City of Hollister
Storm Water Management Plan

SECTION 1.0 INTRODUCTION

The City of Hollister (City) has developed a Storm Water Management Plan (SWMP) in order to fulfill the requirements of the Phase II NPDES General Permit for Discharges of Storm Water from Small Municipal Separate Storm Sewer Systems (MS4s). The SWMP defines strategies and guidelines for the protection of water quality and reduction of pollutant discharges to the Maximum Extent Practicable (MEP) from all areas and facilities within the City.

Prior to developing a SWMP, the City evaluated maps of the watersheds and land uses within each watershed, in order to assess resources and urban runoff issues. The City also identified the potential sources of pollutants within each watershed. Upon review of the watersheds and the potential sources of pollutants, the City determined that it was preferable to take an overall approach to reducing urban runoff pollution, rather than focusing on reducing certain pollutants within specific watersheds. This is primarily because there are multiple land uses within each of the City's watersheds and because no single watershed is significantly more impaired than another. Also, the city concluded that an overall approach, aimed at reducing urban runoff pollution from each and all of the identified significant sources, would result in a more thorough and effective SWMP.

The purpose of the SWMP is to document and facilitate implementation of storm water programs that meet or exceed the requirements set forth by NPDES Phase II General Permit. Section 1 through 6 discusses best management practices (BMP's), and associated measurable goals that will fulfill the requirements for the six program areas covered by the Phase II Guidelines. The six minimum requirements included into the SWMP are:

- Public Education
- Public Participation
- Illicit Discharge Detection/Elimination
- Construction Site Storm Water Runoff Control
- Post Construction Storm Water Management
- Pollution Prevention/Good Housekeeping for Municipal Operations

These six programs will work together to comprise a well-rounded and multi-faceted approach to reducing urban runoff pollution within the City. Specific existing City policies, plans and Ordinances are defined as BMP's in the SWMP. These existing BMP's are the baseline of the City's SWMP, and future BMP's will be implemented over the next five years to comply with the requirements in the Phase II General Permit.

Regulatory Background

Urban runoff and other non-point source discharges are regulated by the 1972 Federal Clean Water Act (CWA), through the National Pollutant Discharge Elimination System (NPDES) permit program established by the U.S. Environmental Protection Agency (EPA). The NPDES Storm Water permit program is organized in two different phases depending on where the storm water discharges originate.

Phase I regulations, effective since 1990, require NPDES permits for storm water discharges for certain specific industrial facilities and construction activities, and for "medium" and "large" municipal separate storm sewer systems (MS4s) generally serving populations greater than 100,000.

In December 1999, the EPA promulgated more regulations known as the Storm Water Phase II Final Rule for all MS4s with urbanized areas and municipalities with a population base greater than 10,000 with a population density greater than 1,000 persons per square mile, and includes construction sites of 1 to 5 acres. In California, the NPDES General Permit for small MS4s is overseen by the Regional Water Quality Control Board (RWQCB) and requires the development of a management plan that discusses existing and proposed programs that will protect water quality by reducing or eliminating pollutant runoff from entering local water bodies.

Applicable Regulations for Hollister

The City of Hollister (City) falls under the category of a small MS4. A small MS4 is defined by the RWQCB as a conveyance or system of conveyances (including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, manmade channels, or storm drains) designed or used for collecting or conveying storm water, which is not a combined sewer, and which is not part of a Publicly Owned Treatment Works (POTW) as defined in Title 40 of the Code of Federal Regulations (CFR) Section 122.2

A small MS4 is defined as an MS4 that is not permitted under Phase I regulations. The General Permit that regulates discharges of storm water from small MS4s is designated in one of the following ways:

(1) Automatically designated by EPA because it is located within an urbanized area, or

(2) Individually designated by the RWQCB after considering factors such as high population density (1,000 residents per square mile), high growth or potential (growth greater than 25percent between 1990 and 2000 or anticipated growth greater than 25percent over a 10-year period), a significant contributor of pollutants to an interconnected permitted MS4, discharge to sensitive water bodies, and/or a significant contributor of pollutants to waters of the United States.

Based on the definitions above, the City is an entity subject to the Phase II General Permit requirements and subsequently is required to develop a SWMP.

SECTION 2.0 CITY OF HOLLISTER OVERVIEW

The City of Hollister is the County Seat and the largest city in San Benito County, with 65percent of the county population. The City of Hollister consists of approximately 36,997 people and covers approximately 6.6 square miles. Attachment A, Figure 3: Priority Infill Areas, which is an excerpt from the proposed Hollister General Plan – August 2005 Draft Program Environmental Impact Report, shows the local area. San Benito County is situated in the Central Coast region of California, about 100 miles southeast of San Francisco, 40 miles east of Monterey and 300 miles north of Los Angeles.

While agriculture continues to be the predominant economic activity in the county, development pressure is changing the rural character of the area. Attachment B, Figure 4: Proposed Land Use Plan, which is an excerpt from the proposed Hollister General Plan – August 2005 Draft Program Environmental Impact Report, shows the project land use throughout the City. San Benito County was the fastest growing county in California during the 1990's, with the majority of that growth concentrated in Hollister. The significant amount of new development has resulted in the loss of agriculture land and has created constraints upon the City's infrastructure. In an attempt to combat these changes, Hollister voters enacted a growth cap initiative in November 2002 that limits new residential development to 244 homes per year.

Drainage Area

The San Benito River, Santa Ana Creek, and the Santa Ana Creek tributary that crosses Fairview Road at John Smith Road are natural channels that receive storm water from the City's storm water collection system. In March 2002, the City adopted the Storm Drain Master Plan 2001 for identification of the existing network and modeling capabilities of the storm drain collection system. Attachment C (back cover pocket), Storm Drain Master Plan 2000 Modeled System Figure 1, shows the existing collection network including nodes for modeling capabilities and points of outfall to natural channels. There are eighteen (18) locations where the existing network terminates at a natural channel.

Drainage Basins

The city drains into two distinct drainage basins:

- The San Benito River basin
- The San Felipe Lake basin, which collects runoff from the Santa Ana Creek, Dos Picachos, Arroyo De Los Viboras, Pachaeo Creek and the Tequisquita slough sub basins.

Attachment D (back cover pocket), Storm Drain Master Plan 2000 Modeled Subwatersheds Figure 2, shows a breakdown of the two distinct drainage basins into subwatersheds. The combination of the subwatersheds and land use will aid in the identification of sources of runoff pollution.

The San Benito River currently handles only runoff from the area west of the southern pacific Railroad tracks and from the Sunnyslope area of Hollister. The drainage area is relatively flat with elevation differences of 500 feet at the Fairview Road to elevation 210 feet to the north of the Municipal Airport. Humidity is low and an average rainfall is 14 inches per year. Both the San Benito and Santa Ana collect rainwater that has historically been used as the primary source of groundwater recharge.

Sources of Urban Runoff Pollution

Urban runoff pollution is widely regarded as the nation's leading threat to water quality. Urban development often results in the degradation of water quality due to alteration of the watershed hydrology and the introduction of pollutants. Urban development alters the natural hydrology in the watershed in several ways. For example, natural drainage systems are replaced with pipes and ditches. The grading of land, creation of impervious surfaces, and the creation of manmade channels for surface waters reduce percolation and increases surface runoff. Floodplain encroachment reduces channel capacity. Removal of vegetation increases erosion potential. All of these changes can, in turn, cause erosion and damage aquatic habitat.

Urban pollutants are also introduced as a result of development and intensified population growth that typically accompanies development. Pollutants may include toxic metals, hydrocarbons, nutrients, suspended solids, and many other chemicals. Land use is an important factor in determining the potential sources of urban runoff pollution and is considering the potential effects on both land and water resources.

In the City, many different sources of urban runoff pollution were identified due to the variety of land uses within each watershed. The significant sources and examples of activities that may generate pollutants are listed below:

- *Industrial facilities*: industrial chemical processes; chemical and waste storage; fleet maintenance and vehicle washing; and landscaping.
- *Commercial business including food and vehicle service facilities*: vehicle and equipment maintenance; food processing; vehicle washing; landscaping; and chemical and waste storage.
- *Residential dwellings*: vehicle washing; home vehicle repair; home painting and construction projects; chemical and waste storage; and landscaping.
- *Construction and remodeling projects*: grading; vegetation removal; concrete washout; vehicle and equipment fluids; landscaping; and material and waste storage.
- *Municipal sewer system and private sewer laterals*: exfiltration from leaking, cracked, and debilitated pipelines; and overflows from blocked pipelines.

Pollutants of Concern

The storm water pollutants of concern generated by the sources described above are numerous and quite varied. The pollutants of concern are listed below:

- Metals
- Solvents
- Paint
- Concrete and Masonry Products
- Detergents
- Vehicle fuels and fluids
- Oil and Grease
- Pesticides and fertilizers (organic compounds and nutrients)
- Pet Waste and Sewage (bacteria, pathogens and oxygen demanding compounds)
- Debris and litter
- Sediment and silt

In general, the City's watersheds contain most or all of the pollutants listed above. This is because the various types of land uses are distributed throughout the City rather than certain types being concentrated in certain areas.

In addition when discussing local pollutants of concern, it is important to note that the San Benito River has been identified as an impaired water body. Section 303 (d) of the Clean Water Act requires States to identify and prepare a list of water bodies that do not meet water quality objectives, and then establish load and waste load allocations (collectively known as a Total maximum Daily Load, or TMDL) for each water body, which will ensure attainment of water quality objectives.

