

# Jurisdictional Urban Runoff Management Plan

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## **11.0 PUBLIC PARTICIPATION**

This section describes the steps that will be taken to include public participation in the development and implementation of the County of San Diego's JURMP.

### **11.1 Introduction**

The County continues to pursue a program development strategy which actively encourages the participation and input of stakeholders. The County utilizes a variety of means to encourage the public to share in the development and implementation of its JURMP. Many of the venues utilized offer the opportunity for public comment, direct interaction, and feedback.

These include the following:

- Stormwater Copermittee Meetings;
- Integrated Regional Water Management Planning;
- Workshops, Conferences, and Summits;
- Watershed Planning Groups;
- Partnerships with entities such as San Diego Gas and Electric, the County Water Authority, and the Zoological Society;
- Regional Stormwater Hotline;
- Project Clean Water website;
- Press Releases, email announcements, and newsletters; and
- Community Events.

Long-term success of the JURMP depends greatly on the degree to which stakeholders can effectively be brought together to reach common goals. Using these and other methods, public participation will continue to be strongly encouraged to ensure that stakeholder interests, concerns, and solutions are considered and addressed. Throughout the Permit cycle, stakeholder involvement will remain an ongoing priority for the County.

### **11.2 Stormwater Copermittee Meetings**

The County chairs and provides administrative and technical support for the Regional Stormwater Management Committee (Management Committee). The Management Committee coordinates Copermittee activities, develops and implements regional programs, and promotes consistency between programs. Management Committee meetings, which are held on the third Thursday of each month, provide a forum for the discussion of shared program development and implementation responsibilities. County staff produces detailed summaries for each meeting and posts them on the Copermittee Web page at [www.projectcleanwater.org/html/coper\\_meetings](http://www.projectcleanwater.org/html/coper_meetings).

Each meeting is noticed via the Copermittee webpage and via e-mail, usually two weeks prior to each meeting. The e-mail notification list for Management Committee meetings includes 355

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Copermittees and interested parties. Each Management Committee meeting also includes scheduled open floor time to provide participants an opportunity to voice issues and concerns or to make general announcements.

To further facilitate public participation, the County and other Copermittees have voluntarily consented to follow the requirements of the Ralph M. Brown Act, which governs open meetings for local government bodies. Public participation issues specifically addressed by the Brown Act, contained in section 54950 et seq. of the Government Code, include the following<sup>1</sup>:

- Public Testimony. The public may comment on agenda items before or during consideration by the Management Committee. Time must also be set aside for public comment on any other matters under the Management Committee's jurisdiction.
- Taping or Broadcasting. Meetings may be broadcast, audio-recorded, or video-produced so long as the activity does not constitute a disruption of the proceeding.
- Conditions to Attendance. The public may not be asked to register or identify themselves or to pay fees in order to attend public meetings.
- Public Records. Materials provided to a majority of the Management Committee which are not exempt from disclosure under the Public Records Act must be provided, upon request, to members of the public without delay.
- Required Notices and Agendas. An agenda containing a brief general description (approximately twenty words in length) of each matter to be discussed must be posted at least 72 hours prior to each meeting. Additional requirements apply to special and emergency meetings. Exceptions are allowable in the case of emergency circumstances, or where a need for immediate action comes to the attention of the Management Committee after the posting of the agenda.

Brown Act compliance is specified in section III.B.10 of the Copermittees' Memorandum of Understanding (MOU), and is limited to meetings of the Management Committee<sup>2</sup>, subcommittees, and workgroups. Other bodies established by the Management Committee are not subject to this requirement.

### **11.3 Integrated Regional Water Management Planning**

Integrated Regional Water Management (IRWM) planning was formally established in California by the passage of Proposition 50 in November 2002. IRWM planning sets forth a process aimed at securing long-term water supply reliability by first recognizing the inter-connectivity of water supplies and the environment and then pursuing projects yielding multiple benefits for water supplies, water quality, and natural resources. Proposition 50 authorizes \$380 million in general obligation bonds to fund a variety of IRWM Plan-related projects. The IRWM Program is jointly

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<sup>1</sup> Source: California Attorney General's 1994 pamphlet, "The Brown Act: Open Meetings for Local Legislative Bodies."

<sup>2</sup> Copermittees do not waive their right to take the position that the Brown Act legally does not apply, but voluntarily agree to follow Brown Act procedures for Management Committee meetings.

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administered by the California Department of Water Resources and the State Water Resources Control Board.

In November 2004, the Copermittees authorized the County to represent the Stormwater Copermittees' Management Committee in the collaborative development of San Diego's IRWM Plan. Through a Memorandum of Understanding, the County Water Authority, County of San Diego, and the City of San Diego formed the Regional Water Management Group (RWMG), which has since funded, guided, and managed the development of the IRWM Plan. In December 2006, a Regional Advisory Committee (RAC) was established to assist in the finalization of the IRWM Plan and prioritization of regional projects for both the Plan and for funding applications. The RAC is comprised of 25 members with expertise in local water supply, wastewater, recycled water, stormwater and urban runoff, natural resources, and environmental stewardship. Members represent environmental groups, academia, agriculture, water quality interests, and regulatory agencies. The RAC meets every other month, and is noticed in the same fashion as the Copermittee meetings, in compliance with the Brown Act.

