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February 3, 2014

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Ms. Pamela Creedon, Executive Officer
California Regional Water Quality Control Board
Central Valley Region
11020 Sun Center Drive, #200
Rancho Cordova, CA 95670-6114

Dear Mr. Wolfe and Ms. Creedon:

Enclosed is the February 2014 Long-Term Trash Load Reduction Plan for the City of Concord, which is required by and in accordance with Provision C.10.c in National Pollutant Discharge Elimination System (NPDES) Permit Number CAS612008 issued by the San Francisco Bay Regional Water Quality Control Board.

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

Very truly yours,

Valerie J. Barone
City Manager

Enclosure

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City of Concord

Trash Management Plan

2014-2022

Submitted to the
California Regional Water Quality Control Board for the San Francisco Bay Region

February 1, 2014

In compliance with Provision C.10 of the Municipal Regional Stormwater Permit

Contents

Figures

Tables

Attachment

1. Introduction by the Contra Costa Clean Water Program (CCCWP)

Contra Costa municipalities have prepared Long-Term Trash Reduction Plans (Plans) in compliance with Provision C.10.c. of the Municipal Regional Stormwater Permit[1] (MRP). Each municipal plan describes control measures and best management practices (BMPs) designed to attain a 70% trash load reduction by July 1, 2017 and a 100% reduction by July 1, 2022.

A. Trash Sources, Pathways, and Loadings

Figure 1 illustrates sources and pathways of trash that enters the region's creeks and San Francisco Bay. Trash has multiple sources—all of which are episodic and widely dispersed.

In Figure 1, *Stormwater Conveyances* is highlighted because *only this pathway* is subject to MRP trash-reduction requirements. In reality, the other pathways are equally significant, depending on time and location. In practical terms, the pathways are intertwined. For example, on-land cleanups reduce trash entering storm drains and also reduce wind-blown trash. When visible trash is reduced, litter and dumping from all sources tends to become less frequent and severe.

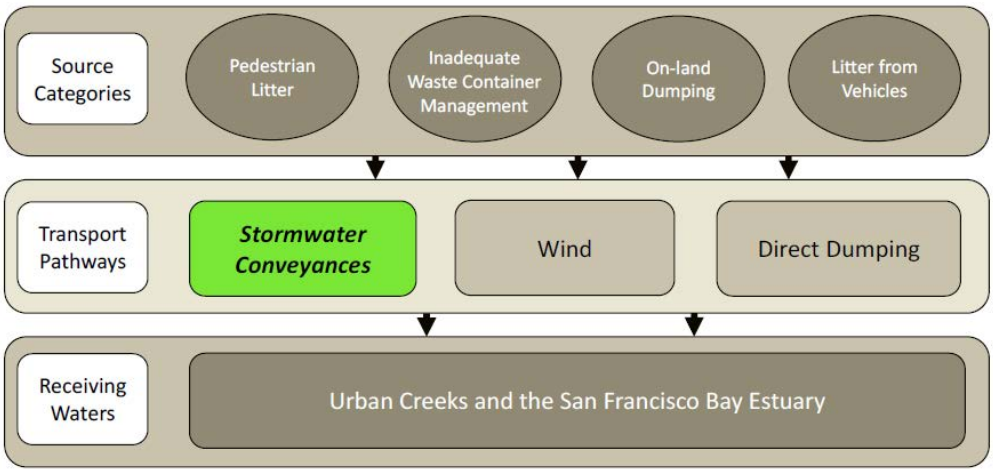


Figure 1. Trash sources and transport pathways.

The City of Concord must balance its commitment to MRP compliance with its commitment to preserving and enhancing local environmental quality and quality of life for their residents. That is, Concord seeks to reduce trash on local streets and roads, and to reduce the *total* amount of trash in creeks — in addition to fulfilling the Water Board's mandate to eliminate trash that flows through storm drains. The City will use available resources to meet this commitment not withstanding budgetary constraints that may impact the schedule for implementation of planned actions.

For these reasons, Contra Costa municipalities and the City of Concord will address trash holistically and comprehensively, integrating a variety of strategies, and use a variety of methods to assess the success of those strategies.

B. Background for this Plan

MRP Provision C.10 requires the Permittees to reduce trash loads from their storm drains by 40% by 2014, 70% by 2017, and 100% by 2022.

[1] Order R2-2009-0074, issued by the California Regional Water Quality Control Board for the San Francisco Bay Region, became effective on December 1, 2009 and applies to 76 cities, towns, counties, and flood control districts.

Provision C.10.a.ii. required each Permittee to determine a baseline trash load and a method for tracking reductions in trash loads. Working collectively through the Bay Area Stormwater Management Agencies Association (BASMAA)—and in close collaboration with Water Board staff—the Permittees developed methods, including a calculator, for tracking loads and load reductions.

The Permittees used these methods to develop Short-Term Trash Load Reduction Plans by February 1, 2012, and are implementing those plans through July 1, 2014 to achieve the 40% reduction. Progress has been documented in the Permittee's 2012 and 2013 Annual Reports.

Following their review of the Short-Term Plans, Water Board staff requested Permittees to change the methods used to evaluate trash load reductions. Working collectively through BASMAA—and again in close collaboration with Water Board staff—the Permittees developed the framework and planning tools to be used in the Permittees Long-Term Plans.

C. Framework for Long-Term Trash Management

The following 8-step framework was developed[2]:

1. Identify high, medium, and low trash generation areas, based on land use and other geographic data, local knowledge, and field verification.
2. Attempt to identify sources in high and medium trash generation areas to assist in focusing control measures.
3. Prioritize areas and problems/types.
4. Identify options (tools) for dealing with prioritized areas/problems.
5. Define success/goals and measurement type.
6. Select and implement tools.
7. Evaluate success.
8. Modify as needed.

Steps 5 and 7 of this framework acknowledge fundamental challenges presented by Provision C.10—how to define and evaluate success.

D. Identifying High-Trash Areas

To implement the first step of the framework—to identify high, medium, and low trash-generation areas—the Permittees collectively, through BASMAA, developed and calibrated a predictive model of trash generation.[3] Model variables are designated land use and 2010 median household income; the model was calibrated based on trash collected in full-trash-capture devices (BASMAA, 2012a, BASMAA, 2012b).

The Permittees applied the model as follows: The model was used to generate a preliminary map designating very high, high, moderate, and low trash generation areas. Local municipal staff reviewed the preliminary map and identified areas that had incorrect designations based on local knowledge of actual land uses and of trash generation rates (CCCWP, 2013). Specific methods used to verify local trash generation rates are documented in Section 2 below and may include queries of municipal staff or members of the public, reviews of municipal operations data, viewing areas using Google Maps and Street View, application of BASMAA's On-Land Visual Trash Assessment Protocol (BASMAA, 2013), or other methods.

[2] The framework was developed in a November 1, 2012 meeting at Water Board staff offices and was refined in subsequent meetings with Water Board staff.

[3] "Generation" is understood to be the volume of trash potentially available to be transported from the urban watershed (per acre, per year) into the storm drains in the absence of any control measures and BMPs.

E. Trash Management Strategy

Municipalities delineated Trash Management Areas (TMAs) within their jurisdictions. TMA boundaries are based on land uses, drainage areas, management areas, and/or geographic considerations, and are drawn to facilitate focused and efficient efforts to reduce trash in areas with very high, high, and medium trash generation rates. The rationale for delineating TMAs in the specific municipality, an overview of the municipality's trash management approach, and a description of activities that apply throughout the municipality (including hot spot cleanups, jurisdiction-wide policies, and jurisdiction-wide public outreach) are in Section 3.

Section 4 consists of individual summary plans for each municipal TMA. Each TMA plan describes the key TMA characteristics, summarizes control measures, and describes methods for evaluating effectiveness of efforts with in the TMA.

F. Assessing Effectiveness

Each TMA summary plan includes methods to evaluate effectiveness. As indicated in the framework, the primary purpose of these evaluations is to facilitate continuous improvement of control measures within the TMA. Continuous improvement requires TMA-specific interpretation of results, including consideration of factors that may have contributed to success, or lack of success, at that locale during the evaluation period. Evaluations of effectiveness and adjustments to the TMA summary plans will be included in each annual report.

A secondary purpose of the evaluation methods is to contribute evidence toward an annual general evaluation of progress toward MRP goals. Such an evaluation will be based on weight-of-evidence, using the results from TMA-level evaluations of the effectiveness of specific actions within the TMA, and of the total of TMA-level actions, during the reporting period. A jurisdiction-wide assessment of progress will be compiled by combining this TMA-level evidence with the results of hot spot cleanups, visual assessments of creeks and shorelines, and observations by local residents and cleanup participants. As additional outcome-based assessment methods are devised and pilot tested—regionally and statewide—information derived from these methods will be incorporated into annual progress assessments.

2. City of Concord Trash Management Overview

A. Characteristics Affecting Trash Generation and Management

Demographic data from the 2010 census is presented in Table 2-1.

Table 2-1. 2010 Census Data

Population	122,067
Under 18	22.9%
18-24	9.0%
25-44	29.4%
45-64	27.0%
65 and older	11.8%
Median household income	$55,597

Table 2-2 presents summarizes land uses within the City of Concord.

Table 2-2. 2005 Land Uses (ABAG)

Land Use Category	Jurisdictional Area (acres)	% of Jurisdictional Area
Commercial and Services	830.3	5.9%
Industrial	702.0	5.0%
Residential	8,395.3	60.0%
Retail	579.2	4.1%
K-12 Schools	470.9	3.4%
Urban Parks	306.8	2.2%
Other (Open-space, Agricultural, Vacant lots)	2712.5	19.4%
Total of Combined Land Use	14000.0	100%

During the identification of high trash areas (see section 1-D) it was discovered that trash generation was more closely associated to land use than median household income. High trash generation areas in the City were found associated with the following land uses; High Density Residential, Medium Density Residential, Commercial Mixed-use, Regional Commercial and Service Commercial (Source: City of Concord 2030 General Plan Land Use Map). These land uses are commonly found along main arterials within the City.

The main sources of trash within associated land uses have been identified as being:

1. Moving vehicles,
2. General littering,
3. Overflowing or uncovered receptacles/dumpsters,
4. Convenient stores,
5. Restaurants,
6. Dispersal of trash and recyclables before, during and after collection

B. Drainage System and Water Resources Affected by Trash

Concord's drainage system includes the following creeks and their tributaries:

- Mt. Diablo Creek,
- Pine Creek,
- Galindo Creek and
- Walnut Creek.

Tributaries of Pine and Galindo Creeks both drain to Walnut Creek and pass through 11 of the 20 identified TMAs within the plan. Hot Spot assessments performed since 2010 in 8 specific locations along Galindo, Mt Diablo and tributaries of Walnut Creek indicate that localized littering and wind blown trash affect these watersheds. Average volumes of trash collected during assessments range from one to two 55-gallon trash bags. Trash collected during these assessments characterizes the majority of trash to be plastic products and plastic bottles.

C. Trash Problems and Priorities

Trash Problems

Illegal Dumping is a significant trash problem in Concord. 191 records of illegal dumping were recorded in 2012-2013. The City has a dedicated team to respond to illegal dumping in addition to a contract with a private hauler to remove trash. Volumes of trash are not collected for a number of reasons. The main reason being that large items like household furniture are common items dumped and cannot be easily converted into a volume by gallon measurement.

General Littering is one of the major sources of trash generation in all of Concords high trash areas and specifically in TMAs 1-5, 9, 10, 13, 15 and 18. General littering is a significant problem that always has been an issue from a source control perspective. Human behavioral changes are some of the toughest actions to implement with regards to planning a successful strategy for trash reduction. The City has and continues to provide outreach to the public through CCCWP countywide efforts as well as through citywide efforts to raise the public's awareness of the harmful effects of littering and trash on our environment.

Wind Blown Trash is another significant consideration for trash transportation into natural and channelized creeks within Concord's boundaries. During the refinement process of the Trash Generation Map, staff observed locations along both natural and channelized creeks where trash was blown into to and stuck on right-of-way and boundary fencing. This indicated that trash had traveled from another generation source and had been intercepted by the fencing prior to being mobilized.

Moving Vehicles on arterial roads. Concord's main arterial roads within TMAs are: Monument Blvd., Clayton Rd., Willow Pass Rd. and Concord Ave. The high flows of traffic on these arterials present a trash problem as staff has observed general littering from vehicles during the Visual On-land Assessment process of this plan in these areas. Average Daily Traffic Volumes for these arterial roads are as follows:

1. Monument Blvd. 33,180 – 37,394 Range Medium/High - High
2. Clayton Rd. 26,616 – 42,015 Range Medium/High - High
3. Willow Pass Rd. 17,790 – 38,795 Range Medium - High
4. Concord Ave. 34,150 – 46,731 Range Medium/High - High

CalTrans jurisdiction. Interstate-680, CA Hwy 242 & CA Hwy 4 are all Very High Trash Generators. TMAs 1, 2, 5, 7, 10, 11, 12, 16 and 18 all are affected by trash generated along CalTrans Right-of-way and blowing into these TMAs. Coordination with CalTrans on a planning and strategy/action level is one of the actions proposed in this plan.

