniques that use the existing detention basin system to achieve positive impacts on water quality in the City.

The HMP will achieve the following objectives:

- Establish numeric criteria for runoff rate and volume control for development and redevelopment projects;

- Establish numeric criteria for stream stability impacts for development and redevelopment projects;

- Identify areas within the City where these criteria must be met;

- Specify performance and monitoring criteria for installed hydromodification control infrastructure; and

- Establish a strategy for education of the appropriate City staff on LID and hydromodification control concepts.

It is the City's intent that implementation of the HMP will (1) maximize infiltration and minimize runoff volume and rate, (2) protect riparian areas with buffer zones, (3) minimize pollutant loading, and (4) provide long-term watershed protection.

An outline of the preliminary work plan for development of the City of Santa Maria HMP follows:

1. Develop Problem Statement and Objectives

2. Review Literature and Data Availability

3. Characterize Watershed and Future Development Patterns

4. Determine Preliminary Assessment Methodology

5. Establish Interim Hydromodification Control Criteria

6. Refine Assessment Methodology

7. Adopt/Develop Guidance for Hydromodification Control Selection, Design, Monitoring, Maintenance, and Inspection

8. Develop Implementation Strategy

The following subparagraphs describe each task in detail.

8.5.1 Task 1: Develop Problem Statement and Objectives

Objective: Describe the problem and objectives.

Scope: The storm water management concerns and regulatory background that led to the issuance of the Hydromodification Management Plan (HMP) requirements will be summarized and the scope of the hydromodification management objectives described. The goals of the HMP and the development process will be presented.

Output: Short technical memorandum

8.5.2 Task 2: Review Literature and Data Availability

Objective: Summarize pertinent literature and data sources.

Scope: The literature review will identify and summarize relevant technical documents on the following subjects:

- Watershed characterization data (soils, streams, basins, riparian areas, effective impervious area [EIA], hydrology);

- Assessment methodologies (hydrologic, water quality, EIA, buffer zones, stream stability); and

- Hydromodification design guidance.

Output: Technical memorandum and database of references.

8.5.3 Task 3: Characterize Watershed and Future Development Patterns

Objective: Document baseline watershed conditions and future development plans.

Scope: Based upon information identified in Task 2 and supplemented with field surveys, key characteristics of the watershed will be documented in terms of hydrology, hydraulics, geomorphology, and water quality. This may include watershed geology, stream characteristics (e.g., sediment sources, erosion and depositional zones, slope, stream type, discharge magnitude), basin functionality, land use patterns, and general water quality issues. The methods employed for this task will include a review and collation of existing information (e.g., maps, reports, aerial photographs) and brief observational field assessments. Stream segments will be classified into categories such as type, size, water quality, or other criteria and will be mapped using GIS. Anticipated future development areas will be overlaid on this map and a preliminary assessment of at-risk and exempt stream segments will be performed.

Output: Technical memorandum and GIS database.

8.5.4 Task 4: Determine Preliminary Assessment Methodology

Objective: Evaluate preliminary assessment alternatives and select a method.

Scope: Based upon the findings of Task 2, the City will evaluate simplified methods for assessing the results of urbanization on the watershed and determining the effectiveness of proposed control measures. This evaluation will include assessment methods that are well understood or currently used by other governing agencies. The methods will be compared and the most appropriate method selected.

Output: Technical memorandum

8.5.5 Task 5: Establish Interim Hydromodification Control Criteria

Objective: Develop interim standards for hydromodification management.

Scope: The City will utilize the preliminary assessment method determined in Task 4 to predict impacts of watershed urbanization based upon different levels of hydromodification controls.

In a January 5, 2009 amended Notice of Enrollment letter received by the City, the Regional Water Quality Control Board requires the City to develop interim hydromodification criteria within one year of the amended Notice of Enrollment. The one year period must include a period of no less than three weeks to allow Water Board staff to review the proposed criteria. By the end of Year 1, the City will have development review and permitting procedures in place that will impose conditions of approval, or other enforceable mechanisms, to implement the resulting

quantifiable measures for hydromodification control on projects whose applications are deemed complete.

The amended Notice of Enrollment letter from the Board includes a Final Table of Required Revisions, which includes three options for the development of interim hydromodification criteria: Option 1, Option 2A, and Option 2B. The City selected the methodology in Option 2B:

- Identify a range of runoff flow rates for which post-project runoff flow rates and durations shall not exceed pre-development runoff rates and durations, where the increased discharge rates and durations will result in off-site erosion or other significant adverse impacts to beneficial uses. Pre-development refers to the soil type, vegetation and amount of impervious surface existing on the site (as opposed to operations or uses on the site) prior to the development project.

- Establish numeric criteria for development projects to maximize infiltration on-site and approximate natural infiltration levels to the maximum extent practicable and to effectively implement applicable LID strategies.

- Identify the projects, including project type, size, and location, to which the City will apply the interim criteria. The projects to which the City will apply the interim criteria will include all those projects that will cause off-site erosion or other significant adverse impacts to beneficial uses.

- Identify methods to be used by project proponents to demonstrate compliance with the interim discharge rate and duration criteria, including continuous simulation of the entire rainfall record.

- Identify methods to be used by project proponents to demonstrate compliance with the interim infiltration criteria, including analysis of site imperviousness.

The City did **not** select Option 1, which states:

The proposed criteria may include the following types of requirments which provide a high degree of assurance of effective hydromodification control without regard to the nuances of individual watersheds:

- For new and redevelopment projects, Effective Impervious Area[1] shall be maintained at less than five percent (5%) of total project area.

- For new and redevelopment projects that create and/or replace 5,000 square feet or more of impervious surface, the post-construction runoff hydrographs shall match within one percent (1%) the pre-construction[2] runoff hydrographs, for a range of events with return periods from 1-year to 10-years.

- For projects whose disturbed project area exceeds two acres, preserve the pre-construction drainage density (miles of stream length per square mile of watershed)

[1] Effective Impervious Area is that portion of the impervious area that drains directly to a receiving surface waterbody via a hardened storm drain conveyance without first draining to a pervious area. In other words, impervious surfaces tributary to pervious areas are not considered Effective Impervious Area.

[2] Pre-construction condition is defined as undeveloped soil type and vegetation.

for all drainage areas serving a first order stream[3] or larger, and ensure that post-project time of concentration is equal or greater than pre-project time of concentration.

Nor did the City select Option 2A, which states:

- Adopt and implement hydromodification criteria developed by another local municipality and approved by Board staff, such as the criteria the Water Board adopted for the City of Salinas, as interim criteria.

Output: Technical memorandum

8.5.6 Task 6: Refine Assessment Methodology

Objective: Refine assessment methodology.

Scope: Building upon the results of the previous tasks, the City will refine the methods for assessing the results of urbanization on the watershed and determining the effectiveness of proposed control measures. This process may include the development or refinement of hydrologic models and BMP selection tools. Assessment methods will address the following issues:

- Estimate hydrograph modification (volume, duration, and rate);
- Accommodate a wide range of flow events (e.g., 1- to 10-year return period);
- Evaluate EIA;
- Evaluate downstream affects (stream stability);
- Estimate buffer zone requirements; and
- Estimate water quality impacts.

Output: Technical memorandum

8.5.7 Task 7: Adopt/Develop Guidance for Hydromodification Control Selection, Design, Monitoring, Maintenance, and Inspection

Objective: Adopt/Develop requirements and guidance to assist developers in the selection, design, and maintenance of hydromodification control measures.

Scope: Guidance for selection, design, monitoring, maintenance, and inspection of hydromodification control measures will be developed under this task. Findings from the previous tasks will form the foundation for this portion of the HMP and will ensure that the recommendations included in the HMP will meet the objectives of protecting water resources in the City of Santa Maria to the maximum extent practicable. The following objectives will be achieved under this task:

- Establish numeric criteria for runoff rate and volume control for development and redevelopment projects;

[3] A first order stream is defined as a stream with no tributaries.

