CITY OF ROCKLIN
STORM WATER MANAGEMENT PROGRAM
IN COMPLIANCE WITH THE
PHASE II REGULATIONS OF THE
NATIONAL POLLUTANT DISCHARGE
ELIMINATION SYSTEM

PREPARED BY:

CITY OF ROCKLIN
Department of Public Works

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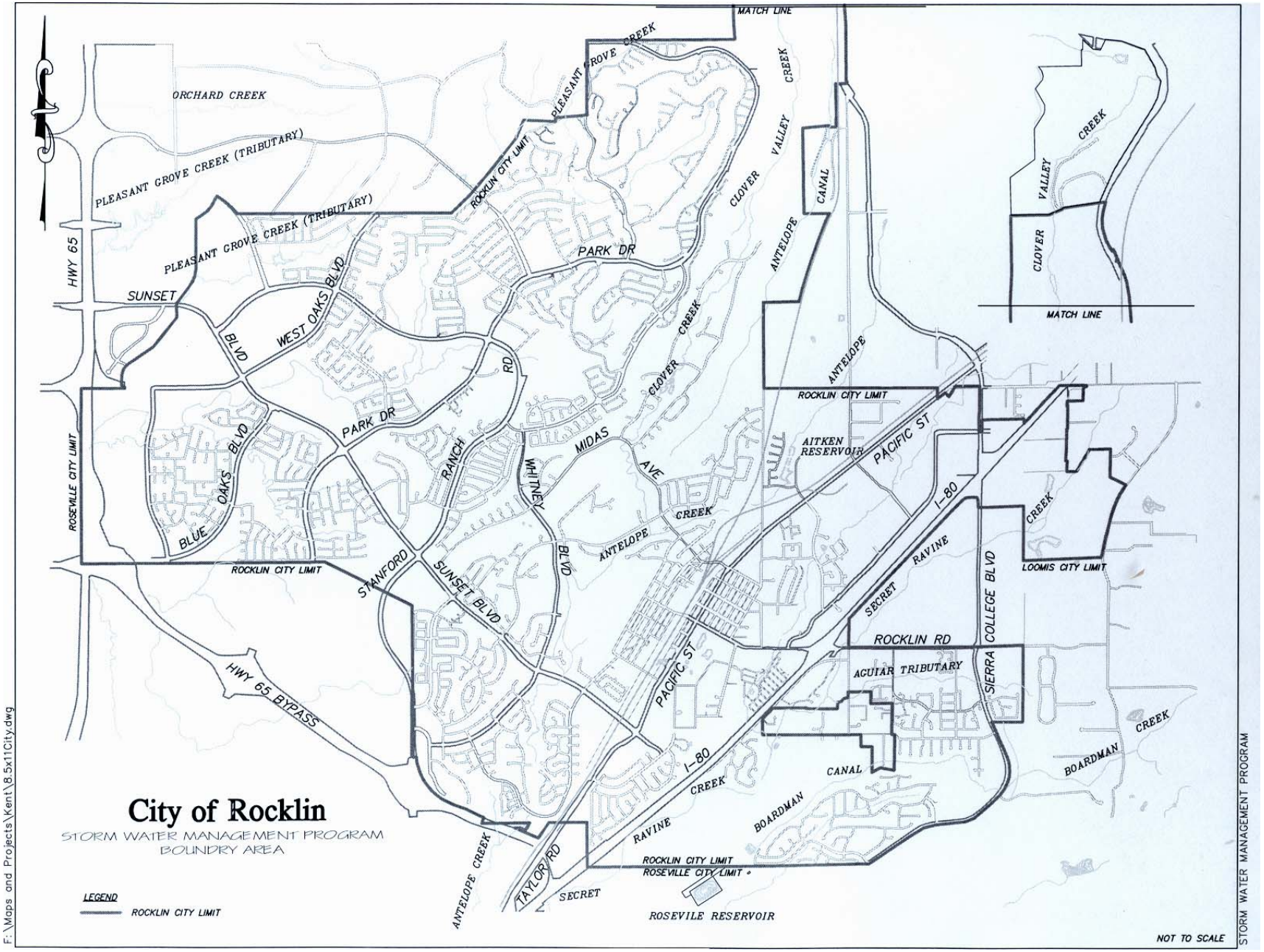
MATCH LINE
ORCHARD CREEK
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ROCKLIN CITY LIMIT
CLOVER VALLEY CREEK
ANTELOPE CANAL
HWY 65
SUNSET
WEST OAKS BLVD
BLVD
PARK DR
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CLOVER CREEK
ANTELOPE
ROCKLIN CITY LIMIT
ROSEVILLE CITY LIMIT
BLUE OAKS BLVD
PARK DR
RANCH
WHITNEY
MIDAS AVE
AITKEN RESERVOIR
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I-80
ANTELOPE CREEK
ROCKLIN CITY LIMIT
STANFORD
SUNSET BLVD
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SECRET RAVINE
LOOMIS CITY LIMIT
ROCKLIN RD
COLLEGE BLVD
SIERRA
AGUIAR TRIBUTARY
HWY 65 BYPASS
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BOARDMAN CREEK
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CITY of ROCKLIN FORMS

I. OVERVIEW AND BACKGROUND

A. Legal Framework

Recognizing that urban storm water runoff that drains through public storm drains and into creeks, streams, rivers, and other bodies of water is a significant source of water pollution, Congress amended the Federal Clean Water Act to prohibit the discharge of pollutants from storm drains into these waters without a National Pollutant Discharge Elimination System (NPDES) permit. The United States Environmental Protection Agency (EPA) administers and enforces this law, and has issued regulations requiring Municipal Separate Storm Sewer Systems (MS4s)[1] to obtain storm water permits. Phase I of these regulations covered medium and large MS4s (generally those with a population greater than 100,000). On December 8, 1999, the EPA promulgated the Phase 2 Regulations covering small MS4s. The City of Rocklin is automatically included as a small MS4, because it is located within an urbanized area.

The State Water Resources Control Board (SWRCB) administers the Phase II Regulations issued by the EPA within California. The federal regulations allow two permitting options for storm water discharge: individual permits and general permits. The SWRCB has elected to adopt a statewide General Permit for small MS4s. This option allows the small MS4 to sign onto the General Permit in lieu of developing a fully individualized program, and allows the State to efficiently regulate numerous storm water dischargers under a single permit.

The City of Rocklin has opted to comply with the Phase II Regulations through coverage under the State's General Permit.

B. The General Permit Requirements

The General Permit contains four basic requirements: discharge prohibition, effluent limitations, storm water management program requirements, and reporting requirements.

The General Permit prohibits discharges of waste that are otherwise prohibited under state and regional water quality control plans. In addition, the General Permit prohibits discharges that cause or threaten to cause a nuisance, discharges that contain a reportable quantity of specified hazardous substances, and any other discharge except as allowed under the NPDES permit.

The General Permit requires permittees to reduce pollutants in storm water. To satisfy this requirement, the small MS4s must develop and implement a storm water management program (SWMP) designed to reduce the discharge of pollutants through the storm drain to the Maximum Extent Practicable (MEP) to protect water quality. A MS4 can satisfy this requirement through effective implementation of a SWMP. The

[1] A "MS4" is a conveyance or system of conveyances (including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, manmade channels, or storm drains) which is designed or used for collecting or conveying storm water. A MS4 does not include a "combined sewer" or a sewer which is part of a publicly owned treatment work.

MEP standard is a technology based standard and is acceptable in lieu of numeric effluent limitations. It is also an ever evolving, flexible, and advancing concept, which considers technical and economic feasibility. As knowledge about control and urban runoff continues to evolve, so do the concepts, which define "MEP."

C. The City of Rocklin Storm Water Management Plan

This SWMP has been prepared to satisfy the requirements of the General Permit. The City will comply with all permit requirements by December 31, 2008. It describes how pollutants in storm water will be controlled by means of Best Management Practices (BMPs) that address six Minimum Control Measures (MCM) specified in the General Permit. These six MCMs are as follows:

Public education and outreach;
Public participation;
Illicit discharge detection and elimination;
Construction site storm water runoff control;
Post-construction storm water management;
Pollution prevention/good housekeeping for municipal operations.

Each BMP has specific measurable goals and a timetable for implementation to help measure program effectiveness. Tables 1A through 6A in the Appendix identify City contacts responsible for implementation of each BMP and the timetables for each BMP.

BMPs are common sense methods for controlling, preventing, reducing, or removing pollutants in urban runoff. There are basically two types of BMPs. Source control BMPs are intended to prevent or minimize the introduction of pollutants into runoff. Street sweeping and dry cleanup of gas station fueling areas are examples of effective source control BMPs. The second type of BMP, treatment BMPs, is designed to remove the pollutants from storm water runoff. A silt fence that effectively filters sediment from water is an example of a treatment BMP. MEP generally emphasizes source control BMPs as the first line of defense against pollution, with treatment BMPs where appropriate serving as additional lines of defense. Also, the focus is on technical feasibility, but cost, effectiveness, and public acceptance are also important considerations in choosing and implementing BMPs. Considered together, BMPs selected should form a comprehensive framework that reduces storm water pollution to the maximum extent practicable.

This Storm Water Management Program consists of BMPs selected to fit local conditions and water quality problems. It comprises a comprehensive program for managing runoff to protect and improve water quality in compliance with the National Pollutant Discharge Elimination System Phase II.

II. ASSESSMENT

The first step in the development of an effective SWMP is to identify the existing water quality problems, or areas of vulnerability particular to the City of Rocklin, so that appropriately designed and focused BMPs may be developed. To do this, a

comprehensive citywide assessment is needed. The assessment will address the following:

> The physical characteristics of the City relevant to storm water quality issues, including an assessment of existing and planned drainage infrastructure;
>
> The social characteristics of the City relevant to storm water quality issues;

Using this assessment, a clear picture of the particular water quality problems facing the City of Rocklin can be developed, along with appropriately designed BMPs.

A. Physical Characteristics of Rocklin

The City of Rocklin is located in South Placer County, 21 miles northeast of the City of Sacramento. One of six cities in Placer County, Rocklin was incorporated in 1893. The City is located in rolling foothills at elevations of 150 to 525 feet above sea level. The older portion of the City is 250 feet above sea level. The City is comprised of approximately 12,945 acres, or roughly twelve square miles. The climate is considered mild, with hot and dry summers and moderately wet winters. Average temperatures range from 75 degrees in summer to 45 degrees in winter, with temperature extremes of 115 degrees in summer and 20 degrees in winter. Annual rainfall average is 30 inches, with most of it falling between November and March.

