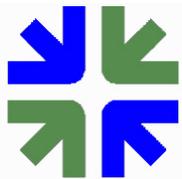


# City of Emeryville

## Baseline Trash Load and Initial Short-Term Trash Load Reduction Plan

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Submitted by:



**City of Emeryville**

**1333 Park Ave, Emeryville, CA 94608**

*In compliance with Provisions C.10.a(i) and C.10.a(ii) of Order R2-2009-0074*

**January 31, 2012**

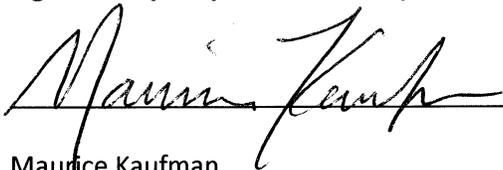
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**CITY OF EMERYVILLE  
INITIAL SHORT-TERM TRASH LOAD REDUCTION PLAN**

**CERTIFICATION STATEMENT**

"I certify, under penalty of law, that this document and all attachments were prepared either under my direction or supervision, or were prepared by our consultants or consultants of the Alameda Countywide Clean Water Program in accordance with a system designed to ensure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted, is, to the best of my knowledge and belief, true, accurate, and complete. The one exception with that statement is that the baseline trash generation estimate was based on the best information available at the time the estimate was developed and it has since come to my attention that there are inaccuracies in the land use data that will be corrected and resubmitted in September 2012 along with our annual report. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."

**Signature by Duly Authorized Representative:**



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Maurice Kaufman  
Public Works Director  
City of Emeryville

January 31, 2012

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## **ABBREVIATIONS**

BASMAA	Bay Area Stormwater Management Agencies Association
BID	Business Improvement District
CalRecycle	California Department of Resources Recycling and Recovery
Caltrans	California Department of Transportation
CASQA	California Stormwater Quality Association
CDS	Continuous Deflection Separator
CEQA	California Environmental Quality Act
CY	Cubic Yards
EIR	Environmental Impact Report
EPA	Environmental Protection Agency
GIS	Geographic Information System
MRP	Municipal Regional Stormwater NPDES Permit
MS4	Municipal Separate Storm Sewer System
NGO	Non-Governmental Organization
NPDES	National Pollutant Discharge Elimination System
Q	Flow
SFRWQCB	San Francisco Regional Water Quality Control Board
SWRCB	State Water Resource Control Board
TMDL	Total Maximum Daily Load
USEPA	United States Environmental Protection Agency
Water Board	San Francisco Regional Water Quality Control Board
WDR	Waste Discharge Requirements

## **PREFACE**

This Baseline Trash Load and Short-Term Trash Load Reduction Plan (Plan) is submitted in compliance with provision C.10.a(i) and C.10.a(ii) of the Municipal Regional Stormwater NPDES Permit (MRP) for Phase I communities in the San Francisco Bay (Order R2-2009-0074). This Plan was developed using a regionally consistent format developed by the Bay Area Stormwater Management Agencies Association (BASMAA). Based on new information that becomes available during the implementation of this Short-Term Plan (e.g., revisions to baseline loading estimates or load reduction credits of quantification formulas), etc), or if circumstances arise during implementation that were not anticipated at the time of this submission, the City of Emeryville may choose to amend or revise this Plan. If revisions or amendments are necessary, a revised Short-Term Plan will be submitted to the Water Board via the City of Emeryville's annual reporting process.

## 1.0 INTRODUCTION

The Municipal Regional Stormwater NPDES Permit for Phase I communities in the San Francisco Bay (Order R2-2009-0074), also known as the Municipal Regional Permit (MRP), became effective on December 1, 2009. The MRP applies to 76 large, medium and small municipalities (cities, towns and counties) and flood control agencies in the San Francisco Bay Region, collectively referred to as Permittees. Provision C.10 of the MRP (Trash Load Reduction) requires Permittees to reduce trash from their Municipal Separate Storm Sewer Systems (MS4s) by 40 percent before July 1, 2014.

Required submittals to the San Francisco Bay Regional Water Quality Control Board (Water Board) by February 1, 2012 under MRP provision C.10.a (Short-Term Trash Loading Reduction Plan) include:

1. (a) Baseline trash load estimate, and (b) description of the methodology used to determine the load level.
2. A description of the Trash Load Reduction Tracking Method that will be used to account for trash load reduction actions and to demonstrate progress and attainment of trash load reduction levels.
3. A **Short-Term Trash Loading Reduction Plan** that describes control measures and best management practices that will be implemented to attain a 40 percent trash load reduction from its MS4 by July 1, 2014;

This Short-Term Trash Load Reduction Plan (Short-Term Plan) is submitted by City of Emeryville in compliance with the portions of MRP provision C.10.a.i listed as 1a and 3 above. In compliance with 1b, BASMAA submitted a progress report on behalf of Permittees that briefly describes the methodologies used to develop trash baseline loads (BASMAA 2011a). These methods are more fully described in BASMAA (2011b, 2011c). Lastly, the *Trash Load Reduction Tracking Method Technical Report* (BASMAA 2011d) was submitted by BASMAA on behalf of Permittees in compliance with submittal 2 described above. The Baseline Loading Rates and Tracking Method projects are briefly described below.

### Baseline Trash Generation Rates Project

Through approval of a BASMAA regional project, Permittees agreed to work collaboratively to develop a regionally consistent method to establish baseline trash loads from their MS4s. The project, also known as the *BASMAA Baseline Trash Generation Rates Project* assists Permittees in establishing a baseline to demonstrate progress towards MRP trash load reduction goals (i.e., 40 percent). The intent of the project was to provide a scientifically-sound method for developing (default) baseline trash generation rates that can be adjusted, based on Permittee/site specific conditions; and used to develop baseline loading rates and loads. Baseline loads form the reference point for comparing trash load reductions achieved through control measure implementation.

Baseline trash loading rates are quantified on a volume per unit area basis and based on factors that significantly affect trash generation (e.g., land use, population density, and economic profile). The method used to establish baseline trash loads for each Permittee builds off “lessons learned” from previous trash loading studies conducted in urban areas (Allison and Chiew 1995; Allison et al. 1998; Armitage et al. 1998; Armitage and Rooseboom 2000; Lippner et al. 2001; Armitage 2003; Kim et al. 2004; County of Los Angeles 2002, 2004a, 2004b; Armitage 2007). The method is based off a conceptual model developed as an outgrowth of these studies (BASMAA 2011b). Baseline trash loading rates were developed through the quantification and characterization of trash captured in Water Board recognized

full-capture treatment devices installed in the San Francisco Bay area. Methods used to develop trash baseline loading rates are more fully described in BASMAA (2011b, 2011c, and 2012).

## **Trash Load Reduction Tracking Method Summary**

The trash load reduction tracking method, described in the *Trash Load Reduction Tracking Method Technical Report*, assists Permittees in demonstrating progress towards reaching trash load reduction goals defined in the MRP (e.g., 40 percent). The tracking method is based on information gained through an extensive literature review and Permittee experiences in implementing stormwater control measures in the San Francisco Bay Area. The literature review was conducted to evaluate quantification methods used by other agencies to assess control measure effectiveness or progress towards quantitative goals. Results are documented in the *Trash Load Reduction Tracking Method: Technical Memorandum # 1 – Literature Review* (BASMAA 2011d).

Methods attributable to specific trash control measures fall into two categories: 1) trash load reduction quantification formulas; and 2) load reduction credits (BASMAA 2011e). Quantification formulas were developed for those trash control measures that were deemed feasible and practical to quantify load reductions at this time. Load reduction credits were developed for all other control measures included in the methodology development. Both categories of methods assume that as new or enhanced trash control measures are implemented by Permittees, a commensurate trash load reduction will occur. Progress towards load reduction goals will be demonstrated through comparisons to established trash baseline load estimates developed through the BASMAA *Baseline Generation Rates Project*.