In the Hollister area, San Benito River is currently on the 303 (d) list of impaired water bodies. The San Benito River is listed as having Fecal Coliform and Sedimentation/Siltation as the Pollutant or Stressor of concern. To date, TMDL's for the San Benito River has not been established although it is under development. The City, through the implementation of the SWMP will prioritize this issue to the extent that the pollutant sources are within the City's jurisdiction.

SECTION 3.0 IMPLEMENTING THE STORM WATER MANAGEMENT PLAN

This section briefly describes the City department responsible for implementing each BMP, and the timeline and legal authority under which the SWMP will be implemented. The City will implement this SWMP over the next five years, as required by the Phase II General Permit.

3.1 CITY DEPARTMENTS AND COORDINATION

The key City departments identified in Table 3-1 have the primary responsibility for day-to-day implementation of the SWMP, and the contact information for the persons responsible for its implementation is shown in Table 3-2. The overall City management is summarized in Figure 3 (the City Organization Chart).

The City seeks to work closely with the RWQCB through annual reporting, notification of noncompliance, notification of spills and illicit connections/discharges and through both formal and informal meetings. The City will also coordinate with the public through three primary mechanisms:

- Public contact with the City's offices regarding complaints, suggestions, and requests
- Public review of the annual report preparation process
- Public input on proposed projects during the environmental evaluation process

3.2 TIMELINE

This SWMP is submitted to the Central Coast RWCQB is accordance with the timeline established by the final NPDES Phase II rule. The final Phase II rule requires that the City submit a Notice of Intent (NOI) and SWMP to the Central Coast RWQCB on or before March 10, 2003. The RWQCB then approves this plan and grants coverage under the General Permit. The SWMP will be revised to adopt and incorporate any new measurable goals developed by the City of any revised measurable goals identified through the city's continuous improvement process.

The SWMP will be implemented over the next five years (from 2004 to 2009) as detailed in the Sections 4.0 through 9.0. Each minimum control measure and associated best management practices (BMP's) included in the SWMP have their own implementation schedule, based on City funding and program priorities. Table 3-1 at the end of this section summarizes the BMP's and the associated implementation schedule, and assigns the responsibility of implementing each BMP to specific City departments.

3.3 LEGAL AUTHORITY (ENFORCEMENT)

The City's legal authority to enforce this SWMP includes the General Plan, City ordinances, the building and development plan review process, Standard Design and Specifications, and solid waste regulations. In order to establish adequate legal authority, the City intends to modify parts of the General Plan, ordinances, and other codes as part of its implementation schedule (see Table 3-1). The City will maintain adequate legal authority to implement and enforce the SWMP, including right of entry/inspection, designed to reduce the discharge of pollutants from the MS4 to protect water quality to the MEP.

The primary City staff enforcement for the SWMP includes the Engineering, Community Services and Development Services Departments. Engineering staff enforces all construction and capital improvement projects. The Community Services Department responds to any illicit discharges from existing facilities. The Development Services staff regulates all private construction projects. Lastly, the City Attorney plays an enforcement role by reviewing all revisions to ordinances and litigating any violations.

Table 3-1
City Departments Responsible for Implementation of the SWMP

No	BMP	Department	SWMP Program	Activities
PE-1	Web Page	Community Services	Public Education & Outreach	Maintain and track the number of 'hits' to the existing web page and add additional SWMP information. The City will continue to update the web page as new information is available
PE-2	Bulletins, Brochures and Fact Sheets	Community Services	Public Education & Outreach	Distribution of Storm Water information to residents in the utility bill
		Engineering	Public Education & Outreach	Storm water fact sheet for contractors
		Development Services	Public Education & Outreach	Fact sheet for businesses
		Community Services	Public Education & Outreach	Inclusion on Water Resource Agency brochure
PE-3	Television Advertising	Community Services	Public Education & Outreach	Airing of informational presentations or slides on the local community access channel
PE-4	Storm Drain Marking	Community Services	Public Education & Outreach	Inventory creation and identification of storm drain collection points in the system
				Maintenance of markings to ensure legibility
PE-5	Storm Water 'Hotline'	Community Services	Public Education & Outreach	Establishment of a phone number for the public to report illicit discharges
PE-6	Event Participation	Community Services	Public Education & Outreach	Distribution of program materials at public events

No	BMP	Department	SWMP Program	Activities
PP-1	Public Meetings	Community Services	Public Participation and Involvement	Hold a public meeting to present the SWMP to the community, city council and other city departments and to receive public comment
				Hold two public meetings to discuss the progress of the SWMP
PP-2	Public Presentations	Community Services	Public Participation and Involvement	Prepare a standard presentation that informs the community about the need and benefits of the Storm Water Management Plan
				Modify the presentation to tailor it to specific community groups.
PP-3	Web Page	Community Services	Public Participation and Involvement	Inclusion of a comment form as part of the City's web page and respond as required
PP-4	River Clean-up Days	Community Services	Public Participation and Involvement	Community day at the High School
PP-5	City Employee Training	Community Services	Public Participation and Involvement	City employee attendance of local/regional training seminars
ID-1	Strom Drain Mapping	Engineering	Illicit Discharge Detection/ Prevention	Complete and maintain comprehensive map detailing storm drain networks and drainage areas
ID-2	Discharge Testing & Inspection	Community Services	Illicit Discharge Detection/ Prevention	Sample and test outfall flows on an annual basis
				Inspection of storm drain outfalls on a routine basis

No	BMP	Department	SWMP Program	Activities
ID-3	Hazardous Waste Collection	Community Services	Illicit Discharge Detection/ Prevention	Participation in the regional hazardous waste collection efforts
ID-4	Illicit Discharge Ordinance	Community Services	Illicit Discharge Detection/ Prevention	Adoption of more stringent ordinances and regulations concerning the enforcement of illicit discharges
ID-5	Video Surveillance Program	Community Services	Illicit Discharge Detection/ Prevention	Obtain a current library of major storm drain lines to detect illicit discharges
ID-6	'Hot Line'	Community Services	Illicit Discharge Detection/ Prevention	Establishment of a phone number for the public to report illicit discharges
CS-1	Grading Ordinance Adoption	City Attorney	Construction Site Storm Water Control	The creation of a comprehensive grading ordinance
		Engineering		
		Development Services		
CS-2	Adoption of Construction BMP's	City Attorney	Construction Site Storm Water Control	The adoption and enforcement of the grading ordinance
		Engineering		Inclusion of construction site BMP's in the Standard Specifications
CS-3	Construction Outreach Brochures	Engineering	Construction Site Storm Water Control	Provide all City construction staff with construction BMP material for distribution to permit applicant
PC-1	General Plan Land Use Criteria	Development Services	Post Construction Water Management	Update of the City General Plan to address land use issues
PC-2	Development Requirements	Development Services	Post Construction Water Management	Minimization of post Construction Impervious Area
				Treatment Controls
				Funding Participation from Developers for continued Storm water awareness

No	BMP	Department	SWMP	Activities
PC-3	Permit Process	Development Services	Post Construction Water Management	Development of storm water compliance requirements on building permits
GH-1	Facility Surveys	Community Services	Pollution Prevention/ Good Housekeeping for Municipal Operations	Inventory of City owned buildings and identification of current storm water runoff practices
GH-2	Facility Maintenance	Community Services	Pollution Prevention/ Good Housekeeping for Municipal Operations	Identification of BMP's tailored for specific City Facilities
				Implementation of BMP's
				Maintenance of BMP's
GH-3	City Employee Training	Community Services	Pollution Prevention/ Good Housekeeping for Municipal Operations	Training of City employees in the basics of the SWMP
		Engineering		
		Development Services		

Table 3-2: Responsible Departments Contact Information

Community Services Department
Clay Lee, Director
(831) 636-4370

Engineering Department
Steve Wittry, Interim Deputy Director
(831) 636-4340

Development Services Department
Bill Avera, Interim Director
(831) 636-4360

City Attorney Office
Elaine Cass, City Attorney
(831) 636-4306

SECTION 4.0 PUBLIC EDUCATION AND OUTREACH

The first of the six Minimum Requirements defined in this SWMP is Public Education and Outreach. The goal of the Public Education and Outreach control measure is to educate the public about the importance of the City's Storm Water Program and describe the public's role in the program. The City will educate the public through a series of BMP's that increase awareness of the role each community member plays in protecting storm water quality.

Typically "public education" refers to a curriculum-based program whereas "public outreach" refers to programs that disseminate information. There have been many successful storm water public education and outreach materials created and it is the City's intent to rely more on existing materials, rather than create new materials.

4.1 MINIMUM REQUIREMENTS

To meet the Minimum Requirements the Phase II General Permit requires the following:

> "The Permittee must implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impact of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff."

EPA guidelines further define the Minimum Requirements as:

> A small MS4 should "implement a public education program to distribute educational materials to the community, or conduct equivalent outreach activities about the impacts of storm water discharges on local water bodies and the steps that can be taken to reduce storm water pollution."

Both agencies require that MS4s distribute information regarding the impacts of storm water on water quality as a result of people's actions whether at work washing out floor mats or at home washing their car in their driveway. The intent is that if the community were educated they would change their behavior and water quality would be improved.