Drainage within the City is dominated by a variety of watersheds flowing westward from the Sierra Nevada foothills east of Rocklin. The watersheds drain into five major stream systems flowing through the Rocklin area. Secret Ravine Creek (with the Aguilar Tributary) and Sucker Creek drain the eastern side of the Loomis basin, and Antelope Creek and the Clover Valley Creek (with the Second Street Tributary) drain the central areas. These two systems all discharge ultimately into Dry Creek. Pleasant Grove Creek drains the Stanford Ranch area in the northern and western portion of the City, and ultimately flows westward into Sutter County where it discharges into the Sacramento River. The land adjacent to these streams is heavily wooded and dotted with native oak trees. Antelope Creek, Secret Ravine Creek, and Sucker Creek are perennial streams, which provide riparian habitat areas for a variety of animals. Both Antelope Creek and Secret Ravine Creek are known to be salmon spawning areas and are closed to fishing by the State during spawning season. Pleasant Grove Creek and Clover Valley Creek are also significant streams. A number of ephemeral streams exist during the rainy season, providing drainage for undeveloped areas.

Subsurface drainage problems are prevalent in Rocklin, due to the occurrence of a subsurface hardpan and rock layers, which inhibit the infiltration of rainwater. During extended periods of rainfall, surface soils frequently become saturated, resulting in areas of standing water.

The City's drainage infrastructure consists of a combination of valley gutters, underground pipes and drop inlets, and open channels which discharge into the various creeks within the City. In addition, to assure that future development does not add significantly to storm water flows, the City requires new developments to detain drainage

such that runoff is maintained at predevelopment levels. Rocklin also has designed a variety of open recreational areas, such as golf courses and soccer fields, to function as large storm water detention basins during the winter months.

B. Social Characteristics of Rocklin

Over the past two decades, the City of Rocklin experienced rapid growth and currently is home to a population of 41,000. By 2013, full build out of residential development is expected, with approximately 27,400 units housing approximately 71,200 people within the City. Retail, office and industrial build out through the year 2020 is projected to be at approximately 54%. Overall, the City is predominantly residential, with a number of acres developed and planned for residential use, far exceeding the area to be devoted to commercial and industrial uses.

C. Storm Water Management Issues Facing the City of Rocklin

Given the predominance of residential development and the continuing level of new construction, the primary storm water management issues facing the City of Rocklin stem from new construction and residential uses. Commercial and industrial uses also pose storm water discharge issues, but to a lesser extent. The Storm Water Management Program, therefore, will focus on new construction as well as education and outreach, public participation, and post construction management for residential uses and commercial and industrial uses.

III. BEST MANAGEMENT PRACTICES, MEASURABLE PARAMETERS AND GOALS, AND TIMETABLES

Tables 1A through 6B in the Appendix summarize the BMPs, Measurable Parameters, Goals, and Timetables necessary to implement the City's SWMP. The tables also outline the reportable information that will be included in the annual reports that will be submitted to the RWQCB for each of the Minimum Control Measures. The City intends to meet with various stakeholder groups as part of the Public Education and Outreach BMP, and the Public Participation and Involvement BMP. Feedback and involvement with various stakeholder groups may cause the document to evolve. For this reason, the document is designed to be flexible, provided the City Council and/or the Central Valley RWQCB approve changes. The "A" Tables in the Appendix contain a list of Measurable Parameters. The parameters are potential quantifiable items that can be measured and included as a reportable item to the annual report to City Council and the RWQCB, and/or the basis of an additional BMP developed through Public Education and Outreach or Public Participation and Involvement.

A. Public Education and Outreach

The NPDES Phase II regulations require the City to implement a public education/outreach (PE/O) program to distribute educational materials to the community about the impacts of non-storm water discharges on water bodies, and steps the individuals and households can take to control urban runoff pollution. "Public education" refers to curriculum-based programs (e.g., school programs), while "public

outreach" pertains to methods that disseminate information (e.g., volunteer programs, advertising, displays at public facilities).

Objectives:

The objectives of this MCM can be described as follows:

- Evaluate impacts of authorized non-storm water discharges (see General Permit, Application Requirements, Section D.2.c.6).

- Understand and influence public awareness, perceptions, and attitudes towards urban runoff pollution and its impact on the community's water resources.

- Educate the community about specific pollutant sources, and what they can do, and refrain from doing to reduce urban runoff pollution (alternative pollution prevention solutions).

- Gain public support for the program, along with funding initiatives and volunteer help.

- Achieve greater public compliance with the program's objectives.

Public Education/Outreach Program BMPs:

Described below are the Public Education/Outreach Program BMPs. These BMPs are further detailed in Table 1 in the Appendix.

1. The Basic Message

Develop and distribute written materials to get the message out, *that the storm drain does not lead to a wastewater treatment plant*, but to a creek or open space area. Materials will be designed to make the public aware of what ordinary daily activities can result in discharges to the storm drains, and that discharges into the storm drains result in impacts to wildlife, water quality, health, and eventually the quality of life in the community. These materials will also teach the vocabulary related to urban runoff issues. For the residential population, the materials will target home auto maintenance activities, landscape and home maintenance activities, pet management, pest control, and swimming pools, all of which are common sources of pollution in the residential community. For the commercial and industrial population, an emphasis will be placed on lawn care businesses, carpet care businesses, and pool maintenance businesses. Methods to distribute the materials will include the City of Rocklin Annual Report to the Community, the City of Rocklin's web page, press releases, developing partnerships with the local school district to distribute educational material, developing partnerships with local businesses to educate and achieve "buy in" in support of the Basic Message, conducting workshops and training seminars with homeowners, distributing materials during Creek Week and other community activities, and including brochures in garbage disposal bills.

2. Pet Waste Management

Develop pet waste management brochures to be handed out at the City's dog license counter, and install pet waste management signs in parks and neighborhoods.

3. Volunteers

Identify, recruit, and train volunteers to help implement the educational outreach efforts. Volunteer educators can be used to present educational materials to local businesses, school groups, and neighborhoods. Volunteers can also be used to hand out educational materials at the annual Rocklin Jubilee, festivals, farmer's markets, and other public events.

4. Storm Drain Inlet Marking

Establish a program to mark all catch basins and drainage inlets in the City, with appropriate notification that the drain leads directly to the local receiving waters, not a treatment plant. Typical stencils say: "No Dumping – Flows to Creek."

5. Creek Identification Program

Develop and implement a creek and creek tributary identification sign program.

Timetable for Implementation:

The timetable indicates which activities will be carried out each year, but is subject to resources (personnel and funding) available to the City. The timetable for this program, set forth in Table 1-A, is recommended for the first term of the General Permit.

Measurable Goals:

The General Permit requires the City to develop measurable goals for each BMP. These goals are useful for checking progress made each year, as well as demonstrating the efforts made to reduce pollutants to the maximum extent possible. Goals set forth in Table 1-B are recommended for this program.

Documentation and Annual Reporting:

The Director of Public Works will keep records on the implementation of each BMP in accordance with the timetable. The information collected will be used to evaluate and revise activities in an on-going effort to control storm water pollution to the maximum extent practicable. Progress shall be reported to the RWQCB in an annual report. Sample forms that can be used by the City are provided in the Appendix.

B. Public Participation

The potential success of this SWMP is enhanced by support from local citizens and business groups. To secure this support, a public involvement and participation program is included in this SWMP to inform these groups of the City's urban runoff concerns, and asks them to participate in the City's SWMP development and implementation.

Objectives:

The objectives of this MCM can be described as follows:

- Raise public awareness about urban runoff pollution through involvement.
- 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.

Public Participation Program BMPs:

Described below are the Public Participation Program BMPs. These BMPs are further detailed in Table 2-A and 2-B in the Appendix.

1. Public Meetings

Conduct regular annual public meetings with the City Council to report on implementation of the Storm Water Management Plan. Hold public meetings with regulatory agencies and interested stakeholders on the progress of the Storm Water Management Program, the evaluation of existing and development of new BMPs, and activities for the ensuing year. Conduct residential neighborhood meetings to specifically focus on the development of the illicit discharge detection and elimination portion of the Storm Water Management Program.

2. Water Quality Maintenance and Monitoring

Establish a Water Quality Maintenance and Monitoring Program involving the public. This program may include sponsoring an annual Creek Week, during which time the public would be involved in creek cleanup activities and tree plantings, and establishment of an "Adopt a Stream" and an "Adopt an Inlet" program to involve citizens in monitoring discharges into the inlets and creeks, and in measuring the quantity of trash and debris removed.

3. Volunteers

Through public announcements promoting public participation in the SWMP, identify, recruit, and train in proper protocol citizen volunteers to monitor water quality and participate in Creek Week, Adopt a Stream, and Adopt an Inlet programs.

Timetable for Implementation:

The timetable indicates which activities will be carried out each year, but is subject to resources (personnel and funding) available to the City. The timetable for this program, set forth in Table 2-A is recommended for the first term of the General Permit.

Measurable Goals:

The General Permit requires the City to develop measurable goals for each BMP. These goals are useful for checking progress made each year, as well as demonstrating the efforts made to reduce pollutants to the maximum extent possible. The goals set forth in Table 2-B are recommended for this program.

Documentation and Annual Reporting:

The Director of Public Works will keep records on the implementation of each BMP in accordance with the timetable. The information collected will be used to evaluate and revise activities in an on-going effort to control storm water pollution to the maximum extent practicable. Progress shall be reported to the RWQCB in an annual report.

C. Illicit Discharge Detection and Elimination

Discharges into the City's storm drain system often include wastes and wastewater from non-storm water sources. These "illicit discharges," as they are known, can enter the storm drain system indirectly, such as through cracks and leaks in aging underground pipes which allow infiltration from sanitary sewers, or where accidental spills on urban streets, sidewalks, and other exposed areas are carried to the storm drain system by normal runoff or water used to clean up the spill. Illicit discharges can also enter the system directly through direct connections with wastewater piping. Some pollutants are simply knowingly dumped into storm drain inlets and streams. Materials disposed of improperly include used oil, household toxic wastes, radiator fluid, wash down water from restaurants and gas stations, and litter such as cans and disposable cups. All in all, illicit discharges are a significant source of storm water pollution.

Objectives:

The objectives of this MCM can be described as follows:

- Develop a thorough working knowledge of the City's storm drain system, including the location of all inlets and outfalls and the receiving waters.
- Eliminate improper physical connections to the storm drain system.
- Prevent improper disposal of illicit wastes through public education, provision of appropriate disposal alternatives, and enforcement of an illicit discharge ordinance.

- Be prepared to contain and clean up accidental spills using proper methods of cleanup and disposal.

Illicit Discharge Detection and Elimination Program BMPs:

Described below are the Illicit Discharge Detection and Elimination Program BMPs. These BMPs are further detailed in Table 3-A and 3-B in the Appendix.

1. Storm Sewer Location Map

Develop a storm sewer location map showing the number, location, and relationship of the major components of the City's storm drain system, including all outfalls and the names of all receiving waters. This map is an analytical tool for identifying pollutant sources and prioritizing opportunities for water quality improvements (both structural and non-structural measures) in a geographical manner.

2. Public Involvement: Storm Water Hotline

Establish a "Rocklin Storm Water Hotline" number that residents can call to receive information about recycling, garden and pesticide waste disposal alternatives, swimming pool draining tips, car washing tips, and other good housekeeping practices, as well as to report illegal discharges and dumping incidents. Information obtained from the hotline may be entered into a database to identify incidents of illicit discharges. In conjunction with this program, brochures may be developed and distributed each year at the annual Rocklin Cleanup Day further informing the public of the hazards associated with illegal discharges and improper disposal, and of the availability of the hotline.