Priorities

In May of 2013, the City began an intensive process of refining the Trash Generation Maps and creating the framework for the TMAs. During the Visual On-land Trash Assessment Protocol for Stormwater (BASMAA 2013a.) staff used; Google Earth™ street view, personal knowledge of the City and did field explorations and videography to create a map that characterizes trash generation rates in Concord. The framework for creation of the TMAs used assistance and input from other municipalities of similar size and demographic. The resulting work product is a hybridized map addressing Concord's very high to low trash generation areas (see section 3 A).

The Trash Generation Map refinement process included the following steps:

- Step 1 – City staff identified areas with a potentially incorrect trash generation category.
- Step 2 – City staff performed a verification process using multiple metrics (i.e. on land visual assessment, Google Earth™, municipal staff knowledge and a review of City municipal operations data)
- Step 3 – Master Tracking Sheet Database created to track generation rate categories and trash sources found during completion of steps 1 & 2.
- Step 4 – Submittal of revised trash maps and tracking worksheet to assist in the creation of the final trash generation map that has been submitted with this report.
- Step 5 - Master Tracking Sheet Database created to identify primary and secondary TMAs and current/planned trash control measures

Table 2-3 summarizes trash generation by land use:

Table 2-3. Trash Generation Category by Land Use

Trash Generation Category	Jurisdictional Area (Acres)	Commercial and Services	Industrial	Residential	Retail	K-12 Schools	Urban Parks	Other
Very High	71.6	0%	0%	0%	100%	O%	0%	0%
High/ Very High	0	0%	0%	0%	0%	0%	0%	0%
High	565.7	1.3%	1.4%	12.1%	45.4 %	O%	0%	39.8 %
Medium/ High	112.4	11.3%	0%	3.5%	81.8 %	0%	2.4%	1%
Medium	2402.9	22.5%	28.0%	15.6%	6.4%	18.7%	8.6%	0.1%
Low/ Medium	12.4	0%	0%	98.2%	1.5%	0%	0%	0.2%
Low	10,831.9	2.5%	0.2%	73.3%	0%	0.2%	0.9%	22.9 %

3. City of Concord Trash Management Strategy

The following trash management strategy is designed to attain a 70% trash load reduction by July 1, 2017 and a 100% reduction by July 1, 2022. The strategy may be updated and revised in response to changing conditions, including the amounts and location of trash generation, effectiveness of reduction actions, and available resources. Updates will be documented in Annual Reports.

The City's trash management plan is a three-phase adaptive management strategy that plans to address all of the delineated TMA's by 2022. The plan addresses the highest trash generation areas by acreage and generation rate first and creates the framework for using lessons learned over time through the evaluation process to have greater success in phases two and three. Strategies for trash reduction as part of this plan include but are not limited to:

1. Full capture devices. Devices have been installed in TMAs 1, 2 3 and 5.
2. Enhanced On-land Cleanup - Adopt a Street Program. As an increased effort the City will plan to grow the Adopt a Street Program that has current participation from 12 group/businesses and covers numerous segments of road with trash removal performed monthly.
3. Enhanced On-land Cleanup - Neighborhood Cleanup Program. The City will plan to enhance this program by increasing the number of neighborhoods involved and benefitting from this action.

Phasing Strategy

Phase 1 – TMA's 1- 5; Implementation Schedule is 2014 – 2017.

Phase 2 – TMA's 6 – 12; Implementation Schedule is 2014 – 2019.

Phase 3 – TMA's 13 – 20; Implementation Schedule is 2014 – 2022.

The City of Concord has already implemented a number of actions to help the City reach the 70% reduction by July 2017 and 100% goal by July 2022. Section 4 of this plan shows actions already implemented and actions being planned to meet these goals. One of the actions already implemented are the C.3 compliant stormwater treatment facilities that capture trash. These facilities will be added to the maps and the delineations for the treatment areas shown. Additions to the maps will be included in future submissions of the Long-term Plan as well as the Annual report.

One of the goals of this plan for the City is to find effective assessments to gauge effectiveness of actions taken. Actions found to be successful will be used in phases two and three as proposed.

A. Delineation of Trash Management Areas

The Trash Management Areas created in Concord used a hybridized approach. This approach created TMAs delineated by either; geographically connected high trash corridors along major arterial roadways or individual areas with the same land use and similar trash generation rates. The results of this approach helped to create a map that gives a an accurate characterization of the high trash areas as either being part of a high trash corridor or being isolated and unique to specific locations based on land use or type.

Staff tasked with the creation of the TMA map for the City, used personal knowledge of the City, extensive use of Google Earth™ street view and did field verification using a dash mounted video camera to record current conditions in a number of locations including the high trash corridors (TMAs 1-5).

Refer to Section 2 for more on the trash generation verification process.

Table 3-1. Trash Generation Category by Trash Management Area

TMA	Jurisdictional Area (Acres)	Trash Generation Category					
		Very High	High	Medium/High	Medium	Low/ Medium	Low
TMA 1	209.5	1.0%	28.7%	15.1%	48.5%	5.9%	0.8%
TMA 2	173.5	23.8%	29.4%	0%	45.1%	0%	1.6%
TMA 3	387.9	0.4%	40.4%	0%	57.2%	0%	2.0%
TMA 4	344.3	0%	58.3%	0%	41.0%	0%	0.7%
TMA 5	543.1	0%	3.5%	2.2%	85.3%	0%	9.1%
TMA 6	53.7	0%	2.5%	0%	90.0%	0%	7.4%
TMA 7	478.1	0%	3.4%	0%	77.5%	0%	19.1%
TMA 8	85.4	0%	3.9%	0%	96.1%	0%	0%
TMA 9	8.0	0%	83.3%	0%	16.7%	0%	0%
TMA 10	80.3	0%	12.6%	85.9%	1.4%	0%	0%
TMA 11	8.7	0%	98.5%	0%	1.5%	0%	0%
TMA 12	129.8	0.3%	4.6%	0%	90.1%	0%	4.9%
TMA 13	75.0	0%	0%	0%	100%	0%	0%
TMA 14	378.5	0%	1.7%	0%	98.3%	0%	0%
TMA 15	19.7	100%	0%	0%	0%	0%	0%
TMA 16	213.8	0%	0%	0%	100%	0%	0%
TMA 17	95.8	0%	0%	0%	94.9%	0%	5.1%
TMA 18	32.8	20%	57.5%	0%	22.5%	0%	0%
TMA 19	17.7	0%	4.7%	0%	95.3%	0%	0%
TMA 20	10,661.3	0%	0%	0%	0%	0%	100%

TMA Delineation descriptions for LTP – Section 3.0 of the LTP

TMA – 1

TMA 1 consists of the downtown area properties and some surrounding residential parcels. The extent of this Primary TMA extends down East St. to State Hwy 242. TMA 1 includes Mt. Diablo High School. TMA 1 was delineated based on the downtown pedestrian zoning area, the concentration of full capture devices and the influence of the high school as a trash generator on the area.

Land use designations: Parks & Recreation, Downtown Pedestrian, Downtown Mixed, North Todos Santos and Public/Quasi-Public (Mt. Diablo H.S.)

Full Trash Capture – TMA 1 has 101 Full Trash Capture Devices treating 96.8 acres.

TMA – 2

TMA 2 consists of business commercial and retail parcels bound by Clayton Rd., Market Street, and Concord Ave into Galindo St. An area that has Full Trash Capture devices throughout the entire TMA delineates TMA 2. One of the major trash generation areas within TMA 2 is the Park and Shop retail center. TMA 2 has boundaries that reflect the geographic influence of high and very high trash generation rates within this area. The main arterial streets that create the perimeter of TMA2 are all high trash generation streets.

Land use designations: Downtown Mixed Use, High Density Residential, Regional Commercial, and Service Commercial

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Chuck E. Cheese – 1611 Willow Pass Rd.

Full Trash Capture – TMA 2 has 98 Full Trash Capture Devices treating 169.6 acres.

TMA – 3

TMA 3 is the Monument Blvd. corridor. Monument Blvd. has been identified as a high trash generation arterial that has a diverse set of influences that generate trash. This TMA not only includes Monument Blvd. but also includes the parcels that have medium and high trash generation rates that seem consistent with the concentration of trash generation being focused on Monument Blvd. TMA 3 consists of business, commercial, retail and medium density parcels with some residential parcels

Land use designations: High Density Residential, Medium Density Residential, Commercial Mixed-Use, Regional Commercial, Service Commercial, Downtown Mixed-Use and Parks & Recreation

Full Trash Capture – TMA 3 has 26 Full Trash Capture Devices treating 42.12 acres.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcels:

1. 7-Eleven - 1096 Oak Grove Rd.
2. Auto Zone – 2051 Monument Blvd.
3. Costco – 2400 Monument Blvd.
4. Walgreens – 1990 Monument Blvd.

TMA – 4

TMA 4 consists of the corridor of Clayton Rd from the edge of TMA 1 and 6 to the Town of Clayton. TMA 4 is delineated like TMA 3 using the Clayton Rd. as the basis for the TMA. The trash generation influences on this TMA are not as diverse as the influences on Monument Blvd. This TMA consists of Business, commercial medium density and residential parcels along the Clayton Rd.

Trash sources: Neighborhood Commercial shopping centers, Mixed Use, General Littering, Moving Cars, Convenience Stores, Restaurants and Bus Stops.

Land use designations: Medium Density, Community Office, Commercial Mixed-Use, Public/Quasi-Public and Neighborhood Commercial

Full Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcels:

1. Arco/AM-PM – 5101 Clayton Rd.
2. McDonalds – 4550 Clayton Rd.
3. St. Bonaventure Church – 5562 Clayton Rd.

TMA – 5

TMA 5 consists of commercial, business and retail parcels west of State Highway 242 to the boundary at Interstate Hwy 680. TMA 5 has Full Trash Capture in a predominately medium trash generation arterial. TMA 5 has one high trash generation arterial running through it (Willow Pass Rd.).

Trash sources: Commercial shopping centers, Mixed Use, General Littering, Moving Cars, Convenience Stores, Restaurants and Bus Stops.

Land use designations: Service Commercial, Downtown Mixed-Use, and West Concord Mixed-Use

Full Trash Capture – TMA 5 has 42 Full Trash Capture Devices treating 29.69 acres.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Lazy Dog Restaurant – 1690 Diamond Blvd.

TMA – 6

TMA 6 consists primarily of residential parcels that are part of the buffer area between TMA 20 and the downtown area labeled as TMA 1. TMA 6 includes Olympic High School in this TMA as it influences trash generation in this transition area. This area is a medium trash generator primarily because of the trash issue on Concord Blvd. and Euclid Ave.

Land use designation: Low Density Residential, Medium Density Residential, Commercial Mixed-Use, and Public/Quasi-Public (Olympic High School)

TMA – 7

TMA 7 consists of light industrial and commercial parcels north of State Hwy 4. This is a mixed area with trash generation rates from low through high due to the proximity to the Caltrans right-of-way along Hwy 4. TMA 7 was delineated due to its isolated location north of State Highway 4.

Land use designation: Regional Commercial, Public/Quasi-Public (County Connection/CCTA), and Business Park

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcels:

1. Lowes – 1935 Arnold Industrial Way
2. Ashby Lumber – 2151 Arnold Industrial Way
3. DLR – Arnold Industrial Way and Industrial Way.

TMA – 8

TMA 8 consists of Light Industrial, Industrial, and Commercial parcels off of Detroit Ave that include the parcels on Shary Circle and Whitman Rd. This area was delineated primarily because of its land use and the businesses that make up the majority of this TMA. There is a high trash area abutting the flood channel on Whitman Rd.

Land use designation: Business Park and Industrial Mixed-Use

TMA – 9

TMA 9 consists of the business and commercial parcels at the intersection of Landana and Concord Blvd. This TMA is specific to this shopping center at this location.

Land use designation: Neighborhood Commercial and Medium Density

TMA – 10

TMA 10 consists of the Sun Valley Mall shopping center parcel and the parcels along Contra Costa Blvd. that abut the City of Pleasant Hill. This TMA was delineated due to the unique setting of the Sun Valley Mall.

Land use designation: Regional Commercial and Neighborhood Commercial.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Lucille's BBQ – 486 Sun Valley Mall

TMA – 11

The main focus of this TMA is the Olivera Crossing shopping center at the intersection of Port Chigo Hwy and Olivera Rd.

Land use designation: Neighborhood Commercial and Medium Density Residential

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Burger King – 3399 Pt. Chicago Hwy.

TMA – 12

TMA 12 consists of commercial parcels that abut the Solano drive in. While these parcels are predominately low generation, there is enough of a concern of wind blown trash to focus on this area as being a medium generation area.