## **Short-Term Trash Load Reduction Plan**

The purpose of this Short-Term Plan is to describe the current level of implementation of control measures and best management practices, and identify the type and extent to which new or enhanced control measures and best management practices will be implemented to attain a 40 percent trash load reduction from their MS4 by July 1, 2014. The Short-Term Plan was developed using a template created by BASMAA through a regional project. New and enhanced trash control measures (i.e., Best Management Practices) that Permittees may implement to demonstrate trash load reduction goals are included in Table 1.1. This list was developed collaboratively through the BASMAA Trash Committee, which included participation from Permittee, stormwater program, Water Board and non-governmental organization (NGO) staff. The list of control measures is based on: 1) the potential for Permittees to implement; 2) the availability of information required to populate formulas and develop credits; and 3) the expected benefit of implementation. Load reductions associated with each control measure are demonstrated either through a quantification formula (QF) or credits (CR) described in the *Trash Load Reduction Tracking Method Technical Report* (BASMAA 2011e).

In efforts to reduce trash discharged from MS4s, Permittees may choose to implement control measures that are not included in Table 1.1 or described more fully in BASMAA (2012b). If a Permittee chooses to do so, methods specific to calculating trash load reductions for that control measure would need to be developed. Additionally, at that point, consideration should be given to updating this Short-Term Plan.

Additionally, based on new information that becomes available during the implementation of this Short-Term Plan (e.g., revisions to baseline loading estimates or load reduction credits of quantification formulas, etc), or if circumstances arise during implementation of the Plan that were not anticipated at the time of submission, the City of Emeryville may amend or revise this Plan. If revisions or amendments

are necessary, a revised Short-Term Plan will be submitted to the Water Board via the City of Emeryville’s annual reporting process.

**Table 1-1.** Trash control measures for which load reduction quantification credits or formulas were developed to track progress towards trash load reduction goals.

Load Reduction Credits
Single-use Carryout Plastic Bag Ordinances
Polystyrene Foam Food Service Ware Ordinances
Public Education and Outreach Programs
Activities to Reduce Trash from Uncovered Loads
Anti-Littering and Illegal Dumping Enforcement Activities
Improved Trash Bin/Container Management Activities
Single-Use Food and Beverage Ware Ordinances
Quantification Formulas
On-land Trash Pickup (Volunteer and/or Municipal)
Enhanced Street Sweeping
Partial-Capture Treatment Devices
Enhanced Storm Drain Inlet Maintenance
Full-Capture Treatment Devices
Creek/Channel/Shoreline Cleanups (Volunteer and/or Municipal)

This Short-Term Plan is organized into the following sections:

- Introduction;
- Trash Baseline Load Estimate;
- Load Reduction Calculation Process
- Planned Implementation of New or Enhanced Control Measures;
- Implementation Schedule; and
- References

## 2.0 BASELINE TRASH LOADING ESTIMATE

*Note: Tables and information presented in this section are subject to change based on the results of a third monitoring event of the BASMAA Baseline Trash Generation Rates Project. Therefore, this section of the Short-Term Plan may be updated with revised trash generation rates, baseline loading rates, and baseline loads.*

This section provides the estimated annual trash baseline load from the City of Emeryville's Municipal Separate Storm Sewer System (MS4). In compliance with Provision C.10.a.ii of the MRP, the City of Emeryville worked collaboratively with other MRP Permittees through BASMAA to develop data and the process necessary to establish baseline trash loading estimate from our MS4. The collaborative project was managed through the BASMAA Trash Committee and included a series of steps described in BASMAA (2012) and listed below. The approach was intended to be cost-effective and consistent, but still provide an adequate level of confidence in trash loads from MS4s, while acknowledging that uncertainty in trash loads still exists. The approach entailed the following steps:

1. Conduct literature review;
2. Develop conceptual model;
3. Develop and implement sampling and analysis plan;
4. Test conceptual model;
5. Develop and apply default trash **generation rates** to Permittee effective loading areas;
6. Adjust default trash generation rates based on baseline levels of control measure implementation by the Permittee to develop trash **baseline loading rates**; and,
7. Calculate Permittee-specific annual trash **baseline load**.

Through the collaborative BASMAA project, default baseline trash generation rates (volume per area) were developed for a finite set of categories, based on factors that significantly affect trash loads (e.g., land use). These trash generation rates were then applied to effective loading areas in applicable jurisdictional areas within the City of Emeryville. Trash generation rates were then adjusted based on baseline street sweeping, storm drain inlet maintenance, and stormwater pump station maintenance conducted in each applicable area. The sum of the trash loads (i.e., rate multiplied by area) from each effective loading area represents the City of Emeryville's baseline trash load from its MS4. A full description of the methods by which trash baseline loads were developed is included in BASMAA (2012a) and is summarized below.

### PERMITTEE CHARACTERISTICS

Incorporated in 1896, the City of Emeryville covers 938 acres in Alameda County, and has a jurisdictional area of 743 acres. According to the 2010 Census, it has a population of 10,080, with a population density of 8,089.9 people per square mile, and average household size of 1.76. Of the 10,080 who call the City of Emeryville home, 10.2% are under the age of 18, 10.6% are between 18 and 24, 46.4% are between 25 and 44, 22.9% are between 45 and 65, and 10.0% are 65 or older.

Top employers in the City of Emeryville include Pixar, Novartis, AC Transit, Oaks Card Club, LeapFrog, ClifBar and IKEA. The median household income was \$45,359 in 2000<sup>1</sup>.

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<sup>1</sup> From the 2000 Census. The median household income for the City of Emeryville from the 2010 Census is not currently available.

## DEFAULT TRASH GENERATION RATES (REGIONAL APPROACH)

A set of default trash generation rates was developed via the BASMAA regional collaborative project (BASMAA 2012a). Default generation rates were developed based on a comparison between trash characterization monitoring results, land uses, economic profiles, and other factors that were believed to possibly affect trash generation. Three trash characterization monitoring events were scheduled via the *Trash Generation Rates Project*. Due to the compliance timeline in the MRP, only two of three trash characterization monitoring events were used to develop trash generation rates described in BASMAA (2012a) and presented in this section. Following the completion of the third characterization event (Winter 2011/12), this section of the Short-Term Plan may be updated to reflect the most up-to-date trash generation and loading rates available. Trash generation rates based on the results of two of the three characterization events are shown in Table 2-1 for each trash loading category.

**Table 2-1: Regional Default Annual Trash Generation Rates by Land Use Category.**

Land Use Category	Generation Rates (Gallons/Acre)
Retail and Wholesale	29.99
High Density Residential	17.04
K-12 Schools	13.14
Commercial and Services/ Heavy, Light and Other Industrial	7.08
Urban Parks	2.14
Low Density Residential	1.25
Rural Residential	0.17

## JURISDICTIONAL AND EFFECTIVE LOADING AREAS

Default trash baseline generation rates presented in Table 2-1 were applied to effective loading areas with **jurisdictional areas** within the City of Emeryville. The City of Emeryville's jurisdictional areas includes all urban land areas within the City of Emeryville boundaries that are subject to the requirements in the MRP. Land use areas identified by a combination of the ABAG 2005 land use dataset and Permittee knowledge that were not included within the City's jurisdictional areas include:

- Federal and State of California Facilities and Roads (e.g., Interstates, State Highways, Military Bases, Prisons);
- Roads Owned and Maintained by Alameda County;
- Colleges and Universities (Private or Public);
- Non-urban Land Uses (e.g., agriculture, forest, rangeland, open space, wetlands, water);
- Communication or Power Facilities (e.g., PG & E Substations);
- Water and Wastewater Treatment Facilities; and
- Other Transportation Facilities (e.g., airports, railroads, and maritime shipping ports).

Once the City of Emeryville's jurisdictional area was delineated, an effective trash loading area was developed by creating a 200-foot buffer around all streets within the City's jurisdictional area. The purpose of the effective loading area is to eliminate land areas not directly contributing trash to the City's MS4 (e.g., large backyards and rooftops). Both the jurisdictional and the effective loading areas for the City of Emeryville are presented in Table 2-2.