3. Inspection and Detection

Train City staff on how to detect and address non-storm water discharges and institute an inspection program with the goal of inspecting 100% of storm drains outfalls at least once each year for illicit connections and non-storm water discharges. In addition, for areas in the City known for dumping, conduct inspections at least one time per month.

4. Illicit Discharge Ordinance

Develop, adopt, and implement an illicit discharge ordinance that will, among other things, identify the types of non-storm water discharges that can and cannot enter the City's storm drain system. Development of the ordinance will include an analysis of common non-storm discharges to determine if they are a significant source of pollution, and then either ban their discharge or require implementation of controls.

Timetable for Implementation:

The timetable indicates which activities will be carried out each year, but is subject to resources (personnel and funding) available to the City. The timetable for this program, set forth in Table 3-A and Table 3-B recommended for the first term of the General Permit.

Measurable Goals:

The General Permit requires the City to develop measurable goals for each BMP. These goals are useful for checking progress made each year, as well as demonstrating the efforts made to reduce pollutants to the maximum extent possible. The goals set forth in Table 3-B are recommended for this program.

Documentation and Annual Reporting:

The Director of Public Works will establish a format for reporting on this program in an annual report. Information that should be reported includes progress made relative to the measurable goals; the number of cases of illicit connections detected, eliminated, or status towards elimination; and the number of cases of illicit discharges detected, investigated and actions taken to rectify the problem. Examples of the forms that will be used are shown in the Appendix.

D. Construction Site Storm Water Runoff Control

In the absence of proper management, construction sites can release significant amounts of sediment into storm water and eventually into the City's storm drain system and the receiving waters. It has been estimated that construction site sediment runoff rates are typically 10 to 20 times greater than those of agricultural lands, and 1,000 to 2,000 times greater than those of forestlands. In addition, activities conducted at construction sites (storage and handling of construction materials, hazardous materials storage and handling, and fueling, use, and cleanup of vehicles and equipment) can lead to the release of other pollutants into the storm drain system. An increase in compaction and impervious surfaces at construction sites causes an increase in volume of surface runoff, increasing peak flows that cause erosion and other changes in stream hydrology and morphology. The siltation and other pollutants from construction sites can cause physical, chemical, and biological harm to the receiving waters, and the excess sediment can quickly fill the City creeks, requiring dredging and destroying aquatic habitat.

Objectives:

The objective of this MCM can be described as follows:

- Develop a control program to reduce the potential for discharge of pollutants into urban runoff from construction sites

Construction Site Storm Water Runoff Control Program BMPs:

This section outlines the specific actions or tasks that the City will undertake to develop a Construction Site Discharge Control Program. Note that long-term post-construction controls for new development/redevelopment projects are discussed below in Section E.

All construction sites (regardless of location) that are 5 or more acres in size are covered by Phase I NPDES Construction Site General Permits, which require filing of a Notice of Intent, and development of a Storm Water Pollution Prevention Plan (SWPPP). NPDES Phase II regulations discuss the use of a General Permit/SWPPP to control discharges from sites that are greater than 1, but less than 5 acres. The exact form of this permit process (whether similar to a Phase I General Permit or not) is unknown at this time. The assumption is that all sites greater than 1 acre will be subject to the General Permit/SWPPP requirements of the RWQCBs. The control program that follows describes the actions the City will take to control discharge of pollutants from sites that are greater than 1 acre, and also from sites that are less than 1 acre, so that construction activities within the City do not result in urban runoff impacts.

Described below are the Construction Site Storm Water Runoff Control Programs BMPs. The BMPs are further detailed in Table 4-A and 4-B in the Appendix.

1. Staff Training

Establish annual training programs for all City staff involved in both City and private development projects. City staff includes: public works employees; plan checkers; and inspectors. The training shall focus on the development, implementation, and contents of storm water pollution prevention plans and the implementation and maintenance of BMPs during and after construction.

2. Construction Industry Training

Establish bi-annual training for private industry contractors and engineers as described above for City staff.

3. Grading and Sediment Control Ordinance and Guidelines

Develop and adopt a grading and sediment control ordinance and erosion and sediment control guidelines addressing the following principles:

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

4. Goals

By year three of the permit term, strive for the following goals:

- 100% compliance with local and SWRCB's construction site runoff control programs
- 100% compliance with inspection checklists and measurable parameters
- Zero complaints from the public regarding water quality impacts from construction sites

Timetable for Implementation:

The timetable indicates which activities will be carried out each year, but is subject to resources (personnel and funding) available to the City. The timetable for this program, set forth in Table 4-A and 4-B, is recommended for the first term of the General Permit.

Measurable Goals:

The General Permit requires the City to develop measurable goals for each BMP. These goals are useful for checking progress made each year, as well as demonstrating the efforts made to reduce pollutants to the maximum extent possible. The goals set forth in Table 4-B are recommended for this program.

Documentation and Annual Reporting:

The City has developed forms for record keeping and reporting on this program in an annual report to the Regional Board. Information that should be reported will include progress made relative to the measurable goals.

E. Post-Construction Storm Water Management

In urban areas, impervious surfaces replace natural topography, and storm water peak flows and volume increases. This interrupts the natural percolation of the runoff through vegetation and soil, as it instead quickly enters the storm drain system and into the local creeks. As a result, creek banks can experience scouring and erosion, flooding may occur downstream, and aquatic life is threatened. In addition, new urban areas add to the urban runoff pollutant loads when storm discharges pick up such things as oil and grease, pesticides, heavy metals, and nutrients. Numerous studies show that controlling pollutants after they have entered the storm drain system is far more difficult and expensive than preventing or reducing the discharge at the source. Therefore, new development and redevelopment should be planned, designed, used, and maintained in a manner that is sensitive to issues of quantity and quality of urban runoff, to reduce future pollutant loads and maintenance costs from these areas.

The NPDES Phase II regulations require that the City develop, implement, and enforce a program to address storm water runoff from new development and redevelopment projects. The program should use site-specific and cost-effective structural and nonstructural BMPs as appropriate. The program should include post-construction runoff controls, measures to reduce or eliminate urban pollutants, and ensure adequate long-term operation and maintenance of the BMPs through inspection and enforcement programs.

Objectives:

The objectives of this MCM can be described as follows:
Reduce the potential for discharge of pollutants into urban runoff from new development and redevelopment areas by using a strategy that combines managing site runoff volumes

and flow rates, such that they are similar to preconstruction levels, reducing/eliminating sources of pollutants, and treating runoff as appropriate.

Post-Construction Storm Water Management Program BMPs:

New development/redevelopment urban runoff issues can be addressed at various levels: the watershed level, the regional level, the municipal level, and the individual project level. These BMPs focus on the municipal and the individual project level, where the City can develop and implement land-use planning, zoning, and building and site design controls to address the amount of impervious surface and pollutant sources added to the community.

This program to control flow and water quality from new development/redevelopment projects includes a variety of elements that are intended to form an integrated program. These include General Plan policies, zoning ordinances, environmental and design review procedures, outreach, long-term maintenance and enforcement.

Described below are the Post-Construction Storm Water Management Program BMPs. These BMPs are further described in Table 5-A and 5-B in the Appendix.

1. Maintain General Plan Policies that Support Objectives of the Storm Water Management Program.

All discretionary land use approvals, which include rezoning, subdivision and parcel maps, conditional use permits, and variances, as well as the City's public works projects, are reviewed for consistency with the Rocklin General Plan. Projects, which are inconsistent with the General Plan, are either denied or redesigned to bring them into conformance with the General Plan. In this manner, the provisions of the General Plan are applied and implemented in the design and construction of development projects.

The City is currently preparing a comprehensive General Plan Update, which includes draft policies addressing storm water quality protection. As the General Plan Update progresses, policies promoting storm water management should continue to be developed to address the following:

- Minimize impervious area
- Control pollutants by eliminating or reducing potential new sources
- Install treatment controls, as appropriate to the site
- Participate in the funding of regional/city level BMPs in accordance with a regional/city level plan

2. Private Development Design

The land use and building permit process provides the City with the opportunity to review new development and redevelopment projects during the planning stage and to direct the design and development in regard to urban runoff issues. To take advantage of this opportunity, zoning ordinance requirements and design review criteria should be reviewed and amended as appropriate to incorporate controls that address runoff quantity

and quality. These efforts may include application of the California Environmental Quality Act to identify and develop appropriate mitigation for project related storm water impacts, requiring grassed swales or filter strips between impervious surfaces and storm water inlets, and development of a storm water guidance or design manual that includes standards designed to control runoff impacts.

3. Maintenance of Structural Controls

Most post-construction runoff controls require maintenance and may fail when maintenance is inadequate. A program for the maintenance of structural storm water controls will be developed to include conducting and maintaining an inventory of all structural runoff controls within the City, and scheduling regular inspections and maintenance of these controls to insure continued efficient operation.

Timetable for Implementation:

The timetable indicates which activities will be carried out each year, but is subject to resources (personnel and funding) available to the City. The timetable for this program, set forth in Table 5-A, is recommended for the first term of the General Permit.

Measurable Goals:

The General Permit requires the City to develop measurable goals for each BMP. These goals are useful for checking progress made each year, as well as demonstrating the efforts made to reduce pollutants to the maximum extent possible. The goals set forth in Table 5-B are recommended for this program.

Documentation and Annual Reporting:

The City will develop forms for record keeping and reporting on this program in an annual report to the Regional Board. Information that should be reported includes progress made relative to the measurable goals.

F. Pollution Prevention/Good Housekeeping For Municipal Operations

Measurable amounts of urban pollutants are associated with street and road surfaces resulting from pavement and vehicle wear, atmospheric deposition, and littering. Hydrocarbons, copper, and other heavy metals are deposited on roads from clutch and brake wear, vehicle exhaust, and leaking motor fluids. Road surfaces abrade and add particulates to the runoff. Litter and trash accumulating on roadways are also pollutants in urban runoff. Similarly, public sidewalks, plazas, parking lots, parks, and corporation yards are some of the other areas from where pollutants are swept into storm drains by runoff. To address these sources, the City's SWMP needs to include a control program focused on municipal operations.

The NPDES Phase II permit requires the City to develop and implement a maintenance program with the ultimate goal of preventing and reducing pollutant runoff from municipal operations. Municipal operations of concern include parks and open-space

maintenance, fleet maintenance, planning, building oversight, and storm water system maintenance.

Objectives:

The objective of this MCM can be described as follows:

- Identify, develop, and implement BMPs/good housekeeping procedures to address urban runoff pollution associated with municipal operations.

Pollution Prevention/Good Housekeeping for Municipal Operations BMPs:

The City is required to develop BMPs for maintenance activities; schedules and inspection procedures for structural storm water controls; controls for reducing discharge of pollutants from streets, roads, municipal parking lots, storage and maintenance yards; procedures for disposal of wastes removed from the system; and ways to ensure that new flood management projects assess impacts on water quality.