Land use designation: Medium Density Residential and Business Park

TMA – 13

TMA 13 consists solely of the Sleep Train Pavilion.

Land use designation: Open Space (Pavilion)

TMA – 14

TMA 14 consists of the Public schools within the Cities jurisdiction.

Land use designation: Public/Quasi-Public (This includes all of the known public schools except Mt. Diablo and Olympic High Schools.

TMA – 15

TMA 15 is the Solano Drive-in parcel. This parcel is the home of the drive-in movie theater and the Solano flea market every Saturday and Sunday. This is a very high generation area on private property.

Land use designation: Regional Commercial

TMA – 16

TMA 16 includes all City owned and maintained parks at the time of the submittal of the map. Any additional parks that may be discovered through this process will be added to the TMA.

Land use designation: Parks & Recreation

TMA – 17

TMA 17 consists of primarily medium to high-density parcels between Sunshine Dr., Detroit Ave and east to Ashbury at Amador Dr. This area has been collectively rated as medium trash generation though much of it is low with only spots ground-truthed as medium. This TMA is between two of the highest rated trash generation areas in the City. It is possible that much of the trash generation in areas 2 and 3 may be coming from behavior of residents in this TMA.

Land use designation: High Density Residential and Downtown Mixed-Use

TMA – 18

TMA 18 consists of medium and high generation individual parcels that are all primarily small markets and one isolated Medium Density Residential area. The isolated locations make it a challenge to prioritize these within the phase of the plan. The City will use lessons learned from implementation of actions within TMA 1-12 to plan for appropriate and effective actions at all of these locations at the same time.

Land use designation: Neighborhood Commercial and Medium Density Residential

TMA – 19

TMA 19 consists of the parcels along San Miguel Dr. that parallel the BART tracks at the BART maintenance facility in Concord. A medium generation rate was assigned to this TMA during the visual assessment based on a small amount of trash seen stuck in the fencing along BART's property. Through the course of the LTP, the City plans to take lessons learned and apply there to a TMA such as this.

Land use designation: Business Park

Trash Capture from installed stormwater treatment systems –

1. Sendera Hill - HOA at the end of Systron Lane

TMA – 20

TMA 20 consists of all of the Low Trash Generation areas within the cities jurisdiction.

Land use designation: Low Density, Medium Density, Public/Quasi-Public, Open Space, CRP Neighborhood and Village district, CRP Non-residential Development Districts, CRP Open Space and CRP TOD Districts

Trash Capture from installed stormwater treatment systems –

1. Silver Leaf – HOA Silverleaf Lane
2. PG&E Distribution Center, 1030 Detroit Ave.

B. Area-Specific Control Measures, Implementation Schedules, and Effectiveness Assessment

Long-Term Trash Reduction Plans for each Trash Management Area, including control measures, detailed implementation plans, and methods of assessing the effectiveness of control measures are in Section 4.

C. Creek and Shoreline Cleanups

Table 3-2. Creek and Shoreline Cleanups

Location	Description	Cleanup Frequency			
		Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Location 1	Galindo Creek 1 - Hot Spot		**Annual**	**TBD**	**TBD**
Location 2	Galindo Creek 2 - Hot Spot		**Annual**	**TBD**	**TBD**
Location 3	Galindo Creek 3 - Hot Spot		**Annual**	**TBD**	**TBD**
Location 4	Mt. Diablo Creek 1 - Hot Spot		**Annual**	**TBD**	**TBD**
Location 5	Mt. Diablo Creek 2 - Hot Spot		**Annual**	**TBD**	**TBD**
Location 6	Clayton Valley Drain - Hot Spot		**Annual**	**TBD**	**TBD**
Location 7	Galindo Creek 4 – Hot Spot		**Annual**	**TBD**	**TBD**
Location 8	Galindo Creek 5 – Hot Spot		**Annual**	**TBD**	**TBD**

D. Trash Reduction Programs

Trash Reduction Programs

The City has had a long-standing policy of removing illegally dumped trash and large debris. In addition to using staff to respond to illegal dumping, the City also contracts with a private company to assist in the pick-up and removal of non-hazardous materials. On an average year 200 hours are spent picking up debris that could otherwise get into transport pathways and reach receiving waters.

E. Public Education, Outreach, and Community Involvement

Public Education

Through the CCCWP, the Permittees conducted a "Litter Travels, But It Can Stop with You" multi-year campaign beginning in FY 2009-2010. The multi-media campaign was designed to educate Contra Costa's citizens about the impacts of trash and litter in the County's waterways and how they can help address this problem and included TV spots, billboards, posters at BART stations, placards on transit buses, print ads and updates to the CCCWP website. Other outreach included more than 10,000 letters to County residents, contact with youth sports leagues, outreach to the 17 school districts in the County, and distribution of flyers to students in 5 of those districts. Pre and post-campaign surveys were conducted.

In addition to the CCCWP region-wide campaign, the City has 25 pole-mounted anti littering themed banners on streetlights. The banners can be found in TMAs 1, 2, 4 and 5.

Community Involvement

Through the CCCWP, Permittees also support the work of the California Product Stewardship Council (CPSC) and the Green Business Program. Both of these organizations address trash through source reduction and waste management. CPSC's mission is to promote Extended Producer Responsibility (EPR), which is based upon shifting California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability. The CPSC's position is that the producers should have the primary responsibility to establish, fund, and manage end of life systems for their products. CPSC has advocated for EPR

legislation affecting a wide-range of products including pharmaceuticals, batteries, paint, sharps, and mattresses.

The Green Business Program, of which CCCWP is the largest contributing Partner in Contra Costa County, is designed to publicly recognize private businesses and public agencies that take extra steps, beyond baseline compliance with environmental regulations, to prevent pollution and save resources (e.g., conserve water and energy, reduce waste through reuse and recycling, prevent stormwater pollution through good housekeeping practices, etc.). To date, 530 businesses have been certified as Green Businesses in Contra Costa County. Currently, 334 businesses are certified including a large number of auto repair shops, landscapers, waste haulers, printers, grocery and hardware stores, solar panel installers, and home remodelers. Numerous public agencies have also been certified. Municipal stormwater and POTW inspectors assist the Green Business program by encouraging potential Green Business candidates. CCCWP staff serves on the Green Business Program's "Partners Committee" and actively engages in development of the Green Business checklist (i.e., the stormwater pollution prevention section that each business needs to complete before becoming certified as a green business). Some of the more relevant actions that businesses have undertaken to become certified or recertified that also reduce trash loads include the following: commit to reduce waste in a minimum of five ways, maintain parking areas free of litter, keep dumpsters covered when not in use, ensure tarps for covering loads are in good condition and used correctly, and purchase a minimum of three recycled-content products.

To address trash from illegal dumping, the CCCWP operates a 1-800-No-Dumping hotline. The hotline is used by both businesses and the public to report potentially illegal dumping activities. All hotline calls are referred to the appropriate municipality for follow-up and, if necessary, enforcement. Calls have been logged since FY 2004-2005. Calls to the hotline are combined with calls that come directly to municipalities and Contra Costa County Hazardous Materials (Hazmat) Division and are tracked and documented annually in the municipal annual reports.

The CCCWP will continue to identify new partners and areas of outreach for source reduction and measures to reduce trash in the environment. CCCWP is currently in contact with California Department of Transportation (Office of Stormwater Program Development) and hopes to identify trash load reduction projects in Contras Costa County that would be financially and strategically feasible for all involved parties. CCCWP has also made contact with the California Highway Patrol, Contra Costa County Solid Waste Authority, and a number of transfer stations to potentially develop additional outreach materials to reduce litter from uncovered loads.

The City coordinates and sponsors community involvement efforts targeted at trash removal in parks and neighborhoods. Community clean ups were conducted in TMAs 4 and 6-18 in fiscal year 2012-13. The City is planning through this long-term plan to coordinate and sponsor activities like this and others in TMAs 1,2,3 and 5.

F. Jurisdiction-wide Progress Assessment and Continuous Improvement

As indicated in the framework, the primary purpose of these evaluations is to facilitate continuous improvement of control measures within the TMA. Continuous improvement requires TMA-specific interpretation of results, including consideration of factors that may have contributed to success, or lack of success, at that locale during the evaluation period. Evaluations of effectiveness and adjustments to the TMA summary plans will be included in each annual report.

A secondary purpose of the evaluation methods is to contribute evidence toward an annual general evaluation of progress toward MRP goals. Such an evaluation will be based on weight-of-evidence, using the results from TMA-level evaluations of the effectiveness of specific actions within the TMA, and of

the total of TMA-level actions, during the reporting period. A jurisdiction-wide assessment of progress will be compiled by combining this TMA-level evidence with the results of hot spot cleanups, visual assessments of creeks, and observations by local residents and cleanup participants. As additional outcome-based assessment methods are devised and pilot tested—regionally and statewide—information derived from these methods will be incorporated into annual progress assessments.

Specific assessment plans for trash reduction actions in the City of Concord are the following:

Street Sweeping- The City will be creating tracking sheets for staff to use to assess general volumes of trash collected, estimated percentage of organics to trash and typical trash found with the collection of debris (plastic bags, plastic bottles, paper trash and other). The tracking sheets will be assigned to either high trash corridors such as Monument Blvd. or Clayton Rd., or to an area defined by acreage. A trash generation assessment will be performed prior to and after sweeping has been completed to evaluate effectiveness. Data from the tracking sheets will be compiled and made available in Annual Reports. One area will be selected annually to perform an assessment on.

Inlet Cleaning- The City will be creating tracking sheets for staff to use when performing assessments of specific inlets. The following information will be collected: general volumes of trash collected, estimated percentage of organics to trash and typical trash found with the collection of debris (plastic bags, plastic bottles, paper trash and other). The plan is to select inlet without trash capture devices within high trash corridors to gather data in volumes of debris and percentage of trash to organics collected. When possible a photograph will be used in addition to the data sheet. One area will be selected annually to perform an assessment on.

Full Trash Capture Devices- The City plans to select specific areas where full trash capture devices are installed and annually record volumes and characterize trash removed into categories (plastic bags, plastic bottles, paper trash and other). The areas selected will be delineated by land-use or acreage. One area will be selected annually to perform an assessment on.

On-land Trash Cleanups-The primary method for determining the effectiveness of on-land trash cleanup strategies implemented within a trash management area will be the use of the BASMAA On-Land Visual Trash Assessment Protocol (BASMAA, 2013). This method will be used on a limited basis to verify that specific on-the-ground trash reduction strategies are effective and to measure the trash load rate subsequent to the implementation of the trash reduction strategy to determine the treatment interval needed to achieve the desired level of trash within the area. In most cases the desired level will be "no visual impact" or green on the trash load maps. But for more trash challenged TMAs, the initial goal will be to reduce the trash load to "medium" or yellow on the trash load maps. Once a TMA has reduced the trash generation load to medium, the City will explore what additional trash reduction strategies will be required to achieve "no visual impact."

On-land trash cleanups will be assessed prior to the scheduled date. A photograph or photographs will be taken to help to characterize the volumes and types of trash to be collected. Staff and volunteers will use data sheets created by the City during the on-land cleanups to track volumes and types of trash (plastic bags, plastic bottles, paper trash and other). After the on-land cleanup is completed the area will be re-photographed to show the area is free of visual impacts of trash. The assessment will include monitoring of the area to see how long it takes for the generation rate to return to it's previously assessed generation rate. This assessment strategy will be used in the Adopt-a-Street program as well.

Improved Trash Bin/Container Management – For the areas where increased service or additional receptacles are planned within the high trash corridors of TMAs 1-5, the assessments for this measure will include documentation of service enhancements negotiated with Concord Disposal Service. Concord

Disposal Service handles trash collection at these receptacles and at this juncture, getting volumetric and trash characterization from receptacles serviced is not possible. For all of the areas where improved trash bin service will be proposed to the Mt. Diablo School District, the assessment strategy will have to be devised and implemented as these negotiations develop.

4. Trash Management Area Plans

A. TMA-Specific Plans

TMA-specific plans for the 20 areas are attached.

5. References

BASMAA 2012a. Bay Area Stormwater Management Agencies Association. Trash Generation Rates for San Francisco Bay Area MS4s (Draft Final). Presentation to the BASMAA Trash Committee, August 2012. Prepared by EOA, Inc.

BASMAA 2012b. Baseline Trash Generation Rates, Preliminary Calibration of Modeled Results, Presentation to BASMAA Trash Committee, September, 2012. Prepared by EOA, Inc.

BASMAA 2013a. Visual On-Land Trash Assessment Protocol for Stormwater, Version 1.0 (Draft). April 30, 2013. Prepared by EOA, Inc.

