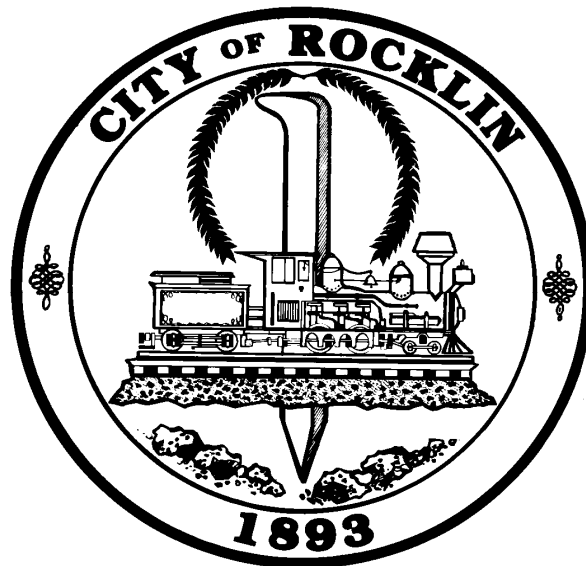


**ANNUAL REPORT  
GENERAL PERMIT FOR THE DISCHARGE OF  
STORMWATER FROM SMALL MUNICIPAL  
SEPARATE STORM SEWER SYSTEMS  
(GENERAL PERMIT)**

**Reporting Period  
July 1, 2008 to June 30, 2009**



**CITY OF ROCKLIN  
Public Works Department  
3970 Rocklin Road  
Rocklin, California 95677  
(916) 625-5500**



**Annual Report**  
**General Permit for the Discharge of Stormwater from Small Municipal  
Separate Storm Sewer Systems (General Permit)**

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# ANNUAL REPORT

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

Check box if this is a new name, address, etc.

### PERMITTEE INFORMATION

1. Permittee (Agency Name): City of Rocklin
2. Contact Person: Kent L. Foster
3. Mailing Address: 4081 Alvis Court
4. City, State and Zip Code: Rocklin, CA 95677
5. Contact Phone Number: (916) 625-5510
6. WDID # \_\_\_\_\_
7. Have any areas been added to the MS4 due to annexation or other legal means?  YES  NO

If YES

Outfall	Has map been updated?	Has SWMP been updated?	Receiving Water Name
	NO	NO	

8. Are you subject to the Design Standards contained in Attachment 4 of the General Permit?

YES  NO

If yes, report on the implementation of the Design Standards in MCM V of this Annual Report Form.

### REPORTING PERIOD

(Check one):

Coverage Commencement (March 10, 2003) to June 30, 2004

-or-

July 1, 2004 to June 30, 2005

*(Report is due by September 15 each year)*

July 1, 2005 to June 30, 2006

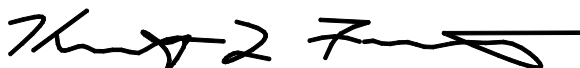
July 1, 2006 to June 30, 2007

July 1, 2007 to June 30, 2008

July 1, 2008 to June 30, 2009

**CERTIFICATION**

*"I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."*



**9/28/2009**

---

Signature of Permittee (legally responsible person)

Date Signed

---

Kent L. Foster

Director of Public Works

---

Name (printed)

Title

## **Acknowledgments**

**The following Staff have been instrumental in the implementation of the SWMP:**

Dayna Amboy, Information Technology

Linda Arcuri, Parks & Recreation

Lance Boroja, Parks & Facilities

Shawn Darling, Parks & Facilities

Dara Dungworth, Planning/Public Works

Bret Finning, Planning

Barbara Fischer, Public Works

Rick Forstall, Parks & Facilities

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Nanette Herron, Public Works

Russell Hildebrand, City Attorney

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Carmel Linder, Human Resources

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Lydia Sizelove, Public Works

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Paul Rice, Public Works Volunteer

Lyle Waite, Public Works

Debbie Welhoelter, Public Works

Rhona Wu, City Hall

Members of the Public Works Maintenance Crew

Members of the Public Works Landscape Maintenance Crew

Member of the Parks & Facilities Maintenance Crew

**The following Staff provided assistance in the preparation of the Annual Report:**

Jaime Brown, Administrative Services

Jennifer Collins, Police/Animal Control

Genevieve Frederick, Finance

Candace Johnson, Community Development

Vicki Jones, Planning

Sherry Palmer, Building

Angela Stone, Engineering

Laura Webster, Planning

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---

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# **Executive Summary**

## **REGULATORY OVERVIEW**

This annual report has been prepared in compliance with the State Water Resources Control Board (SWRCB) permitting requirements for small municipal separate storm sewer systems (MS4s). Rocklin has been designated a regulated MS4, along with other Placer County Municipalities, based on population and residential densities. Under Phase II NPDES (National Pollution Discharge Elimination System) requirements, MS4s must apply for a general permit in order to be authorized to discharge stormwater into “waters of the United States”. Figure 1 illustrates the City of Rocklin’s permit coverage area and watershed boundaries. This permit requires MS4s to develop, implement, and enforce a Stormwater Management Program (SWMP) designed to reduce the discharge of pollutants from the storm sewer system to the maximum extent practicable.

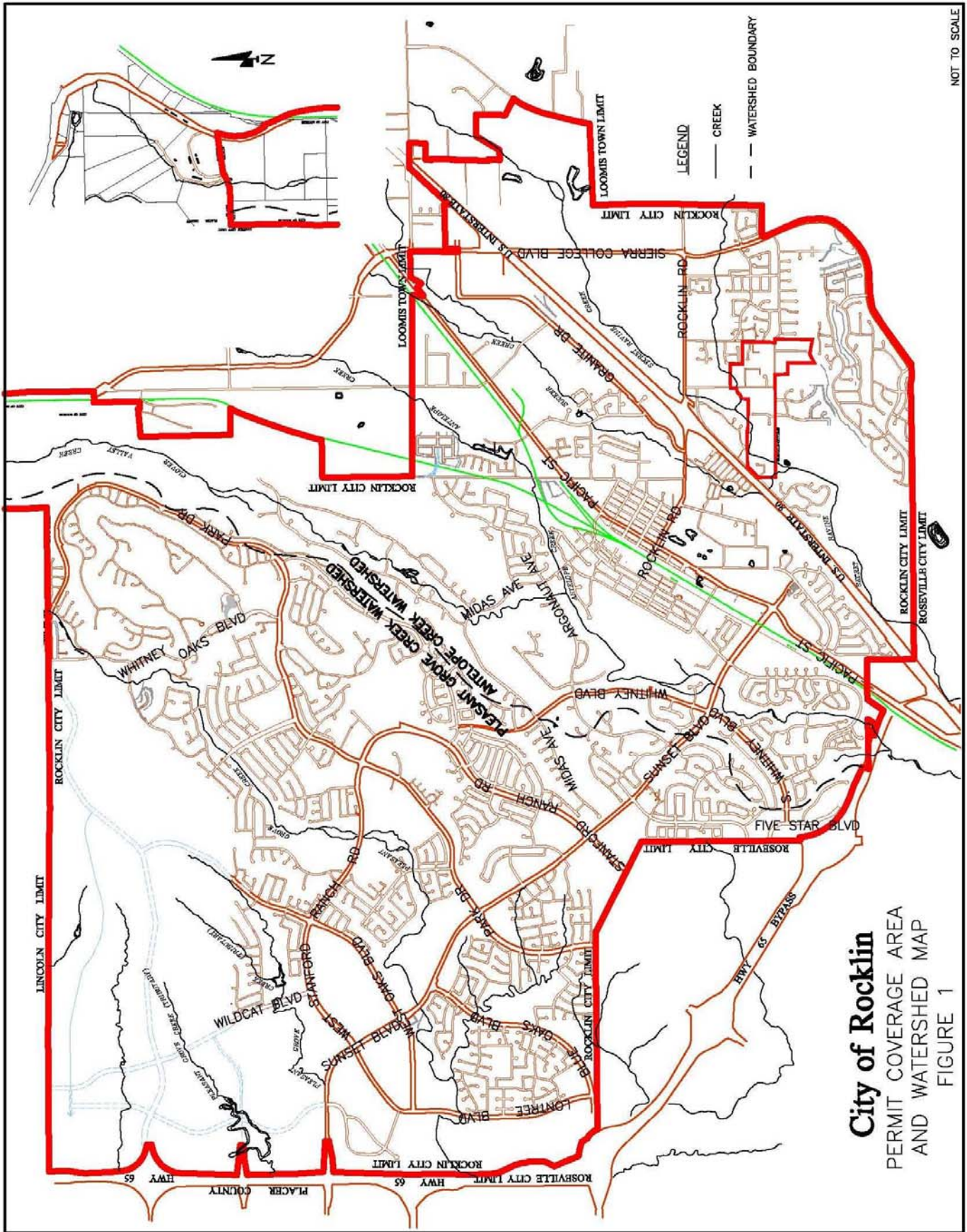
Municipalities have five years to achieve complete implementation of the program, but each year they must show incremental progress towards accomplishing that goal. To monitor progress on each municipality’s SWMP, the SWRCB requires regulated MS4s to conduct an annual evaluation and submit the results in the form of an annual report. This document has been prepared to satisfy that requirement and is due September 15 of each year.