- Establish numeric criteria for stream stability impacts for development and redevelopment projects;

- Identify areas within the City where these criteria must be met;

- Specify performance and monitoring criteria for installed hydromodification control infrastructure;

- Establish riparian buffer zone requirements; and

- Development of appropriate hydromodification control strategy will primarily focus on maximizing the use of the existing detention basin system within the City to achieve the HMP objectives. Control measures may include LID concepts, on-site hydrologic and water quality controls, in-stream controls, and regional facilities to meet future development conditions. It is the City's intent that implementation of these guidelines will result in improved water quality throughout the watershed.

Output: HMP final document

8.5.8 Task 8: Develop Implementation Strategy

Objective: Provide an implementation plan.

Scope: Under this task, an implementation plan will be developed to address the roles and responsibilities of the City, developers, and others in carrying out the plan. This will include a program evaluation plan to ensure that data gleaned from inspections, monitoring, and other follow-up activities are evaluated and used to improve the HMP over time. Additionally, an education program will be developed to ensure that key parties are informed and aware of HMP concepts and requirements.

Output: Technical memorandum

Measurable Goals

1. The City's Public Works, Community Development, and Utilities Departments will accomplish Tasks 1 through 5 of the HMP work plan. These efforts shall result in the following: a brief technical memorandum stating the problem and objectives; a literature review and data availability report; a watershed characterization report; and a technical memorandum summarizing the interim requirements and preliminary assessment methodology (Year 1).

2. Based upon the findings of the Tasks 1 through 5, the City's Public Works, Community Development, and Utilities Departments will accomplish Tasks 6 through 8. These efforts shall result in the development of a report describing the final assessment methodology, numeric criteria, and areas of applicability. Tasks 7 and 8 will result in a final HMP and implementation strategy in the form of a technical memorandum (Year 2).

Table 8-1
Post-Construction Storm Water Management BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PC-1	**Detailed Permit Review Process**	To obtain building and grading permits, the application undergoes a detailed review process including a pre-application review, development review, submittal, CEQA review (for non-exempt projects); City staff then prepares a report and the application and report are presented to the City Council; the application is then reviewed for land use and permit compliance. Inspections are performed by City staff to ensure grading and building conforms to the plans.	1. Establish biennial training for building, and erosion and sediment control inspectors.	CDD, PWD, UD	X		X		X
			2. Develop a method for conducting post-construction storm water control inspections and enforcement; tracking and dispute resolution will be addressed.				X		
			3. Inspect all post-construction storm water controls for adherence to CC&Rs with the primary goal of ensuring adequate operations and maintenance.				X	X	X
PC-2	**Innovative Storm Water Design Project Tracking**	Establish a program intended to track innovative projects designed to protect and/or improve water quality.	1. Establish the selection criteria for innovative storm water design projects and track projects utilizing TRACKiT© software.	CDD				X	
			2. Provide public access to the innovative storm water design projects via the City of Santa Maria Storm Water Website.						X
PC-3	**Adhere to General Permit Attachment 4**	The City's *Engineering Details and Specifications and Construction Guidelines* will be revised as required by General Permit Attachment 4 to include applicable provisions for new development and redevelopment.	1. Revise the City's *Engineering Details and Specifications and Construction Guidelines* as required by General Permit Attachment 4 to include applicable provisions for new development and redevelopment to regulate peak storm water runoff discharges; conserve natural areas; minimize pollutants of concern; protect slopes and channels; provide storm drain stenciling; properly design outdoor storage areas; properly design trash storage areas; provide proof of ongoing BMP maintenance; design standards for structural/treatment control BMPs; and specific provisions for specific types of priority projects.	PWD			X		
			2. Incorporate all provisions of the *Individual Priority Project Categories* into the zoning ordinance.				X		

Table 8-1 (Continued)
Post Construction Storm Water Management BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
PC-4	**Post-Construction Storm Water Ordinance**	A Post-Construction Ordinance will be developed and adopted to address post-construction runoff from new development and redevelopment projects and establish minimum storm water management requirements and controls.	1. Adopt a Post-Construction Storm Water Ordinance intended to address post-construction runoff from new development and redevelopment projects.	CAO, PWD, CDD, UD		X			
			2. Enforce the Post-Construction Storm Water Ordinance adopted in Year 2 and track all storm water runoff pollution prevention enforcement actions taken by the Code Compliance Division.			X	X	X	X
PC-5	**Hydro-modification Management Plan**	Implement strategy to develop a watershed-based Hydromodification Management Plan (HMP), which includes the following tasks: 1) Develop a problem statement and objectives 2) Review literature and data availability 3) Characterize watershed and future development patterns 4) Evaluate preliminary assessment alternatives and select a method 5) Develop interim standards for hydromodification management 6) Refine assessment methodology 7) Develop and adopt guidance for hydromodification control selection, design, and maintenance 8) Develop an implementation strategy	1. Accomplish Tasks 1 through 5 of the HMP work plan; develop a brief technical memorandum stating the problem and objectives, a literature review and data availability report, a watershed characterization report, and a technical memorandum summarizing the interim requirements and preliminary assessment methodology.	UD, PWD, CDD	X				
			2. Based upon the findings of the previous tasks, the City will accomplish Tasks 6 through 8. The Task 6 deliverable will be a report describing the assessment methodology, numeric criteria, and areas of applicability. Task 7 will result in a final HMP. Upon Central Coast Water Board approval of the HMP, the City will develop an implementation strategy, Task 8, in the form of a technical memorandum.			X			

Table 8-1, page 2 of 2

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9.0 POLLUTION PREVENTION/GOOD HOUSEKEEPING FOR MUNICIPAL OPERATIONS

The purpose of this MCM for Pollution Prevention and Good Housekeeping practices is to ensure that the City's delivery of public services occurs in a manner protective of water quality. In this way the City will serve as a model to the community.

The goal of municipal operation control measures is to reduce or eliminate adverse water quality impacts from construction, operations, and maintenance activities by municipal agencies. The public streets, roads, and highways operations and maintenance measurable goal defines the level of implementation that the City must attain to demonstrate that their local operations and maintenance activities reduce pollutants in storm water to the MEP. This measurable goal will be used as the basis for assessing the effectiveness of each municipal agency's street, road, and/or highway operation and maintenance activities.

The General Permit states that the Permittee must develop and implement an operations and maintenance plan that will prevent or reduce pollutants in runoff from municipal operations. The minimum requirements for the Pollution Prevention and Good Housekeeping MCM are:

- Develop and implement an operation and maintenance program that includes a training component and has the ultimate goal of preventing or reducing pollutant runoff from municipal operations.

- Using training materials that are available from the U.S. EPA, the State, or other organizations, the program must include employee training to prevent and reduce storm water pollution from activities such as park and open space maintenance, fleet and building maintenance, new construction and land disturbances, and storm water system maintenance.

The following BMPs are either existing or will be implemented by the City within the next 5 years, upon approval of this SWMP, to satisfy the minimum requirements of the Pollution Prevention/Good Housekeeping control measure and will either have a direct or indirect effect on water quality. The BMPs below are numbered as GH (Good Housekeeping) BMPs. The Pollution Prevention/Good housekeeping BMPs are summarized in Table 9–1.

9.1 GH-1 MUNICIPAL OPERATIONS AND MAINTENANCE

The City will continue to revise and improve its municipal operations and maintenance to eliminate contamination of storm water. The following summarizes current and future municipal operations and maintenance (Sections 9.1.1 through 9.1.8).