The information that follows outlines the specific actions or tasks that the City will undertake to meet the objective of this program. This section focuses only on best management practices that the City can incorporate into its municipal functions and operations. Many of the pollutants in urban areas can be controlled through education and outreach of the residents and businesses. These strategies are discussed in the Public Education/Outreach and the Public Participation portions of this plan.

Described below are the Pollution Prevention/Good Housekeeping for Municipal Operation BMPs. These BMPs are further detailed in Table 6-A and 6-B in the Appendix.

1. City Facility Inspection and Maintenance

Due to the nature of activities conducted at the Corporation Yard and other municipal operation areas, pollutants can easily be released into runoff. To address these sources, the City will conduct monthly inspections of the Corporation Yard and other areas to determine the need for improving the operation and maintenance of existing controls, or providing additional controls. In addition, an inspection and maintenance program will be established for catch basins and storm drain inlets at least once before the onset of the rainy season. A similar inspection and maintenance program will be established for the annual cleaning of sand and oil traps. In conjunction with these efforts, procedures will be developed for the proper disposal of waste gathered from these systems. The City will also identify areas within the City that have suffered repeated illegal dumping incidences, and make these areas known to the City's cleanup crews and first responders.

2. Hazardous Materials

Identify the location of all City facilities where hazardous material is stored, and establish a program for the handling and storage of hazardous waste, including appropriate training for City personnel.

3. Street Sweeping

The City of Rocklin oversees a street sweeping and garbage collection franchise agreement to insure safe and clean streets. To enhance the effectiveness of this program, a regular street sweeping schedule should be established.

4. Public Outreach

To promote the prevention of pollution of municipal facilities, efforts will be directed to the public to educate and enlist their cooperation. The City's web page may be used to inform the public about the proper storage and/or disposal of hazardous materials in the home, and appropriate options for discharging swimming pool water. A similar promotion could address recycling to minimize street litter.

5. Integrated Pest Management

Develop an integrated pest management program with appropriate training for City employees.

Timetable for Implementation:

The timetable indicates which activities will be carried out each year, but is subject to resources (personnel and funding) available to the City. The timetable for this program, set forth in Table 6-A, is recommended for the first term of the General Permit.

Measurable Goals:

The General Permit requires the City to develop measurable goals for each BMP. These goals are useful for checking progress made each year, as well as demonstrating the efforts made to reduce pollutants to the maximum extent possible. The goals set forth in Table 6-B are recommended for this program.

Documentation and Annual Reporting:

Forms for record keeping and reporting have been developed for this program to provide information in an annual report. Information that should be reported includes progress made relative to the measurable goals. Record keeping forms that will be used by the City are shown in the Appendix.

APPENDIX

Table 1-A: Public Education and Outreach Objectives, BMPs, Measurable Goals, and Measurable Parameters

PUBLIC EDUCATION & OUTREACH	BMPs & Measurable Goals				
	Year 1	Year 2	Year 3	Year 4	Year 5
Objectives	**Sept 03 to Dec 04**	**Jan 05 to Dec 05**	**Jan 06 to Dec 06**	**Jan 07 to Dec 07**	**Jan 08 to Dec 08**
Understand and influence public awareness, perceptions, and attitudes towards urban runoff pollution and its impact on the community's water resources. Educate the community about specific pollutant sources, and what they can do and refrain from doing to reduce urban runoff pollution (alternative pollution prevention solutions). Gain public support for the program, along with funding initiatives and volunteer help. Achieve greater public compliance with the program's objectives.	**1a**) Incorporate the Basic Message into the City of Rocklin Annual Report to the Community and distribute to 100% of Rocklin residents and businesses by Dec. 31 and each year thereafter. **1b**) Web based outreach site in place by Sept. 1. **1c**) Prepare a press release twice yearly that address wet and dry season activities that residents and businesses can perform to improve water quality. **1d**) Prepare Pet Waste Management Brochures to be handed out at the City's dog license counter and by the ACO, by September 1st and each year thereafter. **1e**) Begin installing Pet Waste Management signs in Parks, Class III Bikeways, and Landscape Parkways	**2a**) All unmarked storm drain inlets in the City right-of-way shall be stenciled or labeled by the end of the permit term. **2b)** Distribute educational material during Creek Week activities in April **2c)** Develop partnership agreement with RUSD to distribute educational material. **2d)** Conduct 2 workshops/training seminars per year targeting homeowner associations and residential maintenance activities that impact creeks, wetlands, and open space areas. **2e)** Continue implementing BMPs 1a, 1c, & 1d.	**3a)** Develop a creek and creek tributary identification sign program by Dec. 31. **3b)** Train volunteer educators by Dec. 31. **3c)** Develop a partnership program with local lawn care businesses that pledge and act to support the "Basic Message". **3d)** School curricula developed and distributed to area schools by Dec. 31. **3e)** Continue implementing BMPs 1a, 1b, 1c, 1d, 2a, 2b, and 2d. **3f)** Complete installation of Pet Waste signs identified in 1e.	**4a)** Brochures updated to be distributed in garbage bills by Dec. 31. **4b)** Begin installing creek tributary signs at each creek, roadway, and bike trail crossing by Dec. 31. **4c)** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 2a, 2b, 2d, 3b, 3c, and 3d.	**5a)** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 2a, 2b, 2d, 3b, 3c, 3d, 4a and 4b.
Measurable Parameters					
CLASSROOM EDUCATION ON STORM WATER ❑ The number of educational materials distributed to schools. ❑ The number of classes, schools, or students that participate in City sponsored storm water workshops or activities. **EDUCATION/OUTREACH FOR COMMERCIAL ACTIVITIES** ❑ The number of educational brochures that were distributed to business owners and operators. ❑ The number of certified businesses that participated in training for a "green certification" program. ❑ The number of businesses trained under a training program. **EDUCATIONAL DISPLAYS, PAMPHLETS, BOOKLETS, AND UTILITY STUFFERS** ❑ List compiled of target audiences and possible activities for each. ❑ The number of materials created and distributed. ❑ The number of people at an event who saw the display (guest book) or took a pamphlet/booklet. **LAWN AND GARDEN ACTIVITIES** ❑ The number of partnerships established with local lawn care businesses. ❑ The number of municipal employees trained in proper lawn care practices. ❑ The number of homeowners that attend training workshops for lawn/garden care BMPs. ❑ A survey of homeowners about their lawn care behavior before and after message is delivered. ❑ Fertilizer and pesticide residues in runoff. **LOW IMPACT DEVELOPMENT** ❑ The number of new site plans that incorporate low impact development principles & practices. **PET WASTE MANAGEMENT** ❑ The number of "clean up after your pet" signs posted in parks and neighborhoods. ❑ The number of educational materials given to pet owners. **PROPER DISPOSAL OF HOUSEHOLD HAZARDOUS WASTES** ❑ The number of educational materials distributed to homeowners. ❑ The number of storm drains stenciled. **TRASH MANAGEMENT** ❑ The amount of trash removed from conveyance systems and receiving waters during cleanup campaigns. ❑ The number of structural trash controls installed. ❑ Floatables in receiving waters. **CONTACTING THE MEDIA** ❑ The number of public service announcements made on Cable TV. ❑ The number of storm-water-related press releases. ❑ The number of storm-water related articles published.					

Table 1-B: Public Education and Outreach Evaluation Parameters

Identify BMP From Above Table	Implementation & Reporting Responsibility		How Will Successful Goal Implementation be Evaluated?
	Lead	Support	
1a)	PW	EDM	Track implementation success over the permit term by surveying a population sample of residents who have changed their behavior due to the receipt of educational materials.
1b)	PW	IS, EDM	Track implementation success over the permit term by the number of "Hits" and follow up requests for information.
1c)	PW	EDM	Track success each year by the number of articles published and/or reported each year.
1d)	PW	AS, PD	Track implementation success each year by the number of brochures handed out each year at the City's dog license counter, and by the ACO.
1e)	PW	PW, CS&F	Track implementation success by completion of sign installation in parks, bike trails and neighborhoods.
2a)	PW	HR	Track implementation success by the number of volunteers labeling storm drain inlets, and the number of storm drains stenciled each year.
2b)	PW	EDM, HR, PLNG	Measure success by the number of personal contacts made by staff, and the number of brochures handed out each year.
2c)	PW	CA, HR, EDM	Obtain approval from RUSD to jointly prepare and distribute educational material.
2d)	PW	HR, EDM, PLNG, ENG, PD	Incorporate the measurable parameters of the PE&O MCM into a comprehensive workshop each year to get the basic message out. The number of attendees that participate in each workshop will be used to measure success.
3a)	PW	HR	A creek and creek tributary sign program that identifies creek & creek tributaries to be installed by volunteers beginning December 2006.
3b)	PW	HR, EDM, PLNG	Success will be measured by the number of participants that complete a volunteer education program that incorporates the measurable parameters of the PE&O MCM.
3c)	PW	EDM, CA, AS	Success will be measured by the number of partnerships developed between the City and lawn care businesses within the City of Rocklin.
3d)	PW	HR, EDM, CA	Success will be measured by the number of schools receiving the educational material, and the number of school age children that receive educational information.
4a)	PW	EDM, CA	Successful implementation will be measured by the number of inserts that are included in garbage bills to residents.
4b)	PW	HR	Successful implementation will be measured by the number of volunteers that install creek and creek tributary identification signs at each roadway and bike trail crossing.

List of Abbreviations Used in Measurable Goal Tables

Abbreviation	*Department/Division*	*Contact Person*	*Phone Number*
AS	Administrative Services	Director of Administrative Services	(916) 625-5500
BLDG	Building	Chief Building Official	(916) 625-5120
CA	City Attorney		(916) 625-5560
CC	City Council		(916) 625-5560
CS&F	Community Services & Facilities	Director of Community Services and Facilities	(916) 625-5200
EDM	Economic Development Manager		(916) 625-5560
ENG	Engineering	Engineering Services Manager	(916) 625-5140
FD	Fire Department	Fire Chief	(916) 625-5300
HR	Human Resources	Human Resources Manager	(916) 625-5050
IS	Information Systems	Information Systems Manager	(916) 625-5070
PD	Police Department	Police Chief	(916) 625-5400
PLNG	Planning	Community Development Director	(916) 625-5100
PW	Public Works	Director of Public Works	(916) 625-5500

Table 2-A: Public Participation and Involvement Objectives, BMPs, Measurable Goals, and Measurable Parameters