**Table 2-2: Jurisdictional areas and effective loading areas in the City of Emeryville by land use classes identified by ABAG (2005).**

Land Use Category	Jurisdictional Area (Acres)	Effective Loading Area (Acres)	% of Effective Loading Area
High Density Residential	140	105	19
Low Density Residential	32	26	5
Rural Residential	0	0	0
Commercial and Services/ Heavy, Light and Other Industrial	373	318	58
Retail and Wholesale	92	58	11
K-12 Schools	12	9	2
Urban Parks	94	28	5
<b>TOTAL</b>	<b>743</b>	<b>544</b>	<b>100%</b>

### **PERMITTEE-SPECIFIC BASELINE TRASH LOADING RATES**

Regional default trash generation rates developed through the BASMAA regional collaborative project were applied to effective loading areas within the City of Emeryville based on identified land uses. These generation rates were then adjusted based on the calculated effectiveness of baseline street sweeping, and storm drain inlet maintenance implemented by the City. These adjustments were conducted in GIS due to the site specificity of baseline generation rates and baseline control measure implementation. The following sections describe the baseline level of implementation for these three control measures. A summary of trash baseline generation and loading rates for the City of Emeryville are provided in Table 2-3 and areas associated with these rates are illustrated in Figure 2-1.

#### ***Baseline Street Sweeping***

A "baseline" street sweeping program is defined as the sweeping frequency and parking enforcement implemented by the City of Emeryville prior to effective date of the MRP. Baseline street sweeping differs from "enhanced" street sweeping, which includes increased parking enforcement and/or sweeping conducted at a frequency greater than baseline ceiling (i.e., once per week for retail land uses and twice per month for all other land uses). The baseline ceiling was created to not penalize implementers of enhanced street sweeping programs prior to the effective date of the MRP. For those Permittees that sweep less frequent than the baseline ceiling, their current sweeping frequency serves as their baseline.

The City of Emeryville's baseline and current street sweeping program includes sweeping most streets once or twice per month. Powell Street near the marina is swept every other month.

Posting of parking enforcement signs for street sweeping exists on streets that are swept once per month, and parking enforcement equivalent exists on streets that are swept twice per month or every other month. The estimated trash load reduced via baseline street sweeping is presented in Table 2-3.

**Baseline Storm Drain Inlet Maintenance**

Within the City, storm drain inlets were cleaned at a baseline level of one time per year prior to the effective date of the MRP. Based on this baseline frequency and the effectiveness rating developed in BASMAA (2012b), the baseline storm drain maintenance program in the City of Emeryville has an annual effectiveness rating of 5%. The estimated trash load reduced via baseline storm drain inlet maintenance is presented in Table 2-3.

**Baseline Stormwater Pump Station Maintenance**

The City of Emeryville does not own any stormwater pump stations.

**BASELINE TRASH LOADING ESTIMATE**

The estimated baseline trash load from the City of Emeryville was calculated as the sum of the loads from the City’s effective loading area, adjusted for baseline implementation of street sweeping, storm drain inlet maintenance, and pump station maintenance. The preliminary annual trash baseline load for the City of Emeryville is presented in Table 2-3. Preliminary baseline trash loading rates are presented in Figure 2-1 to provide a geographical illustration of areas with estimated low, moderate, high and very high trash loading rates.

**Table 2-3: Preliminary Annual Trash Baseline Load for the City of Emeryville.**

<b>Category</b>	<b>Annual Load (gallons)</b>
Preliminary Baseline Trash Generation Load	5,996
Load Removed via Baseline Street Sweeping	3,049
Load Removed via Baseline Storm Drain Inlet Maintenance	147
<b>Preliminary Trash Baseline Load</b>	<b>2,799</b>

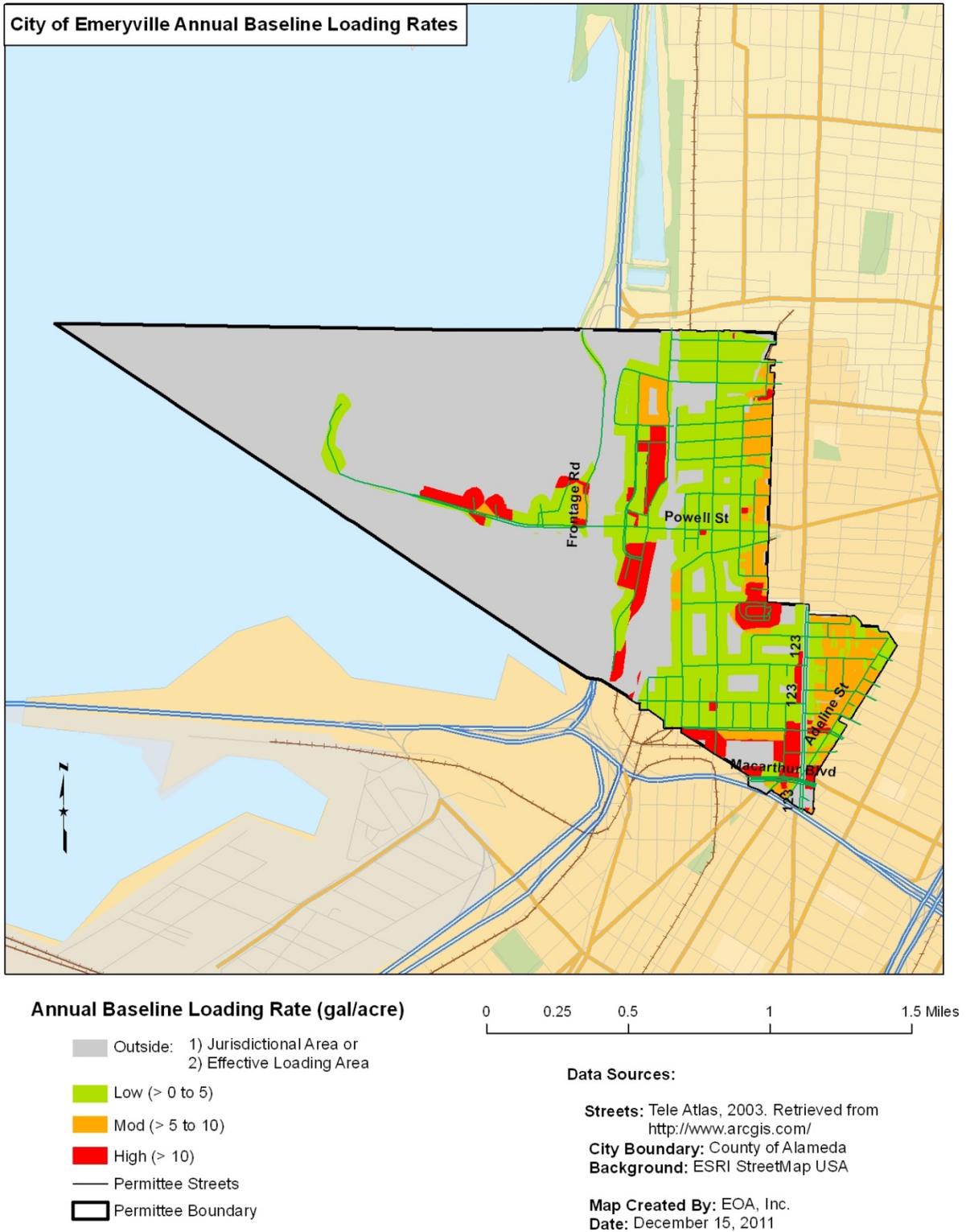


Figure 2-1: Estimated trash baseline loading rates for geographical areas in the City of Emeryville.