9.1.1 Street Sweeping

Implementation Details

The Utilities Department currently coordinates a Street Sweeping Program to maintain clean roads, highways, and parking lots. This Program specifically targets sediment, heavy metals, debris, oil and grease, pesticides, and fertilizers. All street sweeping is conducted by a contractor, which sweeps State Highways 166 and 135 (Main Street and Broadway, respectively) twice weekly. Most of the residential streets are swept every other week following their day of trash service. Some selected areas are swept twice weekly due to excessive litter. The main arterial streets are swept weekly, and the City's bike trails and parking lots are swept monthly. The City sweeps over 1,770 curb miles every month.

Given the City's current concerns related to water quality as identified in Section 2.0, the City proposes to conduct a street sweeping program assessment to study whether improvements are needed to sweeping routes and frequency, technology, and disposal methods. Past field observations, current water quality challenges, and typical City rainfall patterns will be the basis for Program update and improvement. The assessment will also take into account the frequency and program by which City streets are resurfaced. Ultimately, the assessment will define frequency, routes, technologies, and disposal methods necessary to reduce the discharge of pollutants from roads, highways, and parking lots to the MEP.

Material disposal by the contractor is tracked through landfill tickets, which are obtained for each load disposed. These tickets will be utilized in the annual reporting to illustrate the number of tons removed from the City's streets and gutters, as well as a method for assuring the contractor is properly disposing of the accumulated waste. The City will include language in agreements signed by the City and contractors providing services within the MS4 stating that the contractor will employ best management practices to control pollutants from the contractor's activities.

Measurable Goals

1. Contractor will sweep State Highways 166 and 135 (Main Street and Broadway, respectively) twice weekly, most residential streets every other week, selected areas twice weekly due to excessive litter, main arterial streets weekly, and bike trails and parking lots monthly; the City currently sweeps over 1,770 curb miles every month (Year 1–5).

2. Report number of curb miles swept, the weight and volume of collected materials, and number of sweeping events per year (Years 1–5).

3. Conduct an internal assessment of the Street Sweeping Program for potential improvements and revise the City's current program as necessary (Years 2–5).

9.1.2 MS4 Maintenance Program

Implementation Details

Channels, culverts, and other storm sewer facilities are maintained by the City of Santa Maria and Santa Barbara County FCD. Current operations are described in Sections 9.1.2.1 and 9.1.2.2.

9.1.2.1 City of Santa Maria Maintenance Program

The City currently implements a MS4 Maintenance Program which is coordinated and implemented by the Utilities Department Water Resources Division. Standard maintenance activities includes recurring cleaning, repair, and inspection of City-owned drainage conveyances (underground and open), storm drain inlets, basins, and culverts. The City will continue to perform regular inspection, cleaning, and repair of the MS4, and will establish a maintenance schedule/plan to clean high priority drainage facilities before the rainy season and inspect and clean all other drainage facilities at appropriate times of the year.

Inspections will be documented and completed according to the maintenance schedule/plan developed. If illicit discharges or connections are found during MS4 maintenance activities, an inspection form shall be used to refer the findings to the Utilities Department Regulatory Compliance staff for further investigation. Code Compliance Officers will be enlisted to assist with enforcement measures if necessary. The Water Resources Division has acquired a

software module intended to manage its storm water assets and track MS4 Maintenance Program efforts entitled CartêGraph STORM*view*©. The City intends to utilize this module to track inspection, cleaning, and repair efforts. This software module is also expected to support annual BMP and Program evaluation efforts. For example, City expenditures associated with drainage facility repairs and cleaning (tracked by CartêGraph STORM*view*©) can be used in conjunction with documented maintenance history and water quality monitoring results to determine whether City funds are being appropriately allocated within the MS4 Maintenance Program. Furthermore, the software will track the status of illicit discharge/connection open investigations.

Critical to successful implementation of the City's MS4 Maintenance Program is the appropriate management and disposal of accumulated wastes. Cleaning operations will remove as much debris, silt, trash and sediment as possible from the MS4. Such operations will utilize downstream debris capture systems to prevent accumulated wastes from washing into adjacent Waters of the United States. The City will continue to utilize impermeable temporary storage sites for collected waste. Waste collected from drainage facilities will be dewatered as necessary prior to disposal at the City of Santa Maria Landfill. Dewatering sites shall not drain to the MS4 or Waters of the United States.

9.1.2.2 Santa Barbara County Flood Control District Facilities Maintenance Program

The Santa Barbara County FCD routinely maintains a number of Santa Barbara County-owned drainage facilities within City of Santa Maria city limits. A list of these flood control facilities and their respective maintenance schedules and requirements is provided in Appendix F. The City shall communicate and coordinate with the Santa Barbara County FCD regarding common water quality challenges and potential opportunities for improved maintenance methods.

Measurable Goals

1. Establish a maintenance schedule/plan which identifies all City-owned MS4 drainage facilities and categorizes them as high-, medium-, or low-priority based on the City's existing understanding of water quality and flood control needs (Year 1).

2. Coordinate semi-annually with the Central Coast Regional Water Quality Control Board and Santa Barbara County FCD to discuss common water quality challenges, the County's current maintenance methods, and the potential for improved maintenance methods with the ultimate goal of improving water quality in the Flood Control conveyance systems located throughout the City (Years 1–5).

3. Begin use of the newly purchased CartêGraph STORM*view*© and track the number of drainage facilities inspected, cleaned, and repaired annually, as well as the number of illicit discharges and connections identified and referred to the Utilities Department (Year 1). Continue use of the CartêGraph storm water module and adhering to the objectives and schedule set forth in the developed maintenance schedule/plan (Years 2–5).

4. Revise MS4 Maintenance Program as necessary and notify the Central Coast Water Board of revisions within the City's Annual Report (Years 3–5).

9.1.3 Municipal Staff Storm Water Pollution Prevention Training Program

Implementation Details

Staff Training and coordination is a necessary component of the City's MS4 operations and maintenance. The Utilities Department will continue to develop this training program designed for inspectors, park crews, drivers, street crews, wastewater collection crews, Code Compliance Officers, and anyone else with responsibilities impacting protection of the MS4. Initial training in 2007 included all available employees - 134 in all - from various City departments. Training is department-specific and includes a "Train the Trainer" component. Each department has a designated Storm Water Trainer who will be responsible to coordinate annual refresher trainings and new employee trainings. To enhance this program, the City has purchased the EXCAL VISUAL training program entitled: "Storm Watch - Municipal Storm Water Pollution Prevention" for employee training. Initial training in 2007 addressed the following departments:

- Utilities (47 employees from Water, Wastewater, Solid Waste Collection, Landfill Disposal, and Regulatory Compliance);
- Recreation & Parks (32 employees);
- Public Works (40 employees from Streets & Facilities and Engineering);
- Community Development (7 employees from Planning and Building); and
- City Attorney (8 including 5 Code Compliance Officers).

Measurable Goals

1. Continue the Storm Water Pollution Prevention training for 100% of municipal staff in need of training. The training program shall include basic storm water pollution prevention BMPs; BMPs specific to MS4 Maintenance Program activities; solid waste accumulation and disposal BMPs; and field documentation efforts. Training shall be provided on an annual basis through department-specific Trainers (Years 1–5).

9.1.4 Municipal Facility Inspections

Implementation Details

In 2002, The Utilities Department performed a series of City facility inspections prior to the preparation of its first SWMP. Fifty-six City facilities were inspected, and their operations evaluated to confirm whether they posed a threat to water quality (see Appendix B for a more complete list of City facilities). Because our knowledge of storm water pollution prevention techniques was in the early stages, out of the fifty-six facilities, potential threats to water quality were observed at only four. Those potential threats to water quality that were identified were quickly and efficiently remedied by the appropriate staff. The "threats" consisted of pollutants that can be easily avoided and/or managed, such as oil cans that were not properly sealed or stored, hydraulic fluids leaking from vehicles and/or equipment, and improper cleaning procedures for paint brushes or other tools.

