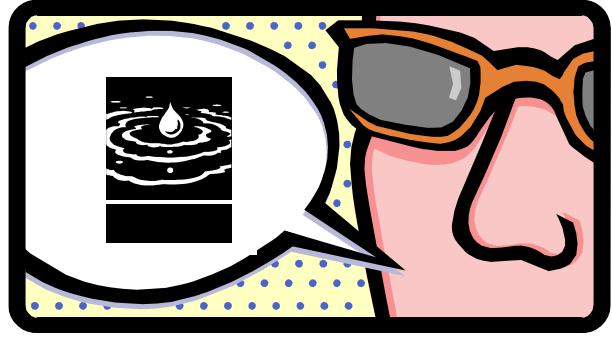


Speaking Stormwater

*A Guide for Local Stormwater
Coordinators in Marin County*



This guide provides a brief overview and orientation for staff assigned to coordinate local municipal stormwater NPDES programs. It covers the goals of the local program, the stormwater NPDES program's background and scope, and the coordinator's roles and responsibilities. A list of abbreviations and acronyms appears at the end.

Stormwater coordinators are directed by their local agency's management. This guide is for general information only.

Goals

The stormwater coordinator's principal goal is to ensure their agency is in compliance with the municipal stormwater NPDES permit and related regulations. Additional goals and objectives typically include:

- Ensuring implementation of the local stormwater ordinance.
- Protecting and enhancing local stormwater quality, including local and downstream creeks, wetlands, and the Bay.
- Educating local residents and business owners about stormwater pollution prevention.
- Identifying and implementing cost efficiencies.
- Coordinating with MCSTOPPP and other agencies.
- Training municipal staff and pursuing professional development.

Background and Scope

The State Water Resources Control Board issued the statewide municipal Phase II NPDES permit in 2003. Each Marin municipality is listed in the permit and each has individually filed the required Notice of Intent to be covered by the permit (to be a Permittee) and to implement permit requirements.

Each Permittee must maintain, implement, and enforce an effective Storm Water Management Plan. On behalf of Marin County municipal permittees (the County plus 11 cities and towns), MCSTOPPP prepared the *Action Plan 2010* (Storm Water Management Plan) and filed it with the SWRCB. The *Action Plan 2010* describes in detail how the Permittees will implement the minimum control measures listed in the permit. The *Action Plan 2010* also incorporates

requirements of the San Francisco Bay Regional Water Quality Control Board's (RWQCB's) Water Quality Control Plan for the San Francisco Bay Region (Basin Plan) and other RWQCB policies.

Each Permittee must submit an annual (July-through-June) report to the RWQCB by September 15th. MCSTOPPP distributes a questionnaire to local stormwater coordinators in May or June, compiles the responses, and prepares a consolidated Annual Report for the 12 Marin County permittees. The questionnaire covers all stormwater pollution-prevention activities. Experienced stormwater coordinators keep careful records throughout the year to make annual reporting easier and more complete.

The stormwater coordinator works with local staff to write their municipality's supplement to the MCSTOPPP Annual Report. The supplement highlights local program accomplishments during the year.

As part of the reporting process, each stormwater coordinator completes a checklist (provided by MCSTOPPP), stating the extent to which each of the Performance Standards in the *Action Plan 2010* has been implemented in their municipality that year. This completed checklist is kept in a binder and must be accessible to the public on request.

Stormwater Coordinator Roles, Responsibilities, and Priorities

Local stormwater pollution prevention programs involve just about every municipal department and function—including departments responsible for public works, finance, planning/community development, code enforcement, public safety (police and fire), parks, and recreation.

The stormwater coordinator works with personnel in each of these departments, as needed, to implement the stormwater program. To be effective, the coordinator must work across departmental lines. Obtaining help and cooperation from municipal staffers who are fully assigned with their own direct responsibilities and documenting and reporting the agency's many, diverse pollution-prevention activities can be some of the job's biggest challenges.

Depending on local organization and assignments, the stormwater coordinator may also directly implement various aspects of the local program, including inspections, plan review, outreach, and enforcement. Each municipality's list of "who does what" is prepared and submitted to MCSTOPPP each year and is summarized in the MCSTOPPP Annual Report. The stormwater coordinator advises fellow staff of training opportunities, including those organized by MCSTOPPP.

The stormwater coordinator participates in MCSTOPPP's bimonthly Agency Staff Committee meetings and hosts local program review meetings. At these annual meetings, usually held in November and December at the municipality's offices, MCSTOPPP staff, RWQCB staff, and local staff responsible for each aspect of the local program review the past year's activities and identify specific objectives for the local program for the remainder of the fiscal year.