In March 2003, the City of Rocklin submitted a Notice of Intent (NOI), the NPDES permit application, and the proposed Stormwater Management Program to the RWQCB. The City received permit coverage in December 2003. Rocklin’s original stormwater management proposal incorporated six minimum control measures (MCMs):

1. Development of public education and outreach programs/activities.
2. Public involvement and participation in development and ongoing implementation of the Stormwater Management Program.
3. Development, implementation, and enforcement of an illicit discharge detection and elimination program.
4. Development, implementation, and enforcement of a program for construction site runoff.
5. Development, implementation, and enforcement of a program for post-construction runoff.
6. Development and implementation of pollution prevention and good housekeeping practices at City operated facilities.

## **CHANGES FROM PREVIOUS YEARS**

The City has made steady progress on implementing MCMs of the Stormwater Management Program. These six MCMs formed the basis of the City’s original stormwater program. However, as the City monitored its stormwater program, some changes needed to be made to protect not only water quality, but the watershed as a whole. As in past years, the purpose of this document is twofold: first; to report what was accomplished during the last reporting period of



NOT TO SCALE

**City of Rocklin**  
 PERMIT COVERAGE AREA  
 AND WATERSHED MAP  
 FIGURE 1

Figure 1

the General Permit; and second, to identify the nexus between a healthy watershed and water quality. The City continues to take a more comprehensive approach to storm water management by making stormwater management a component of the watershed. Watershed management will include the following activities:

1. Provide opportunities for the community to volunteer in educational activities such as Creek Week clean up and tree planting projects.
2. Incorporate the Attachment 4 development conditions into City projects for the City's public hearing and review process. Examples of the City's Construction Design Standards and typical condition of approval for discretionary entitlements relating to Attachment 4 are included in Appendix 4-1 of this Report. <sup>1</sup>
3. Inspect construction sites for effective erosion and sediment control measures and document permit compliance efforts.
4. Condition projects to provide funding for open space operations and maintenance. Continue to inspect and monitor structural and non-structural stormwater BMPs. Continue to map and identify all drainage systems and outfalls using GPS technology.
5. Develop maintenance procedures that minimize water quality impacts and training staff to identify impacts to water quality.

The City continues to collect and test water samples to establish a baseline for water quality. The baseline parameters enable staff to direct education, enforcement and maintenance efforts where these activities will improve water quality. The City also quantifies several assessment parameters during each reporting period. The data is used to establish pollutant trends so educational or enforcement programs can be developed or updated.

### **IDENTIFICATION OF WATERSHED MANAGEMENT STRENGTHS AND WEAKNESSES**

With the implementation of any program, the City will be strong in some areas and weak in others. The goal is to identify both and build on the strengths and improve in weak areas. Below is a rating of the City's overall effectiveness of the program as evaluated for the 2008-2009 permit year:

#### **Strengths**

- Ability to track the enforcement process and follow through with enforcement action.
- Use of volunteers for projects such as storm drain marking, litter removal, and tree planting.
- Public outreach and participation through partnerships with local non-profit organizations, the school district, and the business community.
- Use of the City's website for public outreach, education, and participation.

---

<sup>1</sup> Attachment 4 is one of nine attachments to State Water Resources Control Board (SWRCB) Water Quality Order No. 2003 – 0005 – DWQ National Pollutant Discharge Elimination System (NPDES) General Permit No. CAS000004 Waste Discharge Requirements (WDRS) For Storm Water Discharges From Small Municipal Separate Storm Sewer Systems (General Permit). Attachment 4 identifies design standards to land use and is typically implemented at the project approval process.

## **Weaknesses**

- Need more outreach on a regional basis. Watershed management is routinely based on political or jurisdictional boundaries; however, these boundaries are often not associated with actual ecosystem functions and distribution of human and natural resources. Planning and management on a watershed basis makes practical sense with regard to natural resources and ecosystem functions; in particular, the quality and quantity of water and their effect on the local human, biological, and physical environment.

## **FUTURE VISION**

The future vision for the City is to continue to identify the many variables that impact water quality and focus on developing regional partnerships to address them. Examples of these partnerships include:

- **Air Quality:** Control of dust and airborne particles will reduce polluted runoff that is caused when small particles enter the watershed. Partnerships could include air quality districts and the construction industry.
- **Urban Forest:** A healthy urban forest and other bio-treatment methods can help reduce runoff times and treat pollutants on site before entering the watershed. Partnerships could include the school districts and native California plant nurseries.
- **Public Participation:** Expand public involvement in activities such as Creek Week which promote stewardship of the City's watersheds. Partnerships could include the Chamber of Commerce and neighboring jurisdictions.
- **Water Conservation:** Efforts to reduce urban runoff from irrigation sources could involve water districts, school districts, and other institutional users.

## **SUMMARY OF BMP COMPLIANCE**

Over the permit year, the City increased efforts to comply (and to document compliance) with Public Education and Outreach and Public Participation MCMs. Initial partnership arrangements have been established with the intent to build on them to create mostly self-sustaining programs. Descriptions of increased public education and outreach activities are discussed in Chapter 1 while public participation BMPs are described in Chapter 2.

The City worked towards completing several BMPs and continuing implementation of others within the Illicit Discharge Detection and Elimination and the Construction Site Stormwater Runoff Control MCMs. Ordinances and procedures for inspections, maintenance, and enforcement have been in place for several of the past permit years, so the focus is now on increasing compliance with documentation requirements to better show compliance. Chapter 3 provides an overview of the illicit discharge related BMPs and Chapter 4 provides a description construction site runoff BMPs.

Post Construction Stormwater Management and Pollution Prevention and Good Housekeeping for Municipal Operations MCMs also are areas that the City maintains ongoing compliance through continued implementation. Regular inspections and maintenance of storm water infrastructure ensures compliance with the General Permit. Descriptions of post construction and municipal good housekeeping BMPs are in Chapters 5 and 6, respectively.

## **EFFECTIVENESS AND APPROPRIATENESS OF BMPs**

As noted above, the City continues to work toward complete implementation of the SWMP. However, the SWMP is an adaptable document and, through the Annual Report, can and should be modified to ensure appropriate storm water management BMPs are included. This permit year, the City began re-evaluating the appropriateness and effectiveness of its BMPs to better document these aspects of the SWMP. This year, the City added several BMPs to further improve storm water quality and overall watershed health, particularly in the areas of Public Education and Outreach and Public Participation. Some BMPs have been modified to respond to constraints such as reductions in budget and Staff levels and some were modified to improve effectiveness. A few BMPs were determined to not be effective and will not be part of the ongoing implementation of the SWMP.

Since neither the new Construction General Permit nor the new General Permit were adopted within the 2008-2009 reporting year, the City did not modify or add BMPs specifically to address anticipated changes to the Permits. When they are adopted, the City will thoughtfully review and modify appropriate BMPs to comply with new requirements set forth in those permits.

## **EFFECTIVENESS MEASURES OF BMPs IN ROCKLIN'S SWMP**

Although the City did not build into its original SWMP a program effectiveness assessment methodology, this annual report attempts to document the effectiveness or desired effectiveness of the program elements within each BMP. This annual report uses the California Stormwater Quality Association's (CASQA) "Municipal Stormwater Program Effectiveness Assessment Guidance" (Guidance Document) Outcome Level method to *estimate* the effectiveness of the various program elements. Where qualitative data has been collected for a particular element, it is included in the report and will be used as a baseline for future effectiveness assessments.

The following is a brief synopsis from the Guidance Document of the Outcome Levels and their meaning:

### **Outcome Level 1—Documenting Activities**

Level 1 Outcomes are assumed to be beneficial to water quality and reflect program implementation. They are not indicators of the impact of implementation on the environment.

### **Outcome Level 2—Raising Awareness**

Similar to Level 1, raising awareness about stormwater pollution and BMPs is generally assumed to be beneficial to the environment because increased awareness and attitudinal changes provide the basis for behavioral change. Measuring Level 2 Outcomes is a useful way of gauging whether educational efforts are progressing toward these behavioral and environmental changes.

### **Outcome Level 3—Changing Behavior**

Both quantitative (e.g., empirical data) and qualitative methods can be used to measure behavior changes. Level 3 Outcomes build upon the attitudinal changes from Level 2 and

may take the form of a percent and/or change in the percentage of the target audience who demonstrates that behavior change has occurred.

#### **Outcome Level 4—Reducing Loads from Sources**

Many control measures are intended to reduce the loading of pollutants from targeted sources. Load reductions should, in turn, result in improvements to discharge and receiving water quality. If a large enough portion of the target audience is moved to take action (Level 3), loads into the storm drain system are prevented.

#### **Outcome Level 5—Improving Runoff Quality**

A primary focus of stormwater management programs is to reduce pollutants in stormwater and to ensure that discharges do not cause or contribute to violations of water quality standards in receiving waters. Over time, as loads are prevented from entering stormwater drainage systems, urban runoff and discharge quality should improve. Level 5 Outcomes may be measured as reductions in one or more specific pollutants and may reflect effectiveness at a variety of scales ranging from site-specific to programmatic. Outcomes at Level 5 may be difficult to distinguish from Outcomes at Level 4.

#### **Outcome Level 6—Protecting Receiving Water Quality**

The ultimate objective of stormwater management programs is the protection of water bodies. At Level 6, the focus is on compliance with water quality standards, protection of biological integrity, and beneficial use attainment. Regardless of the Outcomes targeted, receiving water quality usually reflects more than the quality of stormwater discharges alone. Other influences may also have a significant impact on the receiving water quality including sanitary sewer overflows, rising groundwater, agricultural and other non-point discharges. Changes in receiving waters and the environment resulting from stormwater programs may only be seen over long periods of time that allow the cumulative impacts of multiple control measures and program elements to result in a measurable change in water quality.