The Utilities Department will continue to conduct facility audits and inspections throughout the permit term in order to identify water quality threats and implement pollution prevention measures at 71 parks and facilities identified in Attachment "B". Opportunities for immediate resolution shall be undertaken. Site improvements requiring more extensive engineering and planning will receive immediate remediation, and then a work plan will be developed that will include the proposed solution, budget necessary to implement the solution, and a suspense date for accomplishing any long-term improvements. Protocols will be developed for municipal

activities that are not enrolled under the Industrial Storm Water General Permit and have significant potential to release pollutants to storm water such as steam cleaning vehicles and sidewalks.

Measurable Goals

1. Prioritize current list of City facilities for potential pollutant runoffs; add or delete facilities as needed, and re-prioritize list each year (Years 1–5).

2. Conduct inspections of one City facility per week; document and track the inspection findings, and assure all deficiencies are rectified; suspense dates for accomplishing long-term improvements shall be, in most cases, no greater than one year from the initial finding for implementation of pollution prevention measures requiring a work plan (Years 1–5).

3. Develop storm water pollution prevention protocol for municipal activities that are not enrolled under the Industrial Storm Water General Permit and have the significant potential to release pollutants to storm water (Years 1–5).

9.1.5 Dechlorination of Pools and Other Chlorinated Discharges

Implementation Details

The City of Santa Maria maintains public pools at the Paul Nelson Aquatics Center. Pool water, as well as fire hydrant water, is dechlorinated prior to discharging to the storm sewer system. This practice will continue to prevent chlorinated water discharges to the MS4.

The Central Coast Water Board adopted the General NPDES Permit for Discharges with Low Threat to Water Quality, Order No. 01-119 on December 7, 2001. The permit covers some of the non-storm water discharges (e.g., maintenance flushing of the City's water distribution system) that are addressed in Section 6 of this SWMP. The City applied for, and was enrolled under, Low Threat General Permit Order No. 01-119 effective January 17, 2006, in regard to the City's Hydrant Flushing Program.

The City filed a Notice of Termination (NOT) with the Central Coast Water Board because flushing operations currently use dechlorinators, which effectively eliminates any chemical threat to water quality. Additional dissipation devices are also used to decrease the velocity of water discharged, ultimately preventing localized erosion and potential downstream impacts.

Measurable Goal

1. Dechlorinate and utilize dissipation devices for 100% of chlorinated water discharges prior to discharge to the MS4; document these occurrences (Years 1–5).

9.1.6 Landscaping

Implementation Details

City staff will implement landscaping pollution prevention procedures for City facilities, such as parks, recreational facilities, government and operational facility landscaping, parking lot landscaping, rights-of-way, and City-owned vacant lots. City of Santa Maria Municipal Code Chapter 12-44 discusses landscape and irrigation design standards and states that irrigation must be designed to prevent runoff.

The City will develop or acquire a set of landscape maintenance Fact Sheets that detail specific BMPs to address potential pollutants from landscape installation and maintenance (pesticides, fertilizers, green waste, trash, and equipment fluids). Topics will include erosion, sediment control, equipment washing and maintenance, waste management, hazardous materials handling and storage, planting and irrigation techniques, and pollution prevention. The Fact Sheets will be distributed to City staff during the City's annual SWP2 Training (GH-2).

Measurable Goal

1. Develop or acquire a set of Landscaping Fact Sheets (Year 2) and distribute at the City's annual SWP2 Training (Years 2–5).

9.1.7 City Vehicle and Equipment Fueling, Maintenance, and Cleaning

Implementation Details

City vehicle and equipment fueling, maintenance, and cleaning locations will be inventoried and inspected for storm water pollution prevention controls and potential improvements (e.g., overhead coverage, drainage, secondary containment, spill kits). Opportunities for immediate resolution shall be undertaken. Site improvements requiring additional planning will have a work plan developed that shall include the proposed solution, budget necessary to implement the solution, and a suspense date for accomplishing the improvements.

All heavy cleaning activities performed at City facilities that discharge to the sanitary sewer system are conducted over a wash rack that is connected to an oil/water separator. The oil/water separators are maintained in accordance with the manufacturer's requirements. All City-owned oil/water separator systems shall be inventoried, inspected, and operational procedures developed. Results of each inspection shall be documented and the necessary upgrades/improvements accomplished. A BMP fact sheet related to the appropriate use of such facilities will be developed or acquired and shall be kept immediately adjacent to each unit.

Measurable Goals

1. Inventory all City vehicle and equipment fueling, maintenance, and cleaning locations and inspect for adequate storm water pollution prevention control; inventory all City-owned oil/water separators and inspect for proper operation; document and track the number and type of inspection findings; and assure all deficiencies are rectified; suspense dates for accomplishing improvements shall be, in most cases, no greater than one year from the initial finding for implementation of pollution prevention measures requiring a work plan (Years 1–5).

2. Develop or acquire a BMP fact sheet for the appropriate use of City-owned oil/water separators (Year 2); distribute at 100% the City's annual SWP2 Training events (Years 2–5).

9.1.8 Hazardous Material Storage

Implementation Details

Current hazardous material storage locations and practices will be evaluated. An initial inventory of existing hazardous storage facilities will be developed and subsequently inspected for necessary improvements. Opportunities for immediate resolution shall be undertaken. Site improvements requiring additional planning will have a work plan developed that shall include the proposed solution, budget necessary to implement the solution, and a suspense date for accomplishing the improvements. A BMP fact sheet related to the appropriate use of such

storage facilities will be developed or acquired and shall be kept immediately adjacent to each unit.

Measurable Goals

1. Inventory all hazardous material storage areas and inspect annually; document and track the number and type of inspection findings; and assure all deficiencies are rectified; for implementation of pollution prevention measures requiring a work plan, the suspense dates for accomplishing improvements shall be no greater than one year from the initial finding (Years 1–5).

2. Develop or acquire a BMP fact sheet for the appropriate use of hazardous materials storage areas (Year 2); distribute at 100% the City's annual SWP2 Training events (Years 2–5).

9.1.9 City Road, Highway, Sidewalk, Plaza, Median, Embankment, Street, Facility, and Bridge Maintenance

Implementation Details

The Recreation and Parks Department regularly cleans City facilities, including but not limited to the mall parking lot stairwells. This cleaning operation historically utilized a pressure washer with no wastewater containment system. As awareness of storm water issues increased, the Recreation and Parks Department examined alternatives for containing the wastewater for proper disposal. After researching available equipment, the City selected a system for purchase that will prevent the wash water from entering the City's MS4. The purchase is of a dollar amount that will designate it as a Fixed Asset and will be addressed during the first budget cycle during Year 1. Wastewater will be collected for discharge to the sanitary sewer system or the City's wastewater treatment plant. Recreation and Parks staff is responsible for maintaining and operating the machine and for any applicable registration or permitting fees that may apply.

In addition to the City's Departmental Storm Water P2 Training Program, storm water BMP fact sheets will be developed or acquired for the City road, highway, sidewalk, plaza, median, embankment, street, facility, and bridge maintenance activities. Fact sheets will be made available to City staff via its website and shall be utilized by the applicable Departments conducting such activities.

Measurable Goals

1. Procure a pressure washing machine with wastewater collection capabilities (Year 1 or 2, depending upon City budget approval process); collect pressure washing wastewater and appropriately discharge to the sanitary sewer system or the City's wastewater treatment plant; document all discharges including volume and source (Years 1[or 2]–5).

2. Develop or acquire BMP fact sheets for the City road, highway, sidewalk, plaza, median, embankment, street, facility, and bridge maintenance activities (Year 2); distribute at 100% the City's annual SWP2 Training events; make available on City's storm water website (Years 2–5).