4.2 BMP's

The following BMP's are either existing or will be implemented by the City within the next five years, upon approval of this SWMP, to satisfy the minimum requirements of Public Education. These BMP's will be implemented to educate the community about the MS4, and how it leads directly, without treatment, to local creeks and rivers. The BMP's in this section do not address specific pollutants of concern. However, it is the City's intent that these BMP's would support the overall program in educating the public about the purpose and goals of the program, namely to reduce pollutants to the Maximum

Extent Practicable (MEP). Although the following BMP's do not necessarily have a direct correlation to pollutants, they will have an indirect effect on the pollutants of concern. The BMP's below are numbered as PE (Public Education) BMP's. The Public Education and Outreach BMP's are summarized in Table 4-1.

PE-1 Web Page: The City's web page www.Hollister.ca.gov currently offers information on various City departments activities of the City of Hollister. In Year 2, the City will provide a link to information specifically related to storm drainage. The storm drain area of the site will include information concerning the fate of the water as it enters the storm drain system and suggestions for minimizing/reusing storm water. A form will be provided to allow the community to comment on the content of the material or to report potential problems.

Measurable Goal

The City will educate the community about water quality issues and their role in solutions through outreach to residents and businesses. The measurable goal for PE-1 is below:

PE-1 Web Page: The City will add a link for storm water information by the end of Year 2. The city will maintain and track the number of hits to the existing web site and compare (number and percentages) to the number of hits for the storm drain link. The site will be updated as additional information becomes available.

PE-2 Bulletins, Brochures and Fact Sheets: The City will develop brochures or fact sheets (or modify existing brochures from other agencies) to educate the community on ways they can decrease their impact on storm water runoff. The brochures will define the problem and describe pollutants of concern, and provide examples of solutions to decrease these pollutants from getting into local water bodies. They will describe how the storm drain system flows directly to either the Santa Ana Creek or the San Benito River and how any pollutants will have an impact on wildlife located in those areas. The brochures will be tailored to fit particular segments of the community (Residents, Contractors and Businesses) and be distributed in areas where each of these segments would gain the most exposure.

Many brochures and fact sheets have been developed throughout the region that addresses many of the same concerns of Hollister. The City will research which brochures best fit the local area and either request to use these brochures or modify them to suit the City. The City will provide the information in both Spanish and English to serve the entire community.

Measurable Goal

The City will educate the community about water quality issues and their role in solutions through outreach to residents and businesses. The measurable goal for PE-2 is below:

PE-2 Bulletins, Brochures and Fact Sheets:

I. The city will provide reminders of the effects of storm water runoff in residents utility bill. These statements will provide regular reminders of how each person affects the community. These messages will also be utilized to advise the community when additional information is available and where it can be found. These messages will begin in Year 1.

II. The city will develop a fact sheet or brochure tailored specifically to the construction industry by the end of Year 3. This brochure will be distributed to all contractors through the permit process. The city will track the number of brochures distributed and verify the implementation through inspection practices.

III. The city will develop a fact sheet or brochure tailored specifically to the business community by the end of Year 3. This brochure will be distributed to tenant and business owners through the city business license process. The city will track the number of brochures distributed and offer inspection services to educate this segment on specific ways an individual businesses may reduce storm water contributions.

IV. The City of Hollister is a partner agency of the Water Resource Association (WRA). The WRA has programs in place to educate the community on practices of conserving water usage. By the end of Year 1, the City will add additional language (or create a fact sheet) to be distributed at WRA functions.

PE-3 Television Advertising: The City will develop informational slides and/or presentations for airing by the local Community Access Programming (CMAP) agency. The presentations will provide another point of information to the community to learn more about the affects of pollutants in the storm drain system and provide the opportunity to notify the public as to where additional information is available.

Measurable Goal

The City will educate the community about water quality issues and their role in solutions through outreach to residents and businesses. The measurable goal for PE-4 is below:

PE-3 Television Advertising: The City will create and air slides and/or presentations to be aired on the local access television channel by the end of Year 2. Effectiveness will be measured by documenting how many responses are generated by the presentations.

PE-4 Storm Drain Marking: The storm drain marking program is an existing program that reminds residents that items which are placed in storm drain catch basins will find their way to the local waterway. Presently all new storm water catch basins are marked with these reminders. The City will supplement this program by the inclusion of a comprehensive numbering/identification system that will allow residents to relay information about a particular catch basin for city response.

Measurable Goal
The City will educate the community about water quality issues and their role in solutions through outreach to residents and businesses. The measurable goal for PE-4 is below:

PE-4 Storm Drain Marking: The number of catch basins that are marked will measure the success of this program. City staff will perform annual inspections of all of the storm water catch basins and document how many basins need to be marked/remarked. Work orders will then be created and documented to determine how many basins are marked on an annual basis.

PE-5 Storm Water Hotline: The city will provide a hotline number that residents, businesses and construction contractors can call to get more information on the storm water program, report water quality issues or get information such as how to dispose of household hazardous waste. This number will be included in all public outreach and participation material.

Measurable Goal
The City will educate the community about water quality issues and their role in solutions through outreach to residents and businesses. The measurable goal for PE-5 is below:

PE-5 Storm Water Hotline: Establish a storm water hotline number in Year 3 and document calls throughout the permit life. The hotline number will be included in all program material for the remainder of the permit. The City will track the number of calls and the percent of calls that result in a City response to remedy a storm water pollution problem.

PE-6 Event Participation: the City will participate in local events which emphasis the impacts and assist with effort to engage the public in the area of storm water management.

Measurable Goal
The City will educate the community about water quality issues and their role in solutions through outreach to residents and businesses. The measurable goal for PE-6 is below:

PE-6 Event Participation: The City will promote/participate in activities such as the County Fair and 'Community Day' at the high school. The number of events that are attended and how many participants are involved in the event will determine success of these programs.

Reporting

The City will record the amount of public education materials that are distributed. This will include the number of brochure/fact sheets distributed, number of hits on the web page, number of storm drain catch basins marked and number of calls on the hotline. The

progress in implementation of the public education and outreach measure will be presented in the annual report.

Measurable goals may be adjusted, if necessary. Any proposed changes to the SWMP will be presented to the RWQCB and require approval prior to implementation.

Table 4-1
Public Education & Outreach

No	BMP	Measurable Goal	Start Date	Frequency	Progress Measurements	Effectiveness Measurements
PE-1	Web Page	Maintain and track the number of 'hits' to the existing web page and add additional SWMP information. The City will continue to update the web page as new information is available	Year 2	Ongoing	Frequency of updates and whether or not 'hits' were tracked	Installation of a web tool that allow the number of hits to the SWMP section and assess if the hits increase or decrease annually
						By the number of hits to the existing web page and percentage of increase or decrease per year
PE-2	Bulletins, Brochures and Fact Sheets	Distribution of Storm Water information to residents in the utility bill	Year 1	Twice per year	Whether or not the messages are placed in the utility invoice	
		Storm water fact sheet for contractors	Year 3	1x	Whether or not the fact sheet was developed	By the number of contractors that implement BMP's from the fact sheet
		Fact sheet for businesses	Year 3	1x	Whether or not the fact sheet was developed	By the number of businesses that implement BMP's from the fact sheet
		Inclusion on Water Resource Agency brochure	Year 1	Once	Whether or not information is included in WRA brochure	

PE-3	Television Advertising	Airing of informational presentations or slides on the local community access channel	Year 2	Ongoing	Whether or not the presentations or slides are aired	
PE-4	Storm Drain marking	Inventory creation and identification of storm drain collection points in the system	Year 1	Ongoing	Whether or not the inventory is created	
		Maintenance of markings to ensure legibility	Year 1	Ongoing, annually	Number and percent of storm drain inlets marked	Percentage change of markings over previous year
PE-5	Storm Water 'Hotline'	Establishment of a phone number for the public to report illicit discharges	Year 3	Ongoing	Whether or not a phone line has been established	By the number of phone calls received; number of illicit discharges detected by the calls
PE-6	Event Participation	Distribution of program materials at public events.	Year 3	Annual	Whether or not there is event participation	The number of individuals that sign-in on the book will be tallied and compared to previous years by number and percentages

Public Education & Outreach
Table 4- 1 Cont.

SECTION 5.0 PUBLIC PARTICIPATION AND INVOLVEMENT

The first goal of the Public Participation and Involvement control measure is to raise public awareness about urban runoff pollution through involvement in the City's Storm Water Program. The second goal is to involve the public in the development and implementation process to secure "buy in" and generate public support for the city's water quality protection efforts. The BMP's in this section do not address specific pollutants of concern however, it is the City's intent that these BMP's would support the overall program in educating the public about the purpose and goals of the program, namely to reduce pollutants to the MEP. In addition, these BMP's will have an indirect effect on water quality through public participation in the City's SWMP.

5.1 MINIMUM REQUIREMENTS

The General Permit requires the following to meet the Minimum Requirements:

> The Permittee must at a minimum, comply with state and local public notice requirements when implementing a public involvement/participation program.

EPA guidelines further define the minimum requirements as:

> Operators of regulated Small MS4s should include the public in developing, implementing, and reviewing their SWMPs. The public participation process should make every effort to reach out and engage all economic and ethnic groups.

Both agencies require that MS4 operators involve the public in the development, implementation, and regular reviews of their SWMPs. The intent of public involvement is that the public or community can provide valuable input and so the community understands and acknowledges the City's SWMP.

5.2 BMP's

The following BMP's are either existing or will be implemented by the City within the next five years, upon approval of this SWMP, to satisfy the minimum requirements of the Public Participation control measure. These BMP's will be implemented to involve program stakeholders (residents, chamber of commerce, businesses) to raise the awareness and gain the community's input in the City's SWMP. The BMP's below are numbered as PP (Public Participation) BMP's. The Public Participation BMP's are summarized in Table 5-1.

