
North Coast Regional Water Quality Control Board

October 17, 2012

Mr. Manuel Laines
Alcance Victoria Charity
3993 Matchpoint Avenue
Santa Rosa, CA 95403

Dear Mr. Laines:

Subject: Notice of Violation

File: Santa Rosa and Sonoma County Municipal Storm Water Permit

On December 31, 2011, a citizen complaint was received alleging a discharge of soapy wash water from the Alcance Victoria Charity car wash into the storm drain system at or in the vicinity of 777 Sebastopol Road, in Santa Rosa. The complainant observed that while some Best Management Practices (BMPs) for the car washing operation were in place, they were not effective and soapy water was entering the City of Santa Rosa's municipal separate storm sewer system (MS4).

Sonoma County Fire and Emergency Services Department (Department) responded to the complaint. Wash water was pumped from the storm drain and gutter and soapy water was removed from the system to the extent feasible. The Department noted that improvements to BMPs are needed to more effectively collect soapy water and prevent future unauthorized discharges to the MS4.

Multiple complaints have been received regarding Alcance Victoria Charity for the discharge of car wash water to the storm drain system, including a recent complaint on August 23, 2012. Some efforts have been demonstrated to implement BMPs as part of the car washing operation, but those efforts do not appear to be effective. Staff may not be adequately trained about the BMPs, their purpose, and their proper implementation.

The discharge of wash water to the storm drain system violates the California Health and Safety Code section 5411 which states no person shall discharge waste in any manner which will result in contamination, pollution or a nuisance. Additionally, it is prohibited by the City of Santa Rosa and the County of Sonoma's Waste Discharge

Requirements Order No. R1-2009-0050 for Storm Water and Non Storm Water Discharges from the municipal storm sewer system.

Improvements to BMPs are needed in order to prevent further unauthorized discharges to the MS4 and avoid further enforcement. We would prefer to work collaboratively with you and your organization to address these concerns. Additionally, we think it is imperative that all car wash operators are educated on use of site BMPs and storm water regulations. This is particularly important as new operators participate in the program. Within 30 days from the date of this letter, please contact Colleen Hunt of my staff at 707-576-2831 or colleen.hunt@waterboards.ca.gov to discuss options for improving car wash operations to protect Sonoma County's water resources.

Sincerely,

Original Signed By

David F. Leland
Watershed Protection Division Chief

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cc: Ms. Heaven Moore, City of Santa Rosa, hmoore@srcity.org
Mr. Reg Cullen, County of Sonoma, reg.cullen@sonoma-county.org
Ms. Diana Henriouille, diana.henriouille@waterboards.ca.gov