9.2 GH-2 STORM WATER POLLUTION PREVENTION TRAINING

Implementation Details

The City will develop and implement a SWP2 training program to address the various municipal activities, which could potentially contribute pollutants to storm water discharges from the MS4. SWP2 training program development tasks include identifying which Department activities have the potential to pollute storm water, identifying the respective constituents of concern for each activity, identifying the appropriate BMPs to address the Department activities and constituents of concern, and preparing a comprehensive training program that appropriately addresses 100% of City staff who need such training. The City will also establish a schedule for Department training and certification methods to track staff attendance. The City will develop class assessment or grading sheets and require their completion from 100% of SWP2 training attendees. Submitting this assessment sheet will be required for training certification and used to continually refine the SWP2 training program. The training program will also be revised as needed to better address the activities undertaken by each Department, as well as those training practices found to be most effective.

Using training materials that are available from the U.S. EPA, the State, or other organizations, the program will include employee training to prevent and reduce storm water pollution from activities such as park and open space maintenance, fleet building maintenance, new construction and land disturbances, and storm water system maintenance. A referral and follow-up process to address problems discovered during normal storm drain maintenance operations or illicit connections/illegal dumping will be developed. Staff training will be provided for storm drain operation and maintenance personnel at least once a year with emphasis on controlling storm water pollution through storm drain operation and maintenance, with provisions for storm water pollution prevention in contract specifications for conducting storm drain operations and maintenance.

City will offer Department trainers the ability to attend more advanced training programs hosted by, but not limited to, the State Water Resources Control Board, California Regional Water Quality Control Boards, California Storm Water Quality Association, U.S. Environmental Protection Agency, and the California Department of Transportation.

The City will ensure plans reviewers have adequate information and training to evaluate the adequacy of post-construction BMPS, including BMP selection, sizing, and siting during environmental review of new and redevelopment projects with the potential to generate runoff

Measurable Goals

1. Develop and implement SWP2 training program for applicable City staff; establish trainers responsible for implementation efforts within specific City Departments (Year 1).

2. Conduct annual SWP2 trainings and aim for 80% or more attendance of applicable City staff (Years 1–5).

3. Distribute the IDDE pocket guide, to each SWP2 training program attendee at the end of each training session; assess the success of the previous year's training sessions annually based on class assessment sheets and revise as necessary; offer Department trainers the ability to attend more advanced training programs hosted by, but not limited to, the State Water Resources Control Board, California Regional Water Quality Control Boards, California Storm Water Quality Association, U.S. Environmental Protection Agency, and California Department of Transportation (Years 1–5).

4. Ensure City plans reviewers have adequate information and training to evaluate the adequacy of post-construction BMPS, including BMP selection, sizing, and siting during environmental review of new and redevelopment projects with the potential to generate runoff (Years 2–5).

9.3 GH-3 HOUSEHOLD HAZARDOUS WASTE COLLECTION FACILITY

Implementation Details

The Household Hazardous Waste Collection Program was developed to ensure proper disposal of hazardous wastes within the community, which serves to prevent the discharge of materials, such as paints and paint thinners, pesticides, oil and fuel additives, starter fluids, photo processing chemicals, batteries, fluorescent light bulbs, computers and refrigerators into the MS4. The facility was recently expanded to include a 5,000 square foot metal canopy cover to ensure overhead coverage of hazardous materials during rain events. The City recently expanded collection hours to two days per week.

The City will continue to accept hazardous wastes and will publicize dates and times of acceptance on its website. Further outreach will be developed through radio or television broadcasting.

Measurable Goals

1. Develop radio or TV ads to regularly include the types of waste collected, times/days of operation, and the location where waste is accepted; begin running ads (Years 1–5).

2. Document the amount of household hazardous waste collected at the Household Hazardous Waste facility and report the amount in the annual report (Years 1–5).

9.4 GH-4 PESTICIDE MANAGEMENT

Section 12753 of the California Food and Agricultural Code defines a pesticide as, “Any spray adjuvant, or any substance, or mixture of substances which is intended to be used for defoliating plants, regulating plant growth, or for preventing, destroying, repelling, or mitigating any pest, as defined in Section 12754.5 (of the Food and Agricultural Code), which may infest or be detrimental to vegetation, man, animals, or households, or present in any agricultural or nonagricultural environmental whatsoever.” Pesticides present a threat to water quality and may be sourced from numerous areas. A primary goal of this Program is to reduce the use of pesticides in the City. Potential areas where pesticides may be stored or applied within the City of Santa Maria are

- Residential areas (landscape installation and yard maintenance);
- Commercial and industrial park landscaping; private golf courses, parks;
- Agricultural land, greenhouses, and nurseries;
- Pesticide manufacturing and sales locations;
- Municipal/Governmental/Public lands, such as
    - Parks and multi-use facilities;

- Weed management areas (open space, rights-of-way, road shoulders, easements); and

- Landscaped areas and medians.

Implementation Details

Sections 9.4.1 through 9.4.3 describe the implementation details of this BMP.

9.4.1 Pesticide Education

Pesticide education will be included in the City's annual SWP2 training; 100% of City staff that oversee handling and/or application will attend, and the City's contractor(s) will be invited to attend by Year 1.

The City intends to provide education and outreach for all interested parties through SBCAMM and other local watershed interested parties in the Santa Maria Valley (PP-3 and PP-4).

The City sponsors a bilingual Green Gardener program that is held in Santa Maria and coordinated by the County of Santa Barbara Water Agency. Landscape maintenance contractors are encouraged to participate in the program, which covers topics such as proper pesticide and fertilizer handling and application, irrigation management, and pollution prevention. Once a person has successfully completed the course, their name and place of business is added to the list that can be reviewed by the public on the Green Gardener website (www.greengardener.org). The City will continue to sponsor and promote this program and will run one ad in the newspaper annually during the class enrollment period to promote the class.

Currently, the City's Household Hazardous Waste facility accepts pesticides from Santa Maria residents, and will continue to support, enhance, and help publicize programs for proper pesticide disposal. Language will be added to the Household Hazardous Waste website to advise the public that pesticides are accepted at this location.

The City supports the "Our Water, Our World" (OWOW) campaign, which educates community members on safe and natural alternatives to pesticide use. The City will develop a list of commercial sources where homeowners can purchase pesticide alternatives within Santa Maria (Year 1). Brochures developed by OWOW will be disseminated to these locations to give away to the public to encourage homeowners and landscape maintenance staff to purchase the safest pesticide possible (at least 50% of participating stores will be given brochures to hand out by Year 2 and 100% by Year 3). The number of brochures handed out will be documented and included in the City's annual report. The City will also contact OWOW to add the Santa Maria Household Hazardous Waste Facility address, phone number, and hours of pesticide collection on their website.

9.4.2 Pesticide Management

The City will develop and implement pesticide management BMPs to control the storage, use, and disposal of pesticides for application at City-owned property. The pollution prevention BMPs are intended for use during all pesticide application on City-owned property and being performed by City employees and contracted commercial applicators. The BMPs will reflect regulations and policies of the U.S. EPA, California Department of Pesticide Regulation (DPR), and the County of Santa Barbara Agricultural Commissioner.

The U.S. EPA maintains a list of banned and restricted use pesticides. Banned pesticides will not be used by City staff or contractors at any time. Restricted Use pesticides must be applied by or under the direct supervision of a certified pesticide applicator, as per California Code of Federal Regulations (Chapter 40, Part 152.160-175). Pesticides use must be reported monthly to Santa Barbara County Agricultural Commissioner who reports the data to the California DPR for application for landscape maintenance in parks, golf courses, and cemeteries; roadside and railroad rights-of-way; of restricted products; that has the potential to pollute groundwater; indoors in an institutional facility; or by a licensed pest control operator, including professional landscape gardeners.

A summary of pesticide management BMPs to be implemented by the City is provided in Sections 9.4.2.1 through 9.4.2.3.

9.4.2.1 Storage

Pesticides will be stored according to the label, indoors in a location where, in the event of a spill, the pesticide will not discharge to a storm drain, water body, or come into contact with runoff. Pesticides used in the field will be stored in secondary containment, such as in a maintenance trailer. The City procedures for pesticide storage are as follows.