PP-1 Public Meetings: The City will hold public meetings to provide updates on the storm water program and progress achieved. Public meeting will comply with state and

local public notice requirements. The public meeting will be held to present the draft storm water program to the community and to obtain feedback from residents, businesses and community groups. Subsequent meetings will provide these groups with updates on the program and ways groups can get involved.

Measurable Goal:
The City will involve the community in the development and implementation of the City's storm water program. Each of the BMP's will have an indirect effect on improving water quality by informing the public about the City's SWMP. The measurable goal for PP-1 is below:

PP-1 Public Meetings:

I. The City will hold a public meeting to present the SWMP to the community, City Council and other City Departments to receive comments on the draft program. This public meeting will be held in Year 1, upon approval of the SWMP. The number of public participants who attended the meeting as well as the number of comments received will be documented.

II. The City will hold two additional public meetings over the course of the next five years to update the community, City Council and other departments on the progress of the storm water program. The number of public participants who attended the meeting as well as the number of comments received will be documented.

PP-2 Public Presentations: The city will give presentations to various community groups within the City of Hollister (i.e. Chamber of Commerce, Service Clubs, neighborhood watch groups). The objective of these presentations is to convince the community of the need to protect water quality and to emphasize that the community has an important role in protecting the environment.

Measurable Goal:
The City will involve the community in the development and implementation of the City's storm water program. Each of the BMP's will have an indirect effect on improving water quality by informing the public about the City's SWMP. The measurable goal for PP-2 is below:

PP-2 Public Presentations:

I. The City will prepare a standard presentation that informs the community about the need for and benefits of he SWMP. The presentation will be prepared in Year 3.

II. The City will tailor the presentation for specific groups within the community and present it at various functions. The City will track the number of presentations as well as the number of participants involved.

PP-3 Web Page: The City will incorporate a comment form on the web site to take suggestions and comments on the SWMP.

Measurable Goal:
The City will involve the community in the development and implementation of the City's storm water program. Each of the BMP's will have an indirect effect on improving water quality by informing the public about the City's SWMP. The measurable goal for PP-3 is below:

PP-3 Web Page: The City will include a comment form on the web page for the public to respond to the SWMP by the end of Year 2. The City will track the number of comments as well as the percentage of comments that require action by the City.

PP-4 River Clean-up Day: The City will become actively involved in River Clean-up Day' where community groups can help remove debris from local creeks and rivers prior to the first storm event of the year

Measurable Goal:
The City will involve the community in the development and implementation of the City's storm water program. Each of the BMP's will have an indirect effect on improving water quality by informing the public about the City's SWMP. The measurable goal for PP-4 is below:

PP-4 River Clean-up Day: The City will participate in a minimum of one River Clean-up Day beginning in the Year 2 and continue its involvement throughout the lifetime of the permit. The City will track the number of public volunteers at the event and the amount of trash/debris collected.

PP-5 City Employee Training: The City will train staff with responsibility for implementing the storm water program. The training will provide an overview of each of the minimum requirement of the permit along with addressing the reporting criteria associated with each measure.

Measurable Goal:
The City will involve the community in the development and implementation of the City's storm water program. Each of the BMP's will have an indirect effect on improving water quality by informing the public about the City's SWMP. The measurable goal for PP-5 is below:

PP-5 City Employee Training: The City will modify its standard presentation to focus on an overview of the permit and its implementation process. Each employee responsible for implementing the storm water program will receive training. Training will begin in Year 1 and continue throughout the permit. The City will track the number of employees

trained as well as the percentage of employees trained at the conclusion of each program year.

Reporting

The City will document the level of community participation and feedback and summarize this in the annual report. Comments form stakeholders and the web page will be used to improve implementation of all six control measures. The progress in implementing the Public Information and Participation control measure will be documented in the annual report.

Measurable goals may be adjusted, if necessary. Any proposed changes to the SWMP will be presented to the RWQCB and require approval prior to implementation.

Table 5-1
Public Participation and Involvement

No	BMP	Measurable Goal	Start Date	Frequency	Progress Measurements	Effectiveness Measurements
PP-1	Public Meetings	Hold a public meeting to present the SWMP to the community, city council and other city departments and to receive public comment	Year 1 (upon Approval)	Once	Whether or not the meeting was held	Number of comments/suggestions on the draft plan; number of individuals from the general public that attend the meeting.
		Hold two public meetings to discuss the progress of the SWMP	Year 2 & Year 4	Two events	Whether or not the meeting was held	Number of comments/suggestions on the draft plan; number of individuals from the general public that attend the meeting
PP-2	Public Presentations	Prepare a standard presentation that informs the community about the need and benefits of the Storm Water Management Plan	Year 3	Once	Completion of the presentation	
		Modify the presentation to tailor it to specific community groups.	Year 3	Ongoing	Number of presentations held per year	Number of individuals at each event; percent increase or decrease of individuals on an annual basis

PP-3	Web Page	Inclusion of a comment form as part of the City's web page and respond as required	Year 2	Ongoing	Whether or not the form is added to the web page	Number of comments received and the number of comments which require action/response
PP-4	River Clean-up Days	Community day at the High School	Year 2	Annual	Whether or not there is event participation	The number of volunteers that attend the event will be tallied and compared to previous events
PP-5	City Employee Training	City employee attendance of local/regional training seminars	Year 1	Ongoing	Number of employees attending the training seminars	Number and percent of employees trained each year

Table 5-1 Cont.
Public Participation and Involvement

SECTION 6.0 ILLICIT DISCHARGE DETECTION/ELIMINATION

The Illicit Discharge Detection and Elimination control measure is designed to prevent the discharge of pollutants to receiving waters. It requires the development and implementation of a system to identify and eliminate sources of illicit discharge and illegal dumping. The program depends on a number of partners including the public and other local agencies. The specific requirements of this program are described in detail below, followed by a discussion of the City's existing program BMP's, including measurable goals for determining effectiveness.

6.1 MINIMUM REQUIREMENTS

An illicit discharge is defined as "a point source discharge of pollutants to a MS4 which is not composed entirely of storm water and not authorized by an NPDES permit." Non-storm water discharges are classified as "Illicit or Exempted. Improperly disposed of materials that enter the MS4 impact the environment and cause health and safety concern." Discharge sources must be controlled and illegal behavior prevented. Controlling and eliminating illicit discharges through a comprehensive detections and abatement program can help in protecting the environment and public health and safety. Prevention can be enhanced through education on hazards and consequences of illegal disposal, provision of alternative disposal options and incentives and through legal enforcement procedures.

As stated in the General Permit, the following requirements apply to this control measure:

> "Develop, implement and enforce a program to detect and eliminate illicit discharges into the (storm drain system)."
>
> "Develop a storm sewer system map, showing the location of all outfalls and the names and locations of all waters…that receive discharges from those outfalls."
>
> "To the extent allowable under State or local law, effectively prohibit, through ordinance, or other regulatory mechanism, non-storm water discharges into the (storm drain system) and implement appropriate enforcement procedures and actions."
>
> "Develop and implement a plan to detect and address non-storm water discharges, including illegal dumping, to the system that are not authorized by a separate NPDES permit."
>
> "Inform public employees, businesses, and the general public of the hazards that are generally associated with illegal discharges and improper disposal of waste."
>
> "Address (specified) categories of non-storm water discharges…if you identify them as significant contributors of pollutants…".

6.1.1 Non-Storm Water Discharges

Currently, the City has an ordinance prohibiting the waste of potable water as part of its water conservation effort. The ordinance prohibits washing sidewalks or roadways when sweeping provides a reasonable alternative. The ordinance also provides some guidelines with respect to individual residential car washing, washing of building or exterior surfaces, as well as hydrant flushing except when required for public health and safety. The City, as a member of the Water Resources Association of San Benito County, provides Public Education brochures on reducing the over-watering of landscape areas. A direct result of this conservation effort is, through the reduction of over-watering landscape areas, the chance of runoff reaching the storm drains containing pesticides and fertilizers from over saturated soils is reduced. The City will review and address applicable Non-Storm Water Discharges through a combination of updating existing ordinances, Standard Specifications, and through Public Education.

6.1.2 Municipal Separate Storm Sewer System

The primary source of information for the city's MS4 is the Storm Drain Report prepared in 2002. The report contains general information about drainage basins around the city, recorded rainfall intensity, street surface flow patterns and the existing culvert locations at that time. Much of this information is now outdated due to the substantial amount of urban growth since the report was prepared.

The City included storm drainage standards in the Standard Details and Specifications for construction, published by the city's engineering division in 1992.

The storm drain system maps do not have a direct effect on water quality, they will be used to assess illicit connections and assist in preventing illegally dumped material from entering receiving waters. The storm drain atlas will also assist staff in identifying locations of all drain inlets, which may be the recipient of storm run-off within a particular watershed that may affect storm water quality.

6.2 BMP's

The following BMP's are either existing or will be implemented by the City within the next five years, upon approval of this SWMP, to satisfy the minimum requirements of the Illicit Discharge Detection and Elimination control measure. The BMP's below are numbered as ID (Illicit Discharge) BMP's. The Illicit Discharge BMP's are summarized in Table 6-1.

