

City of Goleta Storm Water Management Plan Annual Report



**Submitted to the Central Coast
Regional Water Quality Control Board**

August 1, 2013

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City of Goleta ANNUAL REPORT

General Permit for the Discharger of Storm Water from Small Municipal Separate Storm Sewer Systems (General Permit)

A. Permittee Information

1. Permittee (Agency Name): City of Goleta
2. Contact Person: Everett King
3. Mailing Address: 130 Cremona Dr. Suite B
4. City, State and Zip Code: Goleta, CA 93117
5. Contact Phone Number: (805) 961-7565
6. WDID # 3-42MS03022
7. Have any areas been added to the MS4 due to annexation or other legal means?
 YES NO

B. Reporting Period: May 1, 2012 through April 30, 2013

C. Executive Summary

The City of Goleta's (The City) Storm Water Management Plan (SWMP) is a comprehensive program to establish and implement Best Management Practices (BMPs) to reduce the discharge of storm water pollutants into water bodies and to protect and improve water quality within the City of Goleta. The City's SWMP was approved by the Central Coast Regional Water Quality Control Board (CCRWQCB) (Water Board) on February 4, 2010. The City of Goleta is identified as having a Small Municipal Separate Storm Sewer System (MS4) requiring coverage under the National Pollutant Discharge Elimination System (NPDES) General Permit for Storm Water Discharges from Small MS4s, Water Quality Order No. 2003-0005-DWQ and CAS000004 (General Permit).

Much of the preliminary SWMP implementation progress described in this Annual Report has set the foundation for achievement of each Minimum Control Measure (MCM) by creating a system to properly document and track current practices and future actions. The six MCMs, as identified in the MS4 program, include:

- Public Education and Outreach on Storm Water Impacts
- Public Involvement and Participation
- Illicit Discharge Detection and Elimination
- Construction Site Storm Water Runoff Control

- Post-Construction Storm Water Management in New Development and Redevelopment
- Pollution Prevention/Good Housekeeping for Municipal Operations

The General Permit requires the development and implementation of BMPs to address the MCMs. The City’s progress on each BMP is noted in a table at the beginning of each MCM section in this Annual Report. Along with a summary and status update of each BMP, an assessment of the effectiveness and appropriateness of each goal is made. Effectiveness is determined by conducting an effectiveness assessment by investigating how the goal is being implemented and its effects on water quality. The California Stormwater Quality Association (CASQA) has developed six outcome levels that characterize the effectiveness of each BMP. They include:

- Level 1 Documenting Activities
- Level 2 Raising Awareness
- Level 3 Changing Behavior
- Level 4 Reducing Loads from Sources
- Level 5 Improving Runoff Quality
- Level 6 Protecting Receiving Water Quality

Although some BMPs have not been fully implemented in Year 1, many have been initiated or partially implemented. Some BMPs are not required to be implemented in Year 1 and their status is indicated as “not applicable” and “unknown” in these tables.

Because several programs and BMPs have not been fully implemented, adequate data is not always available to make strong determinations about the effectiveness of the programs. Many of the effectiveness assessments made in this Annual Report are preliminary and somewhat inchoate, but they provide a general idea of the status, appropriateness, and effectiveness of the measures and identify areas where modifications are needed thus far. In addition, the effectiveness of the City’s Storm Water Management Program is difficult to judge given that the success of many of the measures by definition cannot be directly measured in terms of water quality.

The Public Outreach and Education (PEO) MCM has been generally effective since all BMPs specified to commence in Year 1-3 have been initiated or implemented. Progress has been made in developing water quality brochures, prioritizing business education, marking storm drains, and developing a storm water issue response hotline. The City completed inspections of 237 High and Medium priority businesses in Year 2, and 166 Low priority businesses in Year 3, establishing a baseline of practices and procedures at local businesses and promoting better awareness and understanding of the nexus between business practices and water quality. The City has hosted several events and taken the opportunity to develop media campaigns, hold educational events, and distribute storm water information. In addition, in Year 3, the City laid the foundations for more effective

community based social marketing, and will be developing strategies to take full advantage of the social networks being built.

One notable accomplishment under the Public Participation (PP) MCM is the formation of the Community Interest Group (CIG) and the resulting community involvement in storm water issues. During Year 3, the City successfully organized and hosted the first South Coast Cooperative Stormwater Stakeholder Meeting, with representatives from the County and City of Santa Barbara, City of Carpinteria and UCSB, and was able to attract greater interest and participation in the process overall.

Nearly all of the BMPs under the Illicit Discharge Detection and Elimination (IDDE) MCM have been initiated and many have been fully implemented. The storm drain system map has been updated, and a draft Storm Water Discharge Ordinance has been reviewed and approved by the City Council and the public. A system of responding to and documenting storm water complaint, response, and follow-up actions has been implemented by Staff and is a crucial source of data revealing the largest and most common sources of illicit discharges. Although the City was unable to complete the Sub-drainage mapping within Year 3, that work is underway as of the submission of this report, and is expected to be completed by the end of September 2012.

Most of the Construction Site Runoff Control (CSRC) measures have been successfully implemented. In Year 4, all full time and contract inspection staff received inspection site training. Per the SWMP, the City requires the submittal of Storm Water Pollution Prevention Plans (SWPPP) and Pre-construction meetings prior to project commencement for projects with greater than 1 acre of disturbed soil area. As was the case during the previous reporting period, the slow economic conditions resulted in relatively low amount of construction activity. That is expected to change in Year 5, when projects that have been under review for the past 1-2 years commence construction activities.

Most of the Post Construction Runoff Control (PCRC) measures are to be implemented in Year 2 in accordance with the SWMP. The most effective way of ensuring good storm water BMPs are utilized in a newly constructed project is to make them a requirement for project approval. As a result, the City currently conducts a water quality impact assessment during project review and includes measures to mitigate potential storm water impacts as conditions of approval. Training materials have been developed for staff involved in the review of discretionary projects, and staff training is scheduled for July or August of 2010.

All of the Pollution Prevention and Good Housekeeping (PPGH) measures have been initiated or implemented by Year 3, and the City has continued to develop programs beyond those already in place that fulfill required actions under the SWMP. These include street sweeping, a pesticide-free maintenance program, staff storm water training, and the tracking and promotion of the use of hazardous household waste (HHW) facilities.

The City plans to ramp up efforts in Year 4 by continuing the programs already in place and continuing to implement the objectives of Year 1-3.

On February 5, 2013, the State Water Resources Control Board adopted a revised Phase II Permit, effective July 1, 2013. In adopting the new Permit, the State Water Board rendered Storm Water Management Plans that had provided the basis for storm water management programs under the old Phase II Permit, inoperative as of the July 1, 2013 implementation date. As part of the process to file the requisite Notice of Intent to comply with the new Phase II Permit, regulated jurisdictions were required to submit a Guidance Document that would combine the new Phase II Permit requirements with programs and BMPs contained in the old Storm Water Management Plans that were not required by the new Phase II Permit or were demonstrated to be more protective of water quality than what was contained in the new Permit. The City of Goleta's Guidance Document, which was submitted to the State Water Board within the specified deadline, will guide the City's stormwater management program going forward.

D. Minimum Control Measures

Report on the status and effectiveness of BMPs and measurable goals by completely answering the following questions. Include any proposed modifications to the SWMP and anticipated changes to the schedule. You may use the tables provided and use narrative sections to highlight information. Alternatively, you may wish to only provide information in a narrative format. If the "Status of Measurable Goals" question is completely addressed by the table, you may write "see table" in that narrative section.

1. Public Education and Outreach (PEO)

The Public Education and Outreach Minimum Control Measure (MCM) is intended to ensure greater public support of and compliance with the storm water management program. The selected BMPs are intended to teach the public the importance of protecting storm water quality, both for the benefit of the environment and for human health. The role of each community member, both at home and work, is a particular emphasis.

<i>BMP</i>	<i>Description</i>	<i>April 30, 2012 Status</i>						
		<i>Initiated</i>	<i>Implemented</i>	<i>Not Applicable</i>	<i>Modified</i>	<i>Effective</i>	<i>Unknown</i>	<i>Not Effective</i>
PEO 1	Brochures/ Direct Mailings provide info on how community members can prevent storm water pollution.		X		X			
PEO 2	Business Based Education Program will prioritize businesses into Low, Medium and High priority education/inspection needs.		X			X		
PEO 3	City will develop a Green Business Program to certify local environmental businesses.		X			X		
PEO 4	K-6 Educational programs for children on good storm water practices.		X			X		
PEO 5	The City will continue to mark all storm drains, new storm drains and re-mark any that have faded.		X			X		
PEO 6	The City will develop a Goleta Hotline in year one and promote its use through printed materials like the City newsletter and City website.		X			X		
PEO 7	Media campaigns will be run during events such as Earth Day and Creek Week.		X			X		
PEO 8	The City will conduct public opinion surveys to determine level of knowledge and demographics of audience.			X			X	
PEO 9	The City will hold a minimum of 2 storm water quality events per year. These shall include Earth Day and Creek Week.		X			X		
PEO 10	City shall develop a storm water management website by the end of year 1.		X			X		
PEO 11	Each year the City will publish the Annual Report in advance of submittal to the RWQCB to obtain public comment.		X			X		
PEO 12	City will evaluate projects as they are presented for Community-Based Social Marketing.	X					X	

PEO 1: Brochures/Direct Mailings

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Each year the City will distribute a series of informational brochures on storm water quality targeting a variety of storm water issues. These issues can range from proper disposal of animal waste, pesticide-free gardening, riparian corridors, proper disposal of household hazardous waste, alternative household products, pollutants of concern, etc. These materials will be produced in both Spanish and English. These brochures/mailers will be

distributed at special events, city website, direct mailings, through enforcement activities, and by request. The City website will have a designated location for all storm water handouts to aid in distribution to the public.

ii. Status of Measurable Goals

Logs to track public participation at events including the distribution method of brochures, number of storm water website hits, and a sign-in sheet to track participants at events has been implemented. Brochures have been compiled from the City of Santa Barbara and County of Santa Barbara' Project Clean Water for distribution at events and to post on the web.

iii. Appropriateness (Scale 0-9 high) 7. This measure is appropriate for tracking interested parties and to get an idea of how many people are receiving storm water related information and through which mediums and venues.

iv. Effectiveness: CASQA Level 1- Documenting Activities. Tracking of brochure distribution has begun. It is estimated that 10 percent of the public received brochures/direct mailings and or attended City of Goleta sponsored events.

v. Proposed Modifications: City of Goleta staff will compile a tally of participants attending City sponsored events to supplement the appropriate sign-in sheet. While the City concurs that use of sign-in sheets provides tangible verification, this modification will provide a more accurate count as participants may find it too intrusive to sign the tracking sheets.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Monitoring data was collected in the form of website hit tallies per month, a Business Prioritization Matrix that designates high risk businesses most in need of storm water education, a list of businesses enrolled in the County Green Business Program in Goleta, and data has been collected on the distribution numbers for the City newsletter that contains storm water information.

During the reporting period (May 1, 2012 – April 30, 2013), approximately 275 sets of brochures or other stormwater related literature were hand-delivered, mailed, or made available to interested parties including approximately 25 brochures distributed at Earth Day 250 “Our Water Our World” factsheets distributed through information racks at 4 local nurseries, or to local businesses as part of the Business Outreach and Education effort. 260 website hits were recorded, and approximately 49 individuals volunteered for or attended public events sponsored by the City of Goleta (including Coastal Cleanup Day, Creek Week, and periodic creek cleanup events).

The City provides “Our Water Our World” series fact sheets addressing less toxic approaches to controlling common household and garden pests, to the following retail landscape nurseries within the City, where they are available for residents and restocked annually, or as needed:

- Terra Sol Garden Center, 5320 Overpass Road, Goleta
- Island Seed and Feed, 29 South Fairview Ave., Goleta
- Orchard Supply Hardware, 125 North Fairview Ave., Goleta
- Western Farm Service, 35 South Kellogg Ave., Goleta

The target is to reach 25 percent of the permit area annually. The estimated total number of households in the City is 19,768 (2006). *The Monarch Press*, the City’s quarterly newsletter, frequently contains educational information regarding storm water issues. According to the City’s Public Information Officer, *The Monarch Press* reaches 14,700 households and is distributed to all businesses within city limits. The aim is to reach all 30,000 residents. Due to the widespread distribution of the Monarch Press, in combination with the other outreach methods described, it is estimated that at least 25 % of the permit area received at some information regarding storm water management issues during the reporting period.

A list of educational and outreach materials addressing various aspects of storm water and water quality management available to residents was provided in the City’s Annual Report for Year 1 (April 3, 2009 – April 30, 2010), as Appendix A-PEO-1, and is not included in the current Report. No new brochures or literature specific to storm water management or quality were developed during Year 4.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

Under the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013, The City will continue to develop and provide storm water related educational and outreach materials to area residents and businesses, adopting materials developed by other jurisdictions where applicable, and developing new materials were necessary.

PEO 2: Business Based Education Program

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City will develop an inventory of all businesses located within the City by the end of Year 1. A database and spreadsheet will be developed to track all data collected. The list of businesses will be prioritized based on potential storm water

quality impacts by business type and grouped into low, medium and high priority education/inspection needs. The City will conduct site visits to all high and medium priority businesses in Years 1 and 2. The City will use a variety of education and inspection materials depending on the type of business. City will use site visits to educate businesses on NPDES, BMPs, POCs, and the importance of the storm water program to their community.

ii. Status of Measurable Goals=

During the reporting period (May 1, 2012 – April 30, 2013) the City conducted No additional business inspections or site-visits to local businesses, other than those who may have been involved in reported or discovered illicit discharge issues.

iii. Appropriateness: (Scale 0-9 high) 7. The appropriateness of this measure will be determined over time by changes in business behavior after education activities have taken place. Progress benchmarks to measure the effectiveness of educational activities may include items such as the number of complaints and citations issued.

iv. Effectiveness: CASQA Level 1- Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

None to report.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will follow up with priority businesses identified during the site inspections conducted during Years 2 & 3, during Year 5. Under the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013, the City will integrate its Business Education Program with the requirements under Section E.7.a.

PEO 3: Green Business Program

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City participates in a regional Green Business Program that identifies businesses that can be certified as “Green Businesses”. A Green Business must show environmental leadership through solid waste reduction/recyclables, proper hazardous waste management, waste reduction measures, environmental purchasing, energy conservation and management, water conservation-including landscaping, pollution prevention, and air emission reduction. The City will advertise the County’s Green Business program on their website and through City newsletters. The local Chamber of Commerce will also be promoting the program. The City will report on the number of businesses that apply for the program, number of site visits made, and number of certifications issued. For businesses within the City limits, the City will assist in conducting annual inspections to assess if the business continues to comply with the goals of the Green Business program.

ii. Status of Measurable Goal

The City has partnered with Santa Barbara County’s Green Business Program to ensure local businesses pledge and commit to conducting daily operations in an environmentally sustainable manner. The City has created a tracking log of Goleta-based businesses enrolled in the County program, and has performed site visits to ensure certification. The City plans to continue its partnership with the County’s Green Business Program and has advertised the program through the help of the Goleta Valley Chamber of Commerce.

iii. Appropriateness: (Scale 0-9 high) 6. The County Green Business Program will continue to benefit from the City’s involvement. The City’s efforts to attract businesses to participate in a City or County program and eliciting the help of the Chamber of Commerce are appropriate and prudent measures.

iv. Effectiveness: CASQA Level 1- Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

According to Frances Gilliland, Program Director for Santa Barbara County’s Green Business Program, as of April 30, 2013, a total of 14 Goleta businesses are certified members of the program. A sample of the Green Business Program’s Brochure was included in the Year 1 Annual Report as Appendix A-PEO-3, and is not included in the current report.