CCCWP, 2013. Contra Costa Clean Water Program. Long-Term Trash Load Reduction Plan Development—Trash Generation Map Refinements. Technical Memorandum, May 20, 2013. Prepared by EOA, Inc.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
1

TMA 1 consists of the downtown area properties and some surrounding residential parcels. The extent of this Primary TMA extends down East St. to State Hwy 242. TMA 1 includes Mt. Diablo High School (TMA 1A). TMA 1 was delineated based on the downtown pedestrian zoning area, the concentration of full capture devices and the influence of the high school as a trash generator on the area. There are no creeks or open channels that run through TMA 1. TMA 1 drains to Pine Creek.

Trash sources: BART Transit Center, General Littering, Moving Cars, Convenience Stores, Restaurants, Bus Stops and CalTrans State Highway 242.

Major arterial roads include: Clayton Road and Willow Pass Road.

Land use designations: Parks & Recreation, Downtown Pedestrian, Downtown Mixed, North Todos Santos and Public/Quasi-Public (Mt. Diablo H.S.)

Full Trash Capture – TMA 1 has 101 Full Trash Capture Devices treating 96.8 acres.

Key Characteristics of Trash Management Area 1

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
209.5	1.0	28.7	63.6	6.7	Downtown Mixed, Downtown Pedestrian	Pedestrian/vehicle-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 1

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Full Capture Treatment Devices	101 REM Triton Full Capture Devices are installed in TMA 1		X	X	X
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 1 (twice monthly) and has found this is adequate for this measure.	X	X	X	X
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 1. With an active downtown business district, the City will plan to collaborate with volunteer groups and local businesses to organize On-land Cleanups. The City also benefits from volunteers that clean Todo Santos Park in the heart of TMA1. The City also has the Adopt-a-street program implemented in TMA 1. Current streets adopted include: Clayton Rd. and Market St.	X	X	X	X
Improved Trash Bins/Container	Measures implemented in Provision C.3 for new development require improved bin and container management. The City is also planning to increase trash		X	X	X

Management	removal at select hot spot trash receptacles to evaluate effectiveness of increased service.				
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 1 is inspected and maintained annually, as reported in the Annual Report.	**X**	**X**	**X**	**X**
Other	The City plans to work with co-permitees in Contra Costa to hold meeting with CalTrans representatives to address wind blown trash coming from the CalTrans Right-of-way into Concords TMAs.			**X**	**X**
Other	The City will plan to meet with co-permitees and Contra Costa Transportation Authority (CCTA) representatives to discuss strategies available at and around CCTA bus stops and transit centers to reduce trash.			**X**	**X**

The strategy for TMA 1 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include: Street Sweeping, Enhanced Inlet Maintenance and On-land Cleanups. New and enhanced actions include: 101 Full Capture Devices, Enhanced On-land Cleanups (Adopt-a-street) and Improved Trash Container Management.

Evaluation of Program Effectiveness for Trash Management Area 1

Control Measure	Evaluation Method	Evaluation Method Details
Full Capture Treatment Device	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container Management	Document Service Enhancement	The City will document the service enhancements negotiated with the City's solid waste management company. Known Hot Spots where trash generation issues have been identified may be used to do an assessment to evaluate the effects of additional receptacles or enhanced service to existing receptacles.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
1A

TMA 1A consists exclusively of the Mt. Diablo High School parcel that is inside TMA 1. TMA 1A was created to acknowledge the challenges the City may encounter when trying to implement actions to reduce trash in this TMA.

Trash sources: General Litter, Moving Cars, Parked Cars and Bus Stops.

Land Use designation: Public/Quasi-Public.

Key Characteristics of Trash Management Area 1A

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
125	0	0	100	0	Public/Quasi-Public	Pedestrian-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 1A

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Volunteer On-land Cleanups will be the primary trash reduction action planned for this TMA.	X	X	X	X
Other Control Measures	In collaboration with other municipalities that have schools in the Mt. Diablo school district, The City of Concord will plan to meet with the district to work together to reduce trash at the source – on campus. Motivation for the district being that the school is under the Phase II Stormwater Permit and can expect to see trash reduction provisions in coming permits.			X	X
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 1 is inspected and maintained annually, as reported in the Annual Report.	X	X	X	X
Improved Trash Bins/Container Management	Addition receptacles and better receptacle management will be proposed to the District.			X	X

The strategy for TMA 1A will be to meet with representatives from Mt. Diablo Unified School District and develop a work plan to actively involve the student body in reducing littering at the source and collecting trash on campus and it's surrounding area to reduce the halo effect of trash getting into the City's jurisdiction.

Evaluation of Program Effectiveness for Trash Management Area 1A		
Control Measure	**Evaluation Method**	**Evaluation Method Details**
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Other Control Measures	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Improved Trash Bins/Container Management	Document Volumes Collected	The City will request that the District provide data from enhanced services.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
2

TMA 2 consists of business commercial and retail parcels bound by Clayton Rd., Market Street, and Concord Ave into Galindo St. An area that has Full Trash Capture devices throughout the entire TMA delineates TMA 2. One of the major trash generation areas within TMA 2 is the Park and Shop retail center. TMA 2 has boundaries that reflect the geographic influence of high and very high trash generation rates within this area. The main arterial streets that create the perimeter of TMA2 are all high trash generation streets. There is a small-channelized section of Pine Creek that passes through the southwestern corner of TMA 2. TMA 2 drains to Pine Creek.

Trash sources: Park and Shop Retail Center, General Littering, Moving Cars, Convenience Stores, Restaurants and Bus Stops.

Land Use designations: Downtown Mixed Use, High Density Residential, Regional Commercial, and Service Commercial.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Chuck E. Cheese – 1611 Willow Pass Rd.

Full Trash Capture – TMA 2 has 98 Full Trash Capture Devices treating 169.6 acres.

Key Characteristics of Trash Management Area 2

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
173.5	23.8	29.4	45.1	1.6	Downtown Mixed, Regional and Neighborhood Commercial	Pedestrian/vehicle-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 2

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Full Capture Treatment Devices	98 REM Triton Full Capture Devices are installed in TMA 2. Trash capture is part of the stormwater treatment devices installed at Chuck E. Cheese restaurant.		X	X	X
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 2 (twice monthly) and has found this is adequate for this measure.	X	X	X	X
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 2. The City will plan to meet with the owners of the Park and Shop complex to discuss increased efforts for trash pick-			X	X

	up and other possible solutions. The City also implements the Adopt-a-street program in TMA 2. Streets adopted include: Concord Ave., Clayton Rd. and Meadow Lane.				
Improved Trash Bins/Container Management	Measures implemented in Provision C.3 for new development require improved bin and container management. This action has been implemented at the Chuck E. Cheese restaurant in this TMA.		x	x	x
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 2 is inspected and maintained annually, as reported in the Annual Report.	x	x	x	x
Other	The City plans to work with co-permitees in Contra Costa to meet with CalTrans representatives to address wind blown trash coming from the CalTrans Right-of-way into Concords TMAs.			x	x
Other	The City will plan to meet with co-permitees and Contra Costa Transportation Authority (CCTA) representatives to discuss strategies available at and around CCTA bus stops and transit centers to reduce trash.			x	x

The strategy for TMA 2 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include: Street Sweeping, Enhanced Inlet Maintenance and On-land Cleanups. New and enhanced actions include: 98 Full capture devices, Enhanced On-land cleanups (Adopt-a-street) and Improved Trash Container Management.

Evaluation of Program Effectiveness for Trash Management Area 2

Control Measure	Evaluation Method	Evaluation Method Details
Full Capture Treatment Devices	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container Management	Document Service Enhancement	The City will document the service enhancements negotiated with the City's solid waste management company. Known Hot Spots where trash generation issues have been identified may be used to do an assessment to evaluate the effects of additional receptacles or enhanced service to existing receptacles.
Enhanced Storm Drain Inlet	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be

Maintenance		characterized as: paper, plastic bags, plastic bottles and other.

TRASH MANAGEMENT AREA
3

TMA 3 is the Monument Blvd. corridor. Monument Blvd. has been identified as a high trash generation arterial that has a diverse set of influences that generate trash. This TMA not only includes Monument Blvd. but also includes the parcels that have medium and high trash generation rates that seem consistent with the concentration of trash generation being focused on Monument Blvd. TMA 3 consists of business, commercial, retail and medium density parcels with some residential parcels. TMA 3 includes Cambridge School (TMA 3B). TMA 3 has both Pine and Galindo Creeks passing through as channelized flood control channels. TMA 3 drains to Walnut Creek, Pine Creek and Galindo Creek.

Trash sources: Service and Regional Commercial shopping centers, Downtown Mixed Use, General Littering, Moving Cars, Convenience Stores, Restaurants and Bus Stops.

Land Use designations: High Density Residential, Medium Density Residential, Commercial Mixed-Use, Regional Commercial, Service Commercial, Downtown Mixed-Use and Parks & Recreation.

Full Trash Capture – TMA 3 has 26 Full Trash Capture Devices treating 42.12 acres.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcels:

1. 7-Eleven – 1096 Oak Grove Rd.
2. Auto Zone – 2051 Monument Blvd.
3. Costco – 2400 Monument Blvd.
4. Walgreens – 1990 Monument Blvd.

Key Characteristics of Trash Management Area 3

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
387.9	0.4	40.4	57.2	2.0	High and Medium Density Residential, Regional and Neighborhood Commercial	Pedestrian/vehicle-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 3

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Full Capture Treatment Devices	26 REM Triton Full Capture Devices are installed in TMA 3. Trash capture is also included in the LID design at the four projects listed in the TMA description above.		X	X	X
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 3 (twice monthly) and has found this is	X	X	X	X

	adequate for this measure.				
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 3. The City will plan to review the Adopt a Street and Neighborhood Clean Up programs to see if enhanced services can be brought into this TMA. Current Adopt-a-street locations include: Galindo St., Detroit Ave., and two segments on Monument Blvd.	**X**	**X**	**X**	**X**
Improved Trash Bins/Container Management	Measures implemented in Provision C.3 for new development require improved bin and container management. This action has been implemented at the four locations listed in the TMA description. Additionally the City will review the trash collection at receptacles and see if increased service to specific high volume trash containers is possible. Additional trash receptacles for this TMA will be considered as well.		**X**	**X**	**X**
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 3 is inspected and maintained annually as reported on in the Annual Report.	**X**	**X**	**X**	**X**
Other	The City will plan to meet with co-permitees and Contra Costa Transportation Authority (CCTA) representatives to discuss strategies available at and around CCTA bus stops and transit centers to reduce trash.			**X**	**X**

The strategy for TMA 3 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include, Street Sweeping, Enhanced Inlet Maintenance and On-land cleanups. New and enhanced actions include: 26 Full capture devices, enhanced On-land cleanups (Adopt-a-street) and Improved Trash Container Management.

Evaluation of Program Effectiveness for Trash Management Area 3

Control Measure	Evaluation Method	Evaluation Method Details
Full Capture Treatment Devices	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container	Document Service Enhancements	The City will document the service enhancements negotiated with the City's solid waste management company. Known Hot Spots where trash generation issues have been

Management		identified may be used to do an assessment to evaluate the effects of additional receptacles or enhanced service to existing receptacles.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
4

TMA 4 consists of the corridor of Clayton Rd from the edge of TMA 1 and 6 to the Town of Clayton. TMA 4 is delineated like TMA 3 using the Clayton Rd. as the basis for the TMA. The trash generation influences on this TMA are not as diverse as the influences on Monument Blvd. This TMA consists of Business, Commercial and Medium Density Residential parcels along the Clayton Rd.

Trash sources: Neighborhood Commercial shopping centers, Mixed Use, General Littering, Moving Cars, Convenience Stores, Restaurants and Bus Stops.

Land Use designations: Medium Density, Community Office, Commercial Mixed-Use, Public/Quasi-Public and Neighborhood Commercial

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcels:

1. Arco/AM-PM – 5101 Clayton Rd.
2. McDonalds – 4550 Clayton Rd.
3. St. Bonaventure Church – 5562 Clayton Rd.

Key Characteristics of Trash Management Area 4

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
344.3	0	58.3	41.0	0.7	Medium Density Residential, Neighborhood Commercial, Commercial Mixed-Use	Pedestrian/vehicle-generated litter, Neighborhood Commercial and Commercial Mixed-Use

Summary of Control Measures and Implementation Schedule for Trash Management Area 4

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 4 (twice monthly) and has found this is adequate for this measure.	X	X	X	X
Trash Capture Treatment Devices	Trash Capture Treatment Devices have been installed at the locations listed above.		X	X	X
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 4. The City will plan to review the Adopt a Street and Neighborhood Clean Up programs to see if enhanced services can be brought into this TMA. Current Adopt-a-street locations include 4 segments of Clayton Rd. totaling 2.7 miles of road.			X	X

Improved Trash Bins/Container Management	Measures implemented in Provision C.3 for new development require improved bin and container management. This action has been implemented at the three locations listed in the TMA description. Additionally the City will review the trash collection at receptacles and see if increased service to specific high volume trash containers is possible. Additional trash receptacles for this TMA will be considered as well.		x	x	x
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 4 is inspected and maintained annually, as reported in the Annual Report.	x	x	x	x
Other	The City will plan to meet with co-permitees and Contra Costa Transportation Authority (CCTA) representatives to discuss strategies available at and around CCTA bus stops and transit centers to reduce trash.			x	x

The strategy for TMA 4 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include: Street Sweeping, Enhanced Inlet Maintenance and "Adopt a Street" On-land Cleanups. New and enhanced actions include: Enhanced On-land cleanups (additional Adopt-a-street locations) and Improved Trash Container Management.