# Chapter 1. MCM I - Public Education and Outreach

## NARRATIVE OVERVIEW

The City of Rocklin's Public Education and Outreach program meets the requirements of the NPDES General Permit for Stormwater Discharge. The City has co-sponsored Creek Week activities to inform residents about non-stormwater discharges, and partners with other organizations that have carried out educational and outreach programs related to stormwater issues. City residents have benefited from the work of non-profit organizations such as the Dry Creek Conservancy, Citizen's Involved Means Better Living (CIMBL), and other citizen volunteers through activities such as tree planting, litter pick-up, and habitat restoration.

The City has also developed printed educational and outreach material that can be picked up at various City buildings and/or downloaded from the City's website. Materials include brochures that target the construction industry, residential yard maintenance, pet waste pickup and disposal, and disposal of household hazardous waste, all underscoring the City's basic message that, **"Water that enters Rocklin's storm drain system is not treated."**

## BEST MANAGEMENT PRACTICE (BMP) STATUS

This chapter discusses the BMPs identified in the City's *Storm Water Management Plan* (SWMP), along with their associated measurable goals.

During the 2008-2009 fiscal/reporting year, the City added several new BMPs not originally included in the SWMP, and expanded on existing BMPs.

The numbering of the individual Public Education and Outreach BMP tasks correspond with their initial year of implementation as they are listed on Table 1-A of the City's SWMP. New BMP tasks added to the City's Stormwater Management Program in permit year 2008-2009 use the same nomenclature, thus are numbered with year six (6).

The status of implementation for each BMP and a summary of how the City complied with each BMP are provided. In addition, the next year's reporting period goal is included here rather than formally updating the City's SWMP. Appendix 1 includes supporting materials for Public Education and Outreach BMPs.

This reporting year, the City focused resources on its Public Education and Outreach efforts to more fully comply with this minimum control measure (MCM) and to identify and report on activities not reported in previous years' Annual Reports.

## BMP 1 – "THE BASIC MESSAGE"

"Develop and distribute written materials to get the message out, that **the storm drain does not lead to a wastewater treatment plant, but to a creek or open space area.** Materials will be designed to make the public aware of what ordinary daily activities can result in discharges to the storm drains, and that discharges into the storm drains result in impacts to wildlife, water quality, health, and eventually the quality of life in the community. These materials will also teach the vocabulary related to urban runoff issues. For the residential population, the materials will target

home auto maintenance activities, landscape and home maintenance activities, pet management, pest control, and swimming pools, all of which are common sources of pollution in the residential community. For the commercial and industrial population, an emphasis will be placed on lawn care businesses, carpet care businesses, and pool maintenance businesses. Methods to distribute the materials will include the City of Rocklin's *Annual Report to the Community*, the City of Rocklin's web page, press releases, developing partnerships with the local school district to distribute educational material, developing partnerships with local businesses to educate and achieve 'buy in' in support of the Basic Message, conducting workshops and training seminars with homeowners, distributing materials during Creek Week and other community activities."

**1.a. Incorporate "The Basic Message" into the City of Rocklin Annual Report to the Community and distribute to 100% of Rocklin residents and businesses by December 31 each year.**

**Status:** Modified. Utilized BMP item 1.b. in place of BMP item 1.a.

**1.b. Develop and publish storm water information and outreach on City website by September 2004.**

**Status:** Ongoing implementation.

In 2005, the City unveiled a new website; the forerunner of today's website. Over the last several years, pages on storm water quality have been added and updated.

In the last half of this reporting year, Staff began working on updates and enhancements to the City's storm water web pages. Enhanced outreach was achieved in three areas: the Public Works Events page (<http://www.rocklin.ca.us/PublicWorksEvents>), the homepage City News item with a link to the Dry Season 2009 press release (see BMP item 1.c. below); and the homepage City Survey on storm water. (See Appendix 1-1 for copies of webpage content.)

For the past several years, the Public Works Events page has advertised two storm water-related events: Creek Week and Collecting & Planting Acorns. Creek Week is the Placer County area's creek and watershed awareness campaign centered around Earth Day in April (see BMP item 2.b below). Collecting & Planting Acorns is a Rocklin community activity coordinated by the Public Works Department in cooperation with the Parks and Recreation Department to propagate native trees for transplanting to City parks, open space and riparian zones as a program funded through the City's Oak Tree Preservation Fund. In May 2009, the Events page was updated to include the World Ocean Day event (see BMP item 6.a. below).

The City News item linked to the press release was on the homepage for approximately 15 days in May and June of 2009. The City Survey was essentially a quiz on storm water awareness and was on the homepage for the entire month of June, 2009. The Dry Season 2009 press release was also available as a link from the City Survey results page. (See BMP item 1.c. below for number of visits to these webpages and Appendix 1-1 for copies of webpage content.)

**Goal for 2009-2010:** Plans for further website enhancements include: 1) reorganizing and reformatting the collection of storm water pages (e.g., pollution prevention for contractors, residents, and food service, recycling, NPDES annual reports and others) into a more user-friendly format; 2) adding a kids activity and information page; 3) adding a creek map that shows landmarks, public facilities, parks and neighborhoods in relation to the City's watersheds, creeks, streams, and open space; and 4) adding hyperlinks to local and regional storm water quality-related agencies and organizations.

**Measurable Goal:** Track the number of total visits and unique visits to the Events page, the number of visits to the City News item and link to the press release, and number of City Surveys completed.

**Appropriateness:** The City's website is the most cost-effective method to facilitate public outreach. The City of Rocklin's website has an average of:

- **114,900 Visits per month** - This means that people visited the City website 114,900 times. (*What is a visit?* Example: A person might go to the website once at work, and then once when they get home. This counts as two visits.)
- **48,000 Unique Visitors** - This means that 48,000 people visited the City's website.
- **9,200 Repeat Visitors** - This means that 9,200 people came back to look at the website twice or more times during the month.
- **645,900 Pageviews** - This means that people looked at the City's website pages 645,900 times.

**Effectiveness:** To be determined. The Public Works Events page has an average of 72 visits per month and 91 Pageviews per month. Ongoing effectiveness will be determined through one or more of the following methods: a) conducting an online poll, City Survey, or other interactive response method on the website to gauge any increase in storm water awareness; b) tracking the number of visits and pageviews to storm water pages; and/or c) comparing changes to the number of visits and pageviews before and after revamping the storm water pages. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**1.c. Prepare press reports twice yearly that address wet and dry season activities that residents and businesses can perform to improve water quality.**

**Status:** Initial implementation.

The Dry Season 2009 press release was published on May 14, 2009, and sent to the Placer Herald, the Sacramento Bee, and WAVE Broadband. It was also publicized on the City website via a City News item that was on the homepage for approximately 15 days in May and June, 2009. In addition, the press release was available as a link from the City

Survey on storm water awareness. The City Survey was on the homepage for the entire month of June, 2009. (See Appendix 1-1 for webpage content and Appendix 1-2 for a copy of the press release.)

**Goal for 2009-2010:** Prepare and publish Wet Season and Dry Season press releases as specified.

**Measurable Goal:** Number of publications that pick up the press release and publish a story. Number of visits to online versions of the press releases on the City's website.

**Appropriateness:** Harnessing local media outlets' readership means the City can reach even more residents and businesses than by relying solely on the City's website for public outreach.

**Effectiveness:** On May 28, 2009, the Placer Herald published a hard copy article based on the press release. The Herald's weekly readership is approximately 35,000 with 14,350 subscribers. The article was also published online at the Herald's website the same day. As of July 16, 2009, the online article had logged 77 views. Also, Rocklin & Roseville Today, an internet-only yellow pages and news company, picked up the press release and posted *Rocklin Water Quality Guidelines* on June 4, 2009. Rocklin & Roseville Today claims to serve 74,000 monthly visitors. Both online articles are returned when "Rocklin storm water" is searched using Google, Yahoo and other major internet search engines. (See Appendix 1-2 for copies of the articles.)

On the City's website, the Dry Season 2009 news article generated some significant readership according to the City's Website Administrator. Following are the statistics for the article, which was posted May 22, 2009. (Note: "Views" means how many times the article was read.)

*Residents, Businesses Can Help Improve Local Water Quality During the Dry Season*  
<http://www.rocklin.ca.us/news/displaynews.asp?NewsID=966&targetid=1>

MAY Views:	56
JUNE Views:	130

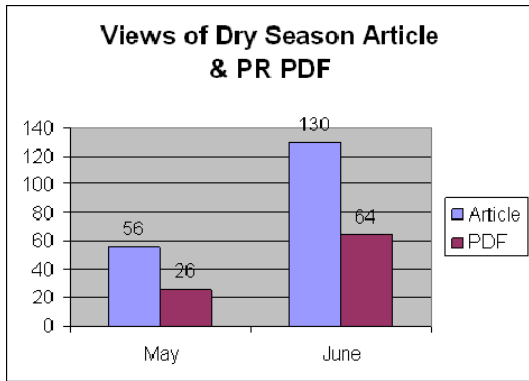
(Note: On average, people who viewed this article read it for two and a half minutes. This amount of time indicates they were actually reading the content versus just clicking on it and clicking away).