ID-1 Storm Drain Mapping: The City will maintain a comprehensive map of the storm drain system. This map will be updated, as required, to reflect changes due to construction. The map will be used to assist with the identification of potential illicit contributors to storm drainage

Measurable Goal

The following measurable goal for ID-1 has been selected to ensure that illicit discharges are detected, eliminated and prevented to improve water quality:

ID-1 Strom Drain Mapping: The storm drain map will be used to assist in the identification of illicit dischargers. A 'Master' of the system will be prepared and confirmed actions will be marked on this map.

ID-2 Discharge Inspection and Sampling: The City will inspect all storm drain outfalls on an annual basis prior to the first storm of the season. Samples will be taken from 'first flush' events and they will be analyzed to determine pollutants for each sub-basin.

Measurable Goal

The following measurable goal for ID-2 has been selected to ensure that illicit discharges are detected, eliminated and prevented to improve water quality:

ID-2 Discharge Inspection and Sampling: The City will inspect all storm drain outlets and evaluate their general status. A sample of the first flush will be collected each year and analyzed for pollutants of concern. Each year the results will be compared to previous years to determine the overall effectiveness of the SWMP.

ID-3 Household Hazardous Waste Collection: The City currently has a program in place for the monthly collection of household hazardous waste. The community is encouraged to bring their used motor oil, paint, household cleaning supplies, etc. to the corporation yard for proper disposal.

Measurable Goal

The following measurable goal for ID-3 has been selected to ensure that illicit discharges are detected, eliminated and prevented to improve water quality:

ID-3 Household Hazardous Waste Collection: This program currently allows residents of the county to drop off their household hazardous waste on a monthly basis. Efforts will be made to further publicize this program to the Latino community. To evaluate the effectiveness of the program the City will document how much material was brought to the facility and compare it on an annual basis.

ID-4 Illicit Discharge Ordinance: The City will review and revise the section of the municipal code which deals with illicit discharges into the storm drain system (Chapter 13.04). These sections will be reviewed to verify that they allow the appropriate enforcement action to take place.

Measurable Goal

The following measurable goal for ID-5 has been selected to ensure that illicit discharges are detected, eliminated and prevented to improve water quality:

ID-4 Illicit Discharge Ordinance: The City will develop appropriate documentation material to properly field, report and follow-up to facilitate appropriate adherence to ordinances. This material will allow space for the documentation of which storm drain system was impacted and which water body may have been affected.

ID-5 Video Surveillance Program: The City currently has a substantial library of videotapes that depict the interior of storm drain pipes throughout the system. This program will add additional tapes to the library, which staff will compare to previous tapes to determine if/how the line may have changed.

Measurable Goal

The following measurable goal for ID-5 has been selected to ensure that illicit discharges are detected, eliminated and prevented to improve water quality:

ID-5 Video Surveillance Program: This program will be developed over the course of two years. Year 1 will focus on appropriately documenting the condition of the existing video library. Year 2 will begin the comparison of old video vs. new footage. The effectiveness of this program will be determined by the amount of new video taken and the documentation of any actions from the tape. Locations will be determined, in part, from data obtained from BMP ID-2.

ID-6 Storm Water Hotline: The city will provide a hotline number that residents, businesses and construction contractors can call to get more information on the storm water program, report water quality issues or get information such as how to dispose of household hazardous waste. This number will be included in all public outreach and participation material. (This item is identical to PE-5)

Measurable Goal

The following measurable goal for ID-6 has been selected to ensure that illicit discharges are detected, eliminated and prevented to improve water quality:

ID-6 Storm Water Hotline: Establish a storm water hotline number in year 3 and document calls throughout the permit life. The hotline number will be included in all program material for the remainder of the permit. The City will track the number of calls and the percent of calls that result in a City response to remedy a storm water pollution problem.

Reporting

The effectiveness of the BMP's for the minimum requirements of detecting, eliminating and preventing illicit discharges, will be gauged by tracking and evaluating the number of:

- Public complaints or maintenance personnel actions using the new documentation.
- Comments/suggestions received on the new ID Reporting/Complaint forms at the end of each program year.
- Forms completed and submitted to the City and type of illegal dumping activity.
- Illegal discharges and connections that are identified.
- Illicit connections or discharge incident the City responds to.

The progress in implementing the illicit discharge detection/elimination control measure will be documented in annual reports.

Measurable goals may be adjusted, if necessary. Any proposed changes to the SWMP will be presented to the RWQCB and require approval prior to implementation.

Table 6-1
Illicit Discharge Detection/Prevention

No	BMP	Measurable Goal	Start Date	Frequency	Progress Measurements	Effectiveness Measurements
ID-1	Strom Drain Mapping	Complete and maintain comprehensive map detailing storm drain networks and drainage areas	Year 1	Ongoing	Review/Assess mapping progress at the end of each program year	
ID-2	Discharge Testing & Inspection	Sample and test outfall flows on an annual basis	Year 2	Annual	Number of outfalls sampled each year	Changes in pollutant level in each outfall, each year
		Inspection of storm drain outfalls on a routine basis	Year 2	Twice Annually	Number of Outfalls inspected	Number and percent of identified illicit discharges that are located at the inspected outfalls
ID-3	Hazardous Waste Collection	Participation in the regional hazardous waste collection efforts	Year 1	Ongoing	Number of events held on an annual basis	Amount of material collected at each event and annual comparison to previous years total
ID-4	Illicit Discharge Ordinance	Adoption of more stringent ordinances and regulations concerning the enforcement of illicit discharges	Year 3	Once	Assess whether or not the new ordinance has been drafted and the existing ordinances have been updated	

ID-5	Video Surveillance Program	Obtain a current library of major storm drain lines to detect illicit discharges	Year 1	Ongoing	Amount of storm lines which are sampled	Number and percent of storm drain lines that have been recorded on an annual basis
ID-6	'Hot Line'	Establishment of a phone number for the public to report illicit discharges	Year 3	Ongoing	Whether or not a phone line has been established	Number of phone calls received; number of illicit discharges detected by the calls

Table 6-1 Cont.
Illicit Discharge Detection/Prevention

SECTION 7.0 CONSTRUCTION SITE STORM WATER CONTROL

The purpose of construction site runoff controls is to prevent soil and construction waste from entering storm water. Sediment is usually the main pollutant of concern; during a short period of time, construction sites can contribute more sediment to creeks than can be deposited naturally over several decades. The resulting siltation and the contribution of other pollutants from construction sites can cause physical, biological, and chemical harm to local waterways. The BMP's prescribed in the Construction Site Storm Water Control Section of the SWMP specifically address the sediment and siltation pollutants of concern. However, as a result of implementing these BMP's, other pollutants (diesel, used motor oil, concrete wash, etc.) will also be reduced.

7.1 MINIMUM REQUIREMENTS

The General Permit requires the following to meet the minimum requirements:

> The Permittee must develop, implement, and enforce a program to ensure controls are in place that will prevent or minimize water quality impacts from storm water runoff from construction sites. Within the permit area, the program must apply to all construction projects that disturb greater than or equal to one acre (including projects less than one acre that are part of a larger plan of development or sale that would disturb more than one acre) and that discharge into the Permittee's small MS4.

In addition, EPA guidelines establish the following BMP's for Construction Site Runoff Control Minimum Requirements:

- Ordinance or other regulatory mechanism as well as sanctions to ensure compliance
- Requirements for construction site operators to implement appropriate erosion and sediment control BMP's
- Requirements for construction site operators to control waste
- Procedures for site plan review which incorporate consideration of potential water quality impacts.
- Procedures for receipt and consideration of information submitted by the public
- Procedures for site inspection and enforcement of control measures

7.2 BMP's

The following BMP's are either existing or will be implemented by the City over the next five years, upon approval of this SWMP, to satisfy the Minimum Requirement of the Construction Site Storm Water control measure and improve water quality to the MEP. The BMP's below are

numbered as CS (Construction Site) BMP's. The Construction Site Storm Water Control BMP's are summarized in Table 7-1.

CS-1 Grading Ordinance Adoption: The present grading ordinance for the City is extremely vague and lacking of any use. A new ordinance will address construction site runoff control and associated inspection and enforcement and will provide the necessary framework for implementing construction runoff control measures.

In summary revisions to the grading ordinance will include:

- Language linking the ordinance to the General Permit.
- New definitions to clarify NDDES related terms used in the ordinance
- Required preparation and implementation of erosion and sediment control and storm water BMP's for all grading operations that require a grading permit.
- Prohibitions on non-storm water construction related discharges
- Submittal of copies of Notice of Intent and Storm Water Pollution Prevention Plan (SWPPP) for sites of one or more acres of land disturbance in accordance with the small construction program
- Enhanced site inspection procedures to include inspection of construction storm water BMP's and appropriate design standards
- Specific guidance to use approved BMP manuals

Measurable Goal

Measurable goals will be used to check progress each year as well as demonstrate the efforts made to reduce pollutants to the MEP. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate.

The following measurable goal will be applied toward the construction program:

CS-1 Grading Ordinance Adoption: By the end the end of Year 2, City will have adopted an updated grading ordinance. This date coincides with the completion of revisions to the City's General Plan and associated zoning ordinances. Following the adoption, the number of grading permits issued will be monitored and the number and percentage of sites in compliance will be documented.

CS-2 Adoption of Existing BMP Manuals: On of the key components of the Grading Ordinance will be references to effective BMP manuals. The manuals will assist applicants in applying appropriate and sufficient BMP's, including construction related sediment and siltation runoff. All or portions of the following are being considered at this time:

- Caltrans (2002 or current) Construction Site Best Management Practices Handbook
- Erosion and Sediment Control Handbook (1999 or current)
- San Francisco Regional Water Quality Control Board (2002 or Current) Erosion and Sediment Control Field Manual

These particular manuals will be available for review and offer a wide range of choices to the applicant to fit his particular need. Final decision on the appropriateness and effective use of the BMP's will be made by staff through the approval if the Sediment and Erosion Control plan, submitted as part of the Grading Permit.