During Year 4, City staff conducted Green Business Solid Waste and Recycling and Environmentally Preferable Purchasing Audits at the following local business:

1. Peacock’s Marching World (3/5/13)

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013, does not contain a requirement to maintain a Green Business Program. However, the City will continue to support the County Green Business Program as before.

PEO 4: K - 6 Educational Programs for Children

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City will offer classroom presentations for grades K – 6, and distributes materials such as a coloring book on non-point source pollution, stickers, and storm drain marker decals. Curriculum training for teachers is offered annually, and the curriculum is distributed to teachers who request classroom presentations. Through a consulting contract, the City will provide additional classroom education using the Watershed Resource Center. The schools will be offered various levels of storm water education ranging from classroom discussions through field visits to creek restoration sites. It is anticipated that, initially, the program will educate upwards of 425 students annually. The program facilitators will market the program to school teachers to encourage participation in educational storm water programs.

ii. Status of Measurable Goals

K-6 Education presentations are available on request and a log has been created to track all education activities. The City of Goleta contracts with a local non-profit, Explore Ecology (formerly Art From Scrap), to conduct its K-6 educational programs for Goleta schools. The program consists of three separate presentations, each building upon the materials covered in the previous module. One module consists of a field trip to the Water Resource Center, located at the County's Arroyo Burro Beach Park. In addition, while at the Water Resource Center, students visit the Arroyo Burro lagoon, to discuss aquatic life, and the impacts storm water can have on the environment.

- iii. Appropriateness:** (Scale 0-9 high) 9. Education on this topic is very effective with younger children and will instill values and good practices to continue into adulthood.

iv. Effectiveness: Unknown. Children participating in the program are given an assessment of their knowledge of concepts such as watershed, pollutants of concern, and the difference between the sanitary sewer and storm sewer systems. At the end of

the third module, the students are given the same assessment to determine whether they have improved their overall knowledge of the subject matter.

Anecdotally, environmental messaging to school children can be an effective method of leveraging larger scale social change. Children receiving educational messages about recycling, for example, often bring that information to the home, where it can generate further discussion, and generate behavior changes.

City staff had an opportunity to audit the program in Year 2, and found the presentations to be well thought out, and hands-on. Presenting the material over the course of several weeks helps students absorb the material, and provides time for further in-class discussion between the modules. The field component is also instrumental to the success of this approach. Stormwater education programs that offer one-time, 1-2 hour auditorium presentations, while having value, may not be as comprehensive or effective.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

604 children participated in the Explore Ecology stormwater/watershed educational program during Year 4 of the SWMP, of which 251 were students who had not previously received any storm water presentations as part of the City's program. The remaining 353 students were "repeat" students, who had previously received either Module 1 or 2. A table summarizing Year 4 K-6 Stormwater Educational Presentations may be found in Appendix A-PEO-4. The City is on track to meet its goal of educating 25% of all school children in Year 4.

- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will maintain its K-6 water quality education programs, and integrate them into the requirements specified under Section E.7.a of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PEO 5: Storm Drain Marking

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City will continue to inspect and mark all storm drain inlets as required with markers that say “Don’t Dump – Drains to Ocean”. The City will document and report on the number of storm drains inlets inspected and marked.

ii. Status of Measurable Goals

Though no periodic survey was undertaken in Year 4.

iii. Appropriateness: (Scale 0-9 high) 9. The appropriateness level has been assessed on potential water quality benefits in areas where these storm drains are highly visible to the public.

iv. Effectiveness: CASQA Level 2- Raising Awareness. Marked storm drains in highly visible public areas are effective in raising awareness.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No systematic information was collected during the reporting period.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will maintain storm drain marking/placarding program, and integrate it into the requirements specified under Section E.11.g of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PEO 6: Storm Water Hotline

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

A regional Water Quality Hotline provided by the County of Santa Barbara, is accessible at 1-877-OUR-OCEAN. Callers can report water quality issues or get information such as where to dispose of hazardous waste. The City will also provide a telephone hotline where water quality issues may be reported by the end of Year 1. Both hotlines will be advertised on the City’s website, City scroll, and in the City’s quarterly newsletter that is distributed to all residents. The hotline will be checked daily and a mechanism put in place for weekend calls to be

directed either to '911' or the City messaging system that will be checked every Monday.

ii. Status of Measurable Goals

A log has been created to track all storm water complaints on the storm water hotline. During the week, all hotline issues are logged, tracked, and responded to within 24 hours. Logs include date, time, location, and nature of incident. Logs also indicate completion of each item and if any additional action was required. Weekend calls are directed to '911' or City messaging system and checked on Monday. The hotline was implemented on December 8, 2009 and is advertised on the storm water webpage of the City's website. The City plans to advertise the hotline in future editions of *The Monarch Press* Newsletter.

iii. Appropriateness: (Scale 0-9 high) 9. Monitoring and logging complaints is a highly effective way to monitor water quality.

iv. Effectiveness: CASQA Level 3- Changing Behavior. Encouraging the public to report illicit discharges encourages involvement and holds offenders accountable for their actions.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

There were no calls made to the City's stormwater hotline during the reporting period. Reports of illicit discharges were either made to staff by direct phone call to the City, or by direct contact with staff.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will maintain its stormwater hotline, and integrate it with the requirements of Section E.7.a of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PEO 7: Media Campaign

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will participate in a minimum of two bilingual storm water quality

media campaigns each year. These may consist of regional movie trailers, bus advertisements, print ad campaigns, radio spots, for example, that are implemented to promote a variety of events and focused on storm water quality topics. The City coordinates with the County of Santa Barbara and other agencies to maximize the effectiveness of the media campaigns. Campaigns may also include outreach for Earth Day (spring), Pollution Prevention Week, and Creek Week/Watershed Month (October) events. City will track the various types of media used and the number of households that are reached by the media campaigns.

ii. Status of Measurable Goals

During the reporting period, The City co-sponsored two bilingual storm water media campaigns with the City and County of Santa Barbara. A bilingual media campaign placed exterior and interior ads with the local Metropolitan Transit District. An exterior ad, “Which Watershed Would You Rather Live In?” was placed on the sides of 3 MTD buses from June-August, 2012, and the tails of 7 MTD buses from July-August 2012. In addition, variants of “The Ocean Begins On Your Street” were placed in the interior of the full fleet of 95 MTD buses, year round.

Bilingual radio spots addressing different aspects of storm water management were also run throughout the reporting period.

the City also ran media outreach campaigns to notify residents of Creek week and Earth Day events in 2012 and 2013. The City co-sponsored with the City and County of Santa Barbara a media campaign for Creek week, September 15 – 23, 2012. This consisted of a display ad in the Daily Sound, and numerous spot announcements on local FM radio stations

The City’s publishes a quarterly newsletter, *The Monarch Press* and frequently includes water quality-related articles. According to the City’s Public Information Officer, the newsletter reaches 14,700 households and is distributed to all businesses within city limits. In 2013, the City is transitioning from a paper based publication to an e-mail based version of the Monarch Press.

Examples of media campaign and outreach materials are included in appendix A-PEO-7.

iii. Appropriateness: (Scale 0-9 high) 7. These events draw primarily from the local population and are a good way to communicate the information.

iv. Effectiveness: CASQA Level 2- Raising Awareness.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting

period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No information collected was used in the analysis on changes to pollutant discharge. This data may be used in the future to assess the effectiveness of the Public Education and Outreach MCM in reducing discharges.

- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue with its Media Campaign efforts, and integrate them into the new requirements under Section E.7.a. of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PEO 8: Public Opinion Survey

- i. General Summary**

To be conducted in Year 5 of SWMP program.

PEO 9: Event Participation

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

- i. General Summary**

The City will hold a minimum of two storm water events each year. The two core events will be held in conjunction with Earth Day in the spring and Creek Week in the fall. These events will feature activities such as guided walks, presentations, public forums, and other events that highlight watersheds and water quality issues. The City will compile data on the events such as number of people who attend each event, the number of handouts distributed, and a list of people that visit the City booth.

- ii. Status of Measurable Goals**

In Year 4, the City again participated in the local Creek Week and Earth Day events.

In September, 2012, the City sponsored several events for the annual Creek Week, starting with a beach cleanup event at the Ellwood Bluffs on Saturday, September 15. 17 participants collected approximately 203 lbs. of refuse/recyclables from 1 mile of Ellwood Beach.

On Wednesday, September 19, the City again sponsored a bird-walk at the Goleta Beach County Park. Several participants spent 2 hours viewing birds in the

Goleta Slough, and the sandy shore, and discussing the interaction between wildlife and the environment, and the impact that water quality can have on the well-being of aquatic ecosystems.

Finally, on Monday, September 17, the City and Goleta Valley Beautiful sponsored a native Oak tree planting at the La Goleta Open Space, along San Pedro Creek. Unfortunately, no volunteers showed up for the event, and the GVB staff on hand for the event instead spent the time collecting native oak acorns for future plantings Appendix A-PEO-9a contains the 2012 Creek Week schedule.

At the Santa Barbara 2012 Earth Day Festival, held on Saturday and Sunday April 20 & 21, The City again shared a booth with the County Green Business Program. Information on stormwater and water quality issues was distributed to interested participants. Due to limited staff availability, the City staffed the Booth on Saturday, but not Sunday. Green Business Program staff were present on Sunday, and set up the City's display materials and answered any questions the public had re: storm water and other environmental services the City provides. The sharing of a booth space with the GBP proved beneficial for both organizations, and will be considered for future events as well.

The City advertised its participation in the Santa Barbara Earth Day festival in the Santa Barbara Independent and Daily Sound, shown in Appendix A-PEO-9b.

iii. Appropriateness: (Scale 0-9 high) 6. Tracking the number of people who receive storm water information at events is a good direct measure of the percentage of the public who potentially have a heightened awareness of storm water issues.

iv. Effectiveness: CASQA Level 2- Raising Awareness

v. Proposed Modifications: One modification is proposed for PEO 9. Because casual visitors to booths at events may feel listing their personal information may be intrusive, the City no longer asks visitors to the City's events to sign-in, and keeps a simple tally of participants.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

While it is important to celebrate Earth Day, and the tangible gains and achievements of the environmental movement during the past 30+ years, it is not clear what impact the City's presence at this event has on changing people's behavior, or communicating the importance of improving storm water quality. Many municipal agencies and organizations who participate have overlapping missions and messages. For example, the County of Santa Barbara, and the Cities of Santa Barbara and Goleta all sponsored booths that included or emphasized a storm water message. While there is excellent information to be obtained, this observer's assessment is that many of the people who attend do not

necessarily do so to gain a better understanding of issues relating to storm water quality. People seem attracted to the event to watch other people, catch up with people they may not have seen for some time, attend the musical events, or in obtaining whatever promotional items are being distributed to participants. While the City does see value in continuing to participate in future Earth Day Events – it is important to maintain a presence in the public’s mind, the event may have become somewhat institutionalized and the urgency of some of our more challenging environmental problems seems to have been somewhat blunted over the years.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue participating in local events, specifically Earth Day in April and Creek Week in September, and integrate these activities into the requirements under Section E.7.a of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PEO 10: Storm Water Quality Website

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

- i. **General Summary**

- The City will develop and launch a storm water management program website by the end of Year 1. The website will feature general information on the City’s SWMP, copies of water quality reports, studies, storm water quality educational materials, and a calendar of events. The City’s website currently receives over 2,500 visitors/hits per month. The website will be updated to ensure that all information is current and readily available. The website shall include information on the proper disposal of household hazardous waste material (HHW), the sites for disposal, and any upcoming special collection events. The City will also distribute materials that list the storm water management website address and storm water hotline phone number. The website will be advertised in the City newsletter, brochures, and mailings and on the City scroll.

- ii. **Status of Measurable Goals**

- A storm water page has been developed on the City’s website and logs have been developed to track the content and number of hits to the storm water website. The storm water website was established in November of 2009 and contains information on the educational brochures available to the public. During Year 4, there were a total of 260 visits to the City’s stormwater site, down from a total of 325 visits during the previous reporting period (May 1, 2011-April 30, 2012).

iii. Appropriateness: (Scale 0-9 high) 7. Most of the City's residents have access to the website and will utilize it as a source of information if interested.

iv. Effectiveness: CASQA Level-2 Raising Awareness.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

Website hit data can be found in Appendix A-PEO-10. This data may be used in the future to assess the effectiveness of the Public Education and Outreach MCM in reducing discharges.

- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to maintain and develop its stormwater web page, and integrate this BMP with the new requirements under section E.7.a of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PEO 11: Publication of Annual Report

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City will provide the Annual Report on the storm water programs as required by the Water Board to the public for review and comment in advance of submittal to the Water Board. Public comment will be considered and incorporated when appropriate. All public comment will be documented and filed in the Annual Report.

ii. Status of Measurable Goals

A draft of the Annual Report was distributed to the City's Storm Water Community Interest Group on July 15, 2013 for review and comment, with a 15-day comment period closing at 5:00 p.m. July 29, 2012. The draft was also posted on the City's web site. Additional forums for public comment on the Annual Report were provided on July 16, when Staff presented an update on the Annual Report to the City Council, and on July 24, at the City's stormwater community interest Group meeting.

No comments on the draft Annual Report were submitted to the City by the specified deadline

iii. Appropriateness: (Scale 0-9 high) 5. Those with an interest in the Annual Report will likely comment; however, creating interest among the general public is not likely.

iv. Effectiveness: CASQA Level- 1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**
- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

Under the revised Phase II Permit adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013, future Annual Reports will be submitted using the State's SMARTS electronic filing and reporting system. As such, the current Annual Report will be the final such report using the current format. It is unclear whether the new reporting requirement will easily lend itself to publication of the report prior to filing with SMARTS, or whether a public comment period for a draft report is practical or feasible.

PEO 12: Community-Based Social Marketing

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

- i. General Summary**

- City has established Facebook and Twitter accounts which may be used to communicate information on stormwater quality issues to those residents who are part of those social networks.

- In addition, in 2012, the City initiated an effort to interest city residents in participating in the private social network Next Door. The City was divided up into 17 neighborhoods, and Lead Person's recruited to organize interested residents within each neighborhood group. The City's Public Information Officer has links to each Next Door group, and can communicate important information and messages, including stormwater related information to residents through this community-based social network. As an example, where illegal dumping into City creeks may be an

ongoing problem, Next Door could be used to alert residents in the immediate neighborhood and request their assistance in watching for and reporting suspicious activity in and around the dumping area that may help identify the perpetrators.

ii. Status of Measurable Goals

The City is developing a community-based social marketing strategy that will be implemented during Plan Year's 4-5, using the social networking outlets described above to enhance educational and outreach efforts related to stormwater management.

iii. Appropriateness: (Scale 0-9 high) 5. Those with an interest in the Annual Report will likely comment; however, creating interest among the general public is not likely.

iv. Effectiveness: CASQA Level- 1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Since initiating the Next Door project in February 2012, approximately 1,000 Goleta residents have signed up to participate.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

Section E.7 of the Revised Phase II Permit adopted by the State Water Board in February 2013, provides each of the Regional Water Quality Control Boards with the option to require implementation of Community Based Social Marketing (CBSM). The Revised Phase II Permit states:

“Traditional Small MS4 Permittees may be required to implement Community-Based Social Marketing (CBSM) requirements as detailed in Attachment E upon determination by a Regional Board Executive Officer. The Regional Board Executive Officer shall notify Permittees within three months of the permit adoption date of their determination to require CBSM.”