PUBLIC PARTICIPATION & INVOLVEMENT	BMPs & Measurable Goals				
	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Objectives	**Sept 03 to Dec 04**	**Jan 05 to Dec 05**	**Jan 06 to Dec 06**	**Jan 07 to Dec 07**	**Jan 08 to Dec 08**
Raise public awareness about urban runoff pollution through involvement. 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. Convince the community that water quality can be improved through community participation.	**1a)** Update the City Council on SWMP progress at the end of each year during the permit term. **1b)** Hold at least 3 public meetings to involve stakeholders in the BMP development process within 12 months of the permit approval date. Include City Staff, City Council, and Chamber of Commerce Officials. **1c)** Attend at least 3 neighborhood meetings to involve the residential community in the development of the illicit discharge detection and elimination program within the first 2 years of the permit approval date. **1d)** Sponsor a Creek Week event including clean-up activities and tree plantings within the City of Rocklin at least once each year of the permit term.	**2a**) Prepare public announcements promoting program and public participation beginning Jan and continuing until the end of the permit term. **2b)** The City will hold an annual coordination meeting involving co-permittees, regulatory agencies, and interested stakeholders to discuss progress of the storm water management program and the next year's activities. **2c)** Begin measuring the quantity of trash & debris removed by Adopt a Stream and/or Adopt a Watershed volunteers. **2d)** Continue implementing BMPs 1a, 1b, 1c, and 1d.	**3a)** Train citizen volunteer watch group(s) to monitor and report water quality data. **3b)** Develop "an adopt a storm drain inlet" program by Dec. 31. **3c)** Establish volunteer monitoring stations and monitoring protocol. **3d)** Continue implementing BMPs 1a, 1b, 1c, 1d, 2a, 2b, and 2c.	**4a**) Continue implementing BMPs 1a, 1b, 1c, 1d, 2a, 2b, 2c, 2d, 3a, 3b, and 3c.	**5a)** Continue implementing BMPs 1a, 1b, 1c, 1d, 2a, 2b, 2c, 2d, 3a, 3b, and 3c.
Measurable Parameters **ADOPT-A-STREAM PROGRAMS** ❑ Track the number of participants in Adopt-A-Stream programs. ❑ The quantity of trash and debris removed by Adopt-A-Stream volunteers. **ATTITUDE SURVEYS** ❑ The number of citizens solicited to complete surveys. ❑ The number of completed surveys. ❑ Surveys of citizens gauging change in attitude/behavior after storm water education activities are held. **COMMUNITY HOTLINES** ❑ The number of calls received by hotlines. ❑ The number of problems/incidents remedied as a result of hotline calls. **REFORESTATION PROGRAMS** ❑ The number of volunteer tree planters. ❑ The number of trees planted. ❑ The number of acres planted with trees. **STAKEHOLDER MEETINGS** ❑ The number of meetings held. ❑ The number of attendees. ❑ The number of actions taken as a result of stakeholder meetings. **STORM DRAIN STENCILING** ❑ The number of stenciling volunteers. ❑ The number of drains stenciled. **STREAM CLEANUP AND MONITORING** ❑ The number of cleanup participants. ❑ The number of stream miles cleaned. **VOLUNTEER MONITORING** ❑ The number of volunteers participating in monitoring programs. ❑ The number of volunteer monitoring stations established in the watershed. ❑ The number of volunteer monitoring training sessions held. **WATERSHED ORGANIZATION** ❑ Whether or not a watershed organization was established. ❑ The number of participants in the watershed organization.					

Table 2-B: Public Participation & Involvement Evaluation Parameters

Identify BMP From Above Table	Implementation & Reporting Responsibility		How Will Successful Goal Implementation be Evaluated?
	Lead	**Support**	
1a)	PW	CA, PLNG, ENG, BLDG, EDM, CS&F, PD, FD	Successful implementation will be measured by completion of this activity.
1b)	PW	CA, PLNG, ENG, BLDG, EDM, CS&F, PD, FD	Successful implementation will be measured by completion of this activity.
1c)	PW	CA, PLNG, ENG, BLDG, EDM, CS&F, PD, FD	Successful implementation will be measured by the completion of this BMP and how many of the measurable parameters are formally incorporated into the SWMP.
1d)	PW	HR, EDM	Measure success each year by the numbers of volunteers that attend a Creek Week event, and the number of creek miles that are cleaned up.
2a)	PW	EDM, HR	Success will be measured by the number of articles and news releases released each year of the permit term.
2b)	PW	EDM, HR, FD, PD, ENG, PLNG, BLDG, CS&F	Successful implementation will be measured by the completion of this BMP, how many stakeholders attend the meeting, and how many of the measurable parameters are formally adopted for the following year.
2c)	PW	HR, EDM, CS&F	Measure success each year by the number of volunteers that attend a Creek Week event, the number of creek miles that are cleaned up, and the quantity of trash and debris removed by volunteers.
3a)	PW	HR, EDM	Measure success each year by the number of volunteers that complete monitor training.
3b)	PW	HR, EDM	Measure success by the number of volunteers participating in storm drain adoptions, and how many storm drains are adopted.
3c)	PW	HR, EDM	Measure success by the number of watershed monitoring stations that are established, and the number of citizens that participate in water quality data collection.

List of Abbreviations Used in Measurable Goal Tables

Abbreviation	*Department/Division*	*Contact Person*	*Phone Number*
AS	Administrative Services	Director of Administrative Services	(916) 625-5500
BLDG	Building	Chief Building Official	(916) 625-5120
CA	City Attorney		(916) 625-5560
CC	City Council		(916) 625-5560
CS&F	Community Services & Facilities	Director of Community Services and Facilities	(916) 625-5200
EDM	Economic Development Manager		(916) 625-5560
ENG	Engineering	Engineering Services Manager	(916) 625-5140
FD	Fire Department	Fire Chief	(916) 625-5300
HR	Human Resources	Human Resources Manager	(916) 625-5050
IS	Information Systems	Information Systems Manager	(916) 625-5070
PD	Police Department	Police Chief	(916) 625-5400
PLNG	Planning	Community Development Director	(916) 625-5100
PW	Public Works	Director of Public Works	(916) 625-5500

Table 3-A: Illicit Discharge Detection & Elimination Objectives, BMPs, Measurable Goals, and Measurable Parameters

ILLICIT DISCHARGE DETECTION And ELIMINATION	BMPs & Measurable Goals				
	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Objectives	**Sept 03 to Dec 04**	**Jan 05 to Dec 05**	**Jan 06 to Dec 06**	**Jan 07 to Dec 07**	**Jan 08 to Dec 08**
Develop a thorough working knowledge of the City's storm drain system, including the location of all inlets and outfalls and the receiving waters. Eliminate improper physical connections to the storm drain system. Prevent improper disposal of illicit wastes through public education, provision of appropriate disposal alternatives, and enforcement of an illicit discharge ordinance. Be prepared to contain and clean up accidental spills using proper methods of cleanup and disposal.	**1a)** Complete a citywide storm sewer map of all outfalls and the names of all receiving waters by Dec. 31 and update each year thereafter. **1b)** Distribute storm sewer map to emergency responders by Dec. 31 and updates each year thereafter. **1c)** Storm Water Hotline in place by Dec. 31. Develop procedures to respond to 100% of the calls received by the storm water hotline by Dec. 31 and each year thereafter. **1d)** Train staff that answer phones to properly direct calls to appropriate staff. **1e)** For areas in the City known for dumping, conduct inspections at least 1 time per month. **1f)** Complete a Draft Illicit Discharge Ordinance to prohibit non-storm water discharges by Dec. 31. Ordinance will include provisions for enforcement.	**2a**) Adopt Illicit Discharge Ordinance to prohibit non-storm water discharges by Dec. 31. Ordinance will include provisions for enforcement. **2b)** Inspect 100% of storm drain outfalls at least once each year for illicit connections and non-storm water discharges. **2c)** Develop procedures for City Staff to address non-storm water discharges by Dec. 31. and each year thereafter. Procedures shall include enforcement of violations, and a tracking system for inspections and violations **2d)** Establish a database to identify incidents of illicit discharges. The database will be used in conjunction with the storm water hotline. **2e)** Distribute brochures at the annual Rocklin Clean Up Day to inform the public of hazards associated with illegal discharges and improper disposal of waste. **2f)** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 2b, 2c, 2d, and 2e.	**3a)** Evaluate authorized non-storm water discharges to classify impact(s) at outfalls. **3b)** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 2b, 2c, 2d, 2e,and 3a.	**4a** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 2b, 2c, 2d, 2e,and 3a.	**5a** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 2b, 2c, 2d, 2e,and 3a.
Measurable Parameters **IDENTIFYING ILLICIT CONNECTIONS** ❑ The number of field tests conducted in high-risk areas. ❑ The number of illicit connections found. ❑ The number of illicit connections repaired/replaced. **ILLEGAL DUMPING** ❑ The number of flyers, posters, or other public education tools distributed. ❑ The number of illegal dumps reported by citizens. ❑ Whether or not an inventory of the prime areas for dumping was completed. ❑ The number of illegal dump clean-ups completed. ❑ The number of City Staff trained to respond and clean up illegal dumpsites. **SANITARY SEWER OVERFLOWS** ❑ The number of overflows reported.					

Table 3-B: Illicit Discharge Detection & Elimination Evaluation Parameters

Identify BMP From Above Table	Implementation & Reporting Responsibility		How Will Successful Goal Implementation be Evaluated?
	Lead	Support	
1a)	PW	ENG	Successful implementation will be measured by completion of the storm drain map.
1b)	PW	ENG, FD, PD, CS&F	Successful implementation will be measured by distribution of the storm drain map to first responders in the city.
1c)	PW	IS, EDM, CA	Establishment of the storm water hotline and staff response to each call will measure successful implementation. All calls will be categorized and response documented. Also, advertising the hotline will improve public involvement and will serve as an educational tool to inform the public about the hazards of illicit discharges and illegal dumping.
1d)	PW	PD, FD, BLDG	Track implementation success over permit term by the number and type of calls received by the City Staff. Identify the number of calls that result in investigation of discharge or enforcement action (verbal, written, citation) being taken. All calls will be categorized and response documented.
1e)	PW	CA, PD, BLDG, EDM	Successful implementation will be measured by a reduction in the amount of trash collected in known dumping sites.
1f)	CA	PW, BLDG, ENG, PLNG, PD, FD, EDM	Successful implementation will be measured by completion of the draft Illicit Discharge Ordinance.
2a)	CC & PW	CA, BLDG, ENG, PLNG, PD, FD, EDM	Successful implementation will be measured by adoption of the Illicit Discharge Ordinance.
2b)	PW	ENG, FD	Measure success each year by the number of storm drain outlets inspected for illicit discharges and the type of non-storm water flows observed.
2c)	PW	ENG, FD	Measure success each year by the number of city employees that are trained each year to address non-storm water discharges. Successful implementation will also include employees properly following enforcement procedures in the tracking and enforcement of violations.
2d)	PW	IS, CA, ENG, BLDG, EDM	Track implementation success over permit term by the number and type of calls received by the City's hotline and by City Staff. Identify the number of calls that result in investigation of discharge or enforcement action (verbal, written, citation) being taken.
2e)	PW	CS&F	Measure success by the number of personal contacts made each year and the number of brochures distributed to residents at each of the clean up day drop off sites.
3a)	PW	BLDG, PLNG	Successful implementation will include monitoring and an education program for authorized non-storm water discharges, and ability to classify impacts to receiving waters.

