

Minimum Control Measures

The following sections describe the City's progress and assessment of effectiveness of the BMPs for the six required Minimum Control Measures (MCMs) as required under the Reporting Requirements and monitoring section of the General Permit. The BMPs listed in this report are as written in the Revised Storm Water Management Report dated May 6, 2008.

Public Education and Outreach

Additional Activities Implemented

- The City promotes the Our Water Our World program which offers information on less toxic pest management for the home and garden. Two retail stores in the City, Farm Supply and Orchard Supply Hardware, offer fact sheets to customers on less toxic pest control and display shelf talkers for home and garden products approved by the program.

10,000 fact sheets on using less toxic products and promoting "Our Water, Our World" were distributed in the April 2008 utility bill. This information was also printed in the April 2008 edition of the City's newsletter City Pride News which is distributed with the pay checks to all 278 City employees. See Appendix A for a copy of City Pride News and the utility bill insert.

- The Water Department sponsored a Sustainable Landscape Workshop Series which offered a workshop on Drip Irrigation – "A Hands on Approach" on June 28, 2008. The announcement for this series was mailed out in the utility bills. This series continues with two additional workshops this summer. See Appendix A for the workshop announcement.



BMP PE1: Adopt-A-Street Program

i. General Summary

The city promotes a volunteer program aimed to promote community pride while reducing litter on adopted streets. The Adopt-a-Street Program decreases the volume of litter that can enter the waterways and degrade aquatic habitats.

ii. Status of Measurable Goals

PE-1: Maintain the existing program levels and expand the program by at least 25%. The City will provide further information regarding the benefits of protecting water quality to those who adopt streets.

The number of adopted streets dropped from 24 to 22 enrolled streets as of the end of Year 3. This represents an approximately 2% percent decrease in streets adopted during this reporting period.

The City has not been able to achieve an increase of 25% as desired. The Adopt-a-Street program is a voluntary program which relies on the initiative of individuals, companies, schools or organizations to enroll in the program. While the City has taken efforts to promote the program by listing the program on its web site as one of many potential volunteer activities, providing supplies and public recognition through street signage at adopted street location, the City was unable to increase public participation to the levels desired.

The City began documenting the volume and mass of trash bags collected as part of the Adopt-a-Street program in March 2008. Over the four months recorded, a total of 29 bags of trash were collected weighing a collective 197 pounds. See Table 2 below for a list of adopted streets and the number and weight of bags collected. Appendix A has examples of the Trash Inventory Sheets.

Brochures were sent out in Year 2. However, staff decided that with the limited new enrollees in the program, it was decided to incorporate water quality brochures/fact sheets as part of the Adopt-a-Street program application and conduct volunteer surveys at the end of each fiscal year for all volunteers. Therefore, literature was not provided to the volunteers and the annual surveys were not done.

The City will return to distributing information on the Storm Water Program and will conduct surveys of the volunteers. Providing information to the volunteers will reinforce the importance for the program and serve as a reminder of their commitment to pick up litter on their adopted streets.

iii. Appropriateness

This BMP is highly effective at removing litter and debris dumped along the City streets.

iv. Effectiveness

The reduction in the discharge of pollutants to receiving waters is quantifiable by the volume of debris collected which is consistent with CASQA Level 4: Reducing Loads from Sources.

v. Proposed Modifications

No modifications are proposed

vi. Brief summary of storm water activities planned for the next reporting cycle.

As stated above the City will resume distributing information on the City's Storm Water Program and surveying volunteers to raise awareness of the program and as a reminder to the participants to pick up litter on their adopted streets.

Table 2. Adopted Sections of Roads

Road	From	To	# of Bags	Lbs.
Niblick Road	Bridge	Creston		
Airport Road	Hwy 46 E.	Dry Creek		
North River Road	13th	City limit		
South River Road	13th	Niblick		
South River Road	Niblick	Charolais	1	18
South Vine Street	1st	Cuerno Largo	4	32
South Vine Street	Cuerno Largo	Hwy 46 W.	3	7
Riverside Avenue	4th	13th		
Riverside Avenue	13th	24th	5	43
Theatre Drive	Hwy 46 W.	City limit		
Golden Hill Road	Creston	Union	2	3
Rolling Hills Road	Creston	Golden Hill	1	5
Union Road	N. River	Golden Hill		
Union Road	Golden Hill	City limit		
Experimental Station	Buena Vista	City limit		
Charolais Road	S. River	Creston		
Creston Road	S. River	Rolling Hills		
Creston Road	Rolling Hills	Scott	1	6
Creston Road	Scott	City limit		
Spring Street	24th	36th		
Dallons Dr	Buena Vista	Golden Hill		
Navajo Pathway			12	83
TOTAL			29	197