### **11.4 Workshops, Conferences, and Summits**

Stakeholder input continues to be facilitated through a variety of workshops and conferences. The County conducts workshops, such as those presented on LID, Hydromodification, and Advances in Best Management Practice technologies to educate and obtain feedback from stakeholders. Future workshop topics may include: construction and land development programs, the 2007 Permit, and the revised Watershed Protection Ordinance. Additionally, over the past six years, an annual Clean Water or Water Conservation Summit has been held to discuss the latest issues in the water quality arena, new regulations, collaboration, and uniting the region on common goals. Focused workshops and conferences will continue to be a focal point of the County's overall strategy for ensuring public participation in the development and implementation of its water quality programs.

### **11.5 Watershed Planning Groups**

Currently, the County participates in all nine of the watershed planning groups that are operated in cooperation with the respective Copermittee jurisdictions. There are also a growing number of private – non-governmental organizations (NGOs) that run watershed groups throughout the region. The County currently participates in many of these groups as well, including, the San Luis Rey Watershed Council, the San Diego River Coalition, the Carlsbad Watershed Network, the Binational Committee for the Tijuana River Watershed, the Santa Margarita Stakeholder group, among others. Watershed planning efforts provide forums for private citizens, government agencies, and business interests to unite in addressing shared concerns within the watershed(s). With public participation, the development of watershed and jurisdictional activities and programs can be focused to addressing the pollutants, water quality, and natural habitat concerns cooperatively. The relationship of these efforts to JURMP development and implementation cannot be overstated since they address complementary objectives and all rely on public participation for success. Through collaboration and partnerships with stakeholders, the

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County will continue to pursue funding for the development and implementation of activities and plans.

Project Clean Water (PCW) is another venue which provides a means for stakeholders to share data and information regarding local water quality management efforts. Project Clean Water provides a means not only of supporting Permit compliance, but also for improving programs through partnerships and initiatives that reach beyond compliance. This inclusive forum brings the region together to explore water quality issues of regional significance. PCW is comprised of several working groups and advisory committees that discuss issues of shared concern, find consensus solutions to priority problems, and characterize water quality conditions within the region's watersheds. More than 830 individuals throughout the region have participated in Project Clean Water activities.

### **11.6 Partnerships**

Aside from the collaboration and partnership among the region's Copermittees, the County has worked toward developing external partnerships in order to leverage the efficiency and effectiveness of its programs. Partnerships with the County Water Authority and the City of San Diego during the development of the IRWM Plan have opened many doors for increased collaborative efforts. New partnerships have been developed and others have been enhanced. Through the IRWM Plan, the County has come to work more closely with the tribal nations, CoastKeeper, San Diego State University, the Zoological Society, and becoming involved with regional groundwater management planning and disadvantaged communities. Given the cross-cutting interests of these and other groups with similar interests, the County has come to realize many benefits including opening the lines of communication between agencies and NGOs. The County intends to continue building on its relationships with external parties and identifying additional opportunities to collaborate and maximize program efficiency.

### **11.7 Hotline and Websites**

A key element of the County's public participation strategy is to provide accessible resources for obtaining water quality information and reporting complaints. The County continues to operate a regional hotline and website, as well as County specific websites.

The San Diego Regional Stormwater Hotline serves as a vehicle for complaint reporting and a source of water quality information for interested parties. The County has operated a bilingual (English and Spanish) stormwater hotline since December 1997 to facilitate the participation of residents countywide. This hotline currently provides a common complaint and information line for citizens in all eighteen cities, the San Diego Unified Port District, and the County. Calls are received via two hotline numbers, a toll-free Regional Stormwater Hotline, 1-888-846-0800 and the Think Blue Hotline, 1-888-THINK BLUE (1-888-844-6525). The hotline numbers are distributed to the public via brochures, advertisements, and various other outreach methods to encourage them to phone in complaints or to seek out additional information. The 877-R-1-EARTH hotline (a service contracted by the County) also provides residents with information on

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reuse, recycling, and disposal options for a variety of materials including used oil and household hazardous wastes.

Websites provide an additional way for the public to learn about water quality issues, to report complaints, and to get involved. The County maintains numerous website pages that incorporate general and specific information about common issues, activities, and pollutants. Websites with particular relevance to watershed and water quality issues are listed in Table 11.1. Informational resources typically accessed on these sites include ordinances, educational materials, guidance documents, and links to other sites.