- Minimize quantities of pesticides stored and purchase only amounts required for use in the immediate future.

- Provide spill kits, store the kits near pesticides, and train employees to use them.

- Store pesticides in a locked and posted individual storage unit away from exposure to rain, irrigation water, storm drains, basins, or water bodies; within secondary containment; and only in the manufacturer-provided container.

9.4.2.2 Use

Integrated Pest Management (IPM) principles will be followed by applicators. IPM is a set of six principles developed to reduce pesticide use, especially broad-spectrum and/or persistent (in the environment) pesticides or are found to be a particular threat to water quality, such as organophosphate and copper-based pesticides. The principles are as follows: (1) determine acceptable pest levels (usually some presence is tolerable); (2) utilize preventative practices, such as using clean tools and removing infected plants; (3) monitor to determine the type and extent of the pest problem; (4) use mechanical controls, such as pulling weeds, before applying pesticide; (5) use biological controls whenever possible (e.g., predator mites, Bt); and (6) only use chemicals as a last resort, using those that are less harmful (such as naturally occurring pyrethrum), and only at the appropriate time in the pest's life cycle to be most effective.

Pesticides should not be applied in areas that will discharge to a water body or come into contact with runoff, such as in culverts, bioswales, near storm drains or water bodies, riparian areas, lawns with drains that discharge to the MS4, etc. If herbicides must be applied, aquatic life-safe pesticides will be used when applying near water bodies or in riparian areas. The authorized applicator will ensure permit coverage under SWRCB Water Quality Order No. 2004-0008-DWQ, Statewide General National Pollutant Discharge Elimination System Permit for the Discharge of Aquatic Pesticides to Surface Waters of the United States for Vector Control (General Permit No. CAG990004) and/or Water Quality Order No. 2004-0009-DWQ, Statewide General National Pollutant Discharge Elimination System Permit for the Discharge of Aquatic Pesticides for Aquatic Weed Control in Waters of the Untied States (General Permit No. CAG

990005). The applicator will be trained in proper methods to avoid over-application, drift, and polluting runoff from irrigation or storm water and will apply at an appropriate time (i.e., not during windy or wet weather). Applicators will mix and apply only as much material as is necessary for treatment and will calibrate application equipment prior to and during use to ensure desired application rate. Pesticides will not be mixed or loaded near a storm drain inlet, culvert, or watercourse.

A Certified or Qualified Applicator will oversee all pesticide applications as per the County of Santa Barbara's requirements. All applicators will be trained in proper application technique and safety. City staff and contractors will be trained in spill control and emergency response procedures prior to handling or applying pesticides. Training materials and sign-in sheets will be maintained, including training required by the County Agricultural Commissioner and the State Department of Pesticide Regulation (DPR). Applicators currently use the Recreation and Parks Department's Pesticide Application Checklist.

In January 2004, the City of Santa Barbara adopted an IPM Strategy for all City-owned properties. The primary goals of the IPM program are to promote environmentally sensitive pest management while preserving assets and protecting the health and safety of the public and City employees. The use of pesticides is avoided wherever feasible and pesticides are utilized only as a last resort with the least toxic pesticides being the preferred choice. As a demonstration of the City's commitment to reduced use of toxic materials, 19 Santa Barbara City parks were designated as "pesticide free" by April 2005.

Santa Barbara City Council then directed Staff to develop a Pesticide Hazard and Exposure Reduction (PHAER) Model for the City of Santa Barbara. The objectives of the PHAER Zone System are to:

- Improve pesticide use communication to the public;
- Prioritize risk-reduction activities;
- Shift limited resources to areas of greatest need;
- Provide flexibility to managers;
- Create measures of IPM improvements for budgeting purposes; and
- Promote the good stewardship of public lands by the agencies that manage them.

The City of Santa Maria intends to explore the PHAER Zone System through coordination with the City of Santa Barbara to examine the feasibility of a similar program in Santa Maria with the primary goal of reducing dependency on pesticides thus setting the model for all City residents through pesticide-free zones.

9.4.2.3 Disposal

Pesticides will be disposed of as hazardous waste at the City's hazardous waste collection facility. Empty pesticide containers will be disposed of according to the instructions on the container label.

9.4.3 Contractual Language

Commercial applicators contracted by the City for application of pesticides on City property will be required to follow City policies through contractual agreements. Contractors shall be required to follow the City's pesticide management BMPs, provide evidence of having received training regarding current pesticide management techniques, and provide documentation of any pesticide use on City property. The County of Santa Barbara Agricultural Commissioner's office requires landscape maintenance contractors to obtain a Maintenance Gardener Pest Control Business license. A person holding a Qualified Applicator certificate, Category B (Landscape Maintenance) must supervise all pesticide application.

Legal Authority

Pesticide discharges into the environment will be regulated by the Storm Water Runoff Pollution Prevention Ordinance. The City will respond to and document all incidents of illegal discharges related to pesticides within 24 hours of notification. Adequate control measures will be established to prevent future illicit discharges.

Tracking and Reporting

The City currently documents pesticide use on City property and reports the quantities annually to the County of Santa Barbara Agricultural Commissioner's office. This information will be included in the annual report.

Measurable Goals

1. City will add pesticides to the list of wastes accepted at the Household Hazardous Waste facility on the City's website (Year 1).

2. Pesticide education will be included in the City's annual SWP2 training; 100% of City staff that oversees handling and/or application will attend, and the City's contractor(s) will be invited to attend by Year 1 (Years 1–5).

3. A certified or qualified pesticide applicators will oversee 100% of pesticide applications and a Pesticide Checklist will be used to document the application and ensure that BMPs are implemented (Years 1–5).

4. The City will continue tracking and reporting pesticide usage on City properties (Years 1–5).

5. The City will continue to promote and support the Green Gardener Program and run an ad once per year in the newspaper promoting the Green Gardener Program during the enrollment period (Years 1–5).

6. "Our Water, Our World" brochures will be disseminated to retail stores where pesticides are sold for distribution to the public. A list of pesticide-selling retail stores will be developed by Year 1. Brochures will be disseminated to 50% of stores by Year 2 and 100% by Year 3. The number of brochures given out will be recorded and included in the annual report (Years 1–5).

7. Language will be added to landscape and maintenance contracts that contractors will adhere to all Federal, State, and local regulations; contractors will hold a Maintenance Gardener Pest Control Business license (Year 2).

8. The City will explore the City of Santa Barbara's PHAER Zone Program to study feasibility for local application of pesticide-free parks with the primary goal of reducing pesticide dependency and setting the example for all City residents (Year 3).

9.5 GH-5 PURCHASING AND CONTRACTS

Implementation Details

Each City department entering into an outside contract, will be responsible to review existing boiler plate contract and purchasing specifications for the addition of language intended to protect storm water quality and reduce the discharge of pollutants. Potentially affected services and contracts may include housekeeping, painting, landscaping, and construction. Where necessary, contract specifications will be updated to include specific language addressing storm water pollution prevention and in some cases shall require specific BMPs related to the activities of a particular service.

Measurable Goals

1. Review all boiler plate contract specifications for inclusion of storm water requirements and update them accordingly (Year 2).

2. Conduct quality assurance audits for 25% of contracts with storm water pollution prevention specifications during the time services are being performed to ensure the applicable storm water requirements are being addressed; enforce as necessary (Years 3–5)

9.6 GH-6 TRASH CONTROL

Trash accumulation in storm drain facilities has been noted by City and Water Board staff. Trash is not only a priority pollutant in storm water, but also reduces the aesthetics of the City. The City's approach to trash control will be twofold: (1) source control; and (2) removal.