List of Abbreviations Used in Measurable Goal Tables

Abbreviation	*Department/Division*	*Contact Person*	*Phone Number*
AS	Administrative Services	Director of Administrative Services	(916) 625-5500
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CC	City Council		(916) 625-5560
CS&F	Community Services & Facilities	Director of Community Services and Facilities	(916) 625-5200
EDM	Economic Development Manager		(916) 625-5560
ENG	Engineering	Engineering Services Manager	(916) 625-5140
FD	Fire Department	Fire Chief	(916) 625-5300
HR	Human Resources	Human Resources Manager	(916) 625-5050
IS	Information Systems	Information Systems Manager	(916) 625-5070
PD	Police Department	Police Chief	(916) 625-5400
PLNG	Planning	Community Development Director	(916) 625-5100
PW	Public Works	Director of Public Works	(916) 625-5500

Table 4-A: Construction Site Storm Water Runoff Control Objectives, BMPs, Measurable Goals, and Measurable Parameters

CONSTRUCTION SITE STORM WATER RUNOFF CONTROL	BMPs & Measurable Goals				
	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Objectives	**Sept 03 to Dec 04**	**Jan 05 to Dec 05**	**Jan 06 to Dec 06**	**Jan 07 to Dec 07**	**Jan 08 to Dec 08**
Develop a control program to reduce the potential for discharge of pollutants into urban runoff from construction sites. **Measurable Parameters** **BMP INSPECTION AND MAINTENANCE** ❑ The frequency of inspection and maintenance of BMPs. ❑ The number of BMPs reported to be in need of repair. ❑ Whether or not an inventory of inspection and maintenance activities was created and is regularly maintained. **CONSTRUCTION ENTRANCES** ❑ The frequency of inspection and maintenance of construction entrances. **CONSTRUCTION INSPECTION TRAINER** ❑ The number of trained inspectors. **CONTRACTOR CERTIFICATION AND TRAINING** ❑ The number of contractors that have been trained in erosion and sediment control. ❑ The number of training and certification programs offered. ❑ The number of sites inspected. ❑ Changes in water quality at inspected sites. **GENERAL CONSTRUCTION SITE WASTE MANAGEMENT** ❑ The frequency of inspection and maintenance activities. **MODEL ORDINANCES** ❑ Whether or not an ordinance was developed to address construction site runoff control. ❑ The number of enforcement actions taken. **MULCHING** ❑ The amount of exposed soils protected with mulch. **PERMANENT SEEDING** ❑ The amount of seeded area. ❑ The number of construction sites that use permanent seeding. The frequency of inspection and maintenance of seeded areas. **PRESERVING NATURAL VEGETATION** ❑ The amount of naturally vegetated land area preserved. ❑ The number of construction sites that preserve natural vegetation.	**1a)** Procedures for review of site plans that incorporate water quality impacts have been developed and shall be implemented during the full permit term. **1b)** Procedures for inspection and enforcement of construction control measures for construction sites greater than 1 acre have been developed and shall continue throughout the permit term. Establish additional criteria to identify high priority sites by Dec. 31. Visit each construction site at least twice a month, and each high priority site once a week. **1c)** Procedures in place by Dec. 31 to annually train City Staff in development of construction projects. Construction development will include preparation of conditions of approval, plan and specification development, and SWPPP preparation. **1d)** Training program in place by Dec. 31 to annually train plan check staff to check structural and non-structural BMPs. **1e)** Continue to sponsor biannual training for construction industry, City inspection and maintenance staff, and development engineers each year of the permit period. **1f)** Public Works inspectors trained annually to inspect construction BMPs. **1g)** Develop procedures to respond to 100% of the calls received by the Storm Water Hotline identified in Table 3-A by Dec. 31 and each year thereafter. **1g)** Draft Grading Ordinance in place by Dec. 31. Draft grading ordinance will also include controls for non-sediment waste discharges. Ordinance will include provisions for enforcement.	**2a)** Adopt Grading Ordinance by Dec. 31. Ordinance will include provisions for enforcement. **2b)** Develop Erosion and Sediment Guidelines for the development/construction community by Dec. 31. Guidelines will include procedures for construction site operators to control non-sediment waste. **2c)** Plan Checkers will review 80% of the plans for compliance of new procedures identified in 1d and 100% each year thereafter. **2d)** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 1f, and 1g.	**3a)** Strive for 100 percent compliance with local and SWRCB's construction site runoff control programs. **3b)** Strive for zero complaints from the public regarding hydrological and water quality impacts from construction sites. **3c)** Strive for full compliance with inspection checklists (i.e., inspection checklists show that all construction sites are implementing BMPs and meeting permit requirements) and measurable parameters. **3d)** Continue implementing BMPs 1a, 1b, 1c, 1d, 1e, 1f, 1g, and 2c.	**4a**) Continue implementing BMPs 1a, 1b, 1c, 1d, 2c, 3a, 3b, and 3c.	**5a)** Continue implementing BMPs 1a, 1b, 1c, 1d, 2c, 3a, 3b, and 3c.

Table 4-B: Construction Site Runoff Control Evaluation Parameters

Identify BMP From Above Table	Impacted Departments		How Will Successful Goal Implementation be Evaluated?
	Lead	Support	
1a)	ENG	BLDG, ENG, PW	Successful implementation will be measured by development of procedures to annually train City Staff by Dec. 31, 2003.
1b)	ENG	BLDG, CA, PLNG, PW	Successful compliance will be measured each year by the number of construction sites complying with the construction site runoff programs.
1c)	PW	HR, EDM	Measure success each year by the number of personnel completing the training program.
1d)	PW	HR	Measure success each year by the number of training sessions offered and the number of personnel trained in plan checking of structural and non-structural BMPs.
1e)	PW	BLDG, CS&F, ENG, PLNG	Measure success each year by the number of personnel completing the training program.
1f)	ENG	BLDG, PLNG, PW	Measure success each year by the number of personnel completing the training program.
1g)	CA	PW, BLDG, ENG, PLNG, PD, FD, EDM	Successful implementation will be measured by completion of the draft Grading Ordinance.
2a)	CC & PW	CA, BLDG, ENG, PLNG, PD, FD, EDM	Successful implementation will be measured by adoption of the Grading Ordinance.
2b)	PW	BLDG, ENG	Successful compliance will be measured each year by all construction projects being covered by either a current, up-to-date SWPPP or controls to reduce storm water pollution as outlined in the guidelines.
2c)	ENG	BLDG, PLNG, PW	Successful implementation will be measured each year by the number of plans checked/submitted for compliance with approved BMPs.
3a)	PW	ENG, BLDG	Successful compliance will be measured each year by the number of construction sites complying with the construction site runoff programs.
3b)	PW	ENG, BLDG	Successful compliance will be measured each year by a reduction in the number of construction and building related complaints regarding water quality.
3c)	PW	ENG, BLDG	Successful compliance will be measured each year by the number of construction and building sites complying with inspection checklists.

List of Abbreviations Used in Measurable Goal Tables

Abbreviation	*Department/Division*	*Contact Person*	*Phone Number*
AS	Administrative Services	Director of Administrative Services	(916) 625-5500
BLDG	Building	Chief Building Official	(916) 625-5120
CA	City Attorney		(916) 625-5560
CC	City Council		(916) 625-5560
CS&F	Community Services & Facilities	Director of Community Services and Facilities	(916) 625-5200
EDM	Economic Development Manager		(916) 625-5560
ENG	Engineering	Engineering Services Manager	(916) 625-5140
FD	Fire Department	Fire Chief	(916) 625-5300
HR	Human Resources	Human Resources Manager	(916) 625-5050
IS	Information Systems	Information Systems Manager	(916) 625-5070
PD	Police Department	Police Chief	(916) 625-5400
PLNG	Planning	Community Development Director	(916) 625-5100
PW	Public Works	Director of Public Works	(916) 625-5500

Table 5-A: Post Construction Storm Water Management Objectives, BMPs, Measurable Goals, and Measurable Parameters

POST CONSTRUCTION STORM WATER MANAGEMENT	BMPs & Measurable Goals				
	Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Objectives	**Sept 03 to Dec 04**	**Jan 05 to Dec 05**	**Jan 06 to Dec 06**	**Jan 07 to Dec 07**	**Jan 08 to Dec 08**
Reduce the potential for discharge of pollutants into urban runoff from new development and redevelopment areas by using a strategy that combines managing site runoff volumes and flow rates, such that they are similar to preconstruction levels, reducing/eliminating sources of pollutants. **Measurable Parameters** **BMP INSPECTION AND MAINTENANCE** ❑ The frequency of inspection and maintenance activities. ❑ The number of problems that were identified and remedied. ❑ Whether or not an inventory of BMPs requiring maintenance was completed and is regularly updated. **CATCH BASIN** ❑ Whether or not an inventory of catch basins was completed. ❑ The quantity of sediment removed from catch basins. **INFRASTRUCTURE PLANNING** ❑ The number of new development projects using storm water BMPs. **MANUFACTURED PRODUCTS FOR STORM WATER INLETS** ❑ The number of manufactured products installed in storm water inlets. **URBAN FORESTRY** ❑ Whether or not an ordinance was developed to promote urban forestry. ❑ The number of trees planted as a result of urban forestry initiatives. ❑ The acreage of forest habitat created. **ZONING** ❑ Whether or not zoning codes were modified.	**1a)** Develop policies that include structural and/or non-structural BMPs that will be incorporated in the City's General Plan update. Policies will include the following: • Minimize impervious area • Control pollutants by eliminating or reducing potential new sources • Install treatment controls, as appropriate to the site • Participate in the funding of Regional/City-level BMPs in accordance with a Regional/City-level plan **1b)** Apply the California Environmental Quality Act to Identify and Mitigate Project Impacts on Storm Water as part of the project approval process. **1c)** Develop draft enforcement guidelines to help enforcement personnel. Guidelines will incorporate Illicit Discharge & Detection and Grading Ordinance identified in Tables 3A and 4A. **1d)** The City has updated existing construction plans and specifications to include structural controls in new development, which began in Dec. 2002. Beginning in January 2003 to the end of the permit period, the City will incorporate the new standards in new and redevelopment projects.	**2a)** Reduce directly connected impervious surfaces in new developments and redevelopment projects, by requiring that grassed swales or filter strips be incorporated into the project design. **2b** Adopt Operation & Maintenance (O&M) procedures for maintenance of structural and non-structural storm water controls by Dec. 31. The O&M procedures will include, but not be limited to, maintenance procedures for grass swales, sand and oil traps, and detention/sedimentation basins. **2c)** Adopt enforcement guidelines developed in 1c. **2d)** Continue implementing BMPs 1a, 1b, and 1d.	**3a)** Conduct 2 inspections per year, and conduct regular maintenance on City owned structural controls as prescribed in the O&M procedures in 2b, for each type of control structure for the remainder of the permit term. **3b)** Develop and/or adopt storm water design guidelines that include standards designed to control runoff impacts. Building site designs will comply with the criteria specified in the manual. **3c)** Continue implementing BMPs 1a, 1b, 1d, 2a, 2b, and 2c.	**4a)** Continue implementing BMPs 1a, 1b, 1d, 2a, 2b, 2c, 3a, and 3b.	**5a)** Comply with all permit conditions by Dec. 31. **5b)** Continue implementing BMPs 1a, 1b, 1d, 2a, 2b, 2c, 3a, and 3b.