Pursuant to a letter issued by the Central Coast Regional Water Quality Control Board dated May 3, 2013, the City of Goleta, either on its own, or as part of a regional cooperative effort, shall research, design and implement a pilot CBSM project that shall include the following elements:

- Research on barriers to desired behaviors and benefits of desired behaviors (ex. Literature review, observation, focus groups).
- Elicit commitment to implement desired behavior from target audience.
- Provide prompts reminding target audience of desired behavior.
- Use the concept of social norms/modeling of desired behavior.
- Use education messages that are specific, easy to remember, from a credible source, and appropriate for the target audience.
- Create incentives for the desired behavior.
- Remove barriers to the desired behavior.

2. Public Participation (PP)

This Minimum Control Measure is intended to foster active community support for developing, reviewing and implementing the SWMP. Participation by the public ensures that the program reflects community values and priorities, and increases the potential for overall success of the program. The CIG has been formed, and the City intends to attend Intergovernmental Committee meetings (IGC) and CASQA meetings consistently, a system of tracking creek and road cleaning as well as volunteer water quality monitoring is in place as well as the development of a water quality hotline.

<i>BMP</i>	<i>Description</i>	<i>April 30, 2012 Status</i>						
		<i>Initiated</i>	<i>Implemented</i>	<i>Not Applicable</i>	<i>Modified¹</i>	<i>Effective</i>	<i>Unknown</i>	<i>Not Effective</i>
PP1	The City of Goleta will advertise and form a City-based storm water quality community interest group (CIG)		X			X		
PP 2	The City will continue to attend all IGC meetings quarterly, and will attend the CASQA meetings as issues arise.		X				X	
PP 3	The City will hold at least two cleanup activities annually, and continue Creek Week activities.		X				X	
PP 4	The City will conduct volunteer water quality monitoring at selected sites throughout the City via the services of the Goleta Stream Team.		X			X		
PP 5	Same as PEO 6		X			X		
PP 6	Same as PEO 8			X			X	

PP1: Storm Water Quality Community Interest Group

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will develop a storm water quality community interest group (CIG) and hold quarterly meetings (or more frequently if needed) regarding the City's SWMP implementation and other current storm water issues. The community interest group meetings will feature updates on the City and regional storm water programs and guest speakers, and will provide the opportunity for community members to discuss any issues of concern. Attendance is expected to vary in future meetings from approximately 10 to 50 people. The City will maintain an e-mail and mailing list. Those on the list are notified of regular meetings, announcements, and other events through the e-mail system. In addition, City staff will work with nonprofit groups and Water Board to explore alternative public forums on water quality.

ii. Status of Measurable Goals

The City's Storm Water Community Interest Group continued to meet on a quarterly basis during the reporting period (May 1, 2012 – April 30, 2013). Meetings were held on July 18, 2012, and November 7, 2012. The January 2013 meeting was cancelled due to a lack of agenda items. The April 2013 meeting was not scheduled due to a cooperative stakeholder meeting held on May 2, 2013 with representation from the County and Cities of Santa Barbara, Carpinteria and Goleta.

iii. Appropriateness (Status 0-9 high) 8. The formation of a CIG is a highly appropriate way to promote public participation in Goleta as residents in the area are generally well-informed of issues and highly involved in community planning, policy, and environmental issues. The interests of different stakeholders have produced a well-informed group that may make well-informed recommendations to the City on stormwater issues.

iv. Effectiveness: CASQA Level 2- Raising Awareness.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Average attendance at the City's Stormwater Community Interest Group meetings during the reporting period (May 1, 2012 – April 30, 2013) was 7.33 persons, a decrease from the 10.75 participants per meeting attendance rate of the previous reporting period (May

1, 2011 – April 30, 2012). Agendas and participant logs may be viewed in Appendix A-PP-1.

- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to convene its Stormwater Community Interest Group on a quarterly basis, and integrate this BMP with the new requirements under section E.8 of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PP 2: Coordination among Agencies

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

Since its incorporation, the City has participated in the Santa Barbara County Association of MS4 Managers (SBCAMM) which is hosted by the County of Santa Barbara. Topics for discussion are suggested by participants and include development and interpretation of non-point source regulations, opportunities for cooperative efforts, emerging technology and sharing of water quality information. The County has a regional membership that includes the City of Goleta in the California Storm Water Quality Association (CASQA), which facilitates the exchange of information, joint research, and efforts among Phase I and Phase II agencies statewide. CASQA meets on a bimonthly basis. A City representative will attend SBCAMM meetings and document attendance. The City will also attend CASQA meetings as issues arise. Santa Barbara County's Project Clean Water (PCW) holds quarterly meetings that coordinate local interests in the Santa Barbara and Goleta areas and allow discussion of storm water topics and issues.

ii. Status of Measurable Goals

During the reporting period (May 1, 2012-April 30, 2013), City staff attended SBCAMM Meetings on 7/24/12, 10/24/12, 1/23/13 and 4/24/13. Copies of the agendas and participation logs from these meetings are included in Appendix A-PP-2. City staff was able to participate in a few of the CASQA conference calls during the reporting period, mostly addressing the proposed revisions to the Phase II NPDES permit, and has reviewed the notes from CASQA conference calls it was unable to participate in, to remain informed about the issues addressed in those calls.

- iii. Appropriateness (Status 0-9 high) 6.** Attendance at meetings has not been consistent enough to determine if it is beneficial to the City's SWMP.

iv. Effectiveness: CASQA Level-1 Documenting Activities

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

No data was analyzed during the reporting period.

- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to coordinate with other agencies, and integrate this BMP with the new requirements under section E.8 of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PP 3: Community Cleanups

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City will advertise community cleanup program opportunities and work with local volunteer groups on cleanup activities. The media will be contacted and participants of community interest groups will be notified. City staff will implement a minimum of two cleanup events in creeks and/or beaches each year.

Each year in conjunction with Creek Week, a community cleanup effort is held in a variety of Goleta watersheds. The City of Goleta will continue this effort and attempt to increase participation in the event each year through advertising, school groups and public outreach.

Biweekly volunteer roadside trash pickup collections are also conducted in coordination with Goleta Valley Beautiful, a local non-profit organization. Volunteers pick up trash and debris from sidewalks, parkways and right-of-way areas where sweepers cannot reach.

ii. Status of Measurable Goals

During the reporting period (May 1, 2012-April 30, 2013), Santa Barbara Channelkeeper and the City sponsored four creek cleanup events in the City. During these events, 24 community members contributed a total of 67 hours,

during which 259 lbs. of trash and debris were recovered for disposal or recycling from approximately 6,043 linear meters of creek or beach front. In addition the City participated in the annual Coastal Cleanup Day event on September 15, 2012, during which 17 community members collected approximately 203 lbs. of debris for disposal or recycling from approximately 1 mile of Ellwood Beach.

iii. Appropriateness (Status 0-9 high). 7. Creek and community cleanups are an appropriate way to further promote awareness and participation of a community that is usually highly involved in environmental issues.

iv. Effectiveness: CASQA Level- 2 Raising Awareness.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Data collected for creek clean-ups sponsored by Santa Barbara Channelkeeper is available in Appendix A-PP-3.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to sponsor community cleanups, and integrate this BMP with the new requirements under section E.8 of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PP4: Volunteer Water Quality Monitoring

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

To better understand the specific type of pollutants impacting storm water quality throughout the City, the City supports Santa Barbara Channelkeeper's Goleta Stream Team storm water monitoring program. Data collected by this program will be evaluated on an ongoing basis to focus the City's IDDE efforts. The City will track and document the test locations, dates, and water quality data as part of the Annual Report. A Table listing the various testing sites and a map of their location was included in the Year 1 Annual Report as Appendix A-PP-4a, but is not included in the current report.

ii. Status of Measurable Goals

Volunteer water quality testing has been conducted by the Santa Barbara Channelkeepers and the results are recorded monthly. A link to the Channelkeeper's site has been placed on the City's stormwater website where some of Channelkeeper's data is posted.

City Staff and the Channelkeepers are in contact about water quality data and issues and often work together to identify and eliminate illicit discharges to the MS4.

iii. Appropriateness (Status 0-9 high) 8. This measure is a good way of promoting public awareness of water quality by making testing data available.

iv. Effectiveness: CASQA Level-2 Raising Awareness

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Forty-five individual volunteers participated in the Goleta Stream Team Program during the reporting period (May 1, 2012 to April 30, 2013). These volunteers contributed approximately 291 hours of combined volunteer service throughout this period. Each volunteer received training on watershed concepts, water quality parameters, and sample collection and measurement protocols following a State Water Board approved Quality Assurance Project Plan (QAPP).

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to sponsor volunteer water quality sampling efforts, and integrate this BMP with the new requirements under section E.8 of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PP5: Water Quality Hotline

i. General Summary

This BMP is the same as PEO 6. For more information see PEO 6.

PP6: Public Opinion Surveys

i. General Summary

This BMP is the same as PEO 8. For more information see PEO 8.

3. Illicit Discharge Determination & Elimination (IDDE)

This Minimum Control Measure of the Storm Water Management Plan is designed to reduce pollutants in storm water runoff to receiving waters. It requires the development and implementation of a system to identify and eliminate sources of illicit discharge and illegal dumping. The City has developed a system to identify and eliminate illicit discharges throughout the permit area. This system depends on a number of partners including the public and other local agencies. The specific requirements for this system include measurable goals for determining effectiveness, and the city will continue to target all pollutants of concern (pathogens, nutrients, trash, metals, sediment, etc.)

BMP	Description	April 30, 2012 Status						
		Initiated	Implemented	Not Applicable	Modified	Effective	Unknown	Not Effective
IDDE 1	A storm drain system map will be updated to include all catch basin locations so detailed sub-watershed drainage areas can be determined.		X			X		
IDDE 2	The City will develop and adopt a new storm water discharge ordinance that will address all forms of illicit discharges.		X				X	
IDDE 3	Continue to use websites, hotline, brochures, public events, and media campaigns, business education to educate the community. Conduct an evaluation survey in Year 2.	X				X		
IDDE 4	The City will respond to spills or complaints, Field personnel will perform field investigations to identify and abate potential discharge sources.		X			X		
IDDE 5	City will conduct water quality monitoring at selected sites throughout the City via the services of the Goleta Stream Team.		X			X		
IDDE 6	City will log the number and locations of the Mutt-Mitts stations and update the list as new stations are added.		X			X		
IDDE 7	Code Enforcement and other inspection personnel will receive a minimum of 4 (four) hours of training each year.		X				X	
IDDE 8	City shall develop a hazardous spill response program and train all field and responsible personnel as to how to respond to various hazards.		X				X	
IDDE 9	City will develop a schedule for reviewing, testing and evaluating exempt discharges to determine if they are significant pollutant contributors.	X					X	

IDDE 1: Storm Drain System Mapping

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

A map of the City storm drain system showing major pipes and outfalls is currently in production. This map will be updated to include all catch basin locations so that detailed sub-watershed drainage areas can be determined. The storm drain system map will be revised as necessary as new drainage systems are constructed. All catch basins will be included on the map by end of year 2 and sub-watershed drainage areas will be included on map early in year 4.

ii. Status of Measurable Goals

During the reporting period, the City mapped out sub-drainage areas within the city to assist in tracing and identifying illicit discharge sources. Several disparate sources of information about the City's storm drain system were used in developing the map, which also defined sub-drainage areas in an editable polygon topology provided as a shape file or geodatabase compatible with the City's GIS system.

iii. Appropriateness (Status 0-9 high) 8. Developing a comprehensive map of the stormwater drainage system is an appropriate way of diagnosing the source of debris obstruction problems.

iv. Effectiveness: CASQA Level-1 Documenting Activities. This measure is valuable as a tool to City Staff and is not necessarily designed to alter public stormwater practices.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Once data determining the presence of sources of illicit discharges are analyzed, the exact entry point of these discharges will be more easily determined with the information gathered for this BMP. This may assist the City in reducing pollutant discharge by identifying its source.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to Map its MS4 infrastructure, and integrate this BMP with the

new requirements under section E.9.a of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

IDDE 2: Storm Water Ordinance

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Upon incorporation, the City adopted the existing codes of the County of Santa Barbara. These existing codes cover the ancillary benefits of proper storm water management of facilities, but are not specific to cover the topic of illicit discharge.

The ordinances and existing code sections were initially created to address improper waste disposal, and though they have an ancillary benefit to improving water quality, they were not designed to specifically address non-storm water runoff. While each is helpful in its own way, no single ordinance addresses illicit discharges and enforcement for the express purpose of improving surface water quality. As a result of this, the City has developed and adopted a new storm water discharge ordinance that addresses all forms of illicit discharges, and/or waste disposal which effect water quality. Procedures for enforcement are defined and include appropriate enforcement measures during year one. Procedures include, but are not limited to: warning notice with education materials including clean up and abatement order; Notice of Violation (NOV) with penalties; Administrative Civil Liability (ACL) fines; and referral to the District Attorney's office for prosecution. The ordinance will be enforced throughout the term of the General Permit.

The process to develop and adopt the storm water ordinance is included in the first Annual Report. Developing this ordinance has involved community outreach, including all stakeholder group coordination meetings held prior to the first public hearing. As is the standard practice for all public hearings, a notice has been published in the local newspaper.

Under the stipulations of the Ordinance, enforcement activities will be recorded and monitored in terms of the number of violations reported and resolved. Effectiveness of this measurable goal will be measured by, but not limited to program evaluation surveys.

ii. Status of Measurable Goals

A revised Stormwater Discharge Ordinance was adopted by the City on June 1, 2010. A copy of the Ordinance and Certification Letter was included in the City's Annual Report covering the period April 3, 2009 – April 30, 2010, and is available for review upon request.

iii. Appropriateness (Status 0-9 high) 9. A stormwater ordinance will allow the city to enforce rules and regulations on storm water as law. Also, an ordinance fully discloses the responsibilities and penalties for discharging pollutants to the public.

iv. Effectiveness: Unknown, Ordinance is not yet implemented.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No information specific to the effectiveness of the Ordinance in reducing the discharge of pollutants was collected during the reporting period. Relevant sections of the Ordinance have been referenced in letters addressing illicit discharge issues that were identified during the reporting period. Those references may have increased pressure on identified sources of illicit discharges to rectify the violations, but to date, the City has not found it necessary to compel inspections of private property or assess fines or citations under the Ordinance's authority.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

Following State Water Resources Control Board adoption of the new Phase II General Municipal Permit on February 5, 2013, and the Central Coast Regional Water Quality Control Board's adoption of Post-construction Storm Water Management Requirements (PCRs) on July 12, 2013, the City anticipates revising the existing, above referenced Illicit Discharge Ordinance to include new requirements contained in the new Phase II Permit and Central Coast PCRs, during Year 5.

IDDE 3: Education & Outreach

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

An effective BMP for the elimination and prevention of illicit discharges is the education and cooperation of a concerned public. Education is a primary tool of enforcement activities; the City distributes a number of brochures that address illicit discharges and appropriate actions for eliminating these sources of pollution. The efforts for educating the community about controlling illicit discharges, listed below, are discussed in greater detail in Public Education and Outreach section.