BMP PE-2: Web Site

i. General Summary

The City's storm water web page provides information on the City's Storm Water Program, water quality issues, educational materials on preventing storm water pollution, and a method to comment or ask questions on the storm water program as well as a form to report illegal discharges.

ii. Status of Measurable Goals

PE-2: *Maintain and track the number of hits to the existing web page and add additional storm water program information before the end of Year 2. The City will continue update the web page with additional information as it is developed.*

The storm water web page was updated and expanded in May 2008 to include additional pages for Public Education and Construction which include relevant brochures, fact sheets which can be downloaded and links to relevant sites. Additional pages for illicit discharge and Post Construction will also be expanded. The web site can be found at:

<http://www.prcity.com/government/departments/publicworks/stormwater/swmp.asp>

The web site hits this reporting period increased by 1,576 hits. This is a 30% increase in web site hits between the second reporting year and the current reporting year. See Table 3 below.

iii. Appropriateness

The web site is appropriate for a wide variety of community members including: businesses, community groups, schools, and citizens. The web site can be accessed by businesses and citizens of all ages to look up information on how to reduce or eliminate storm water pollution and eliminate non-storm water discharges. It also allows people to comment or ask questions, or report illegal discharges for those who prefer not to talk to a live person.

iv. Effectiveness

This BMP is consistent with CASQA Level 2: Raising Awareness due to the increased number of website “hits”.

Table 3. Storm Water Web Page Hits

<i>Month</i>	<i>2006-2007</i>	<i>2007-2008</i>
<i>July</i>	141	489
<i>August</i>	178	451
<i>September</i>	227	294
<i>October</i>	358	279
<i>November</i>	275	334
<i>December</i>	379	283
<i>January</i>	464	323
<i>February</i>	110	402
<i>March</i>	410	382
<i>April</i>	265	684
<i>May</i>	535	859
<i>June</i>	399	537
Total	3,741	5,317

v. Proposed Modifications

No modifications are proposed.

vi. Brief summary of storm water activities planned for the next reporting cycle.

The City will continue to update and expand the storm water web page and monitor and record web site hits on a monthly basis. The web site’s address will be included on all City storm water brochures/fact sheets.

BMP PE-3: Brochure and Fact Sheets

i. General Summary

Brochures and fact sheets are developed and distributed by the City to educate the community on ways they can prevent storm water pollution and non-storm water discharges. The brochures highlight water quality problems, identify pollutants of concern and provide examples of practices that can eliminate or reduce the pollutant of concern from entering the storm drain system.

ii. Status of Measurable Goals

PE-3A: *Distribute a general storm water fact sheet to all residents in their utility billing.*

A watershed brochure, "Help Prevent Storm water Pollution and Keep SLO County Beautiful" featuring Sammy the Steelhead was distributed to 10,000 residents in Year 2. This brochure continues to be handed out at public events. Approximately 70 of these brochures were handed out this past year.

An additional brochure on storm water pollution, "Help Stop Storm Water Pollution" was developed in April 2008. Approximately 15 of these brochures were distributed with Notice of Violations. The brochure is available on the City's storm water web page and will be handed out at future public events. See Appendix A for a copy of this brochure.

PE-3B: *Develop a storm water brochure for construction contractors describing the City's BMPs for minimizing runoff from construction sites (Year 2).*

A construction outreach brochure was developed in Year 2 as required and is distributed to all construction projects. The brochure was handed out with all 26 grading permits issued this reporting Year and is also on the storm water web page.

PE-3C: *Develop an English/Spanish storm water brochure for local businesses including information on specific pollution prevention measures businesses can employ to minimize storm water pollution and urban runoff.*

The City developed three different brochures targeting businesses this past year:

- A business outreach brochure "Preventing Storm Water Pollution at Your Business!" was created and mailed to 1,244 businesses on June 20, 2008. This brochure covered various subjects such as pressure washing, washing off outside areas and general BMPs for preventing storm water pollution. This brochure was added to the City's storm water web page. These brochures were not translated into Spanish because the City has not found that there is a need.
- A brochure targeting pressure washing was developed in April 2008. Ten of these brochures were distributed with Notice of Violations. This brochure is also available on the storm water web page.
- The last brochure, "Fog, Storm Water, and Your Restaurant!" was developed in April 2008 for food establishments. The City began conducting Fats, Oils, and Grease (FOG) inspections as part of the Pretreatment Program in June 2008. This brochure was handed out at ten FOG inspections.