## 3.0 LOAD REDUCTION CALCULATION PROCESS

Using the guiding principles and assumptions described BASMAA (2012b), a stepwise process for calculating trash load reductions was developed collaboratively through BASMAA. This process is fully described in Trash Load Reduction Tracking Method Technical Report (BASMAA 2011e) and is briefly summarized in this section. The process takes into at what point in the trash generation and transport process a trash control measure: 1) prevents trash generation, 2) intercepts trash in the environment prior to reaching a water body, or 3) removes trash that has reached a water body. In doing so, it avoids double-counting of trash load reductions associated with specific control measures.

To demonstrate trash load reductions, baseline trash loading rates will be adjusted using the following process:

**Step #1:** Existing Enhanced Street Sweeping

**Step#2:** Trash Generation Reduction

**Step #3:** On-land Interception

**Step #4:** Trash Interception in the Stormwater Conveyance System

**Step #5:** Trash Interception in Waterways

**Step #6:** Comparison to Baseline Trash Load

Reductions calculated in Steps 2 and 5 are assumed to be implemented at a constant rate on an “area-wide” basis. For example, if a new region-wide public education strategy is implemented within the San Francisco Bay area, all Permittees can apply load reduction credits associated with this control measure. In contrast, Steps 1, 3 and 4 are “area-specific” reductions that only apply to specific areas within a Permittee’s jurisdiction. Area-specific control measures include full-capture treatment devices and enhanced street sweeping. Area-specific reductions may require the use of a Geographic Information System (GIS) to calculate.

Reductions are generally applied in the sequence as presented in Figure 2-1 and described below, although some reductions may be applied “in-parallel” and calculated during the same sub-step in the process.

### **Step #1: Existing Enhanced Street Sweeping**

Trash load reductions due to existing enhanced street sweeping implemented prior to the effective date of the MRP and conducted at levels above baseline levels are not incorporated into each Permittee’s trash baseline load. Therefore, load reductions associated with existing enhanced are accounted for first in the trash load reduction calculation process. Existing enhanced street sweeping includes street sweeping conducted at a frequency greater than **1x/week** for streets within retail land use areas or greater than **2x/month** for streets in all other land use areas. The result of adjustments made to trash baseline loads due to the implementation of existing enhanced street sweeping is a set of **current baseline loading rates** and a **current baseline load**.

## Step #2: Trash Generation Reduction Control Measures

Trash generation reduction control measures prevent or greatly reduce the likelihood of trash from being deposited onto the urban landscape. They include the following area-wide control measures:

- CR-1: Single-Use Carryout Plastic Bag Ordinances
- CR-2: Polystyrene Foam Food Service Ware Ordinances
- CR-3: Public Education and Outreach Programs
- CR-4: Reduction of Trash from Uncovered Loads
- CR-5: Anti-Littering and Illegal Dumping Enforcement
- CR-6: Improved Trash Bin/Container Management
- CR-7: Single-Use Food and Beverage Ware Ordinances

Load reductions associated with trash generation reduction control measures are applied on an area-wide basis.<sup>2</sup> Therefore, reductions in current baseline loading rates are adjusted uniformly based on the implementation of the control measure and the associated credit claimed.

Baseline loading rate adjustments for all generation reduction controls measures implemented may be applied in-parallel, but should be applied prior to calculating on-land interception measures discussed in Step #3. The result of adjustments to trash baseline loading rates due to the implementation of these enhanced control measures will be a set of **street loading rates**. The **street load** is the volume of trash estimated to enter the environment and available for transport to the MS4 if not intercepted via on-land control measures described in Step #2.

## Step #3: On-land Interception Control Measures

Once trash enters the environment, it may be intercepted and removed through the following control measures prior to reaching the stormwater conveyance system:

- QF-1: On-land Trash Cleanups (Volunteer and/or Municipal) (Area-wide)
- QF-2: Enhanced Street Sweeping (Area-specific)

Since on-land trash cleanups can affect the amount of trash available to street sweepers, load reductions associated with their implementation will be quantified first, followed by street sweeping enhancements. On-land trash cleanups will be applied as an area-wide reduction and all effective loading rates will be adjusted equally. Enhanced street sweeping, however, is an area-specific control measure and only those effective loading rates associated with areas receiving enhancements will be adjusted. Due to the spatial nature of enhanced street sweeping, GIS may be needed to conduct this step.

The result of adjustments to effective loading rates due to the implementation of these enhanced control measures will be a set of **conveyance system loading rates**. The **conveyance load** is the volume of trash estimated to enter the stormwater conveyance system (e.g., storm drains).

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<sup>2</sup> The only exception to this statement are load reductions associated with the establishment of Business Improvement Districts (BIDs) or equivalent, which are specific to geographic areas and considered "area-specific".

## Step #4: Control Measures that Intercept Trash in the MS4

Control measures that intercept trash in the stormwater conveyance system are area-specific. Therefore, they only apply to land areas and associated trash loads reduced. Conveyance system loading rates developed as a result of Step #3 should be adjusted in-parallel for the following control measures:

- QF-3a: Partial-capture Treatment Device: Curb Inlet Screens (Area-specific)
- QF-3b: Partial-capture Treatment Device: Stormwater Pump Station Trash Racks Enhancements (Area-specific)
- QF-4: Enhanced Storm Drain Inlet Maintenance (Area-specific)
- QF-5: Full-Capture Treatment Devices (Area-specific)

Load reductions for these control measures are calculated in-parallel because they are applied to independent geographical areas. Reductions from all control measures described in this step are area-specific and may require the use of GIS to calculate a set of **waterway loading rates**. Once waterway loading rates have been determined, a **waterway load** will be developed and used as a starting point for calculating load reductions associated with trash interception in waterways discussed in Step #5.

## Step #5: Control Measures that Intercept Trash in Waterways

The load of trash that passes through the stormwater conveyance system without being intercepted may still be removed through interception in waterways. There are two control measures associated with interception in waterways:

- QF-3c: Partial-capture Treatment Device: Litter Booms/Curtains (Area-wide)
- QF-7: Creek/Channel/Shoreline Cleanups (Volunteer and/or Municipal) (Area-wide)

As these control measures are implemented, load reduction estimates can be calculated in-parallel for these two measures.

## Step #6: Comparison to Baseline Trash Load

Applying the four steps described in the processes above will provide an estimated trash load (volume) remaining after trash control measures are implemented. As depicted in the following equation, the relative percent difference between the baseline load and the load remaining after control measures are implemented is the percent reduction that will be used to assess progress towards MRP trash load reduction goals.

$$\frac{\text{Baseline Load} - \text{Remaining Load}}{\text{Baseline Load}} = \% \text{ Reduction}$$

## 4.0 ENHANCED TRASH CONTROL MEASURES

This section describes the new or enhanced trash control measures planned for implementation by the City of Emeryville. The enhanced control measures described are designed to reach a minimum of 40% reduction by July 1, 2014. New and enhanced control measures that will be implemented by the City of Emeryville include those listed in Table 4-1.

**Table 4-1. Trash measures to be implemented by the City to reach a 40% trash load reduction.**

Control Measure
Single-use Carryout Plastic Bag Ordinances
Polystyrene Foam Food Service Ware Ordinances
Public Education and Outreach Programs
Activities to Reduce Trash from Uncovered Loads
Improved Trash Bin/Container Management (Municipally or Privately-Controlled)
On-land Trash Pickup (Volunteer and/or Municipal)
Partial-Capture Treatment Devices
Full-Capture Treatment Devices
Creek/Channel/Shoreline Cleanups (Volunteer and/or Municipal)

## **CR-1: Single-use Carryout Plastic Bag Policy**

Single-use plastic carryout bags have been found to contribute substantially to the litter stream and to have adverse effects on marine wildlife (United Nations 2009, CIWMB 2007, County of Los Angeles 2007). The prevalence of litter from plastic bags in the urban environment also compromises the efficiency of systems designed to channel storm water runoff. Furthermore, plastic bag litter leads to increased clean-up costs for the Permittees and other public agencies.

Based on recent experiences of municipalities throughout the State, the process Permittees must go through to enact a single-use carryout plastic bag policy/ordinance is difficult due to intense scrutiny and opposition from not only public interest groups and lobbyists, but also merchants and community members. In most cases, most opposition groups are pressing for the development of Environmental Impact Reports (EIRs) in accordance with the California Environmental Quality Act (CEQA).