The full press release PDF was linked at the bottom of the article. Many people clicked through to this PDF from the article.

**Press Release PDF**

<http://www.rocklin.ca.us/civica/inc/displayblobpdf.asp?blobID=11621>

MAY Views:	26
JUNE Views:	64



In total, the News Story and the Press Release had a combined 276 views, most of which were long enough that the viewer read the text and did not quickly click through.

Ongoing effectiveness will be determined with an online poll, City Survey, or other interactive response method on the website to gauge any increase in storm water awareness. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**2.b. Distribute educational material during Creek Week activities in April.**

**Status:** Not yet implemented.

Past Creek Week activities have focused on work parties of citizen volunteers picking up litter and planting trees, which provided no opportunity to hand out brochures.

**Goal for 2009-2010:** Create a more central, organized event hub or festival-type event near a work site or park where a Storm Water Education booth can be set up and stocked with storm water brochures. If remaining California Department of Conservation grant funds allow, provide Rocklin Creek Week volunteers with a recycled material tote bag with storm water and pollution prevention messages printed on it, stuffed with brochures and Bags on Board pet waste promotional items. (See Chapter 2 - Public Participation, BMP item 1.d.)

**Measurable Goal:** Number of brochures distributed to Creek Week and other clean-up event participants.

**Appropriateness:** Creek Week's activities are the ideal venue to spread the word about pollution prevention and watershed health in Rocklin and the region.

**Effectiveness:** To be determined with an online poll, City Survey, or other interactive response method on the website to gauge any increase in storm water awareness. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**2.c. Develop partnership agreement with Rocklin Unified School District (RUSD) to distribute educational material.**

**Status:** Not yet implemented.

**Goal for 2009-2010:** California Department of Conservation grant funding has been severely reduced and the City will be unable to assist the ReCreate program as during the 2008-2009 school year (see BMP item 3.d. below). Staff will contact Rocklin Unified School District (RUSD) to determine whether the school district would have an interest in a partnership and, if so, work together to develop a program and the necessary materials.

**Measurable Goal:** Number of children participating and number of handouts/packets of material distributed during school year.

**Appropriateness:** Partnering with agencies outside the City allows for pooling and increased effectiveness of resources. Providing school-aged children with storm water education helps to ensure that the next generation of real estate, land use, and design professionals (e.g., developers, urban planners, traffic engineers, civil engineers, landscape architects, site designers, etc.) and homeowners are knowledgeable about the impacts of urban runoff on local waterways and the world's oceans.

**Effectiveness:** Conduct surveys of teachers and possibly students to obtain feedback about the program/materials and whether awareness has been raised and/or behavior changed (outside of the classroom activities). The goal is to achieve an Outcome Level 3 - Changing Behavior.

**2.d. Conduct two workshops/training seminars per year targeting homeowner associations and residential maintenance activities that impact creeks, wetlands, and open space areas.**

**Status:** Not yet implemented.

In spring of 2009, interest was expressed by a president of a homeowners association (HOA) to have the City present these topics to his HOA. This task has been prioritized higher to implement for 2009-2010, due to the interest expressed.

**Goal for 2009-2010:** Research presentation topics; obtain department head approval for workshop topics, staffing, etc.; prepare workshop agenda and materials; contact HOAs for interest and scheduling; hold at least one workshop before close of reporting year.

**Measurable Goal:** Number of HOAs contacted and scheduled for workshops.

**Appropriateness:** Outreach and education through HOAs will allow the City to target specific topics, good housekeeping practices, and regulatory requirements geared specifically to individual subdivisions and the distinct natural features within the development that may have unique maintenance requirements.

**Effectiveness:** A survey or other method will be developed in conjunction with the workshop program and materials so that residents and/or HOA boards can provide

feedback to City staff regarding the usefulness and appropriateness of the workshop. The goal is to achieve Outcome Level 2 - Raising Awareness.

**3.c. Develop partnership program with local lawn care businesses that pledge and act to support “The Basic Message.”**

**Status:** Not implemented.

**Goal for 2009-2010:** Staff will explore potential effectiveness of this task relative to other activities that may provide more effective outreach. Additionally, Staff will audit City landscape maintenance contracts for IPM practices and requirements and may propose to modify the task to place IPM requirements on City contracted landscape maintenance activities in lieu of pursuing the program as originally tasked.

**Measurable Goal:** Number of business contacted; number of business that take the pledge.

**Appropriateness:** Integrated Pest Management (IPM) is an important component of storm water management because education and outreach that works to reduce sources of urban (residential, commercial/industrial, and institutional) runoff and pollutants improves the health of urban open spaces, creeks, and streams.

**Effectiveness:** Number of businesses that take and actively uphold the pledge. The goal is to achieve an Outcome Level 3 - Changing Behavior.

**3.d. School curricula developed and distributed to area schools by December 31, 2006.**

**Status:** Modified implementation (a modified version of this task was implemented during school year 2008-2009).

ReCreate is a waste reduction education program for grades K through 8 that provides activities and environmental education assemblies. The ReCreate curriculum is based on the California Integrated Waste Management Board educational lessons and covers both environmental science and art at State educational standards for the appropriate grade level. (See Appendix 1-3 for a description of the ReCreate program and curriculum.)

The ReCreate program in Rocklin schools has been funded by a California Department of Conservation grant the City received annually and used to support recycling and pollution prevention programs.

**Goal for 2009-2010:** The California Department of Conservation grant money has been reduced or eliminated for fiscal year 2009-2010 due to the State of California’s budget situation. As of the preparation of this report, the certainty of receiving a reduced level of funding was still unclear. Please see BMP item 2.c. above.

**Measurable Goal:** Number of children participating.

**Appropriateness:** Providing school-age children with pollution prevention and science- and art-based education ensures that they understand the impacts humans have on the environment, delivered in a creative and interpretive way that varies from the standardized, state-mandated curricula. The ReCreate program stresses the “Reduce, Re-use, Recycle” concept in their curriculum. Anecdotally, reductions in the creation of solid waste translate to reductions in pollution in general, which in turn means watersheds are healthier.

**Effectiveness:** ReCreate provided programming for 75 classrooms, for a total of 2,000 children within the RUSD in the 2008-2009 school year. The goal is to achieve an Outcome Level 3 - Changing Behavior.

**4.a. Brochures updated to be distributed in Auburn Placer Disposal garbage bills.**

**Status:** Ongoing and modified implementation.

By City Ordinance, all residences and commercial properties are required to subscribe to weekly solid waste collection from Auburn Placer Disposal Service. The City’s residents and businesses receive in their monthly bill inserts with various messages about the Western Placer Waste Management Authority (WPWMA) and the Materials Recovery Facility (MRF), the Reduce, Reuse, Recycle and related programs. Beginning in June 2009, the One Big Bin program has been promoted in the monthly billing materials (see BMP item 6.b. below).

In 2005-2006 and 2006-2007 *Recycling Rocklin Style* and *Clean & Green* flyers were published and promoted. (Please see Appendix 1-4 for copies of the flyers.)

**Goal for 2009-2010:** Through the Regional Recycling Group, the City will make an effort to work more closely with WPWMA staff and Auburn Placer Disposal Service to establish or document an effectiveness assessment.

**Measurable Goal:** Number of inserts and/or flyers distributed and number of promotional messages on billing materials.

**Appropriateness:** Any outreach that presents a message about recycling and/or solid waste reduction is relevant to storm water quality management as the message parallels that regarding keeping watersheds clean and healthy by not polluting.

**Effectiveness:** The goal is to achieve an Outcome Level 2 - Raising Awareness.

**6.a. Collaboration with STAR ECO Station for development of a storm water education exhibit and sponsorship of World Ocean Day event in 2009 and each year thereafter.**

**Status:** Initial implementation.



Science Theater Art Recreation (STAR) Education is a 501(c)3 non-profit charitable education company headquartered in Southern California with a second location in Rocklin. STAR partners with local school districts to provide high quality before- and after-school care on campus, as well as enrichment programs through classroom curricula, field trips, and traveling assemblies. STAR Eco Station, a subsidiary of STAR Education, is an environmental science museum and exotic wildlife rescue facility in Rocklin.

In March 2009, STAR approached the City with an invitation to partner on a Storm Drain Exhibit under development and the associated grand opening event. Within three months, STAR designed and constructed in the museum a full-size mock-up of an urban storm water pipe, complete with graphic displays and interactive simulated pollution sources. At one end of the pipe are mountains and at the other end is an ocean. The guided tour through the exhibit provides an excellent synopsis of the “Summit to Sea” concept and how everyone, everywhere, lives in a watershed that needs protection. The City contributed to the exhibit by providing a local watershed map and a household battery recycling collection tube with associated pick-up coordination (See Chapter 2 - Public Participation, BMP item 6.d.).

On June 6, 2009, STAR hosted a parking lot event to mark the grand opening of the Storm Drain Exhibit that coincided with World Ocean Day. The City supported the event through the City Council’s waiving of the special event permit fee, promotion of the event on the City’s website, and by providing a Storm Water Education Booth at the event. (See Appendix 1-5 for a copy of the World Ocean Day event flyer.)