Evaluation of Program Effectiveness for Trash Management Area 4

Control Measure	Evaluation Method	Evaluation Method Details
Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container Management	Document Service Enhancements	The City will document the service enhancements negotiated with the City's solid waste management company. Known Hot Spots where trash generation issues have been identified may be used to do an assessment to evaluate the effects of additional receptacles or enhanced service to existing receptacles.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
5

TMA 5 consists of commercial, business and retail parcels west of State Highway 242 to the boundary at Interstate Hwy 680. TMA 5 has Full Trash Capture in a predominately medium trash generation arterial. TMA 5 has one high trash generation arterial running through it (Willow Pass Rd.).

Trash sources: Commercial shopping centers, Mixed Use, General Littering, Moving Cars, Convenience Stores, Restaurants and Bus Stops.

Land use designations: Service Commercial, Downtown Mixed-Use, and West Concord Mixed-Use.

Full Trash Capture – TMA 5 has 42 Full Trash Capture Devices treating 29.69 acres.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Lazy Dog Restaurant – 1690 Diamond Blvd.

Key Characteristics of Trash Management Area 5

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
543.1	0	3.5	87.5	9.1	Service Commercial, Downtown Mixed-Use and West Concord Mixed-Use	Pedestrian/vehicle-generated litter, Mixed-Use

Summary of Control Measures and Implementation Schedule for Trash Management Area 5

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Full Capture Treatment Devices	42 REM Triton Full Capture Devices are installed in TMA 5. Trash capture is also included in the LID design at the project listed in the TMA description above.		X	X	X
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 5 (twice monthly) and has found this is adequate for this measure.	X	X	X	X
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 5. Current Adopt-a-street locations include a segment of Diamond Blvd. and two segments of Willow Pass Rd. totaling 1.9 miles of road.			X	X
Improved Trash Bins/Container Management	Measures implemented in Provision C.3 for new development require improved bin and container management. This action has been implemented at the location listed in the TMA description. Additionally the City will review the trash collection at receptacles and		X	X	X

	see if increased service to specific high volume trash containers is possible. Additional trash receptacles for this TMA will be considered as well.				
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 5 is inspected and maintained annually, as reported in the Annual Report.	**X**	**X**	**X**	**X**
Other	The City will plan to meet with co-permitees and Contra Costa Transportation Authority (CCTA) representatives to discuss strategies available at and around CCTA bus stops and transit centers to reduce trash.			**X**	**X**
Other	The City plans to work with co-permitees in Contra Costa to meet with CalTrans representatives to address wind blown trash coming from the CalTrans Right-of-way into Concords TMAs.			**X**	**X**

The strategy for TMA 5 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include, Street Sweeping, Enhanced Inlet Maintenance. New and enhanced actions include: Enhanced On-land Cleanups (Adopt-a-street) and Improved Trash Container Management.

Evaluation of Program Effectiveness for Trash Management Area 5

Control Measure	Evaluation Method	Evaluation Method Details
Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container Management	Document Service Enhancements	The City will document the service enhancements negotiated with the City's solid waste management company. Known Hot Spots where trash generation issues have been identified may be used to do an assessment to evaluate the effects of additional receptacles or enhanced service to existing receptacles.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Full Capture Treatment Devices	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
6

TMA 6 consists primarily of residential parcels that are part of the buffer area between TMA 20 and the downtown area labeled as TMA 1. TMA 6 includes Olympic High School in this TMA as it influences trash generation in this transition area. This area is a medium trash generator primarily because of the trash issue on Concord Blvd. and Euclid Ave.

Trash Sources: General Litter, Moving Cars, Parked Cars, Bus Stops.

Land use designation: Low Density Residential, Medium Density Residential, Commercial Mixed-Use, and Public/Quasi-Public (Olympic High School).

Key Characteristics of Trash Management Area 6

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
53.7	0	2.5	90	7.4	Low & Medium Density Residential, Commercial Mixed-Use	Pedestrian/vehicle-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 6

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 6 (twice monthly) and has found this is adequate for this measure.	X	X	X	X
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 6. Enhancing the Adopt-a-street locations to include segments of Euclid and Concord Avenues will be planned.			X	X
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 6 is inspected and maintained annually, as reported in the Annual Report.	X	X	X	X
Other	The City will plan to meet with co-permitees and Contra Costa Transportation Authority (CCTA) representatives to discuss strategies available at and around CCTA bus stops and transit centers to reduce trash.			X	X

The strategy for TMA 6 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include, Street Sweeping, Inlet Maintenance. New and enhanced actions include: Enhanced On-land Cleanups (Adopt-a-street) and meeting with CCTA.

Evaluation of Program Effectiveness for Trash Management Area 6		
Control Measure	**Evaluation Method**	**Evaluation Method Details**
Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
6A

TMA 6A consists exclusively of the Olympic High School parcel that is inside TMA 6. TMA 6A was created to acknowledge the challenges the City may encounter when trying to implement actions to reduce trash in this TMA.

Trash sources: General Litter, Moving Cars, Parked Cars and Bus Stops.

Land Use designation: Public/Quasi-Public.

Key Characteristics of Trash Management Area 6A

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
53.7	0	2.5	90.0	7.4	Public/Quasi-Public	Pedestrian-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 6A

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Volunteer On-land Cleanups will be the primary trash reduction action planned for this TMA.	X	X	X	X
Other Control Measures	In collaboration with other municipalities that have schools in the Mt. Diablo school district, The City of Concord will plan to meet with the district to work together to reduce trash at the source – on campus. Motivation for the district being that the school is under the Phase II Stormwater Permit and can expect to see trash reduction provisions in coming permits.			X	X
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 6 is inspected and maintained annually, as reported in the Annual Report.	X	X	X	X
Improved Trash Bins/Container Management	Addition receptacles and better receptacle management will be proposed to the District.			X	X

The strategy for TMA 6A will be to meet with representatives from Mt. Diablo Unified School District and develop a work plan to actively involve the student body in reducing littering at the source and collecting trash on campus and it's surrounding area to reduce the halo effect of trash getting into the City's jurisdiction.

Evaluation of Program Effectiveness for Trash Management Area 6A		
Control Measure	**Evaluation Method**	**Evaluation Method Details**
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Other Control Measures	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Improved Trash Bins/Container Management	Document Volumes Collected	The City will request that the District provide data from enhanced services.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
7

TMA 7 consists of light industrial and commercial parcels north of State Hwy 4. This is a mixed area with trash generation rates from low through high due to the proximity to the Caltrans right-of-way along Hwy 4. TMA 7 was delineated due to its isolated location north of State Highway 4.

Trash Sources: State Highway 4, General Litter, and Moving Vehicles.

Land use designation: Regional Commercial, Public/Quasi-Public (County Connection/CCTA), and Business Park

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcels:

1. Lowes – 1935 Arnold Industrial Way
2. Ashby Lumber – 2151 Arnold Industrial Way
3. DLR – Arnold Industrial Way and Industrial Way.

Key Characteristics of Trash Management Area 7

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
478.1	0	3.4	77.5	19.1	Regional Commercial, Business Park	State Hwy 4, Moving Vehicles, General Litter.

Summary of Control Measures and Implementation Schedule for Trash Management Area 7

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Trash Capture Treatment Devices	Trash Capture Treatment Devices have been installed at the locations listed above.		X	X	X
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 7 and has found this is adequate for this measure.	X	X	X	X
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 7. The City will need the cooperation of CalTrans to mitigate the wind blown trash coming into this TMA from Hwy 4.			X	X
Improved Trash Bins/Container Management	Measures implemented in Provision C.3 for new development require improved bin and container management. Locations in TMA 7 include Lowes and Ashby Lumber.		X	X	X
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 7 is inspected and maintained annually, as reported in the Annual Report.	X	X	X	X

Other	The City plans to work with co-permitees in Contra Costa to hold meeting with CalTrans representatives to address wind blown trash coming from the CalTrans Right-of-way into Concords TMAs.			**X**	**X**

The strategy for TMA 7 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include, Street Sweeping and Inlet Maintenance. New and enhanced actions include: Full capture treatment devices at locations listed, enhanced On-land cleanups (CalTrans) and Improved Trash Container Management at locations listed.

Evaluation of Program Effectiveness for Trash Management Area 7

Control Measure	Evaluation Method	Evaluation Method Details
Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
8

TMA 8 consists of Light Industrial, Industrial, and Commercial parcels off of Detroit Ave that include the parcels on Shary Circle and Whitman Rd. This area was delineated primarily because of its land use and the businesses that make up the majority of this TMA. There is a high trash area abutting the flood channel on Whitman Rd.

Trash Sources: General Litter, Moving Vehicles and Wind Blown.

Land Use designation: Business Park and Industrial Mixed-Use.

Key Characteristics of Trash Management Area 8

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
85.4	0	3.9	96.1	0	Industrial Mixed-Use, Business Park	General Litter, Moving Vehicles, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 8

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
Street Sweeping	The City has reviewed the current street sweeping schedule for TMA 8 and has found this is adequate for this measure.	X	X	X	X
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 8. The City will use lessons learned from TMA 1-5 to plan successful On-land Cleanups in this TMA.			X	X
Storm Drain Inlet Maintenance	Every inlet in TMA 8 is inspected and maintained annually, as reported in the Annual Report.	X	X	X	X

The strategy for TMA 8 is to use existing services that have been reviewed by staff and found to be adequate and effective combined with new and enhanced actions. Existing services include: Street Sweeping and Inlet Maintenance. New and enhanced actions include: On-land Cleanups that have been successful in TMA 1-5. This will include plans to bring the Adopt-a-street program into this TMA.

Evaluation of Program Effectiveness for Trash Management Area 8

Control Measure	Evaluation Method	Evaluation Method Details
Enhanced Street Sweeping	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
8A

TMA 8A consists of the Ygnacio School parcel in the Mt. Diablo Unified School District within TMA 8. TMA 8A was created to acknowledge the challenges the City may encounter when trying to implement actions to reduce trash in this TMA.

Trash sources: General Litter, Moving Cars, Parked Cars and Bus Stops.

Land Use designation: Public/Quasi-Public.

Key Characteristics of Trash Management Area 8A

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
85.4	0	3.9	96.1	0	Public/Quasi-Public	Pedestrian-generated litter, wind blown litter.

Summary of Control Measures and Implementation Schedule for Trash Management Area 8A

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Volunteer On-land Cleanups will be the primary trash reduction action planned for this TMA.			X	X
Other Control Measures	In collaboration with other municipalities that have schools in the Mt. Diablo school district, The City of Concord will plan to meet with the district to work together to reduce trash at the source – on campus. Motivation for the district being that the school is under the Phase II Stormwater Permit and can expect to see trash reduction provisions in coming permits.			X	X
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 8 is inspected and maintained annually, as reported in the Annual Report.	X	X	X	X
Improved Trash Bins/Container Management	Addition receptacles and better receptacle management will be proposed to the District.			X	X

The strategy for TMA 8A will be to meet with representatives from Mt. Diablo Unified School District and develop a work plan to actively involve the student body in reducing littering at the source and collecting trash on campus and it's surrounding area to reduce the halo effect of trash getting into the City's jurisdiction.

Evaluation of Program Effectiveness for Trash Management Area 8A		
Control Measure	**Evaluation Method**	**Evaluation Method Details**
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Other Control Measures	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Improved Trash Bins/Container Management	Document Service Enhancements	The City will request that the District provide data from enhanced services.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
9

TMA 9 consists of the business and commercial parcels at the intersection of Landana and Concord Blvd. This TMA is specific to this shopping center at this location.

Land Use designation: Neighborhood Commercial and Medium Density.

Key Characteristics of Trash Management Area 9

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
8.0	0	83.3	16.7	0	Neighborhood Commercial	General Litter, Moving Vehicles, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 9

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 9. The City will use lessons learned from TMA 1-5 to plan successful On-land trash cleanups in this TMA.			**X**	**X**

The strategy for TMA 9 is to use new and enhanced actions: On-land Cleanups that have been successful in TMA 1-5 will be considered for this neighborhood commercial based TMA.

Evaluation of Program Effectiveness for Trash Management Area 9

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
10

TMA 10 consists of the Sun Valley Mall shopping center parcel and the parcels along Contra Costa Blvd. that abut the City of Pleasant Hill. This TMA was delineated due to the unique setting of the Sun Valley Mall.