### **Baseline Level of Implementation**

Prior to adoption of the MRP, Permittees within the Bay area have enacted policies or ordinances on Single-use Carryout Plastic Bags. To avoid penalizing these early implementers, an applicable control measure implemented by a Permittee prior to the effective date of the MRP will be credited equally to a control measure implemented after the effective date. Therefore, the baseline level of implementation is not applicable for this control measure.

### **Enhanced Level of Implementation**

On January 25, 2012, the Alameda County Waste Management Authority (StopWaste.org) adopted a countywide ordinance for all the jurisdictions within Alameda County prohibiting the distribution of single-use carryout plastic bags at the cash register at retail stores covered by the ordinance and establishing mandatory fees for other carryout bags. Jurisdictions may decide to opt out of the ordinance. The City of Emeryville is not opting out. The ordinance will take effect on January 1, 2013 affecting all retail stores that sell packaged food in the City. Single-use plastic carryout bags are banned. A minimum fee of 10 cents will be charged for every paper carryout bag or reusable plastic carryout bag provided to the customer at the cash register. The total percent of trash reduced from MS4s as a result of implementing this single-use carryout bag reduction ordinance will be reported in the Annual Report submitted each September to the Water Board.

### **Reduction from Implementing Control Measure**

The City of Emeryville will receive a 10% percent reduction credit for implementing specific enhanced control measures described in Enhanced Level of Implementation section above. The 10% percent reduction credit will be applied to the City of Emeryville's baseline trash load. This percent reduction credit is consistent with methods presented in the BASMAA (2012b). A summary of all load reductions anticipated through the implementation of this plan are included in Section 5.

## CR-2: Polystyrene Foam Food Service Ware Policy

Polystyrene foam is used as food ware in the food service industry. According to the USEPA, floatable debris in waterways, such as products made of polystyrene, is persistent in the environment and has physical properties that can have serious impacts on human health, wildlife, the aquatic environment and the economy (USEPA 2002). Due to its properties, polystyrene foam used as food ware is typically not recycled. Since 1990, over 100 government agencies within the United States, including over twenty within the Bay area have enacted full or partial bans on polystyrene foam food service ware.

### Baseline Level of Implementation

Prior to adoption of the MRP, over twenty agencies within the Bay area enacted full or partial bans on polystyrene foam food service ware. To avoid penalizing these early implementers, an applicable control measure implemented by a Permittee prior to the effective date of the MRP will be credited equally to a control measure implemented after the effective date. Therefore, the baseline level of implementation is not applicable for this control measure.

### Enhanced Level of Implementation

In 2007, the City of Emeryville adopted an ordinance banning the use of several types of disposable food service-ware by food vendors for food prepared in the City. The ordinance became effective on January 1, 2008. The ordinance requires that any disposable food service-ware used by food vendors for any food prepared in the City be compostable or recyclable with certain exceptions. Since the City only accepts #1, #2 and #5 plastic materials in the recycling program, this means no #3 plastic (polyvinyl chloride), Styrofoam or other #6 plastic (polystyrene) can be used by any food vendor on premises within City boundaries including by mobile food vendors and at events using a caterer. Caterers are also prohibited from using those types of plastic for food that is prepared within the City and sold elsewhere. Plastic bags and other film plastic are also banned for direct-contact packaging of food prepared in the City with certain exceptions for raw meat etc. Since the City's ordinance goes further than just a "Styrofoam ban", and the City has done extensive outreach and enforcement of the ordinance with all 120 food service businesses in the City, the City is claiming an additional 2% in the litter reduction calculation. The percent trash reduction as a result of implementing the food service ware ordinance will be reported in the Annual Report submitted each September.

### Percent Reduction from Enhancements

The City of Emeryville will receive a 10% percent reduction credit for implementing specific enhanced control measures described in *Enhanced Level of Implementation* section above. The 10% percent reduction credit will be applied to the City of Emeryville's baseline trash load. This percent reduction credit is consistent with methods presented in the BASMAA (2012b). A summary of all load reductions anticipated through the implementation of this plan are included in Section 5.

## CR-3: Public Education and Outreach Programs

Permittees in the San Francisco Bay Area have implemented public education and outreach programs to inform residents about stormwater issues relating to pollutants of concern, watershed awareness and pollution prevention. Public education and outreach efforts include developing and distributing brochures and other print media; posting messages on websites and social networking media (Facebook, Twitter etc.), attending community outreach events, and conducting media advertising. In recent years, some municipal agencies have implemented anti-litter campaigns to increase public awareness about the impacts of litter on their communities and water quality; and to encourage the public to stop littering.

### Baseline Level of Implementation

The City of Emeryville has not implemented any public education and outreach control measures prior to the effective date of the MRP specifically regarding litter. New actions or actions started prior to the effective date of the MRP and continued into the future are described under the next section.

### Enhanced Level of Implementation

The City of Emeryville will implement the following public education and outreach control measures prior to July 1, 2014.

#### Litter Reduction Advertising Campaign(s)

##### ***BASMAA Youth Outreach Campaign (Regional)***

Through participation and funding of the regional **BASMAA Youth Outreach Campaign** the City of Emeryville will implement an outreach campaign designed to reduce littering from the target audience in the Bay Area. The Youth Outreach Campaign was launched in September 2011 (post-MRP effective date) and aims to increase the awareness of Bay Area Youth (ages 16-24) on litter and stormwater pollution issues, and eventually change their littering behaviors. Combining the ideas of Community Based Social Marketing with traditional advertising, the Youth Campaign aims to engage youth to enable the peer-to-peer distribution of Campaign messages. The Campaign will at least run from FY 11-12 through FY 13-14. A brief description of the Campaign activities is provided below:

- Raising Awareness: The Campaign will begin by raising awareness of the target audience on litter and stormwater pollution issues. Partnerships with youth commissions, high schools, and other youth focused organizations will be developed to reach the target audience. Messages targeted to youth will be created and distributed via paid advertising, email marketing, Campaign website and social networking sites (e.g., Facebook and twitter).
- Engage the Youth - The advertisements will encourage the audience to participate in the Youth Campaign by joining a Facebook page, entering a contest, taking an online quiz, etc., and providing their contact information. At the beginning of FY 12-13, a video contest will be launched to get Bay Area youth further involved in the Campaign. An online voting system will be used to select the winning entry. Media advertising will be conducted to promote the winning entry.

- Change Behaviors: To move the audience along the behavior change continuum, the Campaign will use electronic platforms such as email marketing and social networking sites to encourage participants to engage in increasingly more difficult behavior changes, such as participating in a clean-up, organizing a clean-up, etc.
- Maintain Engagement: The Campaign will continue to interact with the target audience through email marketing and social media websites.

The Youth Campaign will include a pre and post campaign survey to evaluate the effectiveness of outreach. The pre-campaign survey will be conducted in FY 11-12 and the post campaign survey in FY 13-14. Other evaluation mechanisms, such as website hits, number of youth engaged in the Campaign's social networking website, etc. will also be used to evaluate its effectiveness in increasing awareness and changing behavior.

### **Advertising campaign(s) (Countywide Program)**

Outreach to Alameda County youth may be limited by scope and budget of the BASMAA Regional Youth Campaign. Therefore the Clean Water Program will supplement the Regional Youth Outreach campaign in order to increase the number of participants in Alameda County.

### **Outreach to School-age Children or Youth**

The Countywide Program is currently conducting stormwater pollution prevention and anti-littering outreach to school-age children through contracts with five environmental education organizations. The current contracts expire in 2014. The Program intends to initiate new contracts for outreach to school-age children in 2014. The outreach programs will have an increased focus on anti-littering messages and will be revised to fulfill the required number of events as described in BASMAA (2011e). The City of Emeryville plans to implement this control measure through participation in the Countywide Program.