**Goal for 2009-2010:** Continue collaboration with STAR ECO Station and explore adoption of a memorandum of understanding (MOU) to define and confirm an ongoing partnership in storm water public education. Through early planning, increase the number of attendees at the World Ocean Day event. Promote the Storm Drain Exhibit at the City’s Storm Water Education booth. Partner to promote Adopt-An-Inlet program (see Chapter 2 - Public Participation, BMP item 3.b.).

**Measurable Goal:** Increased attendance at World Ocean Day event; track number of museum visitors, classrooms, and after school programs that experience the Storm Drain Exhibit.

**Appropriateness:** Partnering with STAR is an excellent method to increase and improve the quality of education and outreach opportunities, particularly to school-age children in Rocklin and surrounding jurisdictions, all of whom share the Dry Creek and Pleasant Grove watersheds. STAR has demonstrated a long-term commitment to quality education and enrichment and by including a storm water and watershed education component in their facility and their curricula; they will reach a very large number of children, as well as some teachers and parents. As budget constraints allow, the City will continue to find ways to actively collaborate with STAR to promote their curricula and the Storm Drain Exhibit as a branch of the City’s SWMP.

**Effectiveness:** Approximately 400 adults and children attended the first World Ocean Day Event, most of whom went through the Storm Drain Exhibit. Since the June 6, 2009, opening, an additional 754 children have toured the exhibit as part of STAR's summer education programs (through August 5, 2009). STAR will track ongoing attendance during the school year and report monthly numbers of museum visitors, classroom fieldtrip tours, and after school participants. STAR and the City will prepare a survey or other assessment method to ascertain the amount of knowledge retention and/or awareness and change of behavior of participants in STAR's programs. The goal is to achieve an Outcome Level 3 - Changing Behavior.

**6.b. Ongoing collaboration with the Placer County Regional Recycle Group (RRG).**

**Status:** Initial implementation.

The RRG is comprised of representatives from member agencies within the WPWMA including Rocklin, Placer County, Auburn Placer Disposal, Loomis, Colfax, Lincoln, Auburn, and Roseville. The RRG is a program developed and implemented through funding from the California Integrated Waste Management Board (CIWMB) Used Oil Recycling Block Grant Program and is supported by the member agencies.

In 2008, Rocklin began attending the RRG meetings and actively collaborating within the group to create and promote waste reduction and recycling public outreach opportunities.

Currently, the One Big Bin promotion is underway. The City displayed the One Big Bin 4' x 20' banner at the City's Step Up to Health Picnic on June 3, 2009 and the World Ocean Day event on June 6, 2009 and had One Big Bin and medical waste disposal flyers at the Storm Water Education booth at both events (see item 6.a. above). Staff manning the booths responded to questions from the public. (See Appendix 1-6 for samples of the One Big Bin promotional materials.)

**Goal for 2009-2010:** Continue collaboration within group. Participate in as many joint events as possible (e.g., Mountain Mandarin Festival in November, 2009 and Placer County Recycles Day in Roseville in October, 2009). Continue promoting One Big Bin and proper medical waste disposal programs through the Storm Water Education booth at local events such as Hot Chili, Cool Cars in September, 2009.

**Measurable Goal:** Number of activities group is participating in and/or collaborating on; number of handouts distributed; and number of visits to the One Big Bin website. Increase in the percentage of Rocklin's recycling and solid waste diversion rates.

**Appropriateness:** The RRG's goal is to proactively increase regional solid waste and pollution reduction outreach effectiveness with a uniform message throughout Western Placer County. The RRG is attempting to stretch diminishing resources among all member agencies by pooling and sharing resources and costs and using them as efficiently and effectively as possible.

**Effectiveness:** No data has been collected yet regarding effectiveness assessments for the One Big Bin website or other outreach. The goal is to achieve Outcome Level 3 - Changing Behavior.

**6.c. Establish Storm Water Education booth for use at City-sponsored and community events in 2009 and each year thereafter.**

**Status:** Initial implementation.

The first two events at which the brand new Storm Water Education booth participated were the City's own Step Up to Health Picnic on June 3, 2009 and the World Ocean Day event, which the City co-sponsored with STAR ECO Station on June 6, 2009. The initial offering at the booth included the City's watershed map, brochures on pollution prevention, pet waste management, managed grazing, household hazardous waste and discharging pool and spa water, Bags on Board pet waste promotional items, and *One Big Bin* and medical waste/sharps collection flyers.

**Goal for 2009-2010:** Continue collaboration with STAR, Rocklin Chamber of Commerce (e.g., Hot Chili Cool Cars in September 2009, Trash Bash in the Spring of 2010), Placer County Regional Recycle Group (RRG), Placer Regional Stormwater Coordination Group (PRSCG), and other groups as appropriate to plan community events and to participate individually and/or jointly at events. Continue collaboration with Department of Parks and Recreation to increase the scope of City-sponsored events such as Creek Week to improve community participation and increase storm water outreach effectiveness.

**Measurable Goal:** Number of events; attendance at events; interest at storm water education booth.

**Appropriateness:** Participation at community events with a consistent message will increase public awareness.

**Effectiveness:** The goal is to achieve an Outcome Level 2 - Raising Awareness.

**6.d. Create new and update existing pollution prevention and storm water brochures in 2009 and as needed in future.**

**Status:** Initial implementation.

In May 2009, five brochures were newly created or updated, including *Pollution Prevention for Residents*, *Household Hazardous Waste*, *Managed Grazing*, *Pet Waste Management*, and *Discharging Pool & Spa Water*. All brochures were formatted for continuity within Public Works and for use as storm water public outreach materials. The initial printing order was for 1,000 of each brochure (2,000 for *Pet Waste Management*). Three of the brochures (*Pollution Prevention for Residents*, *Household Hazardous Waste*,

and *Pet Waste Management*) were printed using funds from the Department of Conservation grant. (See Appendix 1-7 for copies of pollution prevention brochures.)

Literature display cases were purchased and placed at the public counter in Public Works, City Hall, the Police Department, the Community Development Department, the Finance Department, the Sunset Community Center, the Chamber of Commerce's office, and as part of STAR's Storm Drain Exhibit. The brochures are also displayed, handed out and discussed at the Storm Water Education Booth during events.

**Goal for 2009-2010:** Develop an Integrated Pest Management (IPM) brochure to complement the storm water quality "Basic Message." Maintain adequate supply of all brochures (as funding allows). Distribute brochures through Rocklin Night Out block parties (August 4) and Chamber of Commerce activities such as Business Walk (July 1) and Welcome Teachers Luncheon (August 11). Revise the current process for distributing the *Discharging Pool & Spa Water* brochure to new and remodeled pool owners through the encroachment permit process, which is controlled by Public Works, rather than through the building permit process, to ensure the owners who actually use the pools receive the brochure, instead of the contractors, who only build them.

**Measurable Goal:** New IPM brochure printed. The number of brochures that are restocked at various displays throughout the City.

**Appropriateness:** Distribution with a consistent message at public information points and at community events and activities will increase public awareness of storm water quality management.

**Effectiveness:** The goal is to achieve an Outcome Level of 2 - Raising Awareness.

## **BMP 2 – PET WASTE MANAGEMENT**

"Develop pet waste management brochures to be handed out at the City's dog license counter, and install pet waste management signs in parks and neighborhoods."

**1.d. Prepare Pet Waste Management brochures to be handed out at the City's dog license counter (currently Police Department) and by Animal Control Officers by September 1, 2004, and each year thereafter.**

**Status:** Ongoing implementation.

The Pet Waste Management brochure was updated in May 2009, together with the other updated brochures on storm water quality. Two thousand were printed for distribution with dog licenses through Animal Control and at public outreach outlets (see BMP item 6.d. above).

**Goal for 2009-2010:** Monitor distribution points for replenishing, re-print as necessary and as funding allows. Expand distribution points to include local pet stores, veterinarian offices, and other pet related service outlets.

**Measurable Goal:** Annually, the number of brochures printed and the number of brochures distributed and replenished at the various displays.

**Appropriateness:** Consistently repeating the pet waste management message reminds pet owners to be responsible for their pets and that they make a direct difference in the City's storm water quality and the health of the City's watersheds.

**Effectiveness:** Two thousand brochures were printed in May, 2009. The next report will provide an annual count of the number of brochures printed and distributed for reporting year 2009-2010. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**1.e. / 3.f. Install Pet Waste Management signs in Parks, Class III bikeways, and Landscape Parkways by December 31, 2006.**

**Status:** Ongoing implementation. In previous reporting years, pet waste signs have been installed in highly visible areas of heavily used trails and parks.

**Future Goal:** As funding allows in the future, more signs may be purchased and installed. Also, the deferred plan to create a dog park within one of the City's existing parks will be resurrected. Pet waste management signs, and possibly poop scoop bags and disposal facilities, would be an integral part of the dog park. Additionally, the Adopt-A-Park program (see Chapter 2 - Public Participation, BMP item 6.a.) could include Adopt-A-Dog-Park and the sponsor would either underwrite the cost of the dog park maintenance or would provide volunteer work hours to help maintain the park, including subsidizing the poop scoop bags.

**Measurable Goal:** Number of signs installed.

**Appropriateness:** Reducing and hopefully eliminating dog waste contamination from City-owned facilities not only benefits the health of the City's watersheds, it also provides a model for behavior of dog owners when they are not on City-owned property.

**Effectiveness:** Six signs have been installed. Six more are in storage for future placement. Staff has not tracked whether there has been a discernible reduction in pet waste left on or near the trails in the vicinity of the signs. The goal is to achieve an Outcome Level 3 - Changing Behavior.