Table 5-B: Post Construction Storm Water Management Evaluation Parameters

Identify BMP from above table	Impacted Departments		How Will Successful Goal Implementation be Evaluated?
	Lead	Support	
1a)	PW	All	Report implementation progress each year. Successful implementation will be measured by the number of projects, with conditions of approval, requiring the implementation of structural and non-structural BMPs.
1b)	PW	All	Successful implementation will be the number of projects each year that identify and mitigate the water quality impacts under CEQA.
1c)	PW	All	Successful implementation will be measured by completion of the draft enforcement guidelines.
1d)	PLNG, ENG	CA, PW	Report implementation progress each year. Successful implementation will be measured by the number of projects incorporating revised construction standards.
2a)	PW	All	The number of projects that incorporate natural and man made grassed swales and filter strips into the project design.
2b)	PW	ENG, PLNG, BLDG, IS	Successful implementation will be measured by adoption of O&M maintenance procedures. Implementation will be measured and reported by development of an identification and maintenance program for all structural and non-structural runoff controls located within the City.
2c)	PW	ALL	Successful implementation will be measured by adoption of the enforcement guidelines.
3a)	PW	IS, BLDG, ENG	Maintenance and inspection records will be kept on all structural control appurtenances, and included in the annual report to the RWQCB.
3b)	PW	BLDG, PLNG, ENG	Successful implementation will include development and/or adoption of site design guidelines, and the number of new building permits issued each year that incorporate the new design practices.

List of Abbreviations Used in Measurable Goal Tables

Abbreviation	*Department/Division*	*Contact Person*	*Phone Number*
AS	Administrative Services	Director of Administrative Services	(916) 625-5500
BLDG	Building	Chief Building Official	(916) 625-5120
CA	City Attorney		(916) 625-5560
CC	City Council		(916) 625-5560
CS&F	Community Services & Facilities	Director of Community Services and Facilities	(916) 625-5200
EDM	Economic Development Manager		(916) 625-5560
ENG	Engineering	Engineering Services Manager	(916) 625-5140
FD	Fire Department	Fire Chief	(916) 625-5300
HR	Human Resources	Human Resources Manager	(916) 625-5050
IS	Information Systems	Information Systems Manager	(916) 625-5070
PD	Police Department	Police Chief	(916) 625-5400
PLNG	Planning	Community Development Director	(916) 625-5100
PW	Public Works	Director of Public Works	(916) 625-5500

Table 6-A: Pollution Prevention & Good Housekeeping for Municipal Operations, Objectives, BMPs, Measurable Goals, and Measurable Parameters

POLLUTION PREVENTION & GOOD HOUSEKEEPING FOR MUNICIPAL OPERATIONS	BMPs & Measurable Goals				
	Year 1	Year 2	Year 3	Year 4	Year 5
Objectives	**Sept 03 to Dec 04**	**Jan 05 to Dec 05**	**Jan 06 to Dec 06**	**Jan 07 to Dec 07**	**Jan 08 to Dec 08**
Identify, develop, and implement BMPs/good housekeeping procedures and training programs to address urban runoff pollution associated with municipal operations.	**1a)** Inventory City facilities and operations to determine what operations and facilities may impact water quality. Inventory will also include identification of City facilities where hazardous material is kept. Develop BMPs for these facilities by Dec. 31. **1b)** Conduct monthly inspections of City facilities and operations to identify possible water quality impacts. Complete first set of inspections by Dec. 31 and continue to the end of the permit term. **1c)** Continue to sweep City streets for duration of permit. **1d)** Establish inspection and maintenance program for catch basins and storm drain inlets once before the onset of the wet season (before October 1 of each year). **1e)** Develop procedures for the proper disposal of waste from storm sewer system maintenance by Dec. 31. **1f)** Develop a web page brochure for storage and/or disposal of hazardous materials in the home by Dec. 31. **1g)** Identify areas within the City with repeated illegal dumping incidences for distribution to first responders and clean up crews by Dec 31.	**2a)** Implement annual cleaning program of sand and oil traps. **2b)** Incorporate reporting and prevention procedures from the City's Hazmat spill response program into the City's SWMP by Dec. 31. **2c)** Establish a program for handling and storage of hazardous waste, and train City employees by July 1. **2d)** Establish a maintenance and inspection schedule for BMP compliance at City facilities. **2e)** Develop a two-tiered training program utilizing employee feedback. The first part is to develop BMPs using employee input. The second part will provide specific training on municipal procedures and BMPs by Dec 31. **2f)** Develop a web page brochure informing pool owners their options for discharging pool water by Dec. 31. **2g)** Continue ongoing BMPs 1a, 1b, 1c, 1d, 1e, 1f, and 1g.	**3a)** Promotion of recycling to minimize street litter. **3b)** Develop an Integrated Pest Management Program training program for City employees by Dec. 31. **3c)** Continue ongoing BMPs 1a, 1b, 1c, 1d, 1e, 1f, 1g, 2a, 2b, 2c, 2d, 2e, and 2f.	**4a**) Continue ongoing BMPs 1a, 1b, 1c, 1d, 1e, 1f, 1g, 2a, 2b, 2c, 2d, 2e, 2f 3a, and 3b.	**5a** Continue ongoing BMPs 1a, 1b, 1c, 1d, 1e, 1f, 1g, 2a, 2b, 2c, 2d, 2e, 2f 3a, and 3b.
Measurable Parameters					
ALTERNATIVE DISCHARGE OPTIONS FOR CHLORINATED WATER ❑ The number of pool owners informed of the options for discharging chlorinated water. **AUTOMOBILE MAINTENANCE** ❑ The number of educational materials distributed at garages, auto shops, and other automobile-related businesses. **HAZARDOUS MATERIALS STORAGE** ❑ The number of employees trained in hazardous material storage and maintenance. ❑ The number of materials distributed educating citizens on home storage of hazardous materials. **ILLEGAL DUMPING CONTROL** ❑ Whether or not areas, where illegal dumping is common, were identified. ❑ The number of "no dumping" signs posted. ❑ The number of educational materials distributed. ❑ The number of reports of illegal dumping received. ❑ The number of dump sites cleaned up. ❑ The number of sites improved to eliminate them as target dumping spots. **LANDSCAPING AND LAWN CARE** ❑ The number of personnel trained in safe landscaping, lawn care, and pest management techniques. ❑ The number of educational materials distributed. **MATERIALS MANAGEMENT** ❑ The number of municipal facilities storing hazardous materials. ❑ The number of personnel trained in hazardous material handling covered above. ❑ The amount of waste generated by municipal operations. ❑ Whether or not an inventory of hazardous materials was created for each storage facility. **PARKING LOT AND STREET CLEANING** ❑ Whether or not roads and parking lots were inventoried and prioritized for cleaning. ❑ The number of scheduled road cleanings. ❑ The pounds of debris collected from street sweeping. **PEST CONTROL** ❑ The number of municipal employees trained in integrated pest management. ❑ The number of educational materials distributed. **SPILL RESPONSE AND PREVENTION** ❑ Whether or not a spill response plan was developed for municipal facilities. ❑ The number of personnel trained in spill response. ❑ The number of educational materials distributed to municipal employees. **STORM DRAIN SYSTEM CLEANING** ❑ The length of storm drainpipe inspected regularly. ❑ The amount of trash, sediment, and other pollutants removed during cleaning. **USED OIL RECYCLING** ❑ The number of educational materials distributed to municipal employees. **VEHICLE WASHING** ❑ The number of educational materials distributed to municipal employees.					

Table 6-B: Pollution Prevention & Good Housekeeping Evaluation Parameters for Municipal Operations

Identify BMP From Above Table	Impacted Departments		How Will Successful Goal Implementation be Evaluated?
	Lead	Support	
1a)	PW	CS&F, FD	Successful implementation is measured by completion of a hazardous facilities map.
1b)	PW	EDM, PD, CA	Measure success each year by correction of any water quality problems at City facilities.
1d)	PW	IS, EDM, PLNG	Measure success each year by completing annual inspection prior to Oct. 1. Records will be used to detect problem areas, and types of debris. Also, success will be measured by a reduction in the amount of floatables and debris in sand and oil traps, and catch basins.
1e)	PW	IS, HR	Measure success by developing processes to train maintenance employees on the proper procedures for disposing waste from the storm sewer system.
1f)	PW	IS	Measure success each year by the number of "hits" to the website.
1g)	PW	FD, PD, BLDG	Measure success each year by a reduction in the number of illegal dumping incidences and a reduction in the amount of debris being dumped.
2a)	PW	CS&F	Measure changes in the amount of trash, sediment, and debris found in the City's sand and oil traps.
2b)	PW	FD, PD	Measure success each year by responding to reported hazmat spills and preventing hazardous material from entering the City's storm drain system.
2c)	PW	HR, FD, PD	Measure success each year by the number of employees trained each year and the number of training sessions offered by the City.
2d)	PW	FD, CS&F, BLDG	Measure success each year by the increase in BMP compliance at City facilities.
2e)	PW	ALL	Measure success each year by the number of employees completing the training program and implementation of employee feedback to foster continuous improvement of the City's BMPs.
2f)	PW	IS, FD	Measure success each year by the number of "hits" to the website and the reduction in the number of pool owners draining pool water directly into the storm drain system.
3a)	PW	HR, IS, EDD	Measure success each year by a reduction in the amount of litter picked up by volunteers during City sponsored clean up days, and a reduction in the quantity of floatables found in sand and oil traps.
3b)	PW	HR	Measure success each year by a reduction in pesticide use per acre on City owned facilities.