### **Media Relations**

#### ***BASMAA Regional Media Relations Project (Regional)***

Through participation and funding of the **BASMAA Regional Media Relations Project**, the City of Emeryville plans to continue to implement a media relations project partially designed to reduce littering from target audiences in the Bay Area. The goal of the BASMAA Media Relations Project is to generate media coverage that encourages individuals to adopt behavior changes to prevent water pollution, including littering. At least two press releases or PSAs focus on litter issues each year (e.g., creek clean-up activities, preventing litter by using reusable containers, etc.).

#### **Media Relations (Countywide Program)**

Clean Water Program has already developed a media and community relations plan and contact list. The Program will regularly release articles and information to the appropriate publications, blogs and community publications on litter issues. Articles will be timed with regular events, such as Coastal Cleanup in September and the beginning of the rainy season, as well as other current events, if applicable. The media and community outreach list contains many smaller publications and online sites as well as larger newspapers, which will increase the chances the

articles are published and read. This effort goes beyond the scope of the Regional Media Relations plan by going deeper into the community through highly localized media channels.

### **Percent Reduction from Enhancements**

The City of Emeryville will receive a 4% percent reduction credit for implementing specific enhanced control measures described in *Enhanced Level of Implementation* section above. The 4% percent reduction credit will be applied to the City of Emeryville's baseline trash load. This percent reduction credit is consistent with methods presented in the BASMAA (2012b). A summary of all load reductions anticipated through the implementation of this plan are included in Section 5.

## CR-4: Reduction of Trash from Uncovered Loads

Although it is currently illegal to operate a vehicle that is improperly covered and which its' contents escapes<sup>3</sup>, vehicles remain an important trash source to MS4s and local waterways. Specifically, vehicles that do not secure or cover their loads when transporting trash and debris have a high risk of contributing trash to MS4s. Land areas that generate trash from vehicles include roads, highways (on/off ramps, shoulders or median strips) and parking lots. To help address the dispersion of trash from unsecured or uncovered vehicles destined for landfills and transfer stations, Permittees may require municipally-contracted trash haulers to cover or secure loads or work with municipal or private landfill and transfer station operators to educate waste haulers on securing loads and/or to enhance enforcement of existing regulations.

### Baseline Level of Implementation

The baseline trash load described in Section 2.0, assumes that prior to adoption of the MRP the City of Emeryville has not adopted control measures to reduce trash from vehicles with uncovered loads. Therefore, implementation of any of the control measures described in this section is considered to be enhanced implementation.

### Enhanced Level of Implementation

The City of Emeryville will implement the following enhanced control measure to reduce trash from vehicles with uncovered loads prior to July 1, 2014.

**Require Municipal Trash Haulers to Cover Loads** – The City will work with the City's Franchised Hauler, Waste Management of Alameda County, to better enforce the existing language in the collection and disposal contracts that requires contracted trash and construction debris haulers to cover loads when transporting trash and debris to municipally or privately-owned landfills and transfer stations.

### Percent Reduction from Enhancements

The City of Emeryville will receive a 1% percent reduction credit for implementing specific enhanced control measures described in *Description of Enhanced Level of Implementation* section above. The 1%percent reduction credit will be applied to the baseline trash load to urban creeks from the municipal separate storm sewer system (MS4) owned and operated by the City of Emeryville. This percent reduction credit was obtained from the *Trash Load Reduction Tracking Method Report* (BASMAA 2011e) and is presented in the Trash Load Reduction Summary Table included in Section 5.

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<sup>3</sup> In accordance with the California Vehicle Code Sections 23114 and 23115, it is against the law to operate a vehicle on the highway which is improperly covered, constructed, or loaded so that any part of its contents or loads spills, drops, leaks, blows, or otherwise escapes from the vehicle. Exempted materials include hay and straw, clear water and feathers from live birds. Additionally, any vehicle transporting garbage, trash, or rubbish, used cans or bottles, waste papers, waste cardboard, etc. must have the load covered to prevent any part of the load from spilling on the highway (CVC 2011). Significant fines are possible for non-compliance.

## CR-6: Improved Trash Bin/Container Management

Receptacles used to place/store trash or recyclables prior to collection by a public agency or private waste hauler reduce the potential for littering and trash loading to stormwater conveyance systems and receiving waters (City of Los Angeles 2004). For the purposes of assigning trash load reduction credits, receptacles fall into the following two categories:

- **Private Trash/Recycling Bins:** A receptacle for placing trash or recyclables generated from a household, business, or other location that is serviced by a trash hauler. Bins are specifically-designed, heavy-duty plastic wheeled containers with hinged lids; or large multi-yard metal or plastic containers rectangular in shape.
- **Public Area Trash Containers:** A receptacle for placing incidental trash generated in public spaces that provides people with a convenient and appropriate place to dispose of trash. The design and size of public area trash containers vary widely, depending on their setting and use.

The effectiveness of bins/containers and bins in reducing trash in the environment is likely dependent upon: the location and density of the receptacles, size of the bin/container in relationship to the size needed to service users, frequency of maintenance, and the ability of the bin/container to capture and contain the trash deposited.

### Baseline Level of Implementation

The baseline trash load described in Section 2.0, assumes that the City of Emeryville has not implemented enhanced trash bin/container management practices prior to effective date of the MRP. Customers have been audited in the past for excessive trash levels but not in any coordinated manner. City litter containers have been emptied by Waste Management of Alameda County for many years.

### Enhanced Level of Implementation

The City of Emeryville will implement the following enhanced trash bin/container management practices prior to July 1, 2014.

Ensuring Adequate Private Trash Service – The City of Emeryville will implement a program that identifies businesses or households that have inadequate trash service (i.e., insufficient trash collection or use of bins which are too small); and through municipal code enforcement and the newly adopted Mandatory Recycling ordinance remedy the issue and will receive a load reduction credit based on the extent of the program. The City will coordinate with waste haulers to assist with the identification of subject households/businesses. The Mandatory Recycling ordinance will become effective on July 1, 2012.

Implementation of Strategic Plan for Public Area Trash Containers – The City will implement a strategic plan that:

- Identifies whether public area trash containers are sufficiently located in high trash generating areas
- Are adequately designed to manage trash types that typically are generated from activities occurring at these areas (e.g., containers with larger openings designed to accommodate larger trash items (e.g., pizza boxes)

- Identifies whether high trash generating sites need an increased level of inspection and maintenance.
- Includes the installation of specialty trash bins/containers (e.g., bins for cigarette butts, sharps, etc.) in specific locations to eliminate or reduce the prevalence of these items in stormwater.
- Includes the installation of new technologies (e.g., Big Belly Solar Trash Compactors) to reduce trash in stormwater and reduce the cost of adding public area trash containers.

The strategic plan will provide recommendations on how the system of public area trash containers within the City's area may be enhanced to reduce the volume of trash in streets, the stormwater conveyance system and waterways. The recommendations in the plan will begin to be implemented prior to receiving trash reduction credits associated with this control measure.

### **Percent Reduction from Enhancements**

The City of Emeryville will receive a 6% percent reduction credit for implementing specific enhanced control measures described in the section above. The 6% percent reduction credit will be applied to the baseline trash load to urban creeks from the municipal separate storm sewer system (MS4) owned and operated by the City of Emeryville. This percent reduction credit was obtained from the *Trash Load Reduction Tracking Method Report* (BASMAA 2011e) and is presented in the Trash Load Reduction Summary Table included in Section 5.

## **QF-1: Enhanced On-Land Trash Cleanups (Volunteer and Municipal)**

On-land cleanups conducted by Permittees and volunteers have been successful in removing trash from identified trash hot spots and engaging local citizenry in improving their communities. Municipal efforts relate to ongoing beautification of impacted areas and coordination of cleanup events. Volunteer on-land cleanups involve the meeting of individuals, civic organizations, businesses and others at designated or adopted on-land sites to remove trash. On-land trash cleanups are conducted as single-day or throughout the year.