**6.e. Develop and launch Scoop the Poop campaign, utilizing "Bags on Board" Pet Waste Management Promotional Materials.**

**Status:** Initial implementation.

The Scoop the Poop promotion was launched in June, 2009. Using Department of Conservation grant funds, 2,400 Bags on Board pet waste disposal canisters were purchased with grant funding from the California Department of Conservation. A local

business, Rocklin Family Pet Shop, partnered with the City to provide refills for the canisters. The Bags on Board canisters and refills will be given to every dog owner in the City who licenses (new or renewal) their dog through the reporting/fiscal year. In addition, both Animal Control Officers and Parks Maintenance Staff will have supplies to distribute at their discretion to dog owners they encounter in the field. In the month of June, approximately 400 canisters were given away at the Step Up to Health Picnic and World Ocean Day events and to the Police Department for the dog license counter and Animal Control Officers. (See Appendix 1-8 for copies of the Scoop the Poop promotional materials.)

**Goal for 2009-2010:** Through feedback from Animal Control officers and the Police Department licensing data, determine dog owners' response to the promotion and determine whether to continue it in the 2010-2011 fiscal/reporting year as funding allows.

**Measurable Goal:** Depletion of initial supply of canisters; tracking number of refills purchased from partner store Rocklin Family Pet Shop.

**Appropriateness:** This promotion provides dog owners with equipment to be responsible for their dog's waste and a tangible reminder that they make a direct difference in the City's storm water quality and the health of the City's creeks and streams.

**Effectiveness:** The canisters were purchased too late in the reporting year to quantify the promotion's effectiveness. The next report will provide a count of the number of canisters distributed for reporting year 2009-2010. To be determined with online poll, City Survey, or other interactive response method on the website to gauge any increase in storm water awareness/pet waste awareness. The goal is to achieve an Outcome Level 3 - Changing Behavior.

### **BMP 3 – VOLUNTEERS**

“Identify, recruit, and train volunteers to help implement the educational outreach efforts. Volunteer educators can be used to present educational materials to local businesses, school groups, and neighborhoods. Volunteers can also be used to hand out educational materials at the annual Rocklin Jubilee, festivals, farmer's markets, and other public events.”

#### **3.b. Train volunteer educators by December 31, 2006.**

**Status:** Not yet implemented.

**Goal for 2009-2010:** Staff will evaluate whether a formal volunteer program is a cost effective way to increase public outreach and education effectiveness and compliance. Rocklin currently does not have a formal volunteer program and for the foreseeable future, will not have resources (funding and staff) to create and coordinate one.

**Measurable Goal:** To be determined.

**Appropriateness:** To be determined.

**Effectiveness:** To be determined.

#### **BMP 4 – STORM DRAIN INLET MARKING**

“Establish a program to mark all catch basins and drainage inlets in the City, with appropriate notification that the drain leads directly to the local receiving waters, not a treatment plant. Typical stencils say: ‘No Dumping - Flows to Creek’.”

- 2.a. All unmarked storm drain inlets in the City’s rights-of-way shall be stenciled or labeled by the end of the permit term.**

**Status:** Ongoing implementation.

In 2007, a Boy Scout den mother approached the Public Works’ Inspector about volunteering with the City and began placing storm drain markers in neighborhoods in which drains were not marked. The first year (2007) the troop marked inlets on fifteen streets, as well as a school parking lot and a bus stop. In May 2009, the troop marked a total of twenty eight inlets on seven streets.

Since 2007, Public Works has marked inlets in City’s rights-of-way and City facilities using the fish and water design marker and are keeping track of the locations, but not quantity, of inlets marked.



**Goal for 2009-2010:** Promote inlet marking as part of the Adopt-An-Inlet program; continue to recruit service groups to mark un-adopted inlets. Use new storm drain system map to track marked inlets (as constructed or by volunteers) and adopted inlets. Set a goal to mark a reasonable number of unmarked inlets during the reporting year.

**Measurable Goal:** Number of inlets marked in reporting year.

**Appropriateness:** Prominently marking the inlet itself provides a clear message about pollution and how waterways become polluted by urban runoff and illicit discharges.

**Effectiveness:** To date, the City has not compared data between locations of marked inlets and locations of illicit discharges to see if there is any correlation between inlet marking and either public awareness or modified behavior (reduction in illicit discharges at marked inlets). The goal is to achieve an Outcome Level 2 - Raising Awareness.

#### **BMP 5 – CREEK IDENTIFICATION PROGRAM**

“Develop and implement a creek and creek tributary identification sign program.”

- 3.a. Develop a creek and creek tributary sign program by December 31, 2006 and install**  
**4.b. signs at each creek, roadway, and bike trail crossing by December 31, 2007.**

**Status:** Preliminary implementation.

Staff has done some research over the permit term, including the cost to design and purchase signs and sign placement locations.

**Goal for 2009-2010:** Complete research, including developing a design/logo/motif either particular to the City's storm water program (consistent with other materials) or consistent with regional signage on the same waterways (Placer County and/or Roseville); determine if program is feasible given the current City budget situation.

**Measurable Goal:** Number of sites identified; number of signs purchased.

**Appropriateness:** Identifying local waterways and habitats brings attention to Rocklin's watersheds and their health.

**Effectiveness:** Number of signs installed in reporting year. To be determined with online poll, City Survey, or other interactive response method on the website to gauge any increase in storm water awareness. The goal is to achieve an Outcome Level 2 - Raising Awareness.



## **Chapter 2. MCM II - Public Participation**

### **NARRATIVE OVERVIEW**

The City of Rocklin's public involvement and public participation program meets the requirements of the permit. The City publishes legal notices for public hearings in the local newspapers for design review and subdivision entitlements, as well as other important actions taken by the City. The City provides opportunities for public comment at Council, Planning Commission, Committee, and neighborhood/project workshop meetings.

The General Plan Update, on which the City is still working and is in the final phases of environmental review, contains provisions that comply with the provisions of the permit. The City Council's review of the City's illicit discharge and detection ordinance was noticed so the public had an opportunity to review and comment on it. Ordinance 901, Ordinance of the City Council of the City of Rocklin Adding Chapter 8.30 to the Rocklin Municipal Code Relating to Stormwater Runoff Pollution Control, became effective on November 25, 2005. Ordinance 904, Ordinance of the City Council of the City of Rocklin Adding Chapter 15.28 to the Rocklin Municipal Code Relating to Grading and the Control of Erosion and Sediment in the City of Rocklin, became effective February 10, 2006.

### **BEST MANAGEMENT PRACTICE (BMP) STATUS**

This chapter discusses the BMPs identified in the City's Storm Water Management Plan (SWMP) along with their associated measurable goals.

During the 2008-2009 fiscal/reporting year, the City added several new BMPs not originally including in the SWMP or expanded on BMPs that were included.

The numbering of the individual BMP tasks correspond with their initial year of implementation as they are listed on Table 2-A of the City's SWMP. New BMP tasks added to the City's Stormwater Management Program in permit year 2008-2009 use the same nomenclature, thus are numbered with year six (6).

The status of implementation for each BMP and a summary of how the City complied with each BMP are provided. In addition, the next year's reporting period goal is included here rather than formally updating the City's SWMP. Appendix 2 includes supporting materials for Public Participation BMPs.

This reporting year, the City endeavored to ramp up our Public Participation efforts to more fully comply with this MCM and to identify and report on activities not reported in previous years' Annual Reports.

### **BMP 1 – PUBLIC MEETINGS**

“Conduct regular annual public meetings with the City Council to report on implementation of the Storm Water Management Plan. Hold public meetings with regulatory agencies and interested stakeholders on the progress of the Storm Water Management Program, the evaluation of existing and development of new BMPs, and activities for the ensuing year. Conduct

residential neighborhood meetings to specifically focus on the development of the illicit discharge detection and elimination portion of the Storm Water Management Program.”

**1.a Update the City Council on SWMP progress at the end of each year during the permit term.**

**Status:** Ongoing implementation.

Staff reported to City Council at the Annual Retreat in February 2005.

**Goal for 2009-2010:** Provide a bi-annual report to the Council for the first and second halves of the reporting/fiscal year on the status of the City’s SWMP implementation and compliance.

**Measurable Goal:** Dates of meetings reports are given

**Appropriateness:** Providing information to the City’s elected officials either at a Retreat or in a public meeting regarding ongoing and updated SWMP objectives, compliance with the General Permit, status of the new General Permit, etc. ensures that the Council is educated about the City’s storm water permit, the periodic regulatory changes, and the City’s compliance program. Also, any information presented at a Council Meeting is public record and retrievable through the City’s online document archive, thus the information would be searchable on the City’s website and through outside search engines and available to Rocklin residents online (or through a public records request).

**Effectiveness:** To be determined. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**1.b. Hold at least three public meetings to involve stakeholders in the BMP development process within twelve months of the permit approval date (March 10, 2003). Include City Staff, City Council, and Chamber of Commerce officials.**

**Status:** Modified ongoing implementation.

One meeting with the Rocklin Chamber of Commerce was held November 12, 2004, during the development of the BMP’s. Currently, stakeholders such as the Chamber of Commerce, Rocklin Unified School District (RUSD), homeowner’s associations, and local businesses (e.g., STAR ECO Station and Rocklin Family Pet Store) are involved in the ongoing development, modification, and implementation of several Public Education and Outreach and Public Participation BMPs as the City’s SWMP evolves.