Measurable Goal

Measurable goals will be used to check progress each year as well as demonstrate the efforts made to reduce pollutants to the MEP. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate.

The following measurable goal will be applied toward the construction program:

CS-2 Adoption of Existing BMP Manuals: Following the adoption of the manuals, the City will record the number of sites where the City has implemented enforcement action, including letters to correct, stop work orders, bonds used, etc. where BMP's have not been implemented properly. The City will report the number of sites where BMP's have not been incorporated properly and the percentage of those sites which are not in compliance.

CS-3 Preparation of Construction Community Outreach/ Information Materials: The City will provide materials to the development/construction community to consider when they are planning their projects or filing their permits. These informational handouts will focus on the following five guiding principles:

- Use of good site planning
- Minimization of soil movement
- Capture of sediment to the MEP
- Good housekeeping practices
- Minimization of impacts of post construction storm water discharges

The informational materials should also include practical, cost effective measures that can be incorporated into the project to reduce the potential for storm water pollution. Education of construction contractors will result in a reduction of sediment and siltation from construction projects into receiving waters.

Measurable Goal

Measurable goals will be used to check progress each year as well as demonstrate the efforts made to reduce pollutants to the MEP. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate.

The following measurable goal will be applied toward the construction program:

CS-3 Preparation of Construction Community Outreach/ Information Materials: By the end of Year 3, provide construction contractors and developers with construction BMP Brochures and Material. The City will record the number of brochures distributed.

Reporting

Feedback from City inspectors, construction contactors, project owners and the public will be evaluated and potential changes to the grading ordinance and its implementation will be evaluated. The progress of implementation of the construction site storm water control measure will be documented in the annual report.

Measurable goals may be adjusted, if necessary. Any proposed changes to the SWMP will be presented to the RWQCB and require approval prior to implementation.

Table 7-1
Construction Site Storm Water Control

No	BMP	Measurable Goal	Start Date	Frequency	Progress Measurements	Effectiveness Measurements
CS-1	Grading Ordinance Adoption	The creation of a comprehensive grading ordinance	Year 2	Once	Whether or not the ordinance is adopted	Number and percent of inspections resulting in enforcement action; number and percent of repeat offenders
		The adoption and enforcement of the grading ordinance	Year 3	Ongoing	Adoption; number and percent of projects which achieve compliance with the grading ordinance	
CS-2	Adoption of Construction BMP's	Inclusion of construction site BMP's in the Standard Specifications	Year 2	Once	Whether or not the Standard Specifications have been updated	
CS-3	Construction Outreach Brochures	Provide all City construction staff with construction BMP material for distribution to permit applicant	Year 3	Ongoing	Whether or not City construction staff has construction BMP material for distribution.	Number of brochures distributed annually and percent of applicant receiving /using brochures

SECTION 8.0 POST-CONSTRUCTION STORM WATER MANAGEMENT

One of the best opportunities to reduce the generation of non-point source pollution from urban runoff is through planning and design, before developments are built. Once built, problems are complex and expensive to correct. This minimum control measure focuses on site and design considerations, which are most effective when addressed in the planning and design stages of project development. Effective long-term management and maintenance are critical, so the best design opportunities are those with the minimum of maintenance needs. The goal of the program is to integrate basic and practical storm water management techniques into new development to protect water quality.

The City has experienced growth of more than 25 percent in recent years and therefore is defined by the RWQCB as a "high growth area." As a high growth area, the City must incorporate Attachment 4 of the General Permit into the SWMP. Attachment 4 includes receiving water limitations and design standards. Implementation of the provisions in Attachment 4 will have the direct result of decreasing the impacts from new construction within the City on receiving waters.

8.1 MINIMUM REQUIREMENTS

The General Permit requires the following to meet the Minimum Requirements:

Develop, implement, and enforce a program to address storm water runoff from new development and redevelopment projects that disrupt greater than or equal to one acre.

Develop and implement strategies which include a combination of structural and/or non-structural BMPs

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

Ensure adequate long-term operation and maintenance of BMPs

Areas of high growth must comply with Attachment 4, which include receiving water limitations and design standards.

8.2 BMPs

The following BMPs are either existing or will be implemented by the City within the next five years, upon approval of this SWMP, to satisfy the Minimum Requirements of the Post Construction Storm Water Management control measure. The BMPs below are numbered as PC (Post Construction) BMPs. The Post Construction Storm Water Management BMPs are summarized in Table 8-1.

PC-1 General Plan Land Use Criteria: The City is in the process of updating its General Plan. The revised plan will include a number of policies which protect storm water; These policies include:

- **CSF3.4 – Water Quality Tests Mitigation**- This policy will require the developers to conduct well and ditch tailwater tests to determine the presence of chemicals which have the potential to pollute the groundwater and cause health risks and to implement appropriate requirements to protect public health
- **CSF3.5- Infiltration Areas**- This policy requires new development to identify sites which may be used for vegetated swales or strips, infiltration, media infiltration, water-oil separators, wet ponds, constructed wetlands, extended detention basins and multiple systems which may enhance water quality.
- **Education and Outreach on Water Quality Programs**- This policy requires the support of public education regarding water pollution prevention and mitigation programs.
- **Pollution from Urban Runoff**- This policy is intended to address non-point source pollution and protect receiving waters from pollutants discharged to the storm drain system by requiring Best Management Practices

Measurable Goal

Measurable goals will be used to check progress each year as well as demonstrate the efforts made to reduce pollutants to the MEP. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate.

The following measurable goal will be applied toward the construction program:

PC-1 General Plan Land Use Criteria: In Year 1 the updated general plan will is scheduled to be adopted by the City. This will provide the framework for ordinances which will be implemented following the adoption of the plan.

PC-2 Development Requirements: New development/redevelopment urban runoff issues can be addressed at the City level or the individual project level. To help implement the post-construction storm water management plan, the City will be adopting new ordinances through the development code update. These policies will include one or more of the following:

- Minimization of Post Construction Impervious Area
- Installation of Treatment Controls
- Funding Participation form Developers for Continued Storm Water Awareness

In addition, the new City ordinances will incorporate all elements of the design standards and receiving water limitations that are not addressed in the Updated General Plan, Grading Ordinance Revision, or Standard Plans and Specifications. This new ordinance will meet the requirements of Attachment 4 of the General Permit and have a direct effect of reducing pollutants of concern from reaching receiving waters.

Measurable Goal

Measurable goals will be used to check progress each year as well as demonstrate the efforts made to reduce pollutants to the MEP. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate.

The following measurable goal will be applied toward the construction program:

PC-2 Development Requirements: In Year 3 the City will adopt ordinances which will address provisions of the General Permit Attachment 4 that have not been addressed in revisions to other City policies or plans. The City will then begin a documentation program to track the number and percentage of projects which meet compliance with these requirements. The City will also monitor the projects for a period of three years to determine the effectiveness of the BMP's implemented. The success and failure of each measure will also be documented.

PC-3 Permit Process: The permitting process allows the City the opportunity to review new development or redevelopment projects during the planning stage and provide a forum to direct design and development criteria in regards to storm water criteria. The City will make the following revisions to the approval process to protect storm water quality:

- If there is a pre-application meeting, the City's permitting staff should inform the applicant of the City's General Plan Policies and/or ordinance requirements regarding storm water. Staff should also provide guidance on potential design measures and post constructin controls available for the type of project proposed.
- Once the application is received, staff will review the application for storm water runoff issues. Staff will review/revise the CEQA checklist to ensure that the projects potential to affect storm water quantity and quality have been assessed.
- If impacts are considered likely and the applicant has included post construction controls in the development plan, staff will review them for appropriateness and adequacy.

Measurable Goal

Measurable goals will be used to check progress each year as well as demonstrate the efforts made to reduce pollutants to the MEP. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate.

The following measurable goal will be applied toward the construction program

PC-3 Permit Process: Beginning in year 3, track the number of permit applications that have been returned or rejected due to insufficient assessment of the project's impacts on storm water quantity and quality or due to inadequate inclusion of post construction controls for storm water. The City will report the number and percentage of permit applications that are returned or rejected.

Reporting

Feedback from City staff, construction contactors, project owners and the public will be evaluated and potential changes to BMP's and their implementation will be evaluated. The progress of implementation of the post-construction site storm water control measures will be documented in the annual report.

Measurable goals may be adjusted, if necessary. Any proposed changes to the SWMP will be presented to the RWQCB and require approval prior to implementation.

Table 8-1
Post Construction Water Management

No	BMP	Measurable Goal	Start Date	Frequency	Progress Measurements	Effectiveness Measurements
PC-1	General Plan Land Use Criteria	Update of the City General Plan to address land use issues	Year 1	Once	Whether or not the General Plan is updated	
PC-2	Development Requirements	Minimization of post Construction Impervious Area	Year 3	Ongoing	Whether or not development requirement have been updated	Number and percent of new construction projects which meet compliance with the requirements
		Treatment Controls	Year 3	Ongoing		
		Funding Participation from Developers for continued Storm water awareness	Year 3	Ongoing		
PC-3	Permit Process	Development of storm water compliance requirements on building permits	Year 3	Ongoing	Whether or not building permits have been modified	Number and percent increase or decrease in building permits which require BMP implementation

SECTION 9.0 POLLUTION PREVENTION/GOOD HOUSEKEEPING

The purpose of this minimum control measure for Municipal Operations/Good Housekeeping Practices is to assure that the City's delivery of public services occurs in a manner protective of water quality and does not increase pollutants of concern entering receiving waters from City services. In this way the City will serve as a model to the community.