See Appendix A for copies of the brochures.

PE-3D: *Develop an illicit discharge fact sheet or brochure that describes the City's illicit discharge detection and elimination program.*

An illicit discharge brochure was developed and distributed to 10,000 residents in Year 2 as required.

iii. Appropriateness

The City has created brochures/fact sheets that are targeted towards specific audiences. These brochures/fact sheets are available on the storm water web page and distributed to businesses, developers/homeowners, food establishments during pretreatment inspections, and recipients of storm water related notices of violations, and handed out at public events.

iv. Effectiveness

Brochures and fact sheets are an effective tool for educating residents and business owners about the City's Storm Water Program and the water quality issues such as pressure washing and sewage overflows caused by grease blockages. Currently the City is keeping track of the number of brochures distributed (CASQA Level 1: Documenting Activities). It is expected that the brochures will ultimately result in a decrease of water quality-related violations (CASQA Level 3: Changing Behaviors).

v. Proposed Modifications

No modifications are proposed.

vi. Brief summary of storm water activities planned for the next reporting cycle.

The City will continue to develop and revise brochures and fact sheets to meet the specific needs of the storm water program and will continue to promote the Our Water, Our World Program.

BMP PE-4: Storm Water Hotline

i. General Summary

The City provides a storm information line to allow the community to report illegal discharges, clogged storm drains, or request information on the storm water program. The reporting party information can be anonymous in an effort to encourage City residents to report problems to the City when they see them.

ii. Status of Measurable Goals

PE-4: *The City will provide a hotline number that residents and businesses and construction contractors can call to get information on the Storm Water Program, report water quality issues, or get other information.*

The City had previously used the Storm Water Pollution Prevention Hotline which was developed by the San Luis Obispo County Partners for Water Quality. In April 2008 the City installed a new phone system and created a designated Storm Water

Information Line as part of the upgrade (805-227-7240). The phone is staffed during normal work hours and callers may leave a message after hours. The number is currently promoted on the City's storm water web site and recently created brochures. The number will also be listed in the phone book and be included in new brochures and fact sheets the City develops. Since the installation of the line, three calls have been received.

If you witness somebody discharging anything to a storm drain or waterway, please call the City of Paso Robles at 227-7240 (or 788-Fish for reporting discharges outside of the City of Paso Robles).

ii. Appropriateness

The storm water information line is available for those who do not have access to the internet or who prefer talking to a real person to obtain storm water information or to report a storm water concern. Receiving reports of illicit discharges on this line allows City staff to respond immediately which can result in preventing or eliminating the illicit discharge from reaching the storm drain system.

iii. Effectiveness

The number of phone calls received is a measure of "raising community awareness" of the Storm Water Program and water quality issues and currently meets CASQA Level 1 Outcome: Documenting Activities. The City believes that the number of calls received will increase as the phone number is advertised on brochures and listed in the phone book.

iv. Proposed Modifications

No modifications are proposed.

vi. Brief summary of storm water activities planned for the next reporting cycle.

The City will continue to promote the storm water information phone number.

BMP PE-5: Storm Drain Marking

i. General Summary

Using markers and stencils to mark the storm drain inlets raises public awareness that the storm drain inlets flow directly to the waterways without treatment. The City has been working towards marking all storm drain inlets with the help of volunteers.

ii. Status of Measurable Goals

PE-5: *Begin marking each storm drain inlet within the City by the end of Year 3. Continue to mark storm drain inlets until they are all marked.*

The City estimates that there are approximately 799 drain inlets. Some of these drain inlets are in areas, such as traffic lanes, and cannot be labeled.) Volunteers with the Girl Scouts and Boy Scouts marked 300 storm drains in Years 2 and 3. City staff placed another 100 markers in Year 3. (Approximately 50% of the storm drain inlets have been marked.) The City has ordered additional storm drain markers to mark the remainder drains.

iii. Appropriateness

Storm drain markers and stencils are highly visible source controls that remind the public that storm drains flow directly to a waterway.

iv. Effectiveness

The City meets CASQA effectiveness rating Level 2: Raising awareness

v. Proposed Modifications

No modifications are proposed.

vi. Brief summary of storm water activities planned for the next reporting cycle.

The City will continue marking drain inlets throughout the next two Years with an emphasis on the most densely populated neighborhoods.