**Table 11.1: County Website Resources**

| Description   | Link  |
|---|---|
| DPW Watershed Protection Page   | <a href="http://www.sdcounty.ca.gov/dpw/watersheds">www.sdcounty.ca.gov/dpw/watersheds</a>  |
| Watershed Protection Ordinance (WPO) and Stormwater Standards Manual  | <a href="http://www.sdcdpw.org/WPO">http://www.sdcdpw.org/WPO</a>   |
| DEH Pollution Prevention Page   | <a href="http://www.sdcounty.ca.gov/deh/hmd/p2.html">http://www.sdcounty.ca.gov/deh/hmd/p2.html</a>   |
| AWM Agricultural Water Quality Page                                   | <a href="http://www.sdcounty.ca.gov/awm/ag_water.html">http://www.sdcounty.ca.gov/awm/ag_water.html</a>   |
| County Green Business Program   | <a href="http://www.sdcounty.ca.gov/deh/chd/greenbusiness.html">http://www.sdcounty.ca.gov/deh/chd/greenbusiness.html</a>                                   |
| DPW Recycling Program Page  | <a href="http://www.co.sandiego.ca.us/dpw/recycling/index.html">http://www.co.sandiego.ca.us/dpw/recycling/index.html</a>                                   |
| DPLU General Plan 2020  | <a href="http://www.co.sandiego.ca.us/cnty/cntydepts/landuse/planning/gpupdate/">http://www.co.sandiego.ca.us/cnty/cntydepts/landuse/planning/gpupdate/</a> |
| DPR Multiple Species Conservation Program (MSCP) Outreach & Education | <a href="http://www.sdcounty.ca.gov/parks/ee.html">http://www.sdcounty.ca.gov/parks/ee.html</a>   |
| DPLU Multiple Species Conservation Program                            | <a href="http://www.sdcounty.ca.gov/dplu/mscp/index.html">http://www.sdcounty.ca.gov/dplu/mscp/index.html</a>   |
| DPLU Resource Planning Division Page                                  | <a href="http://www.sdcounty.ca.gov/dplu/index.html">http://www.sdcounty.ca.gov/dplu/index.html</a>   |
| DPLU Building Forms Page  | <a href="http://sdcounty.ca.gov/dplu/bldgforms/index.html">http://sdcounty.ca.gov/dplu/bldgforms/index.html</a>   |
| Project Clean Water   | <a href="http://www.projectcleanwater.org">www.projectcleanwater.org</a>  |

The PCW website ([www.projectcleanwater.org](http://www.projectcleanwater.org)) provides a forum for disseminating information on watershed and water quality topics. Since the site was initiated in 2001, over 340,000 visits have been recorded. Copermittee workgroup web pages make meeting notices, meeting summaries, and relevant work products available to participants and the public at large.

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The PCW website now houses all of the residential IPM information (Healthy Garden, Healthy Home or HGHH) and other related IPM pages include Public Service Announcement video clips, lists of participating nurseries, and links to related resources. Additionally, the County, with participation of the Copermittees, led and funded the development of the Clean Water Toolbox site. The purpose of this addition was to provide a resource for both residents and businesses alike, which would facilitate the consistent application of BMPs across the region.

### **11.8 Media**

Other than the hotlines and websites, the County utilizes a variety of means to communicate with the public. This includes the use of press releases, news articles, television announcements, community newsletters, and voter guides (Registrar of Voter's Sample Ballots). These mechanisms serve as a consistent and ongoing method that will continue to be utilized throughout the Permit cycle. The combination of these media outlets serves as a means of keeping the public and stakeholders updated on current events and opportunities to participate.

### **11.9 Community Events and Public Interaction**

Community events provide an opportunity for direct interaction with the public. Community events, fairs, festivals, etc., help to inform and educate the public about stormwater, watersheds, and water quality concerns for the region. Tools such as tip cards, pesticide measuring spoons, water buckets, and doggie bag dispensers are made available to assist the public with implementing pollution prevention best management practices. These types of events also provide a chance for the public to obtain a better understanding about water resource concerns, as they can ask questions, participate, receive guidance, and watch interactive demonstrations such as the non-point source watershed model.

In the County's day to day operations, County staff directly interacts with the public in a number of ways, providing a chance to raise awareness and encourage personal participation. Much of this interaction occurs as part of regular job duties such as permitting, inspections, and presentations. These daily interactions that occur provide an important avenue for obtaining direct feedback from residents and business representatives.

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### 11.10 Program Review and Modification

Table 11.2 identifies modifications made to the Public Participation Component since its March 24, 2008 submittal.

**Table 11.2: Modifications to the Public Participation Component**

| <b>Date</b> | <b>Section(s)</b> | <b>Modification(s)</b>   |
|-------------|-------------------|--|
| 05-20-08    | 11.10             | Addition of section 11.10 for tracking JURMP modifications.  |
| 05-20-08    | N/A               | Addition of Table of Contents.   |
| 05-20-08    | Multiple          | Various non-substantive corrections including: formatting, punctuation, and grammar; corrections to website links in Table 11.1. |
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