

Presented below are general performance concepts to be further refined by each pilot project team that would evolve into measurable metrics.

Potential source control metrics:

- Promotion efforts
- Outreach and education
- Storm water projects with source control practices
 - Awareness questionnaire (Prop 1)
- Water quality/water capture outcomes
- Identify and promote known opportunities - BMP handbook
- Cost savings due to implemented source control measures

Project 6b – Source Control and Pollution Prevention

Output: A number of pilot projects to control storm water pollutants through measures of pollution prevention during the pollutant life-cycle.

Outcome: Improve storm water quality through source control by institutional controls and non-regulatory strategies.

Project 6b Pilot Projects

Department of Toxic Substances Control – Zinc in tires petition

Output: Petition the Department of Toxic Substances Control’s Safer Consumer Products program to add zinc in tires to their priority product-chemical combination list.

Outcome: The Department of Toxic Substances Control will perform an alternative analysis to determine if and what regulatory response(s) are appropriate to reduce zinc concentrations in tires and ultimately storm water.

Caltrans - “Protect Every Drop” educational campaign

Output: Educational material for a multi-media campaign

Outcome: Educate Californians about the sources and pathways of storm water pollution and to change behaviors of the public to reduce storm water pollution in and around the state highway system.

Statewide Trash Amendments

Output: Develop guidance for municipalities to comply with the Statewide Trash Amendments through their MS4 permits.

Outcome: Improve water quality through compliance with the State Water Resources Control Board's Statewide Trash Amendments.