- City and County websites
- Regional Water Quality Hotline (877-OUR-OCEAN)
- Brochures
- Public events
- Media Campaigns
- South Coast Watershed Resource Center

Because many illicit discharges occur because of a lack of awareness on the part of the discharger, education is an important tool of enforcement activities. Often, simply pointing out the error and suggesting BMPs to be used in the future is enough to convince businesses and homeowners to cease discharging, dumping or using an illegal storm-drain connection. In most cases the individual responsible can be encouraged to do the right thing through proper education. Targeted information brochures have been developed for creek-side residents, owners of domesticated animals, and various businesses to educate them on the dangers of illicit discharges and the appropriate BMPs to reduce these types of violations. In addition the City will promote the proper use and disposal of household hazardous waste materials. Information will include locations for proper disposal and potential alternatives to the use of toxic materials. Effectiveness of this BMP will be measured by, but not limited to program evaluation surveys. The BMP encompasses the same goals as PEO 1, 2, 6, 7, 9, and 10.

ii. Status of Measurable Goals

An evaluation survey of the Public Education and Outreach BMPs is planned to be initiated in Year 4 and will be implemented once a fair assessment of these BMPs can be made.

iii. Appropriateness: (Status 0-9 high) 5. A review of the effectiveness of measures PEO 1, 2, 6, 7, 9, and 10 may be pertinent as they relate to each other rather than on an individual basis.

iv. Effectiveness: CASQA Level-1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

No data was collected or analyzed during Year 4

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

This specific BMP does not appear to have been included in the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013. However the City will continue to provide education and outreach to residents and businesses and integrate this BMP with the requirements under Section E.7 of the new Permit.

IDDE 4: Identification & Elimination of Illicit Discharge Sources

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

To maximize the limited resources available, potential sources of illegal dumping and illicit connections are identified and prioritized based in part on public access and contact to the area (or storm drain), characterization of nearby land uses as industrial, commercial and older residential areas.

Based on past experience, the City has identified areas adjacent to creeks and streams in industrial areas that have the potential for illicit discharges. These areas are monitored for illicit activities by the City's Community Services inspectors, building inspectors, and Code Enforcement officers.

The City's existing program for identification and elimination of illicit discharge sources comprises two parts and is based on the principal of complaint/response (1) Spill and Complaint Response, and (2) Field Investigation and Abatement.

The following describes procedures used to address the ongoing identification and abatement of illicit discharges.

Spill and Complaint Response

- City may receive complaint or notice of the spill, discharge or illegal connection. Complaints are often received from City staff or through the City Hotline (805) 961-7570 and Project Clean Water Hotline at 1-877-OUR-OCEAN.
- Identify the potential source of the discharge to determine appropriate response agency.
- Document response and track the spill/discharge to source.

- Use education and enforcement to eliminate the discharge to the storm drain/sewer or ground surface.
- Perform site cleanup through City or contract staff.
- Apply BMPs, if applicable, to assure on-going compliance.
- Maintain records of response and identify re-occurrence patterns.

Enforcement of existing policies and ordinances is crucial to the effort of maintaining water quality in the creeks and oceans. These efforts include various water quality reporting hotlines that will allow the coordination between various enforcement agencies and personnel, and increased report follow-up.

The initial approach to prevention and elimination is education on the pollution source, what effects it has on our watershed, and how the problem may be eliminated through BMPs. When necessary, education can be used in combination with legal enforcement to eliminate the illicit discharge.

Field Investigation and Abatement

The City will initiate a proactive field investigation and abatement program that includes annual creek walks to inspect known storm drain outfalls and look for non-permitted discharges and/or waste disposal activities. An abatement process will be initiated and followed through to conclusion whenever non-permitted discharges or water quality issues are found. The abatement process may consist of a range of activities ranging from additional site visits to contact the responsible party, issuance of letters and education brochures, etc. up to legal enforcement as appropriate.

Educating the general public, business owners, industries, school children, teachers, and regulatory personnel on the hazards associated with illegal discharges and improper disposal of waste is being accomplished in a number of ways. A detailed discussion on storm water educational outreach and participation is made in Section 4 of this document.

City staff responds to complaints regarding water quality throughout the year. Complaints range from illegal dumping of trash, horse manure and greenwaste in the creeks, to the illegal disposal of liquid waste. Complaint response may require the cooperation of many agencies. Callers are not always aware of the boundaries between incorporated and unincorporated areas, so a call referral system has been established so that calls can be efficiently redirected to the correct agency.

ii. Status of Measurable Goals

Approximately 8 illicit discharges were discovered or reported during Year 4, and are summarized in Appendix A-IDDE-4 Illicit Discharge Detection and Elimination incident Log. Many of the reported discharges turn out to be relatively benign, or present a low potential threat to water quality, and in all

cases, the reported or discovered discharges were one-time events, as opposed to ongoing and repeated discharges from a single source. As each incident is reported or discovered, City staff responds to investigate and/or commence cleanup activities.

Following the confirmed discontinuation, during the previous reporting period, of the discharge of brine processing wastes by Rayne Water Conditioning into San Jose Creek (See City of Goleta Annual Stormwater Report for the period May 1, 2011 – April 30, 2012), the City requested that the connection to the City’s MS4 that Rayne had been using be decommissioned. This was confirmed on May 7, 2012 by the City’s building inspection staff.

iv. Effectiveness: CASQA Level-1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

The results of City response to reported or discovered illicit discharges are summarized in Appendix A-IDDE-4.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to respond to reports of illicit discharges, trace their origins and ensure their discontinuation, and integrate this BMP with the new requirements under section E.9.d of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

IDDE 5: Storm Water Monitoring

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

To better understand the specific type of pollutants impacting storm water quality throughout the City, the City supports Santa Barbara Channelkeeper’s Goleta Stream Team storm water monitoring program. Data collected by this program will be evaluated on an ongoing basis to focus the City’s IDDE efforts. The City will track and document the test locations, dates and water quality data as part of the Annual Report. Test results will be posted on the City website and included in the Annual Report. Data will be evaluated on an ongoing basis to determine

trends and to focus IDDE efforts.

ii. Status of Measurable Goals:

Santa Barbara Channelkeepers continued to conduct monthly water quality testing and monitoring at approximately 23 sites within the City. The following as noted under section

City Staff and the Channelkeepers are in contact about water quality data and issues and the Channelkeepers have summarized the results of their testing in the last year.

iii. Appropriateness: (Status 0-9 high) 8. This measure is a good way of promoting public awareness of water quality by making water quality data directly available.

iv. Effectiveness: CASQA Level-2 Raising Awareness

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Santa Barbara Channelkeeper's Goleta Stream Team Program conducted water quality monitoring events each month from May, 2012 through April, 2013. Citizen monitors collected water quality samples and measurements from 23 sites throughout 14 water bodies located in the Goleta Slough, Devereux Slough, Tecolote Lagoon, and Bell Lagoon watersheds. Portable meters were used to record measurements for dissolved oxygen, conductivity, pH, turbidity, and temperature. Water samples were collected and submitted to the University of California Santa Barbara's Long Term Ecological Research Project (LTER) for analysis to detect nitrate and phosphate. Samples were also analyzed for basic indicator bacteria (E. coli and total coliforms) by Santa Barbara Channelkeeper. Samples from lagoon sites were also analyzed for enterococcus indicator bacteria. Monitoring did not occur at some sites when surface flows were not present in streams. LTER nutrient results are currently unavailable for this period, however we anticipate that these results will be made available by LTER by the end of July 2013.

Forty-five individual volunteers participated in the Goleta Stream Team Program from May, 2012 to April, 2013. These volunteers contributed approximately 291 hours of combined volunteer service throughout this period. Each volunteer received training on watershed concepts, water quality parameters, and sample collection and measurement protocols following a State Water Board approved Quality Assurance Project Plan (QAPP).

For this analysis, water quality results were compared to relevant water quality standards. Relevant standards include Central Coast Basin Plan objectives, Santa Barbara County Public Health standards, US EPA standards, and 303(d) listing criteria used by the

Central Coast Regional Board for purposes of developing the 2010 303(d) Impaired Water Bodies List for the Central Coast Region.

The following water quality objectives have been used for this analysis: -Total coliform single sample freshwater beach standard = 10,000 MPN/ml (Santa Barbara County)

- E. Coli single sample freshwater beach standard = 235 MPN/ml (Central Coast Regional Water Quality Control Board 303(d) evaluation criteria: US EPA)
- E. Coli single sample marine beach Standard = 400 MPN/ml (Santa Barbara County Department of Public Health fecal coliform standard)
- Enterococcus single sample freshwater beach standard = 61 MPN/ml (Central Coast Regional Water Quality Control Board 303(d) evaluation criteria: US EPA)
- Enterococcus single sample marine beach standard = 104 MPN/ml (Central Coast Regional Water Quality Control Board 303(d) evaluation criteria: US EPA) -Nitrate = 10 mg/L (Central Coast Basin Plan)
- pH standard = between 7.0 and 8.5 (Central Coast Basin Plan)
- Dissolved oxygen (Cold water)– Shall not drop below 5.0 mg/L (Central Coast Basin Plan)
- Turbidity - Waters shall be free of changes in turbidity that cause nuisance or adversely affect beneficial uses, above 25 NTUs. (Central Coast Regional Water Quality Control Board 303(d) evaluation criteria: Sigler et al (2004))
- Conductivity – 3,000 μ S (Central Coast Basin Plan, Chapter III, Section II.A.2, Table 3-3)

Channelkeeper has identified the general areas of concern listed below based on water quality data and field observations from May, 2012 to April, 2013.

Indicator Bacteria

All Stream Team sites exceeded the Central Coast Region's listing criteria for E. coli (235 MPN/100 ml) at some point from May, 2012 – April, 2013. The Atascadero Creek Sites (AT1 – AT3) generally experienced the lowest number of exceedences. As in previous years lower El Encanto Creek (DV21 and DV22) experienced the highest frequency of exceedences, with 11 of 13 and 14 of 15 samples exceeding the 235 MPN/ml limit respectively. The median E. Coli concentrations of DV21 and DV22 were 1576 MPN/ml and 906 MPN/ml respectively and consistent with prior years BL02, LV1, MY02, SJ2 and SP3 (all near the northern City boundary and downstream of agricultural land uses exceeded the E. Coli limit 80 – 90 percent of the time. Lower San Jose Creek (SJ1), Upper Glen Annie Creek (GA2), Upper Maria Ygnacio Creek (MY02), and Bell Creek (BC02) also exceeded the E. Coli limit over 50% of the time. Of all the sites the sites, only the El Encanto Creek and Tecolote Creek sites demonstrate an increase in E. Coli concentrations downstream of the municipal boundary.

Turbidity

No sites sampled experienced chronic turbidity standard exceedences. Sites CG1, DV21,

MY2, and SJ1 exceeded the 25 NTU 303(d) evaluation criteria on at least one occasion. Most of these occasions corresponded with rainfall events in which turbidity is expected to increase in streams.

pH

Sites AT3 and DV22 and SP1 experienced chronic exceedences of pH Basin Plan Water Quality Objectives. The defining characteristic of these sites is that they are all located in or directly downstream of concrete trapezoidal channels. These sections of concrete flood control channel provide ideal substrate for algal growth and also produce a high algal surface area to water ratio due to shallow depths and horizontal spreading of flows. pH is increased as carbonic acid is removed from the water through plant photosynthesis.

Conductivity

Sites DV24 and DV25 exceeded the Basin Plan water quality objective for conductivity (3,000 microsiemens) in 12 out of 12 samples. Flow levels at these sites are usually extremely low. DV24 is located downstream of Bella Vista Park, Glen Annie Golf Club, and some residential land use. DV25, which runs somewhat adjacent to DV24, is also characterized by very low flows, also drains a residential area and municipal park (Evergreen Open Space). Conductivity at AT1 was unusually high through the summer of 2012. In April of 2013, the Goleta Slough elevation rose high enough to overtop a grade control structure dividing Site AT1 from the tidal interface. As a result, conductivity in April at AT1 reached over 9,000 microsiemens. BL02 exceeded the Basin Plan listing criteria 67% of the time. An increase in conductivity was routinely observed between sites GA2 and GA1, which exceeded the criteria 59% of the time. LV1 exceeded the conductivity criteria in six out of six samples.

Dissolved Oxygen

Three Goleta Stream Team predawn/afternoon diel monitoring events were conducted throughout the monitoring period. The primary purpose of these events was to collect dissolved oxygen data that approximated a “minimum” daily concentration. All other dissolved oxygen samples throughout the period were collected between mid to late-morning when dissolved oxygen deficits are less likely to occur. Dissolved oxygen deficits were detected at 12 sites throughout the sampling year. Dissolved oxygen concentrations at DV25 fell below the 5 mg/l Water Quality Objective 50% of the time, however flows at this site are typically extremely minimal, and water tends to stagnate in shallow pools near where measurements are collected. Site AT1 fell below the Basin Plan standard in 4 out of 17 samples (24%).

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to sponsor volunteer water quality sampling efforts, and integrate this BMP with the new requirements under section E.9.c of the new Phase II Permit, adopted by the State Water Board on February 5, 2013, effective July 1, 2013.

IDDE 6: Mutt Mitt Program

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City of Goleta currently provides mutt mitts at their parks and open space facilities. City Staff will continue to promote and expand the use of Mutt Mitts to reduce animal waste in the parks. A log will be kept of the number and locations of the Mutt Mitts stations and will be updated as new stations are added. The usage of Mutt Mitts will be evaluated to ensure that the program is being properly used and that locations are selected for maximum utility. The City will ensure new parks install dispensers if it is warranted. This BMP is covered in PPGH 8 also.

ii. Status of Measurable Goals

The number of Mutt-Mitt stations reported in the City's Previous Annual Report has increased by one, to 24. City staff replenishes the supply of Mutt-Mitts at least weekly, or as needed.

iii. Appropriateness (Status 0-9 high) 8. Tracking Mutt Mitt station effectively helps manage the amount of animal waste that ends up in stormwater.

iv. Effectiveness: CASQA Level- 4 Reducing Loads from Sources.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

During the reporting period (May 1, 2012 - April 30, 2013) City staff reports that the rate of usage has increased to approximately 1 box containing 3,200 mitts, per week, in all the City's parks and open spaces, or over 166,400 mitts annually. As reported previously, residents may be taking multiple mitts at a time, using them in other locations, or for other purposes. Maintenance staff indicates that the type of mitt that has been in use the past several years is very thin, and that it is difficult to only pull a single mitt from the dispensers, and that more typically, several may come out at once. Some of these may end up on the ground, where they are contributing to a nuisance litter problem.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

This specific BMP is not required by the revised Phase II Permit, adopted by the State

Water Resources Control Board on February 5, 2013, effective July 1, 2013. However the City will continue to provide Mutt-mitts at all its Parks and Open spaces in order to provide residents and visitors appropriate disposal options for pet waste.

IDDE 7: IDDE Training

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

All Code Enforcement and other inspection personnel will receive a minimum of four hours of training each year. The City will document and track the number of inspectors trained, and the hours of training received.

ii. Status of Measurable Goals

Illicit Discharge Detection and Elimination training was provided to staff involved in identifying illicit discharges and tracking them to their origins, specifically the City's Code Enforcement Officer, Public Works Inspector, and Environmental Service Coordinator. This training was scheduled for late April, 2013, but due to a last-minute scheduling of a special City Council session, the training had to be rescheduled and was conducted on May 8, 2013, just outside the end date of the reporting period. The training, which was based on materials such as the Center for Watershed Protection's 2004 Illicit Discharge Detection and Elimination Guidance Manual, covered the basics of illicit discharges, searching for illicit discharges in the field, and isolating and fixing individual illicit discharges. A test was administered following the training.

iii. Appropriateness (Status 0-9 high) 9. Education for employees enforcing BMPs for storm water among businesses or at construction sites is a primary way of ensuring high storm water quality standards.

iv. Effectiveness: CASQA Level-1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No data has been collected in Year 4.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to provide Illicit Discharge Detection and Elimination training to appropriate staff, and integrate this BMP with the new requirements under section E.7.b.1 of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

IDDE 8: Hazardous Materials Spillage Response and Training

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will develop a hazardous spill response program and train all field and responsible personnel as to how to respond to various hazards. All field personnel and their managers shall be trained, and all employees trained, date, and hours of training will be documented.