### **Baseline Level of Implementation**

Prior to the effective date of the MRP, the City of Emeryville implemented the Clean City Program that utilizes paid and work furlough crews to collect on-land litter throughout the City.

### **Enhanced Level of Implementation**

The Clean City program is considered an enhanced action because it goes far above what the average city does regarding on-land litter collection. The program removes litter city-wide and keeps large volumes of litter from entering the City's stormwater conveyance. The City invests substantial time, energy and expense to remove litter from public areas through this program and requests that it receive credit for this enhanced effort. The Clean City Program utilizes two full time staff in conjunction with work furlough crews to clean litter from public street and landscaped areas around the City. Two paid staff oversees on average 6 work furlough workers for 6 hours a day, seven days a week. The crews pick up litter and the bags of litter are placed in a 30 cubic yard roll-off container at the City's corporation yard. Approximately 6000 gallons of bagged litter is hauled away by Waste Management of Alameda County each week from the City, far exceeding the requirements in the permit. In this plan the City is only claiming 1370 gallons/year or about .5% of that litter in order to achieve the trash load reduction goal required in the permit. The City has access to the weight tags from these loads. Additional documentation can be provided.

Prior to July 1, 2014, the City of Emeryville will also be coordinating volunteers from the community to clean up litter around the City on various one-day events which is considered an enhanced on-land trash cleanup activities listed below. The on-land cleanup will be coordinated each year and the volume of trash removed will be tracked to demonstrate trash loads reduced. Please note that only trash that has the potential of entering the MS4 will be tracked. As a result, large items (e.g., appliances, shopping carts, furniture, mattresses, televisions, tires, lumber, etc.) that are removed during on-land trash cleanups are not part of the volume determination since they do not have the potential of entering the MS4.

### **Percent Reduction from Enhancements**

The total estimated annual volume of trash that will be reduced beginning July 1, 2014 as a result of implementing on-land trash cleanups is 1370 gallons/year. This volume is equal to approximately a 49 percent reduction in the baseline trash load to urban creeks from the municipal separate storm sewer system (MS4) owned and operated by the City of Emeryville. Both values provided within this section are included in Trash Load Reduction Summary Table included in Section 5.

## QF-3: Partial-Capture Treatment Devices

Partial-capture devices are treatment devices that have not been approved as full-capture by the San Francisco Bay Regional Water Quality Control Board, but capture trash at a known effectiveness value. Partial-capture devices may be similar to full-capture devices, but do not meet the full capture definition due to engineering challenges; or they may be completely different types of devices. Partial-capture devices include curb inlet screens (e.g., automated retractable screens), litter booms/curtains and stormwater pump station track racks. Trash loads reduced via partial-capture devices within a Permittee's jurisdictional boundaries may be used to demonstrate attainment of trash load reduction goals.

### Baseline Level of Implementation

#### *Curb Inlet Screens*

Prior to effective date of the MRP, some Permittees within the Bay area have installed and maintained curb inlet screens. To avoid penalizing these early implementers, the applicable control measure implemented by a Permittee prior to the effective date of the MRP will be credited equally to a control measure implemented after the effective date. Furthermore, the trash load removed via these devices installed prior to the MRP is not accounted for in baseline trash loads. Therefore, the baseline level of implementation is not applicable for this control measure, as devices installed prior to the effective date of the MRP and associated loads reduced will be grandfathered in as enhanced measures.

The City of Emeryville has installed five stormwater curbextension systems as part of a green street project. The systems have 5mm screens on the overflow outlets. However, the systems were not adequately hydraulically sized to be counted as full capture devices. The City will be installing more of the systems prior to July 1, 2014.

### Enhanced Level of Implementation

A total of 5 partial-capture treatment devices have been installed in the City of Emeryville. A list of these partial-capture devices is included in Table QF-3-1. All devices listed within the table are enhanced trash control measures. Calculation of loads reduced from partial-capture devices will be consistent with the approach described in the *Trash Load Reduction Tracking Method Report* (BASMAA 2011e).

### Percent Reduction from Enhancements

The total estimated annual volume of trash that will be reduced by July 1, 2014 as a result of implementing partial-capture treatment devices listed in Table QF-3-1 is 3 gallons/year. This volume is equal to approximately a .1% percent reduction in the baseline trash load to urban creeks from the municipal separate storm sewer system (MS4) owned and operated by the City of Emeryville. Both values provided within this section are included in Trash Load Reduction Summary Table included in Section 5.

**Table QF-3-1. Partial capture treatment devices installed or planned to be installed within the City of Emeryville prior to July 1, 2014.**

Device ID	Public or Private	Device Name	Location (Cross Streets)	Installation Date/Anticipated Installation Date	Total Area Treated (acres)	Trash Load Reduced (gallons/year)
1	<i>Public</i>	<i>Stormwater Curbextension</i>	47 <sup>th</sup> and Adeline	1/1/2011	.2	.1
2	<i>Public</i>	<i>Stormwater Curbextension</i>	45 <sup>th</sup> and Adeline	1/1/2011	1.2	.4
3	<i>Public</i>	<i>Stormwater Curbextension</i>	43 <sup>rd</sup> and Adeline	1/1/2011	3.3	1
4	<i>Public</i>	<i>Stormwater Curbextension</i>	41 <sup>st</sup> and Adeline	1/1/2011	2	.5
5	<i>Public</i>	<i>Stormwater Curbextension</i>	39 <sup>th</sup> and Adeline	1/1/2011	3.3	1

## **QF-5: Full-Capture Treatment Devices**

As defined by the Municipal Regional Stormwater Permit (MRP), a full-capture system or device is any single device or series of devices that traps all particles retained by a 5 mm mesh screen and has a design treatment capacity of not less than the peak flow rate (Q) resulting from a one-year, one-hour, storm in the sub-drainage area. A list of the full-capture systems and devices recognized by the San Francisco Bay Regional Water Quality Control Board (Water Board) is included in *Trash Load Reduction Tracking Method Report* (BASMAA 2011e). Trash loads reduced via publically or privately owned and operated devices within a Permittee's jurisdictional area that have been recognized by the Water Board as full-capture may be used to demonstrate attainment of trash load reduction goals.

### **Baseline Level of Implementation**

Prior to adoption of the MRP, some Permittees installed and maintained full capture devices. To avoid penalizing these early implementers, an applicable control measure implemented within a Permittee's jurisdictional area prior to the effective date of the MRP will be credited equally to a control measure implemented after the effective date. Therefore, the baseline level of implementation is no trash full-capture devices have been installed.

### **Enhanced Level of Implementation**

A total of 21 trash full-capture treatment devices have been or will be installed in the City of Emeryville prior to July 1, 2014. A list of these full-capture devices is included in Table QF-5-1. All devices listed within this table are enhanced trash control measures. Table QF-5-1 also includes the area treated and the calculated trash load reduced from each full-capture treatment device. These calculations are consistent with the approach described in the *Trash Load Reduction Tracking Method Report* (BASMAA 2011e).

### **Percent Reduction from Enhancements**

The total estimated annual volume of trash that will be reduced by July 1, 2014 as a result of implementing full capture devices is 59 gallons. This volume is equal to approximately a 2.1% percent reduction in the baseline trash load to urban creeks from the municipal separate storm sewer system (MS4) owned and operated by the City of Emeryville. Both values provided within this section are included in Trash Load Reduction Summary Table included in Section 5.

**Table QF-5-1. Trash full-capture treatment devices within the jurisdictional boundaries of the City of Emeryville that are planned for installation by July 1, 2014.**

Device ID	Public or Private	Device Name	Location (Cross Streets)	Installation Date/Anticipated Installation Date	Total Area Treated (acres)	Trash Load Reduced (gallons per year)
Not yet available	Private	West Coast	Various in parking lots at Public Marketplace between Christie Ave and Shellmound Street south of 64 <sup>th</sup> Street and north of Shellmound way	June 30, 2014	14	39
Not yet available	Public or Private	West Coast	To Be Determined	June 30, 2014	7	20

## **QF-6: Creek/Channel/Shoreline Cleanups**

Creek/channel/shoreline cleanups have been successful in removing large amounts of trash from San Francisco Bay area creeks and waterways; and increasing citizen's awareness of trash issues within their communities. Creek/channel/shoreline cleanups are conducted as single-day events or throughout the year by volunteers and municipal agencies. Since volunteers and municipal agencies have the common goal of clean creeks and waterways, their efforts sometimes overlap. This is apparent with some municipal agencies using volunteers to help assess and clean designated trash hot spots during single-day volunteer events.