Following is a brief summary of the stormwater coordinator's main activities, organized by the Chapters in the *Action Plan 2010*. For a more complete list of the stormwater coordinator's tasks and responsibilities, see the Performance Standards in Appendix A to the *Action Plan 2010*.

Caring for Our Creeks

This program component includes municipal maintenance activities and illicit discharge detection and elimination activities.

Municipal Maintenance

Stormwater coordinators work with maintenance staff and/or contractors to maximize the effectiveness of street sweeping, storm drain cleaning, and pump station maintenance. This may include coordinating parking schedules and street sweeping schedules and following up to ensure pump station wet wells (if any) are cleaned at least annually. Municipal maintenance crews also inspect selected outfalls during the year and note any evidence of pollutant discharges. Street sweeping, storm drain cleaning, and outfall inspections are summarized monthly on a reporting form, which are maintained in a stormwater records binder.

Stormwater coordinators also ensure their municipality's corporation yard has its own, up-to-date Storm Water Pollution Prevention Plan (SWPPP), and that the SWPPP is being fully implemented on a day-to-day basis. Stormwater coordinators follow up municipal litter control, including the placement of waste receptacles and regular clean ups, to minimize trash reaching storm drains and creeks. Coordinators also track and report their municipalities use of pesticides and implementation of Integrated Pest Management practices. (Many Marin municipalities have stopped using of toxic pesticides and herbicides.)

Most municipalities have an annual late summer/early fall program to remove debris and control vegetation in creeks. Stormwater coordinators ensure these programs use up-to-date techniques to preserve creek habitat quality while reducing the potential for flooding.

Illicit Discharge Detection and Elimination

Each municipality's stormwater ordinance prohibits non-stormwater discharges into the storm drain system, which includes streets, gutters, storm drain inlets, and ditches. Discharges to creeks and wetlands are also prohibited by local ordinance and by state and Federal law. There are some exceptions—such as for individual residential car washing—but MCSTOPPP works to educate residents to minimize these discharges as well.

In most municipalities, stormwater coordinators directly respond to reports of illicit discharges or dumping. The goal is to respond within 24 hours of a reported incident. The response includes, as possible, finding the source and eliminating it, ensuring that the discharged pollutants are contained and cleaned up, documenting the incident, taking enforcement action where warranted, recovering the municipality's cleanup costs, and distributing MCSTOPPP's educational materials

to the responsible person and others. Staff can read the local stormwater ordinance (urban runoff pollution prevention) to learn about the local enforcement procedures.

Depending on the severity of an incident, response may include coordination with local hazardous materials response personnel (typically the local Fire agency), staff from the local sanitary agency (in the case of sewage overflows or spills), California Department of Fish and Game wardens, RWQCB staff, and MCSTOPPP staff.

MCSTOPPP's illicit discharge resources include a "Warning and Notice to Abate" form, a form to report non-stormwater discharges, a database system for compiling reports, and targeted outreach materials. You can find these

Stormwater coordinators assist creekside property owners to comply with regulations and requirements regarding work in or near creeks. In addition to providing brochures and other guidance materials, stormwater coordinators put property owners in touch with technical and regulatory experts. MCSTOPPP hosts monthly meetings to assist landowners and local public agencies with initial technical review and permitting for projects affecting creeks and wetlands. The meetings are led by RWQCB Water Quality Specialist Marla Lafer.

New Development, Redevelopment, and Construction Site Controls

Stormwater coordinators work with community development and/or building officials to ensure all construction sites disturbing an acre or more comply with the statewide stormwater permit for construction activities. Stormwater coordinators prepare a list of such sites and submit the list to MCSTOPPP in September. MCSTOPPP submits a compiled list of sites to RWQCB staff.

MCSTOPPP has prepared an illustrated list of minimum erosion and sediment control measures for small construction projects. Stormwater coordinators ensure this document is distributed with permits for projects that include grading or earthmoving. Most municipalities prohibit or restrict rainy-season grading and/or have site winterization requirements. Stormwater coordinators work with local public works or building inspectors to ensure sites are "buttoned up" before the rainy season begins.

During winter, stormwater coordinators follow up to ensure regular inspections, including before and after storms, at all construction sites where there is a potential for runoff containing sediment or other pollutants to reach storm drains. The purpose of these inspections is to ensure erosion and sediment controls are in place and are effective.

As needed, stormwater coordinators distribute a variety of MCSTOPPP outreach materials targeted to construction contractors to help ensure concrete, paint, and other materials are not washed into the storm drain system.

The Phase II municipal stormwater NPDES permit requires each Permittee to develop, implement, and enforce a program to address stormwater runoff from new development and redevelopment

projects. This includes construction of permanent controls that reduce pollutants in runoff over the life of the built project.

