Presentation to Regional Water Quality Control Board – San Diego Region

Orange County Stormwater Program Progress in 2002-2003

County of Orange

Introduction

Regulatory & Management Framework

- NPDES Permits
- Jurisdictional Urban Runoff Management Program (JURMP) - Local Implementation Plans
- Watershed Urban Runoff Management Program (WURMP) - Watershed Chapters

The Tiered Approach to Water Quality Management

- Pollution Prevention
- Source Controls

- Treatment Controls
- Assessment

Public Education and Staff Training

- Strategic Approach to Education
 - 34 Million Impressions
- Comprehensive Approach to Staff Training
 - Training Modules For All Program Elements

Advertising Campaign

- 30-Second Public Service Announcement on 245 Movie Screens in 23 Theaters
- 31 Full-Page Newspaper Ads
- 67 Orange County Transit Authority Buses

Materials Campaign

- 100,000 Informational Brochures Distributed
- "Good Operating Practices" Posters for Gas Stations, Food Service Establishments, and Auto Repair Businesses Distributed
- Point-of-Purchase Business Partnering: OSH Hardware and Petco

School Campaign

- Go With The Flow Video and Activity Book
- Everyone's Connected Video to be shown to all grade levels

- Project WET (Water Education for Teachers)
- Ocean Institute's One Tier Back
- Surfrider's Respect The Beach
- Children's Water Festival

Outcome

 523,065 Gallons of Used Oil Collected, Compared to 269,444 Gallons in 2001-2002

Outcome

 4,238,534 Pounds of Household Hazardous Waste Collected, Compared to 3,736,917 Pounds in 2001-2002

Outcome

 Total Municipal Application of Nitrogen Fertilizer Reduced to 413,000 Pounds, Compared to 450,000 Pounds in 2001-2002

Municipal Activities

- 24,000 Tons of Solid Debris Removed from the Storm Drain System
- 33,245 Catch Basins Cleaned

Municipal Activities, Cont.

 Street Sweeping Recovered 68,066 Tons of Dirt and Debris from Streets and Gutters, an Increase of 25,000 Tons Compared to 2001-2002

Construction, Commercial, and Industrial

- 10,000 Construction Runoff Manuals Produced and Distributed
- 926 Formal Enforcement Actions at Construction Sites
- 1,420 Commercial and Industrial Facilities with Fully Implemented BMPs
- 1,005 Formal Enforcement Actions at Commercial and Industrial Facilities
- Orange County's Septic Systems were Inventoried and Evaluated

Retrofitting

- Laguna Hills Constructed Wetland
- Laguna Niguel Constructed Wetland
- Laguna Beach Diversions
- County Of Orange Poche Beach
- Dana Point Salt Creek

New Development

Ladera Ranch

New Monitoring Program

- Long-Term Trends Determination
- Bio-Assessment

- Toxicity Evaluation
- Pathogen Indicators
- Dry Weather Reconnaissance

Special Projects

- BMP Performance Review
- Stormwater Monitoring Coalition
- Southern California Coastal Water Research Project Pathogen Indicator Investigations
- Multi-Agency Studies of Evapotranspiration (ET) Controllers
- Public Opinion Survey

Challenges

- Environmental
- Technological
- Economic \$59.3 Million in 2002-2003
- Social The Ocean Begins At Your Front Door