9.6.1 Source Control

Trash receptacles, equipped with covers, will be conveniently placed for easy use by the public and located throughout the City in high use areas, such as parks, in parking lots, and near restaurants. The receptacles will be emptied at least once per week or more frequently if full. The City's Recreation and Parks Department will check the receptacles during their daily "Police and Safety Check" inspections and will confirm covers are placed on the receptacles prior to rain events or during high wind conditions.

The City Recreation and Parks staff will develop a list of areas noted during inspections to have a high incidence of trash accumulation. The following will occur in the priority areas: (1) confirming trash receptacles are conspicuous and emptied frequently; (2) installing signs summarizing the City's disposal and IDDE policies and penalties that may be imposed for improper trash disposal; and (3) when identified, enforcing improper disposal activities with pictures for documentation.

9.6.2 Trash Removal

During the "Police and Safety Check" inspections, Recreation and Parks Department staff walk the City's parks, malls, and other City-owned properties within Recreation and Parks Department's jurisdiction and remove litter, broken glass, etc. and inspect playground

equipment, sidewalks, and other potential safety hazards. Trash is removed from all City-owned channels, basins and other storm water system facilities through the City's MS4 Maintenance Program, GH-1 (see Section 9.1.2).

The City currently facilitates an "Adopt-A-Park" program in which volunteers are provided an informational packet, gloves, and bags for trash removal in a City park of their choice. Volunteers remove litter and perform other maintenance tasks monthly. Bags of trash are left for removal by City Recreation and Parks staff and disposal at the City landfill. The City will continue to promote this program in its storm water outreach campaign and will document the number of volunteers involved in the program annually. The volume of trash collected by volunteers will be tracked by the retention of landfill weigh tickets received by the City Recreation and Parks staff to assess the effectiveness of the program.

Measurable Goals

1. The City Recreation and Parks Department will develop a list of City-owned facilities that are not equipped with trash receptacles; City Recreation and Parks staff will document areas noted during "Police and Safety Check" inspections to have a higher incidence of trash accumulation and shall develop a list of problem areas (Year 1).

2. "Police and Safety Check" inspections will continue. Trash will be removed during inspections (Years 1–5).

3. Violations of the City's municipal code with respect to improper disposal of trash shall be enforced (Years 1–5).

4. Continue facilitation of the "Adopt-A-Park" program; document the number of volunteers participating and record the volume of trash removed from City parks each month (Years 1–5).

5. The City Recreation and Parks Department will procure and install trash receptacles in 100% of those locations determined to have a high incidence of trash accumulation (Years 2–5).

6. Signage will be developed and installed in "problem areas" that summarize the City's litter policies and Storm Water Runoff Pollution Prevention Ordinance (Years 3–5).

Table 9-1
Pollution Prevention/Good House Keeping BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
GH-1	**Municipal Operations and Maintenance**	The City will continue to perform regular inspection, cleaning, and repair of the MS4, and will establish a maintenance schedule/plan. Inspections will be documented and completed according to the maintenance schedule/plan developed. Illicit discharges will be investigated and terminated. The City will utilize storm water software for tracking inspection, cleaning, and repair efforts.	1. Contractor will sweep State Highways 166 and 135 (Main St. and Broadway) twice weekly, most residential streets every other week, selected areas twice weekly due to excessive litter, main arterial streets weekly, and bike trails and parking lots monthly; the City currently sweeps over 1,770 curb miles every month	UD	X	X	X	X	X
			2. Report number of lane-miles swept, the weight and volume of collected materials, and number of events per year.	UD	X	X	X	X	X
			3. Conduct an internal opportunity assessment of the Street Sweeping Program for potential improvements and revise the City's current program as necessary.	UD		X	X	X	X
			4. Establish a maintenance schedule/plan which identifies all City-owned MS4 drainage facilities and categorizes them as high, medium, or low priority based on the City's existing understanding of water quality and flood control needs. The City will continue to utilize its existing MS4 maintenance strategy until a new maintenance schedule/plan is completed (Year 1).	UD	X				
			5. Coordinate semi-annually with the Central Coast Regional Water Quality Control Board and Santa Barbara County FCD to discuss common water quality challenges, the County's current maintenance methods, and the potential for improved maintenance methods with the ultimate goal of improving water quality in the Flood Control conveyance systems in the City (Years 1–5).	UD, PWD	X	X	X	X	X
			6. Continue the Storm Water Pollution Prevention training for 100% of municipal staff in need of training. The training program shall include basic storm water pollution prevention BMPs; BMPs specific to MS4 Maintenance Program activities; solid waste accumulation and disposal BMPs; and field documentation efforts. Training shall be provided on an annual basis through department-specific Trainers.	UD	X	X	X	X	X

Table 9-1 (Continued)
Pollution Prevention/Good House Keeping BMPs, Descriptions, and Measurable Goals

No.	BMP	Description		Measurable Goals	Dept.	Year 1	2	3	4	5
GH-1	**Operation and Maintenance Plan (Continued)**	The City will continue to perform regular inspection, cleaning, and repair of the MS4, and will establish a maintenance schedule/plan. Inspections will be documented and completed according to the maintenance schedule/plan developed. Illicit discharges will be investigated and terminated. The City will utilize storm water software for tracking inspection, cleaning, and repair efforts.	7.	Begin use of the newly purchased CartêGraph storm water module and track the number of drainage facilities inspected, cleaned, and repaired annually, as well as the number of illicit discharges and connections identified and referred to the Utilities Department (Year 1). Continue use of the CartêGraph storm water module and adhering to the objectives and schedule set forth in the developed maintenance schedule/plan (Years 2–5).	UD		X	X	X	X
			8.	Revise MS4 Maintenance Program as necessary and notify the Central Coast Water Board of revisions within the City's Annual Report.	UD			X	X	X
			9.	Prioritize current list of City facilities for potential pollutant runoffs; add or delete facilities as needed, and re-prioritize list each year.	UD	X	X	X	X	X
			10.	Conduct inspections of one City facility per week; document and track the inspection findings, and assure all deficiencies are rectified; suspense dates for accomplishing long-term improvements shall be, in most cases, no greater than one year from the initial finding for implementation of pollution prevention measures requiring a work plan.	UD	X	X	X	X	X
			11.	Develop storm water pollution prevention protocols for municipal activities that have the potential to release pollutants to storm water.	UD	X	X	X	X	X
			12.	Dechlorinate and use dissipation devices for 100% of chlorinated water prior to discharge to the MS4; document these occurrences.	UD	X	X	X	X	X
			13.	Develop or acquire Landscaping BMP Fact Sheets (Year 2); distribute at SWP2 Training (GH-2) (Years 2–5).	UD, RPD		X	X	X	X
			14.	Inventory all City vehicle and equipment fueling, maintenance, and cleaning locations and inspect for adequate storm water pollution prevention control; inventory all City-owned oil/water separators and inspect for proper operation; document and report the number of inspections and findings and assure all deficiencies are rectified; suspense dates no greater than one year for pollution prevention measures.	UD, PWD	X	X	X	X	X
			15.	Develop or acquire a BMP fact sheet for the appropriate use of City-owned oil/water separators (Year 2); distribute at 100% of the City's annual SWP2 Training events (Years 2–5).	UD		X	X	X	X