Land Use designation: Regional Commercial and Neighborhood Commercial.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Lucille's BBQ – 486 Sun Valley Mall

Key Characteristics of Trash Management Area 10

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
80.3	0	12.6	87.3	0	Regional and Neighborhood Commercial	General Litter, Moving Vehicles, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 10

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 10. The City will use lessons learned from TMA 1-5 to plan successful On-land Cleanups in this TMA.			X	X
Trash Capture Treatment Devices	Stormwater treatment devices were installed to meet a requirement of Provision C.3 at Lucille's BBQ at Sun Valley Mall. These devices qualify for trash capture		X	X	X
Improved Trash Bin/Container Management	Improved Trash Bin/Container Management was installed to meet a requirement of Provision C.3 at Lucille's BBQ at Sun Valley Mall.		X	X	X

The strategy for TMA 10 is to use new and enhanced actions: On-land Cleanups that have been successful in TMA 1-5 will be considered for this regional/neighborhood commercial based TMA.

Evaluation of Program Effectiveness for Trash Management Area 10

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
11

The main focus of this TMA is the Olivera Crossing shopping center parcel at the intersection of Port Chigo Hwy and Olivera Rd.

Trash Sources: General Littering, Moving Cars.

Land Use designation: Neighborhood Commercial and Medium Density Residential.

Trash Capture and Improved Trash Bin/Container Management from installed stormwater treatment systems have been installed at the following parcel:

1. Burger King – 3399 Pt. Chicago Hwy.

Key Characteristics of Trash Management Area 11

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
8.7	0	98.5	1.5	0	Neighborhood Commercial	General Litter, Moving Vehicles, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 11

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 11. The City will use lessons learned from TMA 1-5 to plan successful On-land trash cleanups in this TMA.			X	X
Trash Capture Treatment Devices	Trash Capture Treatment devices were installed to meet a requirement of Provision C.3 at Burger King at the address listed above.		X	X	X
Improved Trash Bin/Container Management	Improved Trash Bin/Container Management was installed to meet a requirement of Provision C.3 at Burger King at the address listed above.		X	X	X

The strategy for TMA 11 is to use new and enhanced actions: On-land Cleanups that have been successful in TMA 1-5 will be considered for this neighborhood commercial based TMA.

Evaluation of Program Effectiveness for Trash Management Area 11

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
12

TMA 12 consists of commercial parcels that abut the Solano Drive-in. While these parcels are predominately low generation, there is enough of a concern of wind blown trash to focus on this area as being a medium generation area.

Trash sources: State Highway 4 (CalTrans), General Littering, Moving Cars, and Wind Blown (Solano Drive-in Theatre).

Land use designation: Medium Density Residential and Business Park.

Key Characteristics of Trash Management Area 12

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
129.8	0.3	4.6	90.1	4.9	Business Park	General Litter, Moving Vehicles, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 12

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 12. The City will use lessons learned from TMA 1-5 to plan successful On-land Cleanups in this TMA.			**X**	**X**

The strategy for TMA 12 is to use new and enhanced actions: On-land cleanups that have been successful in TMA 1-5 will be considered for this Business Park/Medium Density Residential based TMA.

Evaluation of Program Effectiveness for Trash Management Area 12

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
13

TMA 13 consists solely of the Sleep Train Pavilion.

Trash Sources: General Litter, and Wind Blown Trash.

Land Use designation: Open Space (Pavilion)

Key Characteristics of Trash Management Area 13

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
75.0	0	0	100	0	Open Space	General Litter, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 13

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 13. The City will use lessons learned from TMA 1-5 to plan successful On-land trash cleanups in this TMA.				X
Improved Trash Bin/Container Management	The City will plan to review and revise the number of receptacles available for use to dispose of trash over the course of the next few years.				X

The strategy for TMA 13 is to use new and enhanced actions: On-land Cleanups that have been successful in TMA 1-5 will be considered for this Open Space TMA.

Evaluation of Program Effectiveness for Trash Management Area 13

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
14A

TMA14A consists of all of the Public Elementary and Middle School parcels in the Mt. Diablo Unified School District. TMA 14A was created to acknowledge the challenges the City may encounter when trying to implement actions to reduce trash in this TMA.

Trash sources: General Litter, Moving Cars, Parked Cars and Bus Stops.

Land Use designation: Public/Quasi-Public.

Key Characteristics of Trash Management Area 14A

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
378.5	0	1.7	98.3	0	Public/Quasi-Public	Pedestrian-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 14A

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Volunteer On-land Cleanups will be the primary trash reduction action planned for this TMA.				X
Other Control Measures	In collaboration with other municipalities that have schools in the Mt. Diablo school district, The City of Concord will plan to meet with the district to work together to reduce trash at the source – on campus. Motivation for the district being that the school is under the Phase II Stormwater Permit and can expect to see trash reduction provisions in coming permits.				X
Improved Trash Bins/Container Management	Addition receptacles and better receptacle management will be proposed to the District.				X

The strategy for TMA 14A will be to meet with representatives from Mt. Diablo Unified School District and develop a work plan to actively involve the student body in reducing littering at the source and collecting trash on campus and it's surrounding area to reduce the halo effect of trash getting into the City's jurisdiction.

Evaluation of Program Effectiveness for Trash Management Area 14A		
Control Measure	**Evaluation Method**	**Evaluation Method Details**
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Other Control Measures	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container Management	Document Service Enhancements	The City will request that the District provide data from enhanced services.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
14B

TMA14B consists of all of the remaining High School parcels in the Mt. Diablo Unified School District. TMA 14B was created to acknowledge the challenges the City may encounter when trying to implement actions to reduce trash in this TMA.

Trash sources: General Litter, Moving Cars, Parked Cars and Bus Stops.

Land Use designation: Public/Quasi-Public.

Key Characteristics of Trash Management Area 14B

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
378.5	0	1.7	98.3	0	Public/Quasi-Public	Pedestrian-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 14B

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Volunteer On-land cleanups will be the primary trash reduction action planned for this TMA.				X
Other Control Measures	In collaboration with other municipalities that have schools in the Mt. Diablo school district, The City of Concord will plan to meet with the district to work together to reduce trash at the source – on campus. Motivation for the district being that the school is under the Phase II Stormwater Permit and can expect to see trash reduction provisions in coming permits.				X
Improved Trash Bins/Container Management	Addition receptacles and better receptacle management will be proposed to the District.				X

The strategy for TMA 14B will be to meet with representatives from Mt. Diablo Unified School District and develop a work plan to actively involve the student body in reducing littering at the source and collecting trash on campus and it's surrounding area to reduce the halo effect of trash getting into the City's jurisdiction.

Evaluation of Program Effectiveness for Trash Management Area 14B		
Control Measure	**Evaluation Method**	**Evaluation Method Details**
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Other Control Measures	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container Management	Document Service Enhancements	The City will request that the District provide data from enhanced services.

TRASH MANAGEMENT AREA
15

TMA 15 is the Solano Drive-in parcel. This parcel is the home of the drive-in movie theater and the Solano flea market every Saturday and Sunday. This is a very high generation area on private property.

Trash Sources: General littering, Wind Blown Trash.

Land Use designation: Regional Commercial.

Key Characteristics of Trash Management Area 15

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
19.7	100	0	0	0	Regional Commercial	General Litter, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 15

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 15. The City will use lessons learned from TMA 1-12 to plan successful On-land trash cleanups in this TMA.				X
Improved Trash Bin/Container Management	The City will plan to review and revise the number of receptacles available for use to dispose of trash over the course of the next few years.				X

The strategy for TMA 15 is to use new and enhanced actions: On-land Cleanups that have been successful in TMA 1-12 will be considered for this Regional Commercial TMA.

Evaluation of Program Effectiveness for Trash Management Area 15

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
16 A-E

TMA 16 A-E includes all city owned and maintained parks. Any additional parks that may be discovered through this process will be added to the TMA.

Trash sources: General Litter, Wind Blown Trash.

Land Use designation: Parks & Recreation.

Key Characteristics of Trash Management Area 16A-E

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
213.8	0	0	100	0	Parks and Recreation	General Litter, Wind Blown

Summary of Control Measures and Implementation Schedule for Trash Management Area 16A-E

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 16. The City will use lessons learned from TMA 1-12 to plan successful On-land Cleanups in this TMA.				X
Improved Trash Bin/Container Management	The City will plan to review and revise the number of receptacles available for use to dispose of trash over the course of the next few years. If additional receptacles are deemed an effective action within City parks, the City will plan to implement this strategy.				X

The strategy for TMA 16A-E is to use new and enhanced actions: On-land Cleanups that have been successful in TMA1-12 will be considered for this Parks and Recreation TMA.

Evaluation of Program Effectiveness for Trash Management Area 16A-E

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bins/Container Management	Document Service Enhancements	The City will document the service enhancements negotiated with the City's solid waste management company. Known Hot Spots where trash generation issues have been identified may be used to do an assessment to evaluate the effects of additional receptacles or enhanced service to existing receptacles.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
17

TMA 17 consists of primarily high-density parcels between Sunshine Dr., Detroit Ave. and east to Ashbury at Amador Dr. This area has been assessed as a medium generation area. This TMA is located between two of the highest trash generation areas in the City (TMA 2 & 3). It is possible that much of the trash generation in areas 2 and 3 may be coming from behavior of residents in this TMA.

Trash Sources: General Littering and Moving Cars.

Land use designation: High Density Residential and Downtown Mixed-Use

Key Characteristics of Trash Management Area 17

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
95.8	0	0	94.9	5.1	High Density Residential, Downtown Mixed-Use	General Litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 17

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 17. The City will use lessons learned from TMAs 1-12 to plan successful On-land trash cleanups in this TMA.				X

The strategy for TMA 17 is to use new and enhanced actions: On-land cleanups that have been successful in TMA 1-12 will be considered for this Regional Commercial TMA.

Evaluation of Program Effectiveness for Trash Management Area 17

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
17A

TMA 17A consists of the Cambridge Park parcel within TMA 17.

Trash sources: General Litter, Moving Cars, Parked Cars and Bus Stops.

Land Use designation: Parks and Recreation

Key Characteristics of Trash Management Area 17

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
95.8	0	0	94.9	5.1	Public/Quasi-Public	Pedestrian-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 17A

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Volunteer On-land Cleanups will be the primary trash reduction action planned for this TMA. The City will plan to utilize volunteer groups.				X
Improved Trash Bin/Container Management	The City will plan to review and revise the number of receptacles available for use to dispose of trash over the course of the next few years. If additional receptacles are deemed an effective action within City parks, the City will plan to implement this strategy.				X

The strategy for TMA 17A will involve volunteer groups to collect and track trash from within the park. Additional trash reduction efforts that are already implemented include routine maintenance and service to landscaping and existing trash receptacles.

Evaluation of Program Effectiveness for Trash Management Area 17A

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Improved Trash Bin/Container Management	Document Service Enhancements	The City will document the service enhancements negotiated with the City's solid waste management company. Known Hot Spots where trash generation issues have been identified may be used to do an assessment to evaluate the effects of additional receptacles or enhanced service to existing receptacles.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
17B

TMA 17B consists of the Cambridge School parcel within TMA 17. Cambridge School is under jurisdiction of the Mt. Diablo Unified School District. TMA 17B was created to acknowledge the challenges the City may encounter when trying to implement actions to reduce trash in this TMA.

Trash sources: General Litter, Moving Cars, Parked Cars and Bus Stops.

Land Use designation: Public/Quasi-Public.

Key Characteristics of Trash Management Area 17

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
95.8	0	0	94.9	5.1	Public/Quasi-Public	Pedestrian-generated litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 17B

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Volunteer On-land Cleanups will be the primary trash reduction action planned for this TMA.			X	X
Other Control Measures	In collaboration with other municipalities that have schools in the Mt. Diablo school district, The City of Concord will plan to meet with the district to work together to reduce trash at the source – on campus. Motivation for the district being that the school is under the Phase II Stormwater Permit and can expect to see trash reduction provisions in coming permits.			X	X
Enhanced Storm Drain Inlet Maintenance	Every inlet in TMA 17 is inspected and maintained annually, as reported in the Annual Report.	X	X	X	X
Improved Trash Bins/Container Management	Addition receptacles and better receptacle management will be proposed to the District.			X	X

The strategy for TMA 17B will be to meet with representatives from Mt. Diablo Unified School District and develop a work plan to actively involve the student body in reducing littering at the source and collecting trash on campus and it's surrounding area to reduce the halo effect of trash getting into the City's jurisdiction.