9.1 MINIMUM REQUIREMENTS

The General Permit states that the Permittee must develop and implement an operations and maintenance plan that will prevent or reduce pollutants in runoff from municipal operations. The Minimum Requirements are:

- To consider municipal activities and identify those that may contribute pollutants to storm water
- To select and implement BMP's that will reduce or eliminate pollutants in storm water runoff from these activities to the MEP
- To train new and existing employees on the potential impacts to storm water from municipal activities and the implementation of BMP's to prevent and reduce these impacts.

To address these requirements, the City's SWMP must include programs that focus on municipal operations.

9.2 BMP's

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

GH-1 Facility Surveys: The City operates many different kinds of facilities over varied area. In order to properly address the need for storm water protection, a process will be initiated that will identify, evaluate, prioritize and implement BMP's for each site. This evaluation will also identify potential pollutants for each facility and determine if existing practices need to be revised to eliminate impacts to receiving waters.

Measurable Goal

The pollution prevention and good housekeeping BMP's are paired with measurable goals to ensure the specific BMP's are implemented and their success for the SWMP are measured. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate

The following measurable goal will be applied:

GH-1 Facility Surveys: By Year 3 the results for the facility surveys will be compiled in a format which identifies each facility or operation and potential impact to storm water. A matrix will be developed to identify appropriate BMP's for each department and facility. This information will be updated by the appropriate department.

GH-2 Facility Maintenance: The City manages several facilities. Typically, the City's Parks and Recreation Division of Community Services are responsible for the landscape maintenance (watering, trimming, mowing etc.). These facilities include: Airport, Parks/Recreations Fields, City Hall, Public Safety Buildings (Fire and Police Stations), Corporation Yard, Veterans Building, City Streetscapes (medians, sound walls, etc), and the Community Center. Staff will prepare appropriate BMP's for specific sites to ensure citywide effectiveness of the SWMP. Additionally, specific policies and procedures will be documented and implemented to ensure staff is properly trained in storm water management practices.

Measurable Goal

The pollution prevention and good housekeeping BMP's are paired with measurable goals to ensure the specific BMP's are implemented and their success for the SWMP are measured. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate

The following measurable goal will be applied:

GH-2 Facility Maintenance: The City will document the number of facilities that have been evaluated and percentage of facilities that require additional BMP's to be implemented. This evaluation will be on an annual basis.

GH-3 Employee Training: This BMP is closely related to PP-5. Employees will receive an appropriate amount of training on storm water pollution prevention practices based upon their level of responsibility. Much of the training will be integrated into existing training presented to staff, such as safety training. A brochure/fact sheet will be developed to provide general direction to all City employees concerning water quality both at work and at home. Information in this item will provide reminders of the services already provided by the City, such as household hazardous waste collection.

Measurable Goal

The pollution prevention and good housekeeping BMP's are paired with measurable goals to ensure the specific BMP's are implemented and their success for the SWMP are measured. The intent is to provide an opportunity to assess and evaluate the program and provide feedback mechanisms to measure and update the program as appropriate

The following measurable goal will be applied:

GH-3 Employee Training: Implementation of the City's training effort will be tracked annually by: The number of training sessions provided, the number of staff trained by department and the completion of the general fact sheet and distribution thereof.

Reporting

Data collected for each measurable goal will be compiled and reviewed**.** All comments from stakeholders and the web page will be used to improve implementation of all six control measures. The progress in implementing the pollution prevention/good housekeeping measure will be documented in the annual report.

Measurable goals may be adjusted, if necessary. Any proposed changes to the SWMP will be presented to the RWQCB and require approval prior to implementation.

Table 9-1
Pollution Prevention/Good Housekeeping for Municipal Operations

No	BMP	Measurable Goal	Start Date	Frequency	Progress Measurements	Effectiveness Measurements
GH-1	Facility Surveys	Inventory of City owned buildings and identification of current storm water runoff practices	Year 3	Once	Whether or not City owned facilities have been evaluated	Number and percent of buildings which have been evaluated
GH-2	Facility Maintenance	Identification of BMP's tailored for specific City Facilities	Year 3	Once	Whether or not site specific BMP's have been developed	Number and percent of buildings which have been evaluated
		Implementation of BMP's	Year 4	Once per facility		
		Maintenance of BMP's	Year 4	Ongoing	Whether or not specific BMP's remain effective	Number of recorded maintenance operation occur at each site
GH-3	City Employee Training	Training of City employees in the basics of the SWMP	Year 1	Annually	Whether or not employee training occurs	Number and percent of employees receiving training

SECTION 10.0 MONITORING PROGRESS AND REPORTING

10.1 MONITORING AND REPORTING REQUIREMENTS

The purpose of monitoring and reporting is to document successful implementation and overall effectiveness of the SWMP. The City intends these annual reports to cover the fiscal year immediately prior to the reporting period.

The City will monitor the implementation of its program (existing and new BMP's) and the overall effectiveness by measuring and reporting the data discussed in the individual Minimum Control Measures sections discussed in Section 4.0 through 9.0.

Generally, four types of data will be collected:

- Progress establishing BMP's that are developed during the SWMP implementation period, or establishing existing BMP's in newly identified management areas
- Training the staff (and as appropriate contractors) who work for the City of Hollister
- Objective measures of ongoing BMP's such as public participation or education outreach
- Response time and results of pollution cleanup

The City will regularly evaluate both current conditions and BMP effectiveness, and as appropriate update BMP's and measurable goals to achieve the objective of meeting water quality standards to the Maximum Extent Practicable. If after implementing the minimum control measures there is still water quality impairment associated with discharges from the City's MS4, it may be necessary to expand or better tailor existing BMP's, upon approval by the RWQCB.

10. 2 PUBLIC AWARENESS SURVEYS

Public awareness surveys are a good evaluation tool to assess the effectiveness of the SWMP. Survey data will be used to help justify public education and outreach budgets for subsequent years. As human awareness or behavior is unlikely to change significantly in one year, the appropriate frequency for these surveys is every two years.

10.3 REPORTING AND COMPILATION OF DATA

The City will develop a reporting system to allow organized and consistent reporting of BMP's. This City reporting program is intended to track BMP selection and implementation, identify schedules for all facilities, and provide opportunity for feedback and clarification on BMP's. Report results will be used directly in the annual report to the RWQCB to identify BMP's implemented by the City.

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

10.4 FORM AND CONTENT OF ANNUAL REPORT

The State has provided an Annual Report Guidance Document (March 5, 2004) to assist small MS4s with evaluating their storm water program and preparing a report of the status of measurable goals. The guidance document offers specific guidance on completing the suggested Annual Report Form, however the Form is not a requirement, as MS4s may choose to comply with the General Permit's annual report requirements by using their own format.

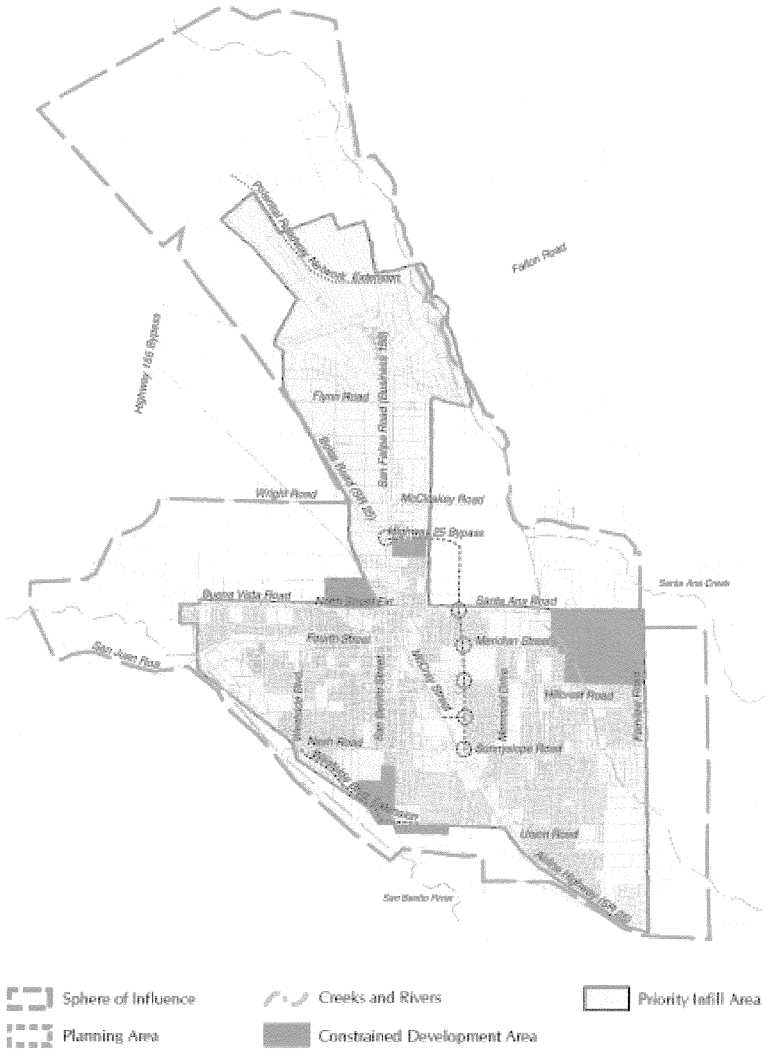
The City intends to provide summaries of data in tabular form. Data such as number of employees trained, number of educational materials distributed, number of construction sites inspected, etc. will be presented in summary tables. Because the City is required to keep records for five years and due to the intent of the reporting requirement, the annual report will focus on a summary of progress and discuss any proposed changes to the SWMP the City sees as necessary in order to meet the Maximum Extent Practicable standard. The reporting format shall be flexible and if changed, justifications will be given. The goal will be to clearly show program effectiveness and progress, to discuss program adjustments, and responses to challenges in implementing the SWMP.