**Goal for 2009-2010:** Ongoing collaboration with stakeholders through individual BMP implementation.

**Measurable Goal:** Completion of this activity; number of stakeholder groups involved in collaborative activities that support the City’s SWMP.

**Appropriateness:** Involving stakeholders ensures a broader perspective, more appropriate measures and tasks, and, most importantly, buy-in and support from the stakeholders themselves.

**Effectiveness:** To be determined. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**1c. Attend at least three neighborhood meetings to involve the residential community in the development of the illicit discharge detection and elimination program within the first two years of the permit approval date (March 10, 2003).**

**Status:** Not implemented.

No neighborhood meetings were scheduled. Residents have had an opportunity to participate in the public discussion and development of the General Plan Update and the Urban Forest Plan. Residents have also had the opportunity to participate in the modifications of projects to achieve water quality goals through the public hearing process for discretionary permitting of development projects.

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Completion of this BMP and how many of the measurable parameters are formally incorporated into the SWMP.

**Appropriateness:** Involving residential property owners ensures a broader perspective, more appropriate measures and tasks, and, most importantly, buy-in and support from the citizens themselves.

**Effectiveness:** Not applicable.

**2.a. Prepare public announcements promoting program and public participation beginning January and continuing until the end of the permit term.**

**Status:** Ongoing implementation.

For the past several years, the City's website has been used to publish announcements about volunteer opportunities and citizen participation activities (i.e. Creek Week, Acorn Collecting, Rocklin Clean Up Day (now Community Service Day), Universal Waste collection events, etc.).

For details of recent SWMP publicity on the City's website, please see individual BMP activities under Public Outreach and Education and in this chapter.

**Goal for 2009-2010:** Continue to use website as the most efficient and effective tool to publicize the City's SWMP.

**Measurable Goal:** Number of articles and news releases published each year of the permit term.

**Appropriateness:** Public announcements on the City's website are the most resource efficient and effective method to reach the largest number of Rocklin citizens and businesses.

**Effectiveness:** See respective BMP activities for documented or desired individual Outcome Levels. The number of unique visits to specific WebPages must be captured within a few calendar days of the dates of information requested otherwise, the City's web software does not have the capability to track historical information.

**2.b. The City will hold an annual coordination meeting involving co-permittees, regulatory agencies, and interested stakeholders to discuss progress of the storm water management program and the next year's activities.**

**Status:** Modified ongoing implementation.

Since 2002, the Placer Regional Stormwater Coordination Group (PRSCG) has met quarterly to facilitate communication and coordination between neighboring jurisdictions' storm water programs, including Lincoln, Loomis, Placer County, Roseville, and Rocklin. Currently, El Dorado County is participating in the group as well, so the meetings provide for a broader regional approach beyond western Placer County. Coordination among the group provides for sharing of regulatory updates and other information, as well as pooling resources such as advertising for and participating in training workshops put on by member jurisdictions. In addition, the group is currently reviewing a memorandum of understanding (MOU) that would allow for cost sharing of various types of BMPs and collaboration on related activities.

**Goal for 2009-2010:** Continue active participation at meetings and collaboration for sharing of resources; work with the group to prepare the MOU for final review by member jurisdictions during the reporting year.

**Measurable Goal:** Current: Number of meetings Rocklin has participated in; number of regional workshops and other programs the group collaborates on. (Previous: Completion of this BMP, how many stakeholders attend the meeting, and how many of the measurable parameters are formally adopted for the following year.)

**Appropriateness:** Regional coordination of jurisdictions' efforts for Public Education and Outreach and Public Participation BMPs, along with mandated industry and staff training is an effective method to maximize resources and provide a regional perspective on storm water quality management.

**Effectiveness:** The goal is to achieve an Outcome Level 2 - Raising Awareness for Public Outreach.

## **BMP 2 – WATER QUALITY MAINTENANCE AND MONITORING**

“Establish a Water Quality Maintenance and Monitoring Program involving the public. This program may include sponsoring an annual Creek Week, during which time the public would be involved in creek cleanup activities and tree plantings, and establishment of an ‘Adopt A Stream’ and an ‘Adopt An Inlet’ program to involve citizens in monitoring discharges into the inlets and creeks, and in measuring the quantity of trash and debris removed.”

### **3.a. Train citizen volunteer watch group(s) to monitor and report water quality data.**

**Status:** Partial implementation - discontinued.

Initial attempts to train volunteers have not been very successful. The process is time consuming and expensive while the commitments from volunteers and the reporting consistency are not reliable.

The City does not intend to pursue this BMP for the foreseeable future.

See BMP item 3.b. below for a similar volunteer activity that shows early signs of being successful.

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Number of volunteers that complete monitor training.

**Appropriateness:** In theory, a good way to create more community involvement in the principles and practices of the SWMP and gain manpower for implementation of the SWMP. However, the City determined that this task was not an effective BMP.

**Effectiveness:** Not effective.

### **3.c. Establish volunteer monitoring stations and monitoring protocol.**

**Status:** Modified implementation.

The monitoring stations have been established but City staff collects the samples and process them for analysis and tracking. Staff control over the sampling and processing maintains the chain of custody and ensures the accuracy and consistency of the testing.

Monitoring protocols have been established by the Dry Creek Conservancy. Protocols fall under one of the three categories:

- a. Chemical Analysis
- b. Benthic Macro Invertebrate Diversity
- c. Site Condition Analysis

Please see Chapter 3 – Illicit Discharge Detection and Elimination, BMP item 3.a. for a more detailed discussion of the City’s water quality monitoring activities.

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Number of watershed monitoring stations that are established and the number of citizens that participate in water quality data collection.

**Appropriateness:** In theory, a good way to create more community involvement in the principles and practices of the SWMP and gain manpower for implementation of the SWMP. However, the City determined that this task was not an effective BMP.

**Effectiveness:** Not effective.

### **BMP 3 – VOLUNTEERS**

“Through public announcements promoting public participation in the SWMP, identify, recruit, and train in proper protocol citizen volunteers to monitor water quality and participate in Creek Week, Adopt a Stream, and Adopt an Inlet programs.”

**1d. Sponsor a Creek Week event including clean up activities and tree plantings within the City of Rocklin at least once each year of the permit term.**

**Status:** Ongoing implementation.

Since 2007, the City has participated in Creek Week, a community-driven public education and volunteer work event organized by the Dry Creek Conservancy. The surrounding jurisdictions of Roseville, Placer County, Lincoln, and Loomis participate as well, making the week-long event a regional watershed-supporting collection of local public outreach and community events. Recent years’ activities in Rocklin include:

- In April 2008, City Staff and a total 150 volunteers planted eighty trees at Twin Oaks Community Park and worked in Johnson Springview Park to build a native plant nursery with five raised beds and work bench within a tubular steel enclosure, planted 400-500 native plants, planted six trees, and cleared out a natural spring areas to create the Huff Springs interpretive exhibit.
- On April 18 2009, City Staff and 25 volunteers planted eighteen trees at Lone Tree Neighborhood Park in the Sunset West area of Rocklin.

(See Appendix 2-1 for a copy of Rocklin’s Creek Week flyer.)

**Goal for 2009-2010:** Have a more central, organized event “hub” near a Rocklin clean up site that may include festival-like vendors and booths from the community. Actively promote volunteer participation with information on the City’s website and through partnerships with the Chamber, STAR, RUSD, and local service organizations.

**Measurable Goal:** Number of volunteers that attend a Creek Week event and the number of creek miles cleaned up. Number of sites worked on and/or cleaned up; number

of trees planted; square yards of mulch spread; number of vendors/booths at festival; number of visitors to festival.

**Appropriateness:** To date, Creek Week has been the most promoted and most attended volunteer opportunity related to watershed health in the City. The intent is to harness that recognition and the momentum and expand the City's regional participation as well as increase the number of Rocklin participants.

**Effectiveness:** The City considers that the level of previous years' participation was acceptable. No qualitative or quantitative analysis has been done, other than to track the activities and the number of volunteers. Future assessments will attempt to qualify the effectiveness of the enhanced event. The goal is to achieve an Outcome Level 3 - Changing Behavior.

**2.c. Begin measuring the quantity of trash and debris removed by Adopt-A-Stream and/or Adopt-A-Watershed volunteers.**

**Status:** Modified implementation through new BMP item 5.a. (see below).

Because the City has not yet implemented an Adopt-A-Stream or Adopt-A-Watershed program, this BMP has been modified to report the solid waste amounts that Western Placer Waste Management Authority (WPWMA) tracks for their reporting requirements to the Integrated Waste Management Board.

**Measurable Goal:** Number of volunteers that attend a Creek Week (clean up) event, the number of creek miles that are cleaned up, and the quantity of trash and debris removed by volunteers.

**Appropriateness:** Not applicable.

**Effectiveness:** Not applicable.

**3.b. Develop an "Adopt A Storm Drain Inlet" program by December 31, 2006.**

**Status:** Initial implementation.

In June 2009, the Adopt-An-Inlet program had a "soft launch" with sign up sheets available at the Storm Water Education booth at two events. By the close of the reporting year, forms and flyers for the program were ready to go. The formal roll out of the program prior to June 30, 2009, was held up for review and approval of the volunteer liability release form. (See Appendix 2-2 for copies of the Adopt-An-Inlet program materials.)