The City of Goleta has a contract with Santa Barbara County Fire Department to respond to incidents involving hazardous waste that are beyond the scope and training of City Public Works and field staff.

ii. Status of Measurable Goals

During the reporting period training materials were developed to train the proper staff on hazardous spill response. City field staff (excepting LEOs) and their managers received Hazardous Spill Response Training on February 27, 2013. This year's training was also attended by the Capital Improvement Manager and Senior Project Manager.

Because of the potential for harm to human health and/or the environment associated with handling hazardous materials, this training covered topics beyond the relatively simple cleanup of spilled motor oil or anti-freeze, for example.

The training covered the following topics:

- Regulatory background
- OSHA Hazard Communication Standard
- Labeling requirements
- Material Safety Data Sheets
- Physical & fire hazards
- Flammable liquids, gasses and solids
- Combustible liquids
- Compressed gasses
- Health hazards and health hazard characterization
- Entry pathways to the body (inhalation, absorption, ingestion, etc.)
- Personal protection (PPE, Safe Work Practices, Personal Hygiene, etc.)
- Spill classification and response procedures
- Containment, control, and proper disposal protocols

In addition, this year's training featured a more in depth discussion and analysis of how to correctly read a Material Safety Data Sheet, group table top exercises, and practical demonstrations of use and deployment of containment equipment and sorbent materials.

A training attendance log is found in appendix A-IDDE-8a

iii. Appropriateness (Status 0-9 high). 6. This measure is useful in directing people to the appropriate responsible entity.

iv. Effectiveness: CASQA Level-1 Documenting activities

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

This year a pre-quiz was administered prior to the training to assess how much of the information covered in the previous year's training has been retained. Staff generally scored well with some errors. Following the Hazardous Spill Response Training, the same quiz was administered to gauge what the participants were able to retain, with participants scoring 95% or better. A copy of the quiz may be seen in Appendix A-IDDE-8b

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to provide Hazardous Spill Response training to appropriate staff, and integrate this BMP with the new requirements under section E.7 of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

IDDE 9: Non-Stormwater Discharges Exempt Under General Permit

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The General Permit states that some discharges may be exempted from being regulated unless they are determined to be a significant source of pollution or a nuisance. As a result, authorized non-storm water discharges identified by the General Permit will require further review, observation and evaluation. As such

the City will develop practices for reviewing, testing and evaluating the remaining discharges to see whether or not they are deemed significant pollutant contributors. If any exempt discharges are determined to be significantly impacting the storm water quality through the City testing and evaluation practices, BMPs will be added to remediate the individual negative impacts of those discharges.

The City will develop a procedure for reviewing, testing and evaluating non-stormwater discharges exempt under the General Permit to determine if they are significant pollutant contributors.

ii. Status of Measurable Goals

The City is aware that certain discharges exempt from regulation under the NPDES permit for small MS4s may still be significant sources of pollution discharge. The City recognizes that these exempt sources are designated as such because they are typically small volume, discreet, and generally do not cause harm to water quality. However, the City reserves the right to test these sources if it determines one of these sources may be harming water quality. Exempt resources will be evaluated in Year 4 as appropriate, and steps will be taken to ensure no City operations contribute significantly to pollutant discharges.

Individual residential car washing is probably the one currently exempt non-stormwater discharge that the City feels may warrant further exploration. The revised Phase II permit is also expected to tighten the current list of non-stormwater discharge exemptions.

iii. Appropriateness (Status 0-9 high). 7. Water quality testing is already done when illicit discharges are suspected. A procedure with a defined timeline would be beneficial in tracking exempt discharges.

iv. Effectiveness: CASQA Level-1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Data analysis in the coming year will be very valuable in assessing the success of the IDDE monitoring programs and will help the City focus efforts to reduce pollutant sources to the MEP.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to review, assess and evaluate non-storm water discharges exempt under the permit.

4. Construction Site Runoff Control (CSRC)

The purpose of construction site runoff control is to prevent soil and construction waste from entering storm water. Sediment is usually the main pollutant of concern, and over a short period of time, construction sites can contribute more sediment to creeks than can be deposited naturally over several decades. The resulting siltation and the contribution of other pollutants from construction sites can cause physical, biological, and chemical harm to local waterways.

<i>BMP</i>	<i>Description</i>	<i>April 30, 2012 Status</i>						
		<i>Initiated</i>	<i>Implemented</i>	<i>Not Applicable</i>	<i>Modified</i>	<i>Effective</i>	<i>Unknown</i>	<i>Not Effective</i>
CSRC 1	The existing Grading Ordinance will be reviewed in year one. Inspections will be conducted according to adopted Grading Ordinance, and approved SWMP.		X				X	
CSRC 2	Inspection staff will receive a minimum of 4 hrs. of training in storm water regulations, compliance standards and protocols.		X				X	
CSRC 3	The City will develop and adopt Storm Water Pollution Prevention Guidelines by the end of year 1.	X				X		
CSRC 4	The City will require the submittal of SWPPP's on all projects that disturb 1 acre or more.		X			X		
CSRC 5	Pre-construction meetings will be required to be held on projects greater than or equal to 1 acre.		X			X		
CSRC 6	For sites greater than one acre the City shall establish Construction Site Controls in compliance with General Permit.		X				X	
CSRC 7	The City, in cooperation with other local agencies will co-sponsor an annual training workshop for Construction Site Operators to educate and train construction personnel on the proper implementation of stormwater runoff controls.		X				X	

CSRC 1: Construction Site Enforcement & Inspections

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Section 14-18 of the Grading Ordinance specifies several routine inspections shall occur. In addition the City Engineer may require such other inspections of any work to ascertain compliance with the provisions of this Chapter and other laws and regulations as may be required. In addition, if a member of the public reports a storm water violation, additional inspections will be required and documented. All non-compliance issues will be addressed according to standard City procedures. A licensed landscape architect, qualified biologist, archeologist, agricultural advisor, or other qualified professional may be required to be present during inspections. Non-compliance is subject to construction site activity suspension (“red-tagging”), fines, or both.

The existing Grading Ordinance will be reviewed in year one. Inspections will be conducted according to the amended Grading Ordinance and SWMP. A minimum of two inspections per month during the rainy season will occur for sites that are one or more acres in size and before each rain event. A minimum of four inspections will occur during the non-rainy season for long duration projects. Enforcement actions will occur at all sites where BMPs have failed, and a log of all inspections will be kept. The City will document and track the number of projects, number of site inspections conducted, the success and/or failure of approved BMPs, and any enforcement actions taken. Additionally, the City will track owner, contractor, start and completion dates, inspection dates, inspection findings, complaints, responses to complaints and follow up actions.

ii. Status of Measurable Goals

Year 4 saw a slight increase in construction activities in the City. In addition to the ongoing construction of the Goleta Cottage Hospital, and the Bluffs at Sandpiper residential development, construction activities commenced at the Cabrillo Business Park, and the Haskell’s Landing and Willow Springs II residential developments. Construction site inspections are routinely made, with additional inspections in advance of and following rainy weather events, in order to assess the efficacy of erosion and sediment control BMPs, non-stormwater discharge BMPs, and good housekeeping practices. Where deficiencies are identified, inspection staff works with construction site superintendents, resident engineers, and private contracted stormwater management companies in correcting any problems.

For the most part, during Year 4, active construction sites experienced few problems. The Cabrillo Business Park experienced difficulties with concrete washouts on site. Temporary containers with plastic linings repeatedly leaked, though any materials leaked were contained and or removed for disposal, and did

not threaten any storm drain inlets, creeks, or wetland areas. Stormwater Industries, Inc., a private company offering stormwater management services, was finally consulted, and a better solution was ultimately achieved. A brief but intense rain event in late January led to failure of some erosion and sediment control BMPs at the Haskell's Landing construction site. These were quickly identified by both County and City inspection staff, and additional resources were brought on site to repair and fortify those control measures. City Planning and Environmental Review and Public Works staff met on site with the construction site superintendent, site environmental compliance monitor, and other staff following this event, to determine how to provide more effective erosion control on exposed soils, and prevent future BMP failure.

A summary of inspections and enforcement actions can be found in Appendix A-CSRC-1.

- iii. **Appropriateness** (Status 0-9 high) 9. Since construction sites are a primary source of sediment in storm water systems, enforcing BMPs is a highly appropriate way to control the input of this pollutant.
- iv. **Effectiveness:** CASQA Level-3 Changing Behavior. Given the Grading Ordinance is considered when performing construction activities and enforcement actions alter behavior.
- v. **Proposed Modifications:** No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

City, and/or contracted inspection staff made periodic inspections at a handful of construction sites within the City, some inactive during the reporting period, to assess the condition and efficacy of erosion and sedimentation control BMPs. Overall, there were few deficiencies, or failures of erosion and/or sediment control BMPs. Cases of identified failure of BMPs and any resulting movement of sediment off-site were generally rectified in a timely manner, and to the satisfaction of inspection staff, either by modification of existing BMPs or implementing supplemental measures such as street sweeping.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue conducting construction site inspection and enforcement activities, and integrate this BMP with the new requirements under section E.10.c of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5,

2013, effective July 1, 2013.

CSRC 2: Inspection – Staff Training

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Construction inspection staff will be responsible for understanding and enforcing SWPPPs. City inspection staff will receive a minimum of 4 hours' training in current regulations, compliance standards and techniques.

The City, in cooperation with other local agencies, will co-sponsor a training workshop for construction site operators. This training will educate and train construction site operators on the proper implementation of storm water runoff controls (e.g., City sponsored trainings, fact sheets), and include information on proper site planning, minimization of soil movement, capturing sediment, and good housekeeping. The City will document and track the number of inspectors trained, and the hours of training received. This BMP is covered in IDDE 7.

ii. Status of Measurable Goals

City and Contacted field inspection staff received training on construction site BMPs and inspection techniques on March 13, 2013. The curricula covered topics such as legislative & regulatory background, Impacts of storm water pollution, enforcement, basics of erosion and sedimentation, construction site BMPs, construction site inspections, and reporting and documentation. A PowerPoint presentation, consisting of 168 slides, used in the training, is too large to append to this report, but is available for review upon request. A log of participating staff and the quiz are attached as Appendices A-CSRC-2a and 2b

iii. Appropriateness (Status 0-9 high) 9. Education for employees enforcing BMPs for storm water among businesses or at construction sites is a primary way of ensuring high storm water quality standards.

iv. Effectiveness: CASQA Level-1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Other than the fact that Construction Site Training occurred on March 7, 2012, there is no data to report.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to provide construction site inspection training to appropriate staff, and integrate this BMP with the new requirements under section E.7.b.2.a of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

CSRC 3: Storm Water Pollution Prevention Guidelines

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

- i. **General Summary**

- The City will develop and adopt storm water pollution prevention guidelines for all projects one (1) acre or larger by the end of Year 1. These guidelines will be used as the framework by which SWPPPs will be developed, reviewed and approved on all projects.

- ii. **Status of Measurable Goals**

- Draft storm water pollution prevention guidelines have been drafted and are under internal review, but have not been officially adopted. All projects larger than one acre are required to submit SWPPPs, and many have used the CalTrans SWPPP template, which is what the City's draft guidelines are based upon.

- iii. **Appropriateness** (Status 0-9 high) 8. Guidelines for construction projects to abide by are an effective way of controlling pollution in the Goleta area.

- iv. **Effectiveness:** CASQA Level-1 Documenting Activities.

- v. **Proposed Modifications:** No modifications of the BMP are necessary at this time.

- b. **Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

No data has been collected in Year 4.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to provide stormwater pollution prevention guidance, and

integrate this BMP into the requirements of section E.10.b of the new Phase II Permit, adopted by the State Water Board on February 5, 2013, effective July 1, 2013.

CSRC 4: Storm Water Pollution Prevention Plans (SWPPP)

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will require the submittal of SWPPPs on all projects 1 (one) acre or larger. The SWPPP shall be submitted, stamped by a licensed civil engineer, and include the installation and maintenance details of all proposed storm water pollution prevention BMPs to be implemented.

ii. Status of Measurable Goals

A SWPPP is required by the City if the project disturbs more than one acre of land. Developers subject to the SWPPP requirement may use the SWPPP template developed by CASQA or CalTrans.

iii. Appropriateness (Status 0-9 high) 8. The submittal of a plan that has consequences for infractions is a highly appropriate method of enforcing BMPs.

iv. Effectiveness: CASQA Level-4 Improving Runoff Quality

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

The overall high level of compliance with storm water BMPs at construction sites, as indicated from construction site inspections, is an indirect measure of the effectiveness of SWPPPs. Water quality data taken near these projects can demonstrate the effectiveness of a SWPPP in reducing discharge of pollutants to the MEP.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to require Storm Water Pollution Prevention Plans from regulated projects, and integrate this BMP into the requirements of section E.10.b of the new Phase II Permit, adopted by the State Water Board on February 5, 2013, effective July 1, 2013.

CSRC 5: Pre-Construction Meetings

a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. **General Summary**

A pre-construction meeting will be held prior to the beginning of construction on all projects disturbing 1 acre or more. At the meeting the City will ensure all appropriate contractor personnel have reviewed the approved project SWPPP and understand the plan details and protocols. Meeting attendees and discussion topics will be documented and included in the Annual Report.

ii. **Status of Measurable Goals**

Pre-construction meetings are held prior to commencement of construction projects, and prior to different construction phases within a particular project (e.g. prior to major concrete pours on a project site. During Year 4, pre-construction meetings were held in relation to the on-going Goleta Valley Cottage Hospital construction project, and the Bluffs at Sandpiper residential development, and new development at the Cabrillo Business Park, and the Haskell's Landing and Willow Springs II residential developments.

iii. Appropriateness (Status 0-9 high) 9. Preconstruction meetings are generally held to review construction efforts, including a discussion of BMPs listed in the SWPPP associated with the project.

iv. Effectiveness: CASQA Level-2 Raising Awareness

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. **Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

Not enough data has been collected to do an adequate analysis of the impact this BMP is having in reducing discharge.

c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue requiring pre-construction meetings for projects disturbing greater than 1-acre in order to provide guidance on stormwater pollution prevention, and erosion and sediment control. This BMP will be integrated with the new requirements under section E.10.b of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

CSRC 6: General Permit Compliance

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

For sites greater than one acre and for sites less than one acre which are part of a larger common plan of development, the City shall establish Construction Site Controls in compliance with the General Permit. This includes (1) procedures for site plan review, (2) construction site operator requirements to control waste, building materials, concrete washout, chemicals, litter and sanitary waste generated on construction sites that may adversely impact water quality and (3) procedures for receipt and consideration of information submitted by the public. The City will coordinate with all site operators and, through pre-construction meetings, develop the proper methods of disposal of on-site generated wastes. The City will log all meetings held, dates, projects, attendees, special project conditions etc.

ii. Status of Measurable Goals

Construction Site Controls have been established to ensure the protection of water resources during construction activities occurring within the City. These controls include procedures for site plan review by the City's Planning and Environmental Services and Community Services Departments. Projects are appropriately conditioned to minimize impact to water quality resulting from construction activities.

Construction site operators are required to implement BMPs that control waste, building materials, concrete washout, chemicals, litter and sanitary waste generated on construction sites that may adversely impact water quality. Projects that will disturb more than 1 acre of soil are required to submit a SWPPP that specifies appropriate BMPs for the project.