10.5 NONCOMPLIANCE REPORTING

If the City has any instances of noncompliance with the Phase II General Permit, the City Manager will notify the appropriate RWQCB within 30 days. The notification will identify the noncompliance event and an initial assessment of any impact caused by the event. The actions necessary to achieve compliance will be identified, and a time schedule indicating when compliance will be achieved will be included.

ATTACHMENT A

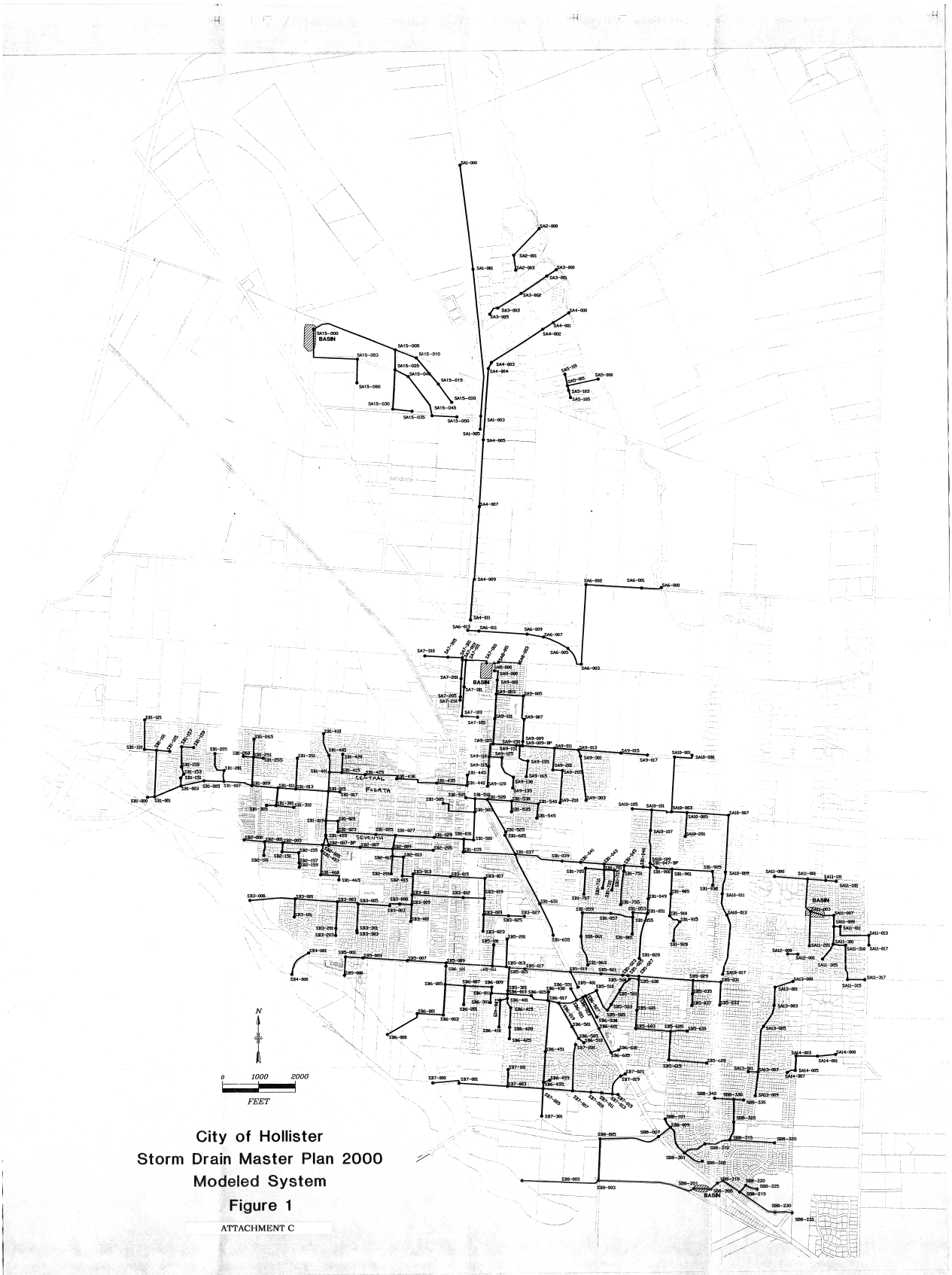
Figure 3: Priority Infill Areas



The General Plan's includes new land use categories, such as Mixed-Use and Home Office, to allow a range of commercial projects to develop throughout Hollister without mandating specific uses. The Proposed Land Use Plan is shown in Figure 4.

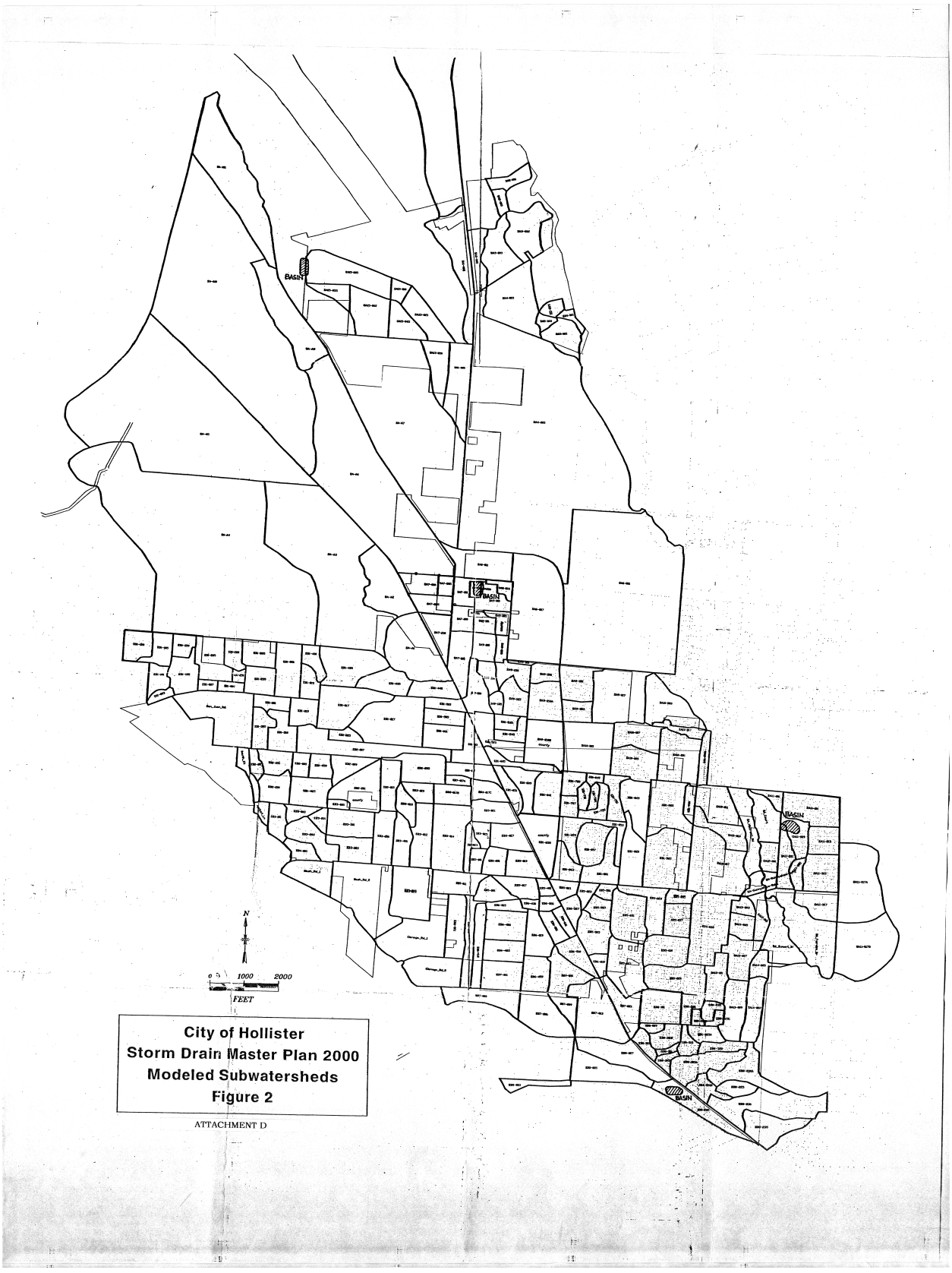
ATTACHMENT B

Figure 4: Proposed Land Use Plan



City of Hollister
Storm Drain Master Plan 2000
Modeled System
Figure 1

ATTACHMENT C



City of Hollister
Storm Drain Master Plan 2000
Modeled Subwatersheds
Figure 2

ATTACHMENT D