Table 9-1 (Continued)
Pollution Prevention/Good House Keeping BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
GH-1	**Operation and Maintenance Plan (Continued)**	The City will continue to perform regular inspection, cleaning, and repair of the MS4, and will establish a maintenance schedule/plan. Inspections will be documented and completed according to the maintenance schedule/plan developed. Illicit discharges will be investigated and terminated. The City will utilize storm water software for tracking inspection, cleaning, and repair efforts.	16. Inventory all hazardous material storage areas and inspect annually; document and report the number of inspections and findings and assure all deficiencies are rectified; suspense dates no greater than one year for pollution prevention measures.	UD, PWD, RPD	X	X	X	X	X
			17. Develop or acquire a BMP fact sheet for the appropriate use of hazardous materials storage areas (Year 2); distribute at 100% of the City's annual SWP2 Training events (Years 2–5).	UD, PWD, RPD		X	X	X	X
			18. Procure a pressure washing machine with wastewater collection capabilities (Year 1 or 2 depending on budget approval process); collect pressure washing wastewater and appropriately discharge to the sanitary sewer system via manhole or taken directly to the City's wastewater treatment plant; document all discharges including volume and source (Years 1(or2)–5).	PWD, RPD, UD	X	X	X	X	X
			19. Develop or acquire BMP fact sheets for the City road, highway, sidewalk, plaza, median, embankment, street, facility, and bridge maintenance activities (Year 1); distribute at 100% of City's annual SWP2 Training events (Years 2–5).	PWD, RPD, UD		X	X	X	X
GH-2	**Storm Water Pollution Prevention Training**	The City will develop and implement a SWP2 training program to address municipal activities. The City will establish a schedule for Department training and certification methods to track staff attendance and class assessment.	1. Develop and implement SWP2 training program for applicable City staff; establish trainers responsible for implementation efforts within specific City Departments.	UD, CAO, RPD, PWD, CDD,	X				
			2. Conduct annual SWP2 trainings for current and new staff including refresher courses; attempt to achieve 80% attendance of applicable City staff.		X	X	X	X	X
			3. Distribute the IDDE pocket guide, to each SWP2 training program attendee at the end of each training session; assess the success of the previous year's training sessions annually based on class assessment sheets and revise as necessary; offer Department trainers the ability to attend more advanced training		X	X	X	X	X
			4. Conduct annual training for City plan reviewers on BMP selection, sizing, and siting during environmental review of new and redevelopment projects.			X	X	X	X

Table 9-1, page 3 of 5

Table 9-1 (Continued)
Pollution Prevention/Good House Keeping BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
GH-3	**Household Hazardous Waste Collection**	City will continue to accept household hazardous waste at the Household Hazardous Waste Collection Facility to prevent illegal dumping of these materials into the MS4.	1. Develop radio or TV ad with details of the program, including times and location of collection and wastes accepted.	UD	X	X	X	X	X
			2. Record and report the amount of material collected annually.		X	X	X	X	X
GH-4	**Pesticide Management**	The City will develop and implement pesticide management BMPs for the control of storage, use, and disposal of pesticides for application at City-owned property. The pollution prevention BMPs are intended for use during all pesticide application on City-owned property and being performed by City employees and contracted commercial applicators.	1. Add pesticides to the list of wastes accepted at the Household Hazardous Waste facility on the City's website.	UD, PWD, RPD	X				
			2. Include pesticide education in the City's annual SWP2 training; ensure 100% of City staff that oversees handling and/or application attend (and invite City contractors) by Year 1.		X	X	X	X	X
			3. 100% of pesticide applications will be supervised by a Certified or Qualified Applicator; use the Pesticide Application Checklist.		X	X	X	X	X
			4. Continue tracking and reporting pesticide usage on City properties.		X	X	X	X	X
			5. Promote and support the Green Gardener Program and run an ad once per year in the newspaper promoting the Green Gardener Program during the enrollment period.		X	X	X	X	X
			6. Develop a list of pesticide-selling retail stores by Year 1; distribute "Our Water, Our World" brochures to 50% of retail stores that sell pesticides by Year 2 and 100% by Year 3.		X	X	X	X	X
			7. Add language to landscape and maintenance contracts that contractors will adhere to all Federal, State, and local regulations; contractors will hold a Maintenance Gardner Pest Control Business license.			X			
			8. The City will explore the City of Santa Barbara's PHAER Zone Program to study feasibility for local application of pesticide-free parks with the primary goal of reducing pesticide dependency and setting the example for all City residents.				X		

Table 9-1 (Continued)
Pollution Prevention/Good House Keeping BMPs, Descriptions, and Measurable Goals

No.	BMP	Description	Measurable Goals	Dept.	Year 1	2	3	4	5
GH-5	**Purchasing and Contracts**	The City will review policy and contract language to ensure that the requirement for storm water BMPs is included; updates to policies and contract boiler plates will be made as necessary.	1. Review all boiler plate contract specifications for inclusion of storm water requirements and update them accordingly.	CAO, RPD, PWD, UD, CDD		X			
			2. Conduct quality assurance audits for 25% of contracts with storm water pollution prevention specifications during the time services are being performed to ensure the applicable storm water requirements are being addressed; enforce as necessary.				X	X	X
GH-6	**Trash Control**	Recreation and Parks Department will create a list of City properties that do not currently have receptacles. During "Police and Safety Check" inspections, Recreation and Parks staff will ensure trash receptacles are not full, and covers are placed over receptacles during high winds or rain. Trash will be removed during the inspections and a list of "problem areas" (high incidence of trash accumulation) will be developed. Recreation and Parks Department will continue to facilitate the "Adopt-A-Park" program.	1. Develop a list of City-owned high-traffic facilities with high incidence of trash accumulation that do not have trash receptacles.	RPD	X				
			2. Continue "Police and Safety Check" inspections; ensure trash removal during inspections.		X	X	X	X	X
			3. Violations of the City's municipal code with respect to improper disposal of trash shall be enforced.		X	X	X	X	X
			4. The number of "Adopt-A-Park" volunteers will be recorded annually; the amount of trash removed by volunteers will be recorded via landfill weigh tickets, which will be retained by the City and included in the annual report.		X	X	X	X	X
			5. Procure and install receptacles at 100% of locations without receptacles determined to have a high incidence of trash accumulation.			X	X	X	X
			6. Signage will be developed and installed in "problem areas" with City ordinance and enforcement information.				X	X	X

Table 9-1, page 5 of 5

10.0 REFERENCES

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11.0 ACRONYMS

Basin Plan	Central Coast Basin Water Quality Control Plan
BIIP	Business and Industry Inspection Program
BMP	Best Management Practice
CAO	City Attorney's Office
CC&R	Covenants, Conditions and Restrictions
CCAMP	Central Coast Ambient Monitoring Program
CCR	California Code of Regulations
CCWQP	Central Coast Water Quality Preservation, Inc.
CDD	Community Development Department
CEQA	California Environmental Quality Act
CFR	Code of Federal Regulations
The City	The City of Santa Maria, Santa Barbara County, California
CTR	California Toxics Rule
CWA	Clean Water Act
DPR	Department of Pesticide Regulation
EIR	Environmental Impact Report
FCD	Flood Control District
General Permit	Water Quality Order No. 2003-0005-DWQ
GH	Good Housekeeping
GIS	Geographic Information System
HMP	Hydromodification Management Plan
IDDE	Illicit Discharge Detection and Elimination
IPM	Integrated Pest Management
LID	Low Impact Development
MCM	Minimum Control Measure
MEP	Maximum Extent Practicable
MRP	Monitoring and Reporting Plan
MS4	Municipal Separate Storm Sewer System
ND	Negative Declaration
NOI	Notice of Intent
NOV	Notice of Violation
NPDES	National Pollutant Discharge Elimination System
O&M	Operations and Maintenance
OWOW	Our Water—Our World
PAH	polycyclic aromatic hydrocarbon
PDF	portable document format
PEO	Public Education and Outreach
PIP	Public Involvement and Participation

POC	Pollutant of Concern
POTW	Publicly Owned Treatment Works
PWD	Public Works Department
RPD	Recreation and Parks Department
RWQCB	Regional Water Quality Control Board
SWAMP	Surface Water Ambient Monitoring Program
SWMP	Storm Water Management Plan
SWP2	Storm Water Pollution Prevention
SWPPP	Storm Water Pollution Prevention Plan
SWRCB	State Water Resources Control Board
SWWG	Storm Water Working Group
UD	Utilities Department
U.S. EPA	United States Environmental Protection Agency
Water Board	See “RWQCB”