Evaluation of Program Effectiveness for Trash Management Area 17B		
Control Measure	**Evaluation Method**	**Evaluation Method Details**
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Other Control Measures	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.
Enhanced Storm Drain Inlet Maintenance	Document Maintenance	Track amount of trash removed. Volumes removed will be categorized as organic leaves and debris or trash then given a percentage of amount removed. Trash collected will be characterized as: paper, plastic bags, plastic bottles and other.
Improved Trash Bins/Container Management	Document Service Enhancements	The City will request that the District provide data from enhanced services.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
18

TMA 18 consists of medium and high generation individual parcels that are primarily small markets and one isolated Medium Density Residential area. The isolated locations make it a challenge to prioritize these parcels within the first phase of the plan. The City will use lessons learned from implementation of actions within TMA 1-12 to plan for appropriate and effective actions at all of these locations at the same time.

Land Use designation: Neighborhood Commercial and Medium Density Residential.

Key Characteristics of Trash Management Area 18

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
32.8	20	57.5	22.5	0	Neighborhood Commercial	General Litter

Summary of Control Measures and Implementation Schedule for Trash Management Area 18

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 18. The City will use lessons learned from TMA 1-12 to plan successful On-land trash cleanups in this TMA.				**X**

The strategy for TMA 18 is to use new and enhanced actions: On-land Cleanups that have been successful in TMA 1-12 will be considered for this Neighborhood Commercial TMA.

Evaluation of Program Effectiveness for Trash Management Area 18

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
19

TMA 19 consists of the parcels along San Miguel Dr. that parallel the BART tracks at the BART maintenance facility. A medium generation rate was assigned to this TMA during the visual assessment based on a small amount of trash seen stuck in the fencing along BART's property. Through the course of the LTP, the City plans to take lessons learned and apply them to a TMA such as this.

Trash Sources: Wind Blown Trash.

Land use designation: Business Park.

Trash Capture from installed stormwater treatment systems:

1. Sendera Hill - HOA at the end of Systron Lane

Key Characteristics of Trash Management Area 19

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
17.7	0	4.7	95.3	0	Business Park	Wind Blown Trash

Summary of Control Measures and Implementation Schedule for Trash Management Area 19

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 19. The City will use lessons learned from TMA 1-12 to plan successful On-land trash cleanups in this TMA.				X
Trash Capture Treatment Devices	Trash Capture Treatment Devices have been installed as part of Provision C.3 at Sendera Hill.		X	X	X

The strategy for TMA 19 is to use new and enhanced actions: On-land cleanups that have been successful in TMA 1-12 will be considered for this Business Park TMA.

Evaluation of Program Effectiveness for Trash Management Area 19

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean conservancy for coastal cleanup day.

Concord Long-Term Trash Reduction Plan

TRASH MANAGEMENT AREA
20

TMA 20 consists of all of the Low Trash Generation areas within the City's jurisdiction.

Land Use designation: Low Density, Medium Density, Public/Quasi-Public, Open Space, CRP Neighborhood and Village district, CRP Non-residential Development Districts, CRP Open Space and CRP TOD Districts.

Trash Capture from installed stormwater treatment systems:

1. Silver Leaf – HOA Silverleaf Lane
2. PG&E Distribution Center -1030 Detroit Ave.

Key Characteristics of Trash Management Area 20

Total Jurisdictional Area (Acres)	Percent in Trash Generation Category				Dominant Land Uses	Dominant Types and Sources of Trash
	Very High	High	Medium	Low		
10,661.3	0	0	0	100	Low and Medium Density Residential	General Littering, Moving Vehicles, Wind Blown Trash

Summary of Control Measures and Implementation Schedule for Trash Management Area 20

Control Measure	Control Measure Details	Pre-MRP	12/2009 to 7/2014	7/2014 to 7/2017	After 7/2017
On-land Trash Cleanups	Increased On-land Cleanups are planned as a major action towards reaching the reduction levels in TMA 20. The City will use lessons learned from TMA 1-12 to plan successful On-land Cleanups in this TMA.				X
Trash Capture Treatment Devices	Trash Capture Treatment Devices have been installed as part of Provision C.3 at locations listed above.		X	X	X
Other	Neighborhood Cleanup Program	X	X	X	X
Public Education and Outreach	Public Education and Outreach efforts at the City, and Clean Water Program level will be implemented and evaluated.			X	X

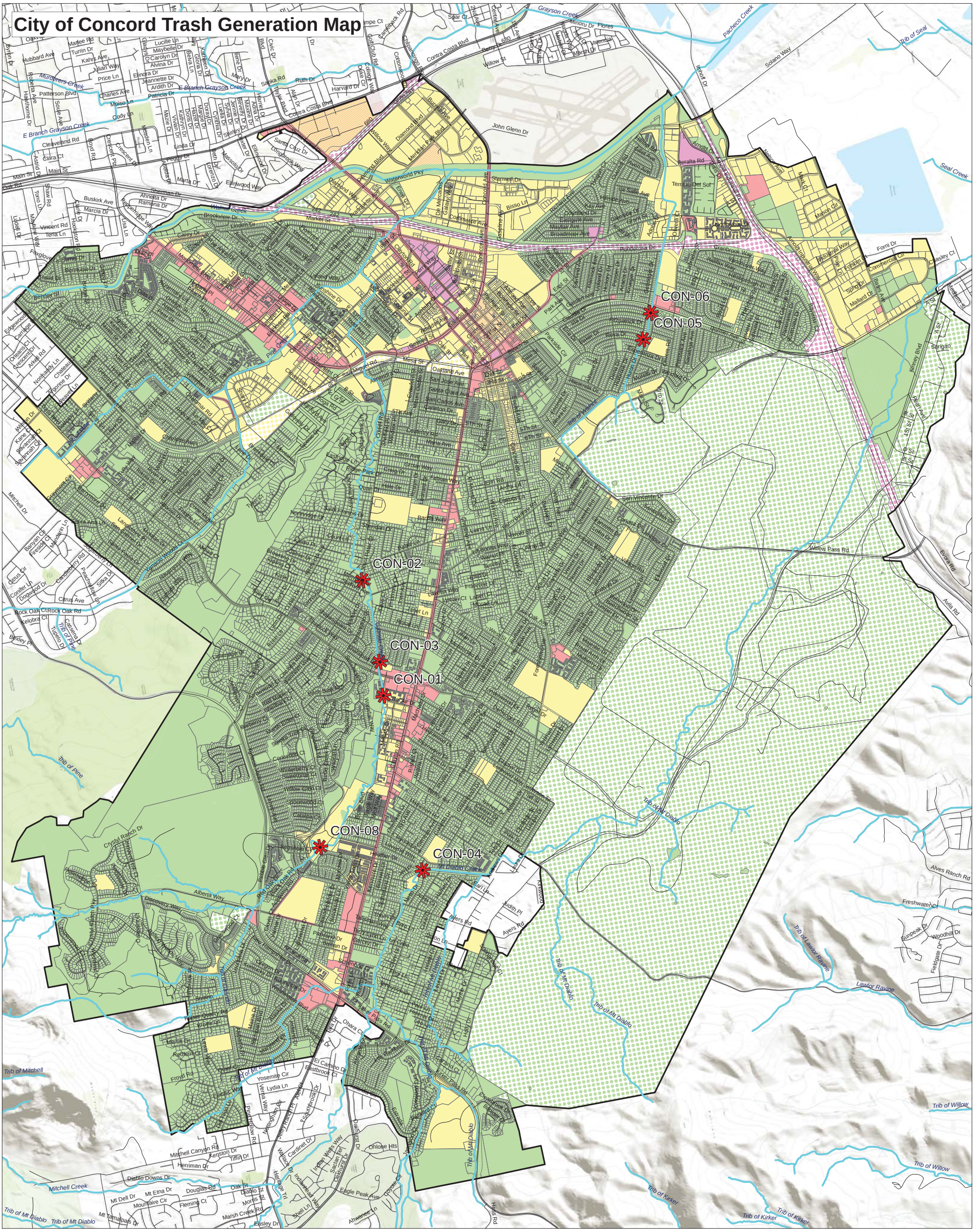
The strategy for TMA 20 is to use new and enhanced actions: On-land Cleanups that have been successful in TMA 1-12 will be considered for this primarily residential TMA.

Evaluation of Program Effectiveness for Trash Management Area 20

Control Measure	Evaluation Method	Evaluation Method Details
On-land Trash Cleanups	Document Cleanup Events	Track amount of trash removed. When possible, volunteer groups will be asked to track the types of trash collected using the trash collection sheet developed by the ocean

		conservancy for coastal cleanup day.
Public Education and Outreach	Surveys	The City will survey the public at Civic events to gauge awareness of trash reduction measures being implemented by the City.

City of Concord Trash Generation Map



Legend

Trash Generation Category

- Low
- Low/Medium
- Medium
- Medium/High
- High
- High/Very High
- Very High

- Creek/Shoreline Hotspot
- Non-Jurisdictional (Dot color = Generation Category)

- Streets
- Agency Boundary
- Creeks
- Parcel Boundary

N

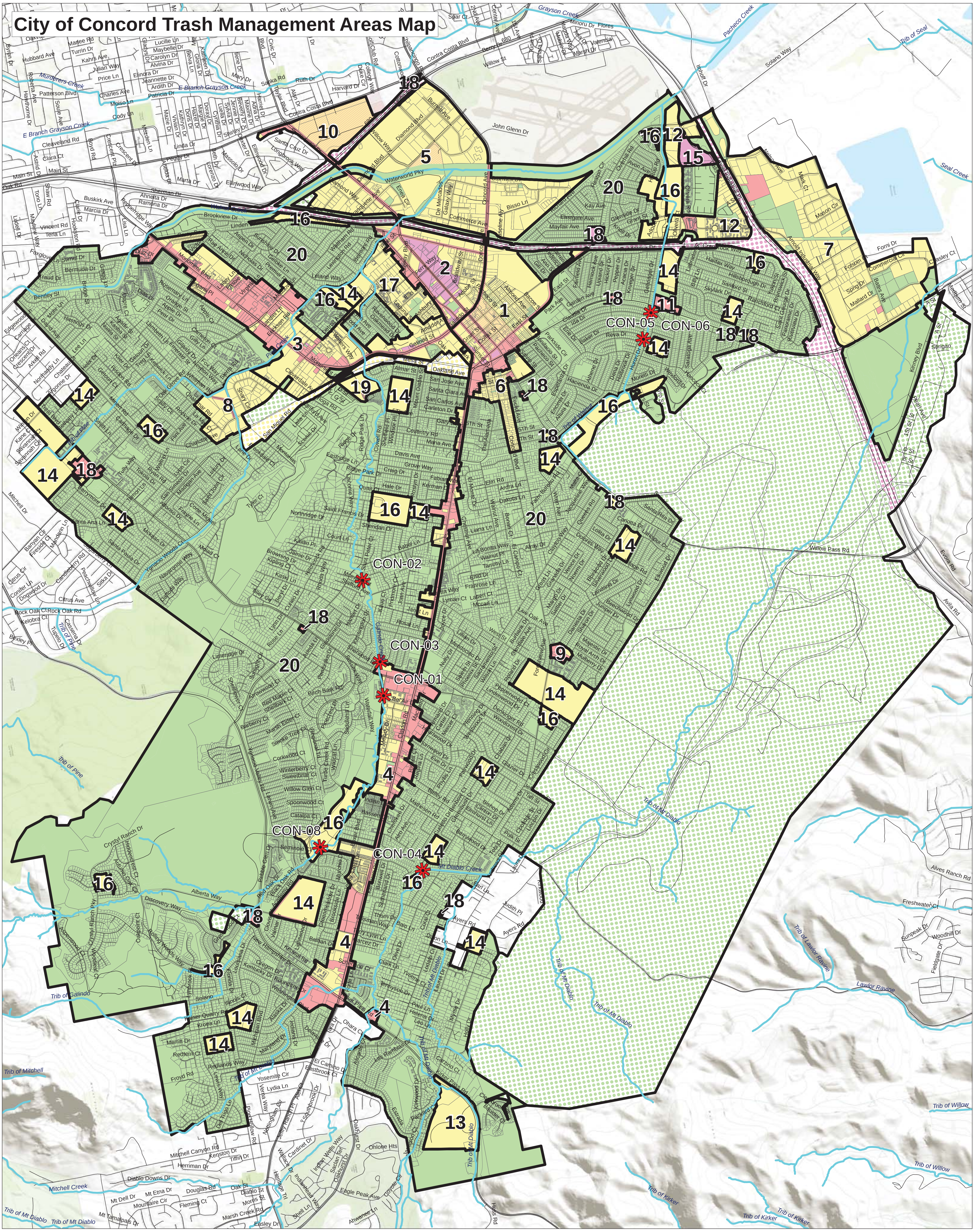
0 0.25 0.5 1 Miles

Data Sources:
Roads: Tele Atlas
City Boundaries: Contra Costa County
Background: ESRI World Topographic Map

Map Created By:
EOA, Inc.