The public has opportunities to submit comments, recommendations and information as it relates to potential water quality impacts arising from construction projects during Planning Commission and City Council meetings.

iii. Appropriateness (Status 0-9 high) 6. Defining specific measures that ensure direct compliance with the general permit may be advantageous if they are not directly specified in other regulatory documents or polices.

iv. Effectiveness: CASQA Level- Documenting Activities

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at

reducing the discharge of pollutants to the MEP.

No data has been collected in Year 4.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue monitor construction sites to ensure General Permit compliance, and integrate this BMP with the new requirements under section E.10.c of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

CSRC 7: Construction Site Operator Training

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City, in cooperation with other local agencies, will co-sponsor a training workshop for construction site operators. This training will educate and train construction site operators on the proper implementation of storm water runoff controls (e.g., City sponsored trainings, fact sheets), and include information on proper site planning, minimization of soil movement, capturing sediment, and good housekeeping

ii. Status of Measurable Goals

The Construction Site Operator Training that had been co-sponsored by the Central CCRWQCB and CalTrans in past years was not offered during the reporting period, and to the City's knowledge, no alternative training that could be attended by South Coast permittees, developers, or construction companies was offered locally.

- iii. Appropriateness** (Status 0-9 high) 6. Construction operators who are not familiar with local ordinances and BMPs may greatly benefit from this training.

iv. Effectiveness: CASQA Level- 1 Documenting Activities

- v. Proposed Modifications:** No modifications of the BMP are necessary at this time.

- b. **Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

No Data was recorded in Year 4.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will work with regional permittees to provide construction site operator training, and integrate this BMP with the new requirements under section E.7.b.2.a of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

6. Post Construction Runoff Control (PCRC)

One of the most effective ways to reduce the generation of non-point source pollution from urban runoff is through the incorporation of Low Impact Development (LID) design strategies in the planning phase of a project before it is built. Once a project is built, it is complex and expensive to correct runoff problems. This Minimum Control Measure focuses on site planning and design considerations, which are most effective when addressed in the early stages of project development. Effective long-term management and maintenance are critical; therefore, the best design opportunities are those with the least maintenance needs. The goal of the program is to integrate basic and practical storm water management techniques into new development and redevelopment projects to protect water quality.

BMP	Description	April 30, 2012 Status						
		Initiated	Implemented	Not Applicable	Modified¹	Effective	Unknown	Not Effective
PCRC 1 A	The City will review the current CEQA checklist and revise it. The checklist will identify and address storm water quality issues. The City will also review and revise/update the CEQA checklist on an annual basis.		X				X	
PCRC 1 B	New threshold guidelines will be developed to determine how a project's surface and storm water quality impacts may be considered.			X				
PCRC 1 C	The City will develop and implement LID hydromodification controls. Enforceable mechanisms may include municipal codes, regulations, standards, and specifications.		X					
PCRC 2 A	The City will derive municipality-specific criteria for controlling hydromodification in new and redevelopment projects using Water Board-approved methodology developed through the Joint Effort.	X						
PCRC 2 B	The City will select applicability thresholds for applying Hydromodification Control Criteria to new and redevelopment projects.	X						
PCRC 2 C	The City will develop and enact a strategy for implementing LID and hydromodification control for new and redevelopment projects.	X						
PCRC 3	Annual training provided for all City staff involved in the review and approval of discretionary projects		X			X		
PCRC 4	Storm water quality impact assessment performed by staff to determine potential storm water quality impacts associated with proposed project.		X			X		
PCRC 6	Inspections will be conducted once at the end of construction activities to ensure correct BMP implementation to ensure the long-term maintenance and functionality of those installed BMPs.		X					
PCRC 7	Developers will sign the Long-term Maintenance Agreement indicating that all BMPs will remain in operable condition for the life of the project.		X					
PCRC 8	The City will develop quantifiable measures that indicate how the City's watershed protection efforts achieve desired watershed conditions and evaluate protection efforts.			X				

PCRC 1A: CEQA Initial Study Checklist Revision

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The CEQA Initial Study Checklist provides a preliminary analysis of the potentially significant environmental impacts of a proposed project to identify appropriate measures to mitigate the impact, and ultimately, to determine whether a Negative Declaration, Mitigated Negative Declaration, or Environmental Impact Report is required. The City's initial study checklist was adapted from the recommended checklist contained in the State CEQA Guidelines. Presently, the City checklist combines water resources and flooding into one category and includes direct reference regarding water quality impacts resulting from project-related discharges. The Initial Study checklist will be revised in Year 1 to better identify and address storm water quality issues.

ii. Status of Measurable Goals

The City's CEQA checklist addresses stormwater quality issues including:

- violation of any water quality standard
- Substantially altering the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site
- Substantially altering the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site
- Creating or contributing runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff
- Otherwise substantially degrade water quality
- Requiring or resulting in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

The Full CEQA Checklist is not attached to this report, but may be reviewed upon request

iii. Appropriateness (Status 0-9 high) 7. This measure will assist City Staff that

review discretionary projects in streamlining the review process.

iv. Effectiveness: CASQA Level- Unknown

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

No data was collected in Year 3.

- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will review and revise/update the CEQA checklist on an annual basis, and integrate this BMP with the new requirements under section E.12 of the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013.

PCRC 1B: CEQA Thresholds for Water Quality

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City Environmental Thresholds and Guidelines Manual include standards and thresholds used to determine the significance of program and project-related impacts under CEQA. The thresholds and standards are adopted by the City Council and are applied to all new private and public projects. Surface water quality impacts have historically been evaluated through the related effects on biological resources or in coordination with the RWQCB and its water quality regulations. New guidelines will be developed in Year 2 to determine when a project's water quality impacts may be considered significant. The new standards will summarize EPA studies demonstrating adverse water quality impacts from construction activities and new development, provide guidance as to when a project's surface and storm water quality impacts may be considered significant, less than significant or cumulatively significant, and provide a mitigation hierarchy.

ii. Status of Measurable Goals

This measure is to be implemented in Year 2 per the SWMP.

PCRC 1C: Enforceable Mechanisms

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will develop and/or modify enforceable mechanisms that will effectively implement hydromodification controls and LID. Enforceable mechanisms may include municipal codes, regulations, standards, and specifications. The City will develop an analysis of all applicable codes, regulations, standards, and/or specifications that identifies modifications and/or additions necessary to effectively implement hydromodification controls and LID in Quarter 2.

ii. Status of Measurable Goals

The City has developed enforceable mechanisms within the Stormwater Discharge Ordinance. There has not been an analysis done on current codes and regulations that pertain to stormwater to effectively implement hydromodification controls and LID guidelines.

iii. Appropriateness (Status 0-9 high) 8. All regulatory policies should reflect new hydromodification and LID standards. A review of these policies will ensure no contradictory policies are in place.

iv. Effectiveness: CASQA Level 1- Documenting activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

With the adoption of the final Central Coast Post-Construction Stormwater Management Requirements, on July 12, 2013, effective March 6, 2014, staff anticipates revising and expanding the City's existing Illicit Discharge Ordinance to include the new requirements, by reference.

PCRC 2A: Hydromodification Control Criteria

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City of Goleta will develop a watershed-based hydromodification management plan in cooperation with the Water Board as part of a regional joint effort with other local agencies. The primary goal of the HMP is to determine an economically viable and effective set of Goleta-specific hydromodification control standards that will provide protection of water resources (e.g., water quality, beneficial uses, biological and physical integrity of watersheds and aquatic habitats) to the maximum extent practicable. The City will derive Goleta-specific criteria for controlling hydromodification in new and redevelopment projects using Water Board-approved methodology developed through the joint effort.

The City will also select thresholds the City will use to determine the applicability of hydromodification control criteria to new and redevelopment projects. These applicability criteria and thresholds will be consistent with long-term watershed protection. As appropriate, the City may consider and include exemptions for new development and redevelopment projects that are consistent with the Water Board-approved methodology, where assessments of downstream channel conditions and proposed discharge hydrology indicate that adverse hydromodification effects to present and probable future beneficial use of natural drainage systems are unlikely.

Examples of potential exemptions include, but are not limited to:

- All projects that disturb less than one acre;
- Projects that are replacement, maintenance or repair of a Permittee's existing flood control facility, storm drain, or transportation network;
- Redevelopment projects in the urban core that do not increase the effective impervious area or decrease the infiltration capacity of pervious areas compared to the pre-project conditions;
- Projects with any increased discharge go directly (or via a storm drain) to a sump, lake, area under tidal influence, or other receiving water that is not susceptible to hydromodification impacts; and,
- Projects that discharge directly (or via a storm drain) into concrete or improved (not natural) channels (e.g., rip rap, sackcrete, etc.) which, in turn discharge into receiving water that is not susceptible to hydromodification impacts.

The City recognizes that storm water quality technologies are constantly being improved. Therefore, the hydromodification controls will be reviewed on an annual basis and revised if necessary to incorporate new storm water quality technology.

ii. Status of Measurable Goals

Although the City has not developed full hydromodification controls in Year 2, and hydromodification control criteria will be developed as a result of the Joint

Effort, the City has included some numeric controls in its Interim LID criteria. New and redevelopment projects falling into the third Tier (resulting in >20,000 square feet of impermeable surface) will be required to:

Mitigate increases in peak flow runoff for the 2, 5, 10, 25, 50 and 100 year storm events over existing conditions, and

Retain and infiltrate the increase in runoff volume for the 2 year storm event unless soil conditions and/or groundwater elevations make infiltration infeasible. Retention and infiltration may be accomplished by implementing a variety of BMPs

iii. Appropriateness (Status 0-9 high) 8.

iv. Effectiveness: Unknown

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No data has been collected in Year 4.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City's Interim LID Criteria will continue to be applied to regulated projects, until the new Central Coast Post-Construction requirements come into effect, March 6, 2014.

PCRC 2B: Applicability Thresholds

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will select applicability thresholds for applying Hydromodification Control Criteria to new and redevelopment projects. Applicability thresholds will be consistent with long-term watershed protection.

ii. Status of Measurable Goals

This measure has not been completed, and is pending issuance of final hydromodification control criteria, anticipated to take place in September, 2012. As part of the Interim LID criteria the City issued in 2011, projects with

impervious surfaces greater than 20,000 square feet are required to submit a comprehensive drainage report signed by a registered CE that details the pre and post development hydrologic/hydraulic conditions of the subject property. The report shall include but not be limited to peak flow and volume rate control BMPs that will mitigate increases in peak flow runoff for the 2, 5, 10, 25, 50, and 100 year storm events over existing conditions, and retain and infiltrate the increase in runoff volume for the 2 year storm event unless soil conditions and/or groundwater elevations make infiltration infeasible.

iii. Appropriateness (Status 0-9 high) 8.

iv. Effectiveness: Unknown

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No data has been collected for Year 4.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

Applicability thresholds under the City's Interim LID Criteria will continue to be applied until the Central Coast PCRs come into effect on March 6, 2014, after which, the applicability thresholds contained in the Central Coast PCRs will be applied.

PCRC 2C: Implementation Strategy for LID and Hydromodification Control

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will develop and enact a strategy for implementing LID and hydromodification control for new and redevelopment projects. The strategy will provide appropriate education and outreach for all applicable target audiences, and will include specific guidance for LID BMP design and for complying with hydromodification control criteria. The strategy will also apply LID principles and features to new and redevelopment projects during the two-year period preceding adoption of hydromodification control criteria. In Year 1, the City will develop, advertise and make available LID BMP Design Guidance suitable for all stakeholders.

ii. Status of Measurable Goals

In 2012, The County of Santa Barbara submitted a \$347,000 grant proposal “Implementing the Joint Effort”, to the Water Board for funding under Prop 84 Storm Water Grant Program (PRC §75072). The Grant application, which has been approved, includes funding for the City of Goleta for consultant time for local code policy and practice revisions, staff training, and outside education to developers and their agents.

iii. Appropriateness (Status 0-9 high) 8. LID and hydromodification controls have proved appropriate measures for other municipalities.

iv. Effectiveness: CASQA Level 1- Documenting Activities

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No data was collected in Year 4.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City, along with the County and other area permittees, is working to develop a Guidance Manual for the new Central Coast post-construction stormwater management requirements. Workshops for area developers, architects, engineers, landscapers, and municipal planning staff are planned for the summer and late fall to inform developers of how to submit projects that meet the new requirements, and for municipal staff to assess whether they are in compliance with the new requirements. The City will also review its application procedures prior to the March 6, 2014 implementation date.

PCRC 3: Staff Training

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

All City staff involved in the review and approval of discretionary projects will receive annual training on the City’s SWMP appropriate for their position. The annual training will include but not be limited to the following topics:

- Overview of the City’s SWMP
- How to identify and evaluate potential storm water impacts during early phase design review
- CEQA thresholds relating to storm water quality impacts
- LID strategies and overview of City’s adopted LID guidelines

- SWPPP and overview of City’s adopted Storm Water Pollution Prevention guidelines
- Review of SWPPPs
- Incorporation and implementation of storm water quality standard conditions of approval
- Overview of Hydromodification Plan and numeric control standards
- Long-term maintenance agreements for storm water quality BMPs

ii. Status of Measurable Goals

Formal training was not provided to Planning and Environmental Review and Public Works staff involved in the review and conditioning of projects received Low Impact Development (LID) during Year 3. Following expected issuance of Hydromodification criteria and applicability thresholds in September 2012, staff training will be developed to train staff on the new requirements.

iii. Appropriateness (Status 0-9 high) 6. Most staff will benefit from being familiar with the SWMP especially if one’s position allows them to work with the public.

iv. Effectiveness: CASQA Level 2- Raising Awareness.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**
- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

City engineering and planning staff will receive training on the new Central Coast post-construction stormwater management requirements in the summer and fall of 2013, in advance of the March 6, 2014 implementation date.

PCRC 4: Early Project Review

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City holds Development Review Committee (DRC) meetings early in the development review process to identify and discuss potential project concerns and conditions associated with proposed development projects. As part of this process staff will conduct a preliminary storm water quality assessment to identify potential storm water quality impacts. Appropriate mitigation measures to be incorporated into the design and conditions of approval are considered and

discussed. This process is intended to ensure that appropriate storm water quality measures are identified and incorporate into projects early in the design process.

ii. Status of Measurable Goals

The City's DRC reviews all discretionary projects and identifies which BMPs may need to be implemented to ensure impacts to water quality are minimized. These BMPs include measures to protect stormwater quality, such as tracking controls at construction site entrances, protection of storm drain inlets, placement of erosion and sediment controls (fiber rolls, blankets, silt fencing, etc.), stockpile controls and construction materials control (concrete washouts, Hazardous materials storage controls, etc.), as well as post-construction features intended to protect water quality following project completion.

iii. Appropriateness (Status 0-9 high) 9. Making stormwater BMPs requirements for the approval of City- issued permits holds construction operators accountable to a legally binding document.

iv. Effectiveness: CASQA Level 3- Changing Behavior.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

While development projects submitted to the City for review during the reporting period have been reviewed to ensure that adequate protection of stormwater is provided and Low Impact Development BMPs are included, No data was collected in Year 4 that can demonstrate these actions were successful in reducing the discharge of pollutants to the MEP.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

City staff will continue to review proposed development projects early in the process to ensure the incorporation of the required PCRs into project design.