BMP PE-6: Event Participation

i. General Summary

The City promotes its' Storm Water Program and water quality by staffing interactive booths and distributing educational materials at various community events throughout the Year.

ii. Status of Measurable Goals

PE-6: *The City will participate in local public events and distribute information about the Storm Water Program at the events.*

The City participated in the five events described below during the 2007/2008 reporting period:

Farm and Ranch Expo - Approximately 1,000 people attended this Expo at Downtown City Park on July 21, 2007 from 9 am to 3 pm. About 20% of the attendees stopped by the City's booth where information was provided regarding illicit discharge, integrated pest management (Our Water Our World), and ways that individuals can prevent storm water pollution.

Fishing Derby - Over 100 children and 50–60 adults participated in the Fishing Derby on April 12, 2008 at the lake at Barney Schwartz Park. The City distributed storm water brochures and had a hands-on demonstration of how a small quantity of oil can contaminate local water and negatively affect marine life.



Home and Recreation Show - Over 20,000 people attended this two day event on April 26–27, 2008 at the Paso Robles Event Center (Mid-State Fairgrounds). Brochures, pencils, coloring books and other small toys were distributed, along with fact sheets about storm water quality preservation and water conservation. The City teamed up with Atascadero Mutual Water Company, the City of San Luis Obispo, and the County of San Luis Obispo for this event.

Farmers Market - Staff reserved space at the Downtown Farmers' Market on three dates: October 23, 2007, April 22, 2008 and June 10, 2008. Attendance averaged 100–200 people. Integrated Pest Management brochures, illicit discharge fact sheets, and hotline phone number notepads were distributed. Brochures on the “10 Steps to Prevent Storm Water Pollution” were also distributed.



WaterFest - The second annual WaterFest in San Luis Obispo County took place at the Atascadero Sunken Gardens on May 3, 2008. In addition to participating in the event by having a booth, the City was also a sponsor and provided \$500 cash to help defray costs. Nearly 2,000 people, including at least 500 children, participated and learned about our critical local water resources. The event surpassed last Year's inaugural WaterFest held in San Luis Obispo by reaching substantially more people and engaging a wider variety of educational exhibits. Teachers, representing 55 classrooms, participated prior to the event through in-class water education activities. Thirty-five exhibitors offered hands-on educational games with clear messages about implementing good storm water practices at home. At least 250 youth completed a WaterFest Activity Passport, nearly a ton of old electronics were gathered for recycling by 1800GOTJUNK, and *Teens At Work* removed a dozen bags of trash from nearby Atascadero Creek.



See Appendix A for photos of Public Events.



PE6-B: *Develop a storm water display for public events.*

The City created a 72” x 30” mobile presentation board with information on how to prevent storm Water pollution.

iii. Appropriateness

Public event participation increases community knowledge and awareness of the storm water program and water quality issues. Events such as WaterFest draw a large number of people where the importance of protecting water quality is the main emphasis and the information is delivered in a fun and relaxing atmosphere.

iv. Effectiveness

Participating in public events is consistent with CASQA Level 2: Raising Awareness.

v. Proposed Modifications

No proposed modifications.

vi. *Brief summary of storm water activities planned for the next reporting cycle.*

The storm water mobile presentation board will be updated and revised to include current information such as the Storm Water Information line.

Table 4. Public Education and Outreach

BMP	Description	Measurable Goal	Status						
			<i>Implemented</i>	<i>On Schedule</i>	<i>Exceeded</i>	<i>Modified</i>	<i>Effective</i>	<i>Not Effective</i>	<i>Unknown</i>
PE1	Adopt-A-Street Program	PE-1: Track the # and % of increase in streets adopted and the # of water quality brochures/fact sheets distributed to those who adopt streets. (Ongoing)	Yes/No	Yes/No		X	X		
PE2	Storm Water Web Site	PE-2: Track the number of web site hits.	Yes	Yes			X		
PE3	Brochures and Fact Sheets	PE-3A: Complete watershed fact sheet for all residences (Year 2) and distribute fact sheet in utility bills.	Yes	Yes			X		
		PE-3B: Develop construction outreach brochure and distribute to all SWPPP required construction projects. (Year 2)	Yes	Yes				X	
		PE-3C: Develop business outreach brochure. (Year 3)	Yes	Yes	X		X		
PE4	Storm water hotline	PE-4: Establish a storm water program hotline. (Year 2)	Yes	Yes			X		
PE5	Storm drain marking	PE-5: Mark all storm drain inlets with "don't dump, drains to river" markers. (Year 3)	Yes	Yes			X		
PE6	Event Participation	PE-6: Identify local public events suitable for storm water information distribution (Year 1). Participate in local public events suitable to distribute storm water information. (Year 2/ongoing)	Yes	Yes			X		