Date:
November 26th, 2013

City of Concord Trash Management Areas Map



Legend

Trash Generation Category

- Low
- Low/Medium
- Medium
- Medium/High
- High
- High/Very High
- Very High

- Creek/Shoreline Hotspot
- Trash Management Area
- Non-Jurisdictional (Dot color = Generation Category)

- Streets
- Agency Boundary
- Creeks
- Parcel Boundary

N

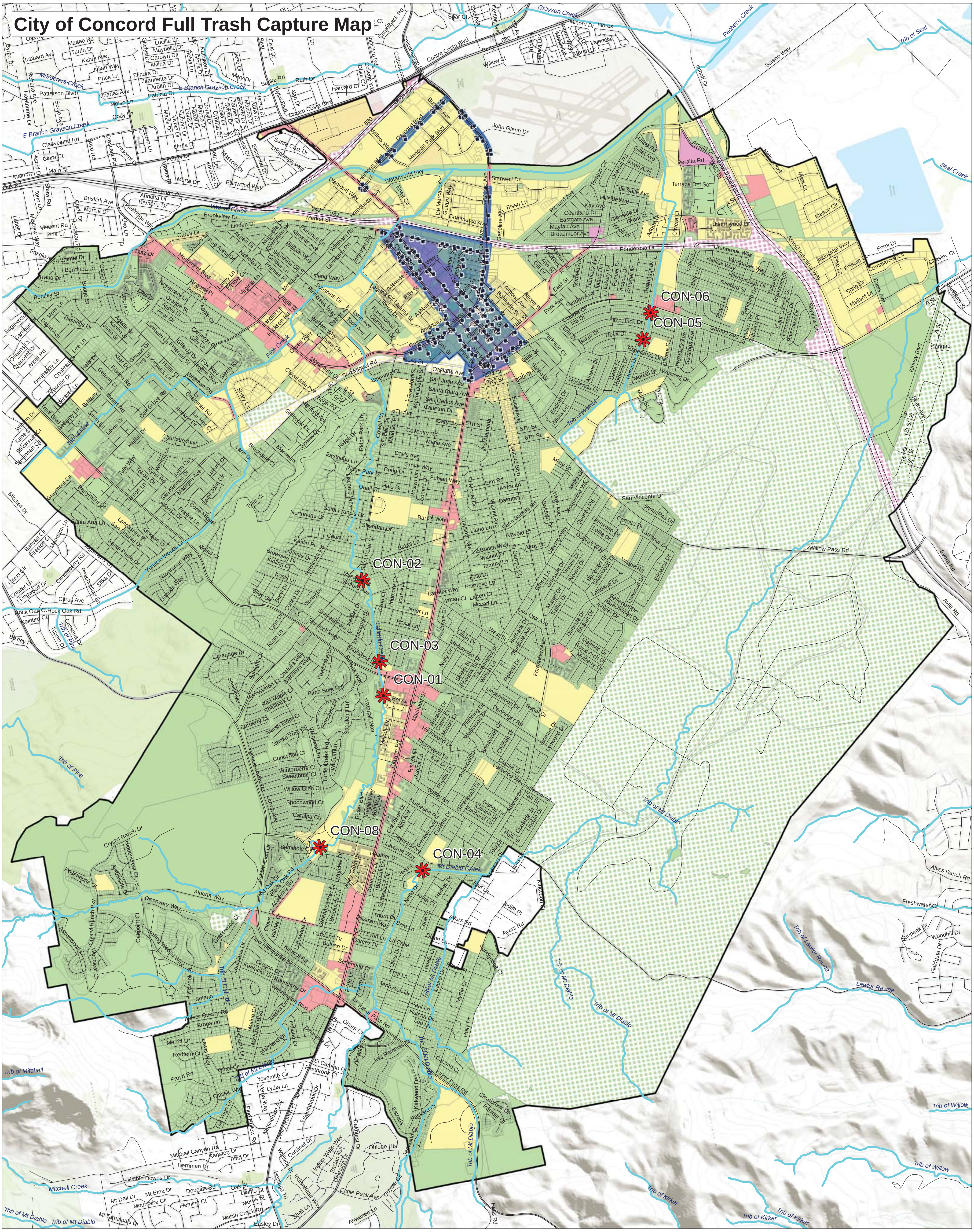
0 0.25 0.5 1 Miles

Data Sources:
Roads: Tele Atlas
City Boundaries: Contra Costa County
Background: ESRI World Topographic Map

Map Created By:
EOA, Inc.

Date:
January 2nd, 2014

City of Concord Full Trash Capture Map



Legend

Trash Generation Category

- Low
- Low/Medium
- Medium
- Medium/High
- High
- High/Very High
- Very High

- Creek/Shoreline Hotspot
- Full-Capture Location
- Full Trash Capture
- Non-Jurisdictional (Dot color = Generation Category)

- Streets
- Agency Boundary
- Creeks
- Parcel Boundary

N

0 0.25 0.5 1 Miles

Data Sources:
Roads: Tele Atlas
City Boundaries: Contra Costa County
Background: ESRI World Topographic Map

Map Created By:
EOA, Inc.

Date:
November 26th, 2013

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PERMIT NO. 207

Concord
Neighborhood Services Division
1950 Parkside Dr., MS/54
Concord, CA 94519

CONCORD, CALIFORNIA

"The mission of the Adopt-A-Street program is to provide a way for concerned citizens and businesses to actively participate in enhancing Concord's appearance and cleanliness. The program supports the City of Concord's mission to join with the community to make Concord a city of the highest quality."

What is Adopt-A-Street?

Concord's Adopt-A-Street program is similar in concept to the Adopt-A-Highway program operated by Caltrans. It enables interested groups to adopt a minimum half-mile section of one of the City's key thoroughfares. In return for conducting scheduled clean-ups of that stretch of street four times a year, the sponsors are recognized with signage located at the beginning and end of their designated street sections.

The program enables community and civic organizations, private businesses and churches to participate directly in enhancing the overall appearance of the city.

Who Can Adopt-A-Street?

Any interested group that has the enthusiasm and dedication to make our community a better place to live can adopt a street. We welcome:

- Individual Businesses and Business Organizations
- Neighborhood Associations
- Community and Civic Organizations
- Church Groups

What Streets Can Be Adopted?

Key thoroughfares are the focus of the first phase of the Adopt-A-Street Program. Streets available for adoption can be found on the map in this brochure.

What Do Volunteers Do?

Volunteers make the commitment to remove litter along pre-designated sections of city streets a minimum of four times per year for a two-year period. Volunteers are encouraged to monitor conditions on their section of the street and report problems to City staff members for follow up.

The Adoption Process:

1. Contact the Neighborhood Services Division at (925) 671-3075 and ask to speak with the Adopt-A-Street Coordinator.
2. Obtain, sign, and return the appropriate forms:
   - The "Volunteer Service Agreement" (adult or minor*)
   - The "Adopt-A-Street Agreement"

   * *Depending on the adoption site and subject to City approval, minors (under the age of 18) may participate. Groups including minors must have at least one adult supervisor over the age of 21 at the site for every five minors present.*
3. Completed forms are then reviewed by Neighborhood Services staff and processed.
4. If a proposal is approved, the Adopt-A-Street Coordinator will schedule a safety orientation and dates for the four annual clean-ups with the organization's lead contact person.
5. Prior to all clean-up events, the Adopt-A-Street Coordinator will meet the group at the designated clean-up site, distribute supplies and equipment, and review safety procedures.

Acknowledgement & Recognition

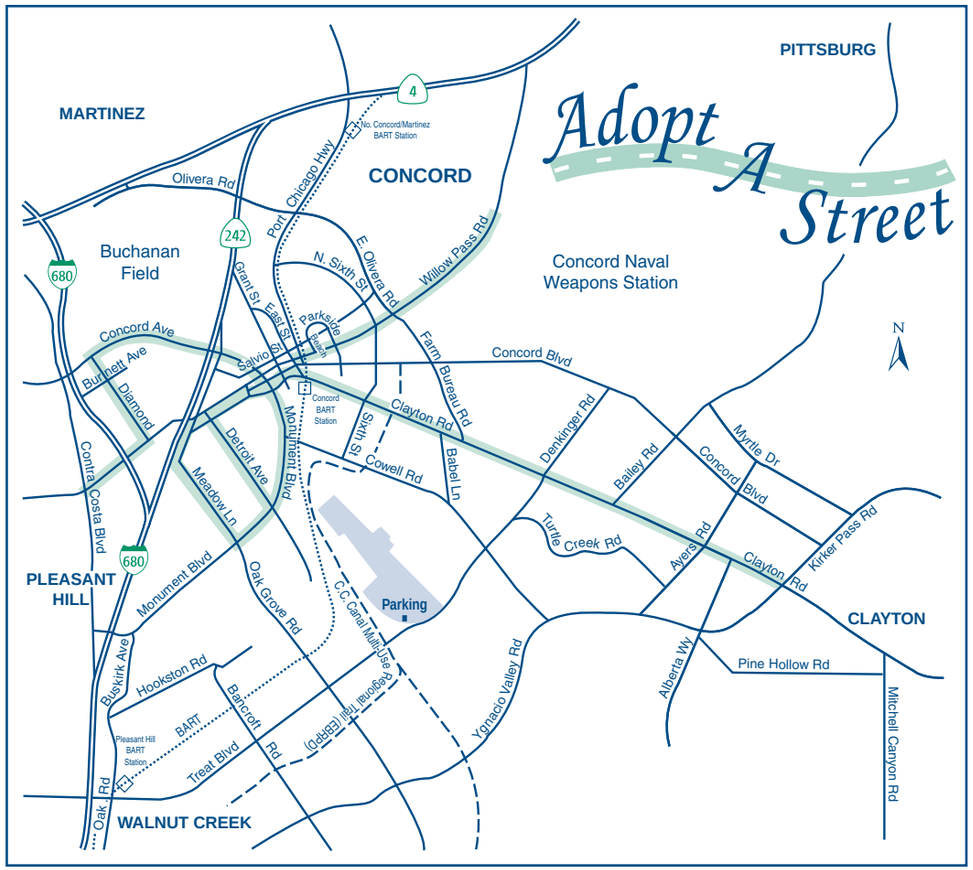
Participants in the Adopt-A-Street program will be recognized on signage located at the beginning and end of their adopted street section. Signs will be approximately 18" high by 18" wide, with the Adopt-A-Street Program Logo, City of Concord logo and the volunteer group's name appearing on the sign in recognition of their commitment to the community.

Signs will be installed after the group's first clean-up event has been held, and will remain in place for the designated adoption period of 2 years.

Concord's Adopt-A-Street program is coordinated by the Neighborhood Services Division.

For more information, call 671-3075 and ask to speak to the Adopt-A-Street Coordinator.

M-711 NOV07



Targeted Street Locations

1. Willow Pass Rd. (Lynwood to Farm Bureau Rd. 0.8 mi.)
2. Willow Pass Rd. (Farm Bureau Rd. to Port Chicago Rd. 0.8 mi.)
3. Galindo St. (Laguna St. to Walters Wy. 0.6 mi.)
4. Detroit Ave. (Clayton Rd. to Monument Blvd. 0.9 mi.)
5. Monument Blvd. (Walters Wy. to Oakgrove Rd. 0.7 mi.)
6. Monument Blvd. (Oakgrove Rd. to Victory Ln. 0.6 mi.)
7. Treat Blvd. (Cowell Rd. to Clayton Rd. 0.8 mi.)
8. Clayton Rd. (Treat Blvd. to Bailey Rd. 0.6 mi.)
9. Clayton Rd. (Bailey Rd. to Ayers Rd. 0.8 mi.)
10. Clayton Rd. (Ayers Rd. to Ygnacio Valley Rd. 0.6 mi.)
11. Clayton Rd. (Farm Bureau Rd to Davis St. 0.7 mi.)
12. Willow Pass Rd. (Davis St. to Port Chicago Hwy. 0.7 mi.)
13. Concord Ave. (Willow Pass Rd. to Highway 242 0.5 mi.)
14. Concord Ave. (Willow Pass Rd. to New Drive 0.6 mi.)
15. Diamond Blvd. (Concord Ave. to Willow Pass Rd. 0.8 mi.)
16. Willow Pass Rd. (Contra Costa Bvd. to Diamond Blvd. 0.6 mi.)
17. Willow Pass Rd. (Diamond Blvd. to Pine St. 0.5 mi.)
18. Clayton Rd. (Pine to Concord Ave. 0.6 mi.)
19. Market St. (Concord Ave. to Willow Pass Rd. 0.6 mi.)
20. Meadow Ln. (Monument Blvd. to Clayton Rd. 1 mi.)
21. Clayton Rd. (Market St. to Galindo St. 0.6 mi.)

YES!

I'm interested in learning more about Adopt-A-Street

Name _____

Business/Organization _____

Address _____

Zip _____

Day Phone _____

Street Preference (IF ANY)

1. _____
2. _____
3. _____

Mail to:

Neighborhood Services Division
Adopt-A-Street Program
1950 Parkside Dr., MS/54
Concord, CA 94519

Concord