PCRC 5

a. Omitted from the SWMP

PCRC 6: Inspection Procedures & Enforcement

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Inspections will be conducted once at the end of construction activities to ensure BMPs have been implemented correctly. After construction, inspections will be conducted annually, to ensure the long-term maintenance and functionality of installed BMPs. Enforcement actions will occur at all sites where BMPs fail and a log of all inspections will be kept up to date. The inspection log will be used to inform inspectors of any conditions, measures, and/or control BMPs for specific sites.

ii. Status of Measurable Goals

No current projects have been completed in the second reporting cycle. Inspection logs for construction sites have been developed and can be utilized for post-construction inspections as well. This measure will be implemented when current projects reach completion.

iii. Appropriateness (Status 0-9 high) 8. This is an appropriate measure to ensure accountability among the owner and builder of a project after the project has been built.

iv. Effectiveness: CASQA Level 1-Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No data was collected in Year 4.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will conduct inspections at the end of construction activities to ensure correct BMP implementation. This BMP will be integrated into the new Central Coast Post-Construction Requirements, adopted by the Central Coast Water Board on February 5, effective March 6, 2014

PCRC 7: Long-Term Maintenance Agreements

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will require all developers to sign a Long-term Maintenance Agreement

indicating that all BMPs will remain in operable condition for the life of the project. On all long-term projects with storm water quality BMPs that are subject to maintenance to ensure functionality, the City will execute an agreement with the homeowner association (residential subdivision) or business owner (commercial/industrial) to ensure operability of all BMPs. The City will execute the agreement and make inspections. This agreement will automatically transfer with the sale, transfer, or quick claim of the project's property. The City will log all projects that include BMPs requiring long-term maintenance.

ii. Status of Measurable Goals

Discretionary projects may be conditioned with Post-construction maintenance programs that require the submittal of annual maintenance reports to city staff outlining all system maintenance measures undertaken by the applicant in the prior year reporting period for a period of five (5) years after issuance of the final certificate of occupancy for the project. Subsequent to this five year reporting period, the applicant shall maintain records of all yearly maintenance measures for review by City staff on demand for the life of the project. The Community Services Department's engineering staff will review submitted maintenance reports, and the Public Works Inspector would conduct an initial field inspection, should the need arise.

iii. Appropriateness (Status 0-9 high) 7.

iv. Effectiveness: CASQA Level 1- Documenting Activities

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**
- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to require developers to sign long-term maintenance agreements, where applicable, per the new Central Coast post-construction stormwater management requirements adopted by the Central Coast Water Board July 12, 2013, effective March 6, 2014.

PCRC 8: Long-Term Watershed Protection

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

The City will 1) develop quantifiable measures that indicate how the City’s watershed protection efforts achieve desired watershed conditions, 2) evaluate the existing watershed protection efforts, and 3) adapt or change the existing efforts if necessary. The City will evaluate the watershed protection efforts. Upon review of programs, existing policies may be modified, updated, or adapted to include additional protection to the watershed. Quantifiable measures will be developed in Year 4

ii. Status of Measurable Goals

Plans for an evaluation process and procedure will be forthcoming in Year 2 and 3.

iii. Appropriateness (Status 0-9 high) 9. This measure is highly appropriate in assessing long term goals.

iv. Effectiveness: CASQA Level- Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Data that will be used to assess the effectiveness of this measure in reducing pollutant discharge includes Appendices A-PEO-10, A-PP-3, A-PP-4, A-CSRC-1, A-PPGH-3, A-PPGH-10a and b, and any additional data collected.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to evaluate its watershed protection efforts and develop quantifiable measures of those efforts. BMP will be integrated with the requirements of Section E.12 of the new Phase II Permit adopted by the State Water Board on February 5, 2013, effective July 1, 2013.

6. Pollution Prevention and Good Housekeeping (PPGH)

The purpose of this MCM is to review and modify, where necessary, the City’s delivery of public services that may impact storm water management. In particular, the City needs to examine any actions that will reduce the amount and type of pollution that 1) collects on public streets, open spaces, storage areas and infrastructure that is discharged into local waterways; and, 2) results from actions that may environmentally damage land development and flood management practices or affect the maintenance of storm sewer systems. In this way the City

may serve as a model to the community. In addition, altering the City’s own actions may result in a cost savings. Performing proper and timely maintenance on storm water systems may allow the City to avoid costly repairs from age and neglect.

<i>BMP</i>	<i>Description</i>	<i>April 30, 2012 Status</i>						
		<i>Initiated</i>	<i>Implemented</i>	<i>Not Applicable</i>	<i>Modified¹</i>	<i>Effective</i>	<i>Unknown</i>	<i>Not Effective</i>
PPGH 1	Facility specific storm water quality plans to be developed for appropriate City owned facilities.		X			X		
PPGH 2	Annually all catch basins are inspected and cleaned of debris as required.		X			X		
PPGH 3	The City will sweep all streets east of La Patera 2 times per month.		X			X		
PPGH 4	The City will maintain a tree inventory, monitor the existing condition of all trees, and coordinate the installation of new trees and removal of older trees.		X			X		
PPGH 5	All Parks and Open Space areas will be maintained by the pesticide free maintenance program.		X			X		
PPGH 6	New contracts with contractors will have language requiring the implementation of BMPs and the description of storm water pollution prevention methods to protect water quality.		X			X		
PPGH 7	Annually, all staff will receive appropriate training on water pollution prevention measures.		X			X		
PPGH 8	Staff will continue to promote and expand the use of Mutt Mitts to reduce the animal waste in the parks.		X			X		
PPGH 9	Create a list of public properties that do not currently have trash receptacles.		X			X		
PPGH 10	City will promote the proper disposal of HHW through the City's website, City scroll, newsletters and advertisements.		X			X		

PPGH 1: Maintenance Plan – Facilities Survey and Maintenance Schedule

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City will develop a Facilities Survey of all existing and planned municipal facilities with their associated services. Each facility will be evaluated to determine what, if any, impact it or its services may have on possible storm water runoff. Such impacts may include improperly stored oils, solvents, or other toxic fluids; or, improper cleaning practices; or, neglect of regular maintenance. This survey should be converted into a tracking log so that each facility is noted with

its potential impacts, dates evaluated and reevaluated, dates when improper activities happened resulting in pollution runoff affecting the storm water systems. Included in this log should be future dates for completing long-term improvements or deficiencies that need to be rectified.

Included in the municipal facilities are City roadways, sidewalks, and medians. A separate survey will be created to identify the location of each and possible impact upon the storm water system each may have. A regular maintenance schedule is active for the sidewalks and pathways of Old Town. The cleaning practices include use of a pressurized washer with a waste water capture system. Occasionally, these sidewalks needed repairs such as grinding the concrete to maintain a consistent elevation across all section of concrete. When these repairs are performed, the mechanical grinder used is equipped with a dust collection system to recapture any powdery or dusty debris. Additional practices are incorporated to prevent debris from entering the storm water systems.

ii. Status of Measurable Goals

Current City facilities include the City Corporation Yard, Goleta Library, Rancho La Patera and Stow House, Historic Train Depot, and Stow Grove Park, including a care-taker residence. City Hall is leased and is not a City facility.

An initial storm water impact assessment of the above identified facilities was conducted in 2011. The assessment did not reveal any major problems that might impact stormwater quality, or illicit discharges arising from City facilities and operations. There were some minor on-site drainage issues, which have been identified for corrective action. The assessment led to improvements in how illegally abandoned hazardous waste (e.g. used motor oil, aerosol cans, paint), collected by city staff is stored at the Corporation Yard prior to its transportation to the Community Hazardous Waste Collection Center. Most City facilities and operations have already incorporated some storm water BMPs into their operations, and recommendations for additional BMPs are being made where appropriate

iii. Appropriateness (Status 0-9 high) 8. Since it is the City's goal to serve as a role model in proper implementation of stormwater BMPs, these measures ensure the City is held to a high standard among its own facilities.

iv. Effectiveness: CASQA Level- 1 Documenting Activities.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No new facilities were added or acquired by the City during the reporting period. There

were no reported spills, leaks or discharges that might adversely impact water quality at any of the City facilities surveyed during the previous reporting period. The City will be acquiring the Goleta Community Center in the next year or two, at which time a facility assessment will be conducted.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to evaluate the potential impact of its municipal operations, and integrate this BMP with the requirements of Sections E.11.a, E.11.b, and E.11.c of the new Phase II Permit adopted by the State Water Board on February 5, 2013, effective July 1, 2013.

PPGH 2: Maintenance Plan – MS4 Storm Water Drainage System

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

- i. **General Summary**

- Standard maintenance activities include scheduled cleaning, inspections, and repair of all City owned MS4 storm water drainage systems. A maintenance schedule will be developed to ensure that priority is given to drainage systems needing the most attention before the start of the rainy season and after any major storm system affecting the City. Appropriate downstream debris capture systems to prevent the accumulation of waste from entering adjacent waters or the ocean will be utilized. Any debris collected will be disposed of properly. It is the intent of the City to track each inspection, cleaning and repair performed on the catch basins and associated storm water systems.

- The storm water drainage system includes catch basins, storm water drains, sewer collection systems, and water distribution system. The City has implemented a catch basin inspection and cleaning program. Each year before the onset of winter rains, every catch basin is inspected and cleaned out as necessary. Debris and trash are removed and properly disposed of.

- Random inspections should be made to identify any illicit connections and discharges along the storm water system. Such connections and discharges should be logged and then recorded on a form that will be given to Code Enforcement which will assist with any applicable enforcement measures. City staff, when performing other duties throughout the City, will also make note of any areas where possible illicit or legal connections or discharges appear.

- ii. **Status of Measurable Goals**

Other than incidental maintenance work on the MS4, no systematic maintenance to the City's stormwater infrastructure was performed during the reporting period, in part due to limited staff resources. The City is preparing a Request for Qualifications/Request for Proposals to solicit bids from stormdrain maintenance companies, for a contract to assess and maintain the MS4 prior to commencement of the 2013/2014 rainy season.

iii. Appropriateness (Status 0-9 high) 9. Routine inspection of the condition of storm drain structures and tracking the maintenance done is easily implementable and is important information needed to allocate resources and ensure storm drains are in good condition.

iv. Effectiveness: CASQA Level-2 Raising Awareness. Data can be utilized by City Staff.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**
- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue with the maintenance of its MS4 infrastructure, and integrate this BMP into the requirements under Sections E.11.f and E.11.g of the new Phase II Permit adopted by the State Water Board on February 5, 2013, effective July 1, 2013.

PPGH 3: Street Sweeping

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

The City has instituted a Street Sweeping Program to enhance the efforts of the Goleta West Sanitary District that currently sweeps streets west of La Patera Lane. The City program includes a contractor that sweeps all City streets east of La Patera. The streets are divided into 3 zones and each zone is swept twice a month. At this time the City does not see a need for installing 'No Parking' signs or issuing citations as the public is cooperating by voluntarily not parking on streets during street sweeping days.

It is the intent of the City's Street Sweeping Program to maintain clean roadways, streets, gutters, and curbs and to reduce the discharge of pollutants to the maximum extent practical. Staff will compile a study of past field observations,

current water quality challenges, and typical City rainfall patterns, and use this study as a basis for updating and improving the program.

Occasional inspections of the contractor's work will be made for the streets within the City's jurisdiction. Such inspections will be used to determine whether improvements are needed for the sweeping routes, the frequency, technology, and the disposal methods. Also, these inspections will ensure that the contractor is employing the BMPs to control pollutants resulting from their activities. This will be included in any agreements signed by the City and the contractor.

The inspections will also incorporate an assessment of the City streets in need of resurfacing or replacement of roadways, streets and curbs. The observations recorded for street sweeping inspections as well as other data regarding road conditions will be used to determine what changes should be made to improve the program.

ii. Status of Measurable Goals

Street sweeping continues to be conducted within the City of Goleta on a semi-monthly basis. Street sweeping activities in the Western portion of the City (from La Patera Lane, west to city limits) are undertaken by the Goleta West Sanitary District. Street sweeping in the eastern portion of the City (from La Patera Lane, east to city limits) are conducted by a contractor through the City.

Prior to implementation of the SWMP, City Staff tracked and logged information regarding streets sweeping activities including the miles driven and cubic yards of debris removed.

During the reporting period, The City contracted with a new vendor to provide street sweeping services for the eastern portion of the City. As noted in section b. below, the new contractor has increased the amount of material collected, either through the use of new and/or better technology, and/or more efficient sweeping methods.

iii. Appropriateness (Status 0-9 high) 8. Once the City can collect enough data to analyze the effectiveness of the current program, this will be a highly valuable measure to rely on for how to change the program or focus resources to ensure clean streets.

iv. Effectiveness: CASQA Level-1 Documenting Activities

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

During the reporting period, 2,382 curb miles were swept, and 991 cubic yards of

material were collected for disposal by the City contractor operating in the eastern half of Goleta. This represents an increase of 12 cubic yards, or 1.2% over the 979 cubic yards collected during the previous reporting period (May 1, 2010-April 30, 2011). In the western half of the City, the Goleta West Sanitary District swept 2,912 curb miles, and collected 192.72 tons of material for disposal, a decrease of 11.2 tons or 5.8% from the 203.92 tons collected during the previous reporting period (May 1, 2011-April 30, 2012).

A log summary of data collected on street sweeping activities during the Reporting Period can be found in Appendix A-PPGH-3. The comparison of this data with water quality data over time may indicate the effectiveness of the street sweeping program at maintaining clean roadways, streets, gutters, and curbs and reducing the discharge of pollutants to the maximum extent practical.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

Street sweeping is not required under the new Phase II Permit, adopted by the State Water Board February 5, 2013, effective July 1, 2013. However, the City will continue its street sweeping program as part of its normal municipal operations.

PPGH 4: Urban Forestry

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. **General Summary**

Pursuant to the General Plan Conservation Element Section 5.2.4 CE14, Preservation and Enhancement of the Urban Forest is a requirement of all projects. The City recognizes its requirements to protect, preserve and enhance Goleta's Urban Forest for its aesthetic, visual and environmental benefits to the community. The Goleta Urban Forest consists of all public and private trees, including street trees, trees in parks and other public land trees on private property throughout the City.

Tree City USA

In 2010, the City of Goleta was awarded the Tree City Growth Award. The Tree City Growth Award is provided by the National Arbor Day Foundation, in cooperation with the National Association of State Foresters, to recognize the environmental improvement and encourage higher levels of tree care throughout the United States. The award is designed not only to recognize achievement but also to communicate new ideas and help the leaders of all Tree City USA's plan for improving tree care.

ii. **Status of Measurable Goals**

The City's Public Urban Forest Management Plan, initiated in Year 1 was adopted by the City Council on June 7, 2011. Section 5.2 of the Plan provides guidance on coordinating urban forestry with stormwater management, and was included in the Appendices attached to the Annual Report covering the period May 1, 2010 – April 30, 2011. The adopted Urban Forest Management Plan is not included in this report, but may be reviewed upon request.

In addition, the City of Goleta achieved a second Growth Award in 2011 from the National Arbor Day Foundation that demonstrates continued diligence in urban forest tree maintenance and care.

iii. Appropriateness (Status 0-9 high) 6. The City may already do many of the things that the Public Urban Forest Management Plan requires be done per the Conservation Element; however, a formal plan may be beneficial in directing specific and timely action items.

iv. Effectiveness: CASQA Level-2 Raising Awareness. Both the public and City Staff benefit from posted signs and the current level of coordination to ensure tree care is maintained.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No data was collected on this measure during Year 4.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

Urban Forestry is not required under the new Phase II Permit, adopted by the State Water Board February 5, 2013, effective July 1, 2013. However, the City will maintain the BMP as part of its normal municipal operations.