MCSTOPPP has prepared the document *Guidance to Applicants: Stormwater Quality Manual for Development Projects in Marin County* to assist applicants for development approvals to prepare submittals that demonstrate their project complies with NPDES permit requirements. Projects in San Rafael, Novato, and unincorporated areas must implement design standards in Attachment 4 to the permit and may follow the *Guidance to Applicants* to do so. The design standards include constructing facilities to treat runoff prior to discharge. Other municipalities may require project applicants to follow the guidance as part of their program to implement new development controls.

Stormwater coordinators work with their planning/community development department to ensure the appropriate permanent stormwater measures are included in project designs before those project applications are brought to design review boards, planning commissions, or councils for approval. They also work with public works capital improvement project managers to ensure similar measures are included in new municipal buildings, corporation yards, and other projects.

Industrial and Commercial Discharge Controls

A number of agencies cooperate with MCSTOPPP and its member agencies by noting actual or potential pollutant discharges to storm drains during their regular business inspections. The inspectors refer these actual or potential discharges to the local stormwater coordinator, who is responsible for follow-up.

The cooperating agencies include County Environmental Health Services, which inspects all restaurants and food service facilities, and the County's Certified Unified Programs Agency (CUPA), which inspects facilities that store or use hazardous materials or dispose of hazardous waste. That includes auto repair facilities and gas stations. Throughout the County, Fire Departments and sanitary districts also inspect local businesses.

Stormwater coordinators are aware of which industrial and commercial businesses in their municipality are potential sources of stormwater pollutants, know which agencies inspect those businesses, and have a working relationship with staff at the inspecting agencies. They respond to referrals from inspecting agencies, visit the site, and work with business owners to resolve the reported issue. Stormwater coordinators work with local code enforcement officers where necessary to obtain compliance with the stormwater ordinance and other local ordinances.

Stormwater coordinators work with their local Finance Department to include a stormwater pollution prevention self-inspection checklist in business license renewal mailings (typically sent out in January). Some stormwater coordinators also initiate business inspections, selecting businesses for inspection based on business type and/or observation of the businesses' housekeeping practices. MCSTOPPP provides business inspection training for stormwater coordinators and staff of cooperating agencies from time to time.

Public Education and Outreach

MCSTOPPP produces and frequently updates an extensive library of flyers, brochures, and other printed materials to inform and educate businesses, residents, and construction contractors in how to prevent stormwater pollution from their daily activities. Stormwater coordinators are familiar with these materials, keep copies on hand as appropriate, and distribute them in the course of their activities and as suggested by MCSTOPPP.

In cooperation with public agencies, environmental advocacy groups, and other private organizations, MCSTOPPP conducts a broad variety of classes, tours, and other public outreach activities. Stormwater coordinators are familiar with these activities and help promote them by distributing announcements locally. When local resources and priorities allow, stormwater coordinators also participate in local outreach activities, which may include speaking to school classes, participating in creek restoration work, and distributing literature at fairs and public gatherings.

Resources for New Stormwater Coordinators

New stormwater coordinators should review the *Action Plan 2010* (including the Performance Standards), previous Annual Reports (including the local supplements), MCSTOPPP's notes from recent ASC meetings, and MCSTOPPP's notes from past years' local program review meetings with RWQCB staff.

Stormwater coordinators should also contact Gina Purin for the most recent list of MCSTOPPP brochures and other resources. A good place to start is to ensure public works vehicles have current "road kits"—expandable folders with supplies of brochures on various pollution-prevention issues frequently encountered in the field.

The MCSTOPPP website at www.mcstoppp.org is updated frequently. It provides links to many technical resources used by stormwater coordinators. For a good general technical resource on stormwater pollution prevention, consult the California Stormwater BMP Handbooks, available at www.cabmphandbooks.org.

Ask MCSTOPPP Staff for Assistance

Part of MCSTOPPP's role is to assist local stormwater coordinators to implement their local programs. Stormwater coordinators shouldn't hesitate to call on MCSTOPPP staff for assistance.

- Terri Fashing, MCSTOPPP Manager: (P) 415-499-6583; tfashing@co.marin.ca.us
- Gina Purin, MCSTOPPP PIP Coordinator: (P) 415-499-3202; gpurin@co.marin.ca.us
- Howard Bunce, Engineering Technician (P) 415-499-3748; hbunce@co.marin.ca.us

MCSTOPPP's consultant, Dan Cloak, and RWQCB staff contact, Marla Lafer, are also available to assist:

- Marla Lafer, Regional Board: (P) 510-622-2348; mllafer@waterboards.ca.gov
- Dan Cloak, (Dan Cloak Environmental Consulting) (P) 510-705-1635; dan@dancl oak.com