List of Abbreviations Used in Measurable Goal Tables

Abbreviation	*Department/Division*	*Contact Person*	*Phone Number*
AS	Administrative Services	Director of Administrative Services	(916) 625-5500
BLDG	Building	Chief Building Official	(916) 625-5120
CA	City Attorney		(916) 625-5560
CC	City Council		(916) 625-5560
CS&F	Community Services & Facilities	Director of Community Services and Facilities	(916) 625-5200
EDM	Economic Development Manager		(916) 625-5560
ENG	Engineering	Engineering Services Manager	(916) 625-5140
FD	Fire Department	Fire Chief	(916) 625-5300
HR	Human Resources	Human Resources Manager	(916) 625-5050
PD	Police Department	Police Chief	(916) 625-5400
PLNG	Planning	Community Development Director	(916) 625-5100
PW	Public Works	Director of Public Works	(916) 625-5500

Completed by: _____ Date: _____

Summary of Public Education/Outreach Activities Sponsored/Produced 20____

Education Outreach Activity	Target Audience	Location	Date(s)	Was Education/Outreach Efforts Successful?	Changes For Next Year

Summary of Additional Educational/Outreach Activities Planned For 20____

Education/Outreach Activity	Target Audience	Target Start Date

Target Audiences and Potential Activities for Public Education/Outreach MCM

ACTIVITY TASK	AUDIENCES									
	Residents	Children	Business	Industry	Construction/New Development	Community Groups	Media (PSAs)	City Staff	Regulators	Allied Organizations
COMMUNITY OUTREACH										
Storm Water Information Hotline	X	X	X	X	X	X	X	X	X	X
Fact Sheets	X	X			X	X	X		X	X
Utility Inserts	X									
Door Hangers	X									
Interested Parties Database	X	X	X	X		X	X	X	X	
Storm Drain Stenciling	X	X	X	X	X	X	X	X	X	X
VIP Breakfast and Tour			X	X			X		X	
Amateur Photo Contest	X		X			X				
Speakers Bureau: Community Group Focus	X		X							
Volunteer Program	X					X	X			
CHILDRENS OUTREACH										
Kid's Activity Packages		X					X			
Teacher Training/Workshops		X								
Adopt a Watershed/Creek		X	X							
BUSINESS OUTREACH COMMERCIAL SECTION OUTREACH										
Public/Private Partnerships			X							
Speakers Bureau Commercial Sector Focus			X	X						
Educational Workshops for Targeted Businesses										
Proof-of-Purchase Campaigns										
a. Automotive Fluids	X		X				X			
b. Home Improvement Products	X		X			X	X			
INDUSTRIAL SECTOR OUTREACH			X							
Educational Workshops for Targeted Industries				X						
Recognition Program				X			X			X
CONSTRUCTION DEVELOPMENT OUTREACH										
Grading/Erosion Control Workshops					X					
Contractor-Focused Workshops					X					
Outreach to Residents of New Developments					X					
MEDIA RELATIONS										
Pre-Written Articles	X					X	X			
Media Interviews/Briefings	X						X			
ADVERTISING										
Television (Cable Public Access)	X	X	X							
Radio	X	X	X					X		
Banners	X	X						X		
Print	X	X						X		
Website	X	X	X	X	X	X				
OUTREACH TO POLITICAL OFFICIALS/REGULATORS										
City Council Presentations	X							X	X	
Presentations to Regulators									X	
OUTREACH TO MUNICIPAL PERSONNEL										
Educational Workshops for Municipal Personnel								X		
COORDINATION WITH ALLIED ORGANIZATIONS										
Coordinate With Other NPDES Permittees										X
Coordinate With Other Storm Water Programs										X
Coordinate With Watershed Groups										X

DPW SW001 Revised 09/01/03

City of Rocklin
Illicit Discharge & Detection Program

Reporting and Response Form

Date: _____ Time: _____ AM/PM

Reported by: _____ Phone: (_____)_____

Address: _____

Location: _____

Material	Land Use
☐ Hazardous ☐ Sediment	☐ Residential
☐ Wastewater ☐ Unknown	☐ Commercial
☐ Oil/Grease ☐ Other: _____	☐ Industrial
Estimated Quantity: _____	☐ Public

Direct Sewer Connection(s) Found? ☐ Yes ☐ No

Description: _____

Source Investigation Conducted? ☐ Yes ☐ No Source Identified? ☐ Yes ☐ No

Entered Storm Drain System/Receiving Waters? ☐ Yes ☐ No

Action and Closure

Referred To: _____

Phone: (_____)_____

City: _____ Department: _____

Action Taken:

_____

_____

_____

_____

Date Closed: _____

DPW SW002 Revised 09/01/03

City of Rocklin
Clean Water Program
Illicit Discharge Inspection

Quarterly Summary Report

Department: _____ Calendar Year: _____
Contact:_____ Phone: (_____)_____

Reporting Period: Jan-Feb-Mar Apr-May-Jun Jul-Aug-Sep Oct-Nov-Dec

I. Land Use

1. Land Use Designation/Activity	Industrial Areas/ Construction Activity	Commercial Areas	Residential Areas
Number of Screening Points			
Channel Miles			

2. List how many discharges were identified by the following methods. Include only discharges that could have been prevented by BMPs. Do not include fluid releases associated with minor traffic accidents.
   a. During field surveys at defined screening points:
   _____ Identified by maintenance crews
   _____ Other: _____
   b. Calls from:
   _____ Maintenance crews
   _____ Other agencies
   _____ Public

3. List the number of times the following materials were identified:
   _____ Paint
   _____ Concrete
   _____ Construction Debris
   _____ Medical Wastes
   _____ Food Wastes
   _____ Yard Wastes
   _____ Industrial Wastes (solvents, metals, corrosives, etc.)
   _____ Other (Describe): _____
   _____ Concrete Cutting Slurry/Wash waters
   _____ Vehicle Cleaning Wash waters
   _____ Building/Sidewalk Wash waters
   _____ Other Wash waters
   _____ Sewage
   _____ Automobile Fluids (antifreeze, used motor oil, fuels, etc.)

II. Follow-up Activities

1. List the number of discharges that were identified/not identified.
   _____ Number of discharge incidents that were identified
   _____ Number of discharge incidents that were not identified

2. List the number of discharges that were abated/not abated.
   _____ Number of discharge incidents that were abated
   _____ Number of new discharge incidents where discharge is continuing, as of the end of the reporting period. (Attach the inspection report)
   _____ Number of continuing discharges that have already been reported in previous quarter(s)

3. List the number of enforcement activities conducted
   _____ Verbal Notice
   _____ Administrative Action
   _____ Legal Notice
   _____ Warning Notice
   _____ Administrative Action with Penalty and/or Fine

DPW SW003 Revised 09/01/03

City of Rocklin
Illicit Discharge & Detection Program

Illegal Dumping and Illicit Connection Incident Type(s)

Department: _____

Contact: _____ Phone: (_____)_____

Reporting Period: Jan-Feb-Mar Apr-May-Jun Jul-Aug-Sep Oct-Nov-Dec

Type of Incident		# of Incidents
Auto Dealers	Washing Cars:	
Auto Residential	Auto Washing:	
	Auto Repair:	
	Fuel Leaking:	
	Radiator Fluid:	
	Waste Water:	
Auto Shops Radiator Fluid:		
	Waste Water:	
Carpet Cleaning		
Concrete Washing/Dumping	Commercial:	
	Industrial:	
	Residential:	
Commercial Irrigation:		
Construction	Asphalt Cutting:	
	Sediment:	
	Other Materials:	
Cooling Water		
Drums Abandoned		
Equipment Cleaning	Commercial:	
	Industrial:	
	Residential:	
Gas Stations & Vehicle Service	Radiator Fluids:	
	Washing Cars:	
Grocery Store	Dumpsters:	
	Grey Water:	
Industrial	Fuel Leaking:	
Oil Dripping	Commercial:	
	Industrial:	
	Residential:	

Type of Incident		# of Incidents
Paint		
Parking Lots		
Pools & Spas		
Residential	Grey Water:	
	Irrigation:	
	Sediment:	
Restaurants	Dumpsters:	
	Grey Water:	
	Oil & Grease:	
RV Waste Dumping		
Sewage Spills		
Shops (Non-Auto)	Washing:	
Spills		
Sumps		
Used Oil Dumping	Commercial:	
	Residential (Apartments):	
	Residential (Other):	
Responses to Non-Problems		
	No Discharge:	
	Allowable Non-Storm Water Discharge:	
Illegal Connections (total)	Resolved:	
	Unresolved:	
Illegal Dumping (total)	Resolved:	
	Unresolved:	
Misc. Incidents (total)	Resolved:	
	Unresolved:	

DPW SW004 Revised 09/01/03

City of Rocklin
Illicit Discharge & Detection Program

Date: _____
Time: _____AM/PM

Field Data Sheet

General Information

Location: _____ Location ID #: _____ Sheet #: _____
First Visit? Y / N Date of last visit: _____ Weeks since last rain (≥ 0.1"): <1 2 >3
Inspection Team: _____

Field Description

☐ Open Channel ☐ Manhole ☐ Outfall ☐ Other: _____
Dominant Watershed Land Uses: ☐ Industrial ☐ Commercial ☐ Residential ☐ Unknown
☐ Other: (List if known) _____

Flow Estimation

Flow Observed: ☐ Yes ☐ No Approximate Pipe Diameter: _____
Width of water surface: (1) _____ feet
Approximate depth of water: _____ inches Divide by 12 to get feet: (2) _____ feet
Approximate flow velocity: (3a) _____ feet in (3b) _____ seconds, OR feet per second (3a/3b): _____ ft/s.
FLOW RATE: (cubic feet per second) = (1) X (2) X (3a/3b) = _____ cfs.

Observations

Photo Taken: ☐ No ☐ Yes : Roll/Photo number: _____
Odor: ☐ None ☐ Musty ☐ Ammonia ☐ Sewage ☐ Rotten Eggs ☐ Sour Milk Other: _____
Color: ☐ Clear ☐ Red ☐ Yellow ☐ Brown ☐ Green ☐ Grey Other: _____
Clarity: ☐ Clear ☐ Cloudy ☐ Opaque ☐ Suspended Solids
Floatables: ☐ None ☐ Oily Sheen ☐ Garbage/Sewage Other: _____
Deposits/Stains: ☐ None ☐ Sediments ☐ Oily Other: _____
Vegetation Condition: ☐ None ☐ Normal ☐ Excessive Growth ☐ Inhibited Growth
Structural Condition: ☐ Normal ☐ Concrete Cracking/Spauling ☐ Metal Corrosion Other: _____
Biological: ☐ Mosquito Larvae ☐ Bacteria/Algae Other: _____

Field Analyses

DO: _____ mg/l Chlorine (free): _____ mg/l Cyanide: _____ mg/l
Water Temp: _____degrees C Chlorine (total): _____ mg/l Glycol: _____ mg/l
pH _____ Chromium (hex): _____ mg/l Phenol: _____ mg/l
Ammonia: _____ mg/l Copper: _____ mg/l
Laboratory Sample Collected: ☐ Yes ☐ No
If yes, attach copy of chain-of-custody record. Note laboratory sample ID numbers and sample descriptions:
_____
Comments: _____
_____

Data Sheet filled out by: _____ _____
(Print Name) (Signature)

DPW SW005 Revised 09/01/03

SAMPLE FORM

Storm Water Management Program

Pollution Prevention For Municipal Operations Reporting Form
20____ Monthly Record Keeping Form

Department: _____ Month of: _____

Completed by: _____ Date: _____

Maintenance of Storm Drainage Facilities

	Inspected		Cleaned	
Number of storm drain inlets	_____		_____	
Number of cross culverts, conduits, and/or culverts used to convey storm water around street corners	_____		_____	
V ditches	_____	miles	_____	miles
Storm drain lines	_____	miles	_____	miles
Channels	_____	miles	_____	miles
Creeks	_____	miles	_____	miles
Culverts	_____	linear feet	_____	linear feet
Number of sand oil traps	_____		_____	

Other (please specify): _____

Total volume of material removed: _____ cubic yards or _____ tons

Describe any observed illegal discharges or illicit connections below, or check the box if activities are included in the illicit Discharge Quarterly Summary Form:

_____

_____

_____

_____

_____

LITTER CONTROL

	Areas Targeted	Volume Removed
City/County Personnel (including receptacles)	_____	
	_____	
	_____	_____
Volunteers	_____	
	_____	_____
Other (e.g. Contractors)	_____	
	_____	_____
Total (specify cubic yards or pounds)		_____

DPW SW006 Revised 09/01/03