PPGH 5: Pesticide Free Maintenance Program

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Section 12753 of the California Food and Agricultural Code defines a pesticide as "Any spray adjuvant, or any substance, or mixture of substances which is intended to be used for defoliating plants, regulating plant growth, or for

preventing, destroying, repelling, or mitigating any pest, as defined in Section 12754.5 (of the Food and Agricultural Code), which may infest or be detrimental to vegetation, man, animals, or households, or present in any agricultural or nonagricultural environmental whatsoever.” Pesticides present a threat to water quality and may be found in numerous areas.

The City has implemented a pesticide-free maintenance program for its parks and open space areas. As such, no synthetic pesticides are used to maintain the parks and open space areas within the City limits. To continue this program, occasional evaluation will be made that may include the following: 1) determine acceptable pest levels (usually some presence is tolerable); 2) utilize preventive practices, such as using clean tools and removing infected plants; 3) monitor the type and extent of any pest problem; 4) use mechanical controls, such as pulling weeds; and 5) use biological controls whenever possible (e.g., predator mites).

The City will respond to and document all incidents of illegal discharges related to pesticides or herbicide. Adequate control measures will be considered to prevent future illicit discharges.

ii. Status of Measurable Goals

The City has confirmed that the Household Hazardous Waste (HHW) facility at UCSB does accept pesticides. Also, contracts between the City and other businesses involving maintenance and other outdoor work contain language specifying stormwater related BMPs and language outlining the City’s pesticide policies. City maintenance Staff are instructed to report any contractor infractions including the presence of pesticides.

iii. Appropriateness (Status 0-9 high) 9. The City’s pesticide free policy as well as the requirement that any contractors doing work for the City also abide by this policy sets a high standard that encourages businesses to develop similar policies. It is also an excellent method of limiting the direct input of pollutants into the local environment.

iv. Effectiveness: CASQA Level-3 Changing Behaviors

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No formal contractor inspections took place during Year 4, though contractors responsible for maintenance of the City’s parks and open spaces are frequently observed by City personnel while conducting work. There were no reported cases of non-compliance with the City’s pesticide free policy.

- c. **Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

The City will continue to maintain its Pesticide Free Maintenance Program, and integrate this BMP into Section E.11.j of the new Phase II Permit adopted by the State Water Board on February 5, 2013, effective July 1, 2013.

PPGH 6: Purchasing and Contracts

- a. **BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

- i. **General Summary**

- The City will review policy language requiring vendors and contractors who provide services for the City to implement storm water Best Management Practices. Contracts will be worded to include specific language requiring contractors to obtain approval from the City for project-oriented BMPs or activities related to the SWMP. The contractor's BMPs or plan will describe how storm water conveyances will be protected from potential pollutants specific to the project undertaken. If they violate the plan, it will be sufficient reason for termination of the contract without harm to the City.

- A review will be made of existing boilerplate contracts and purchasing specifications to determine if additional language is necessary. Such language would describe how to protect storm water quality and reduce any discharge of pollutants. Such services and contracts may include housekeeping, painting, landscaping, and construction as areas to practice BMPs. When necessary, contracts specifications will be updated to include specific language addressing storm water pollution prevention per the SWMP, and in some cases shall require specific BMPs related to the activities of a particular service.

- Quality assurance audits may be conducted during the time services are being performed to ensure the applicable storm water requirements are being addressed and enforced as necessary. Non-compliance enforcement procedures will include, but are not limited to: 1st offense: notice of non-compliance with a set amount of days to correct non-compliance; 2nd offence: termination of contract. Non-compliance enforcement procedures will be enforced throughout the term of the contract. Collected data will be used in future contract awards.

- ii. **Status of Measurable Goals**

- The City has reviewed those contracts that could potentially impact storm water quality (including street maintenance, concrete grinding, power washing, street sweeping services, parks maintenance, open-space maintenance, street median maintenance and tree maintenance) and included appropriate CASQA stormwater

BMP fact sheets within the contracts' Specifications & Standard Drawings Manuals. The contracts and included BMP fact sheets were included in the Year 2 Annual Report as Appendix A-PPGH-6, and are not included in the current report.

iii. Appropriateness (Status 0-9 high) 7. This BMP creates a strong financial incentive to utilize stormwater BMPs in order to win City contracts. It's also a legally binding agreement that creates consequences for infractions.

iv. Effectiveness: CASQA Level-3 Changing Behavior. Once properly implemented and enforced, contractors may alter practices to ensure compliance with City required BMPs to win contracts.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

No data was collected in Year 4 for this measure.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to require contractors that engage in activities with the potential to impact storm water quality to follow Best Management Practices, through contract provisions.

PPGH 7: Staff Training

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Staff training and coordination is a necessary component of the City's Pollution Prevention/Good Housekeeping program. City employees will receive an appropriate level of training on storm water pollution prevention based on their department and work responsibilities. Most of the training programs will be integrated into existing training presented to staff, such as safety training.

Developing a training program will require evaluating a variety of storm water pollution prevention programs which already exist to determine which would best address the needs of the City. Such training programs will include 1) basic storm water pollution prevention BMPs; 2) BMPs that are specific to any MS4

Maintenance Program activities; 3) solid waste accumulation and disposal BMPs, and, 4) field documentation. Review of training programs created by EPA, the State, or other organizations should be done to determine if one of the programs suits the needs of the City. The training materials must include employee training to prevent and reduce storm water pollution for activities such as park and open space maintenance, buildings maintenance, new construction and land disturbances, and storm water drainage systems maintenance as well as defining what constitutes illicit and illegal connection and/or discharge to storm water drainage system. Additionally, the training program should address the various municipal activities that could potentially contribute pollutants to storm water discharges. To ensure subject matter comprehension, testing of staff after each training session will be implemented and documented.

A program will be developed citywide for distributing the BMP Fact Sheet "Citywide Employee BMPs". This Fact Sheet provides general direction to all City employees through new employee orientation to protect water quality both at work and at home. City staff will be knowledgeable regarding permit requirements and how to process complaints and violations that are observed in the field.

Training will also focus on ensuring that runoff from all maintenance activities is reduced, prevented, and/or eliminated completely. (The City does not maintain the City fleet) The training program will be reviewed and revised to better augment the activities undertaken by each department as well as listing those training practices found to be most effective.

ii. Status of Measurable Goals

Staff trainings have been developed with the intention of creating different materials and curriculum depending on one's specific role at the City. A general training plan including a power point presentation and quiz has been developed as both training for general staff and an introductory training for staff who will receive additional materials pertinent to their role at the City. For the reporting period, two self-guided PowerPoint presentations were developed and distributed to all regular, full-time employees of the City (excepting LEOs), along with a test, by e-mail. For new staff hired during the reporting period, the staff training module from the previous reporting period, covering storm water basics was administered. All remaining staff received and completed a PowerPoint training module covering the basics of erosion and sediment control. All identified staff, with the exception of 1 or 2 staff members on long-term leave, completed and submitted the quiz by the April 30 deadline. Because the training was not conducted in a large group setting, a staff log was not used to track completion of this measure. Similarly, due to the length of the PowerPoint presentations, they are not included in this Report. However, the PowerPoint presentations are available for review upon request, and all the submitted quizzes are on file, as evidence of compliance.

iii. Appropriateness (Status 0-9 high) Familiarity of all City Staff with stormwater BMPs is important, both for correctly performing work and in instances when educating the public and enforcing City laws.

iv. Effectiveness: CASQA Level- 2 Raising Awareness.

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

Data collected for this measure supports the Stormwater program's general effectiveness, but it is difficult to directly measure a reduction in pollutant discharge as a result of staff training.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

This BMP is not required under the new Phase II Permit. However, the City will continue to provide all staff with 1 hour of annual stormwater training.

PPGH 8: Mutt Mitt Program

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

A pet waste management program will be established to address the problem of pet waste being disposed of in public areas, such as parks and open spaces. Such pet waste contains bacteria that can contaminate nearby storm water systems. In addition, pet waste contains nitrogen and phosphorus, two elements that contribute to rapid aquatic plant growth.

The Mutt Mitt program consists of providing pet waste disposal bags at eleven City parks and open spaces for use by the public. This program is successful in reducing pet waste pollution. City Park facilities and operations are discussed in Section 6.0, Illicit Discharge Detection and Elimination.

The City will conduct a public education program in various media forums to inform residents of the value of the Mutt Mitt Program. Pet waste education brochures can be made available at local pet stores and veterinaries' offices as well as at City Hall.

The City will evaluate Mutt Mitt stations to determine if such locations work and include more visible signage at various parks and trails as needs are identified. Evaluation of the placement of additional stations will be conducted during the second year. Additional locations may be suggested as well as increased signage after the program has been active for a pre-determined length of time. The evaluation will track the effectiveness of the program, whether other programs may be added, or if this program should be replaced.

ii. Status of Measurable Goals

The Status of the Mitt Mutt Program's Measurable Goals is provided under IDDE 6.

iii. Appropriateness (Status 0-9 high) 8. Tracking and evaluating this program is an effective way of controlling the direct input of animal waste that finds its way to storm drains.

iv. Effectiveness: CASQA Level-4 Reducing Loads from Sources

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**

Evaluation of the program in Year 4 will necessitate observations and data to assess how successful the program is at reducing the waste discharged into nearby bodies of water.

- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

This specific BMP is not required by the revised Phase II Permit, adopted by the State Water Resources Control Board on February 5, 2013, effective July 1, 2013. However the City will continue to provide Mutt-mitts at all its Parks and Open spaces in order to provide residents and visitors appropriate disposal options for pet waste.

PPGH 9: Trash Control

- a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:**

i. General Summary

Trash accumulation in MS4 storm water drainage systems is an expected issue that must be addressed after heavy rains or high winds. Trash is not only a pollutant in the storm water, but adversely affects the aesthetics of the City. The

City will approach trash control at the source and with effective removal practices.

Currently, trash receptacles are placed on the north and south side of Hollister Avenue as well as in the City parks. Source control will be evaluated by the trash receptacles' physical condition (e.g., rusty, covered in graffiti) and their location in convenient places for easy use by the public.

Staff will develop a log of all trash receptacles noting their placement location, dates of inspections, and incidents, if any, of excess trash accumulation. Inspection will also determine if the trash receptacle location is effective or should be moved. When conducting this inspection, staff will note any areas which have a higher incident of trash accumulation and determine if additional receptacles are needed. If staff identifies any problem areas, illegal or illicit use of trash receptacles, enforcement policies may include signage to inform the public of the City's pollution prevention policy. If documented improper trash disposal occurs penalties may be levied.

ii. Status of Measurable Goals

During the reporting period, Goleta Valley Beautiful organized periodic litter collection activities along City streets and in City Open Spaces. Frequency of collection varied between bi-weekly and bi-monthly, with 1-5 volunteers per collection. In total, 306.5 volunteer hours were logged, and a total of 134 33-gallon trash bags of litter were collected for disposal. In addition to addressing the visual nuisance presented by litter, this activity removed items that may have found their way into the City's MS4, creeks, and water bodies.

iii. Appropriateness (Status 0-9 high) 8. Ensuring adequate trash removal is a simple and effective way of minimizing the amount of trash and pollutants that get washed into storm drains.

iv. Effectiveness: CASQA Level-1 Documenting Activities

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

- b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.**
- c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.**

Although this BMP is not required under the new Phase II Permit adopted by the State Water Board on February 5, 2013, effective July 1, 2013, the City will continue to

maintain trash receptacles in its parks and open spaces, and in the public right-of-way along Hollister Ave, and Calle Real.

PPGH 10: Household Hazardous Waste Disposal Prevention

a. BMP General Summary, Status of Measurable Goals, Appropriateness, and Effectiveness, and Proposed Modifications:

i. General Summary

Household Hazardous Waste (HHW) Disposal Prevention addresses the need to ensure proper disposal of hazardous waste within the city limits, what constitutes a hazardous waste, and to prevent the discharge of materials into the MS4 drainage systems, whether deliberately or accidentally.

HHW includes a variety of materials which, if improperly disposed of, may enter the storm water drainage systems. Such waste may include paints, paint thinners, solvents, used motor oils, fuel additives, and photoprocessing chemicals. A new area of concern for HHW is 'Universal Waste'. Universal waste may consist of electronics items such as computer, monitors, television sets, cell phones, small business machines as well as fluorescent light bulbs, household batteries and thermostats containing mercury. Further education on what is considered universal waste will be considered to prevent disposal of such items into the trash or discarded into the storm water systems.

The City contracts with the County of Santa Barbara to provide HHW collection services through the Community Hazardous Waste Collection Center (CHWCC) located on the UCSB campus. City residents and business are eligible to utilize the facility, which is open most weekends during the year. Residents are not charged to utilize the facility. Businesses that generate less than a specified amount of hazardous waste per month are also eligible to use the facility, though they are charged a flat administration fee, in addition to the cost of disposal. The City will continue to educate the public on what is illegal disposal of household hazardous waste through the use of newsletters, mailers, website, city scroll and promotion of local collection events.

ii. Status of Measurable Goals

The City has developed logs and is tracking the number of city residents that utilize the HHW facilities and documenting any advertising done for these facilities and for waste disposal in general. The City's website has a webpage designated for information on HHW including what it is and where it should be disposed of.

Information regarding the proper disposal of household hazardous waste is frequently included in the newsletters that the City's contracted waste haulers send out to their residential customers on a quarterly basis. It is estimated that 97% of the residential households in the City subscribe to regular trash collection

service, and receive hauler newsletters.

iii. Appropriateness (Status 0-9 high) 6. Public awareness and the obligation of properly disposing HHW is a highly important issue. Advertisements are a good method of raising public awareness on the issue.

iv. Effectiveness: CASQA Level- 1 Documenting Activities

v. Proposed Modifications: No modifications of the BMP are necessary at this time.

b. Present results of information collected and analyzed, if any, during the reporting period, including any monitoring data used to assess the success of the program at reducing the discharge of pollutants to the MEP.

8,215 residents and small businesses utilized the CHWCC from all jurisdictions between May 1, 2012 and April 30 2013, a 4.4% increase in overall participation. Of those, approximately 2,299, or 28% were residents or small businesses from the city of Goleta (a slight decrease of 20 participants from the previous reporting period). A total of 608,465 pounds of hazardous waste was collected during the same period, an increase of 1.5% over the amount collected during the previous reporting period. A break-out of the weight brought by Goleta residents and businesses is unavailable. The weight of each type of waste collected at the CHWCC during the reporting period is available in Appendix A-PPGH-10a.

MarBorg Industries, which provides refuse collection services to the City, operates an ABOP (anti-freeze, batteries, oil, paint) collection facility on Santa Barbara Airport property that is open to Goleta residents. The amount of material collected at this facility during the reporting period is included in Appendix A-PPGH-10b. The amount of material collected was significantly increased over the previous reporting period (May 1, 2010 – April 30 2011) in all categories except car batteries, CPUs, used motor oil, used oil filters, and latex paint which saw slight decreases.

Finally, as part of the newly negotiated, city-wide solid waste franchise agreement with MarBorg Industries, effective July 1, 2011, a household battery collection program allows residents to place household batteries in a zip-lock baggie and place it on their curbside recycling container for collection. From May 1, 2012 through April 30, 2013, approximately 1,742 lbs. of batteries were collected for disposal as part of this program, a 6.8% decrease over the previous reporting period.

c. Briefly summarize the storm water activities you plan to undertake during the next reporting cycle (including an implementation schedule). If you propose activities that differ from those originally proposed in the approved SWMP, provide justification.

The City will continue to support the Community Hazardous Waste Collection Center to provide residents and conditionally exempt small quantity generators an environmentally sound disposal option for hazardous wastes.