### **Baseline Level of Implementation**

Trash reduced via shoreline cleanups was not accounted for in the City of Emeryville's baseline trash load described in Section 2.0. Therefore, implementation of any of the control measures described in this section is considered to be an enhancement and can be used to demonstrate progress towards load reduction goals.

### **Enhanced Level of Implementation**

Prior to July 1, 2014, the City of Emeryville will conduct MRP-required<sup>4</sup> and the following non MRP-required creek/channel/shoreline cleanups<sup>5</sup> listed below. Both types of cleanups will be conducted each year and the volume of trash removed will be tracked to demonstrate trash loads reduced.

#### **Single-day Efforts**

- Coastal Cleanup Day (third Saturday in September)
- Other Organized Single-day Events

#### **On-going Efforts**

- Individuals or Organized Groups
- Removal of Homeless Encampments
- Illegal Dump Site Correction

### **Percent Reduction from Enhancements**

The total estimated annual volume of trash that will be reduced by July 1, 2014 as a result of implementing shoreline cleanups is 500 gallons per year. This volume is equal to approximately a 18 percent reduction in the baseline trash load to urban creeks from the municipal separate storm sewer system (MS4) owned and operated by the City of Emeryville. Both values provided within this section are included in Trash Load Reduction Summary Table included in Section 5.

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<sup>4</sup> Creek/channel/shoreline cleanups conducted in accordance with Permit Provision C.10.b.

<sup>5</sup> All "other" creek/channel/shoreline cleanups conducted by a municipality that are not required by Provision C.10.b.

## **5.0 SUMMARY OF TRASH CONTROL MEASURE ENHANCEMENTS**

The City of Emeryville is committed to reducing the potential for trash impacts in local water bodies in the San Francisco Bay Area. The planned enhanced trash control measures described in Section 4.0 are also listed in Table 5-1. The enhancements are intended to comply with the 40% trash load reduction goal in MRP provision C.10.

**The City of Emeryville will control trash by implementing the following measures:**

- Single-use Carryout Plastic Bag Ordinance**
- Polystyrene and Polyvinyl Chloride Food Service Ware Ban**
- Public Education and Outreach Programs**
- Reduced Trash from Uncovered Loads**
- Improved Trash Bin/Container Management**
- Enhanced On-land Trash Cleanups**
- Curb Inlet Screens**
- Full-capture Treatment Devices**
- Shoreline Cleanups**

**Table 5-1. Planned enhanced trash control measure implementation within the jurisdictional boundaries of the City of Emeryville and associated trash loads reduced.**

Trash Control Measure	Summary Description of Control Measure	% Reduction (Credits)	Trash Load Reduced	Cumulative % Reduction (Compared to Baseline)
Single-use Carryout Plastic Bag Ordinance (CR-1)	Adopt Ordinance	10%	280	10.0%
Polystyrene Foam Food Service Ware Ban (CR-2)	Adopt Ordinance	10%	280	20.0%
Public Education and Outreach Programs (CR-3)	Participate in Programs	4%	112	24.0%
Activities to Reduce Trash from Uncovered Loads (CR-4)	Enforce Ordinance and Franchise Agreement	1%	28	25.0%
Improved Trash Bin/Container Management (Municipally or Privately-Controlled) (CR-6)	Enforce Ordinance and Work with Hauler and Business Community	6%	168	31%
Enhanced On-land Trash Cleanups (Volunteer and/or Municipal) (QF-1)	Clean City Program	NA	1370	79.9%
Curb Inlet Screens (Partial-capture Treatment Device) (QF-3a)	Green Street Program	NA	3	80.0%
Full-capture Treatment Devices (QF-5)	Install Devices	NA	59	82.1%
Creek/Channel/Shoreline Cleanups (Volunteer and/or Municipal) (QF-6)	Annual Shoreline Cleanup	NA	500	100.0%

## 5.1 Annual Reporting and Progress Towards Trash Load Reduction Goal(s)

Consistent with MRP Provision C.10.d (i), the City of Emeryville intends to report on progress towards MRP trash load reduction goals on an annual basis beginning with the Fiscal Year 2011-2012 Annual Report. Annual reports will include:

1. A brief summary of all enhanced trash load reduction control measures implemented to-date;
2. The dominant types of trash likely removed via these control measures;
3. Total trash loads removed (credits and quantifications) via each control measure implementation; and
4. A summary of progress towards trash load reduction goals.

Similar to other MRP provision, annual reporting formats will be consistent region-wide. Annual reports are intended to provide a summary of control measure implementation and assess progress toward MRP trash reduction goals. For more detailed information on specific control measures, the City of Emeryville will retain supporting documentation on trash load reduction control measure implementation. These records should have a level of specificity consistent with the trash load reduction tracking methods described in the *BASMAA Trash Load Reduction Tracking Method Technical Report* (BASMAA 2011e).

## 5.2 Considerations of Uncertainties

Baseline trash loading and load reduction estimates are based on the best available information at the time this Short-Term Plan was developed. As with any stormwater loading and reduction estimate, a number of assumptions were used during calculations and therefore uncertainty is inherent in the baseline trash load estimate presented in Section 2.0 and the load reduction estimate presented in this section. For these reasons, the baseline loading estimates presented in this plan should be considered first-order estimates. During the implementation of this Short-Term Plan and subsequent plans, additional information may become available to allow the calculation of a more robust baseline load.

## **6.0 IMPLEMENTATION SCHEDULE**

Implementation of enhanced trash control measures by the City of Emeryville is currently planned to occur in a timeframe consistent with MRP requirements. A preliminary implementation schedule for all planned enhancements is described in Table 6-1. This schedule provides a timeframe for reducing trash discharged from the City of Emeryville's MS4 by 40%.

Based on new information that becomes available during the implementation of this Short-Term Plan (e.g., revisions to baseline loading estimates or load reduction credits of quantification formulas, etc), or if circumstances arise during implementation of the Plan that were not anticipated at the time of submission, the City of Emeryville may chose to amend or revise this Plan and/or the associated implementation schedule. If revisions or amendments occur, a revised Short-Term Plan and implementation schedule will be submitted to the Water Board via the City of Emeryville's annual reporting process.

**Table 6-1. Preliminary implementation schedule for enhanced trash control measures in the City of Emeryville.**

<b>Trash Control Measure</b>	<b>Beginning Date of Implementation</b>
<b>Single-use Carryout Plastic Bag Ordinance (CR-1)</b>	<b>January 1, 2013</b>
<b>Polystyrene Foam Food Service Ware Ban (CR-2)</b>	<b>January 1, 2008</b>
<b>Public Education and Outreach Programs (CR-3)</b>	<b>January 1, 2008</b>
<b>Activities to Reduce Trash from Uncovered Loads (CR-4)</b>	<b>February 1, 2011</b>
<b>Improved Trash Bin/Container Management (Municipally or Privately-Controlled) (CR-6)</b>	<b>February 1, 2011</b>
<b>On-land Trash Cleanups (Volunteer and/or Municipal) (QF-1)</b>	<b>January 1, 2008</b>
<b>Curb Inlet Screens (Partial-capture Treatment Device) (QF-3a)</b>	<b>June 30, 2014</b>
<b>Full-capture Treatment Devices (QF-5)</b>	<b>June 30, 2014</b>
<b>Creek/Channel/Shoreline Cleanups (Volunteer and/or Municipal) (QF-6)</b>	<b>January 1, 2009</b>

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