**Goal for 2009-2010:** Recruit "adoptees" (participants in the program) by partnering with STAR Education, the Chamber of Commerce, and RUSD. Target potential adoptive groups such as Boy and Girl Scouts, community service groups, local businesses, local

religious groups, and public and private school classrooms. Promote program on City website on enhanced storm water pages, through a City News item, and through a Wet Season Survey on the home page. Promote program at City's Storm Water Education Booth. Have 50 storm drain inlets adopted by June 30, 2010.

**Measurable Goal:** Number of inlets adopted in reporting year; number of inlets actively supervised (i.e. cleaned and/or monitored by adopters)

**Appropriateness:** Garnering Rocklin residents and businesses knowledge and hands-on support of storm drain operations and maintenance directly affects public awareness and the actual cleanliness of the system.

**Effectiveness:** Through volunteer reporting and Staff monitoring and tracking, over time a trend towards reduced amounts of and cleaner runoff is expected. The goal is to achieve an Outcome Level 3 - Changing Behavior.

**4.a. Establish and administer a volunteer program for marking storm drain inlets until all inlets in the City are marked.**

**Status:** Ongoing implementation (first time reported).

In 2007, a Boy Scout den mother approached the Public Works' Inspector about volunteering with the City and began placing storm drain markers in neighborhoods in which drains were not marked. The first year (2007) the troop marked inlets on fifteen streets, as well as a school parking lot and a bus stop. In May 2009, the troop marked a total of twenty eight inlets on seven streets.

**Goal for 2009-2010:** For groups and individuals who do not wish to commit to Adopting-An-Inlet (see BMP item 3.d. above), continue to offer the inlet marking project as a less intense volunteer opportunity.

**Measurable Goal:** Number of inlets marked in reporting year.

**Appropriateness:** Garnering Rocklin residents' knowledge and hands-on support of storm drain maintenance and watershed knowledge directly affects public awareness and the actual cleanliness of the storm drain system.

**Effectiveness:** The goal is to achieve an Outcome Level 2 - Raising Awareness.

**4.b. Acorn Gathering and Planting.**

**Status:** Ongoing implementation (first time reported).

Since 2006, the Public Works and Parks Departments have collaborated to conduct volunteer acorn gathering and planting events. There are three native plant nurseries with automatic irrigation and stands or beds where more than 100 saplings and trees are



growing. There is room for approximately 3,000 acorns/seedlings between the three nurseries. Several racks and automatic irrigation provide for the propagation of several hundred saplings at any given time.

Volunteers have planted propagated acorns in open space parcels along Pleasant Grove Creek, Breen Park, Lonetree Park and Johnson Springview Park.

**Goal for 2009-2010:** Continue collaboration with Parks Department for collection, sharing of nursery space and saplings, and outreach and volunteer opportunities. Hold acorn gathering and planting events in late summer and early fall to collect and plant in tubes. Care for saplings and prepare them for planting in City sponsored events such as Creek Week and Community Service Day and in the City's Parks, Facilities, and Public Works projects. Actively publicize annual event on Public Works' Events webpage and through partnerships with STAR Education, RUSD, and the Chamber of Commerce.

**Measurable Goal:** Number of acorns collected; number of citizen volunteers participating; number of saplings eventually planted.

**Appropriateness:** Helping nature re-propagate native oaks from their own acorns helps to ensure the long-term viability of the urban stands of native oaks within the City. Oak trees provide shade, habitat, and relative to storm water, stabilize soil and improve permeability in Rocklin's rocky soil which improves ground water filtration and in turn improves the health of the watershed. (For additional discussion about the City's efforts to preserve native oak trees, please see Appendix 2-3 for a description of Rocklin's Urban Forest Plan.)

**Effectiveness:** The goal is to achieve an Outcome Level 2 - Raising Awareness.

**5.a. Implement a pollution prevention/solid waste reduction program. Begin tracking the quantity of solid waste collected and diverted from the landfill through sorting at the Materials Recovery Facility and through resident volunteer collection activities.**

**Status:** Ongoing implementation (first time reported).

Since 2007, the City has conducted Universal Waste Collection events and provided Christmas tree pick up to residents and businesses. The universal and E-waste is redirected from the landfill to recyclers who salvage and dispose of the waste properly. Christmas trees are diverted from the landfill and used in the MRF's composting operation.

In the current reporting year, the City sponsored three Universal Waste Collection events on July 19, 2008, October 18, 2008, and January 17, 2009. In late 2008 and early 2009, the City provided Christmas tree pick-up service. (See Appendix 2-4 for copies of the spreadsheet from WPWMA and webpages for Universal Waste collection events.)

WPWMA tracks solid waste amounts diverted from the landfill for their reporting requirements to the Integrated Waste Management Board. Spreadsheets for the City's 2007 and 2008 solid waste collection are included in Appendix 2-4. In summary, in nearly every commodity tracked, the City's diversion amount increased in 2008 over 2007. One section of the spreadsheet specifically tracks the amounts of waste collected during the City's annual Clean Up Day (since 2008 called Community Service Day). The amounts collected for two major community events, Hot Chili Cool Cars and the Rocklin Jubilee, are also tracked independently. Household batteries were collected for the first time in 2008 (please see BMP item 6.d. below).

**Measurable Goal:** Number of collection dates. Steady or increasing annual amounts of Christmas trees, tires, E-waste, batteries, etc. collected and diverted from the landfill.

**Appropriateness:** Any activity that raises awareness of and increases public participation in pollution prevention and solid waste reduction would impact storm water quality if the increased awareness or activity itself serves to divert solid waste either from the watershed or from the landfill where it can damage the environment. Additionally, the WPWMA landfill is located within the Pleasant Grove Creek watershed northwest of the City of Rocklin and, thus downstream of the City. The City's efforts to encourage residents to voluntarily participate in the collection of E-waste ensure a cleaner overall watershed.

**Effectiveness:** The City will continue to monitor and analyze the annual collection data from the WPWMA. Over the 2007-2008 period tracked, E-waste collection increased by just over 44 percent and the City has consistently exceeded the State mandated minimum diversion rates for the past several years. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**6.a. Develop an Adopt-A-Creek/Open Space/Trail program during reporting year 2009-2010. Fold in newly launched Adopt-an-Inlet program. Develop program in coordination with Parks and Recreation's not yet launched Adopt-A-Park program.**

**Status:** Initial implementation.

Preliminary research into other jurisdictions' similar programs (e.g., City of Oakland's Adopt-A-Spot program). Preliminary discussion with Parks and Recreation to combine/coordinate programs.

**Goal for 2009-2010:** Continue working with Parks & Recreation to create a combined program and launch it. Recruit "adoptees" (participants in the program) by partnering with STAR ECO Station, the Chamber of Commerce, and RUSD. Target potential adoptive groups such as Boy and Girl Scouts, community service groups, local businesses, local religious groups, and public and private school classrooms. Promote program on City Website through enhanced storm water pages and on Parks & Recreation's webpages, through a City News item, and through a Wet Season Survey on the home page. Promote program at City's Storm Water Education Booth. Have five facilities adopted by June 30, 2010.

**Measurable Goal:** Complete development of program; Launch of program; number of facilities adopted.

**Appropriateness:** Garnering Rocklin residents' knowledge and hands-on or financial support of watershed-related facilities maintenance and watershed knowledge directly affects public awareness and the actual cleanliness of the watershed.

**Effectiveness:** To be determined. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**6.b. Install Wetland Preserve Informational Signs in City-owned open space.**

**Status:** Initial implementation.

In late 2008, James Whistler contacted Public Works Staff to determine if he could place wildlife wetland habitat signs in City-owned open space to alert and educate the public about local wildlife as an Eagle Scout project. City Staff worked with James to identify three locations within the Pleasant Grove watershed to place three Rocklin Wetland Preserve Area signs. The signs include information about how suburban wetlands help with drainage, flood control, and water quality.

(See Appendix 2-5 for photographs of the signs and an aerial map of the sign locations.)

**Goal for 2009-2010:** Facilitate the signs being placed in the approved locations and complete the project. Unless another individual or Scout approaches the City to do a similar project, additional signs will not be placed. The City does not have the funds to continue this project.

**Measurable Goal:** Number of signs placed per year.

**Appropriateness:** This project is aimed at educating residents who use the trails through public open space about the animals and their wetland habitats located within the City. A more intimate awareness of the ecosystem existing "right in their backyard" would hopefully increase residents' desire to care for that ecosystem.

**Effectiveness:** To be determined. The goal is to achieve an Outcome Level 2 - Raising Awareness.

**6.c. Sponsor an annual Community Service Day.**

**Status:** Ongoing implementation (first time reported).

The First Annual Rocklin Community Service Day was held on Saturday, October 11, 2008. Previously the annual event had been called Rocklin Clean Up Day.

More than two hundred oak trees were planted in five Rocklin parks (Johnson-Springview Community Park, Lone Tree Community Park, Mansion Oaks Neighborhood Park, Sonora Neighborhood Park, and Twin Oaks Community Park). These trees will benefit the environment by helping to improve the health of the City's watersheds and air quality, as well as benefit the community by providing shade and adding to the character of the parks. Also, existing native oak trees received new applications of mulch to abate weeds and keep the soil cool.

Official sponsors for Community Service Day included Auburn Placer Disposal Service, Omni-Means, PG&E, and unfi (United Natural Foods, Inc.). All cash donations were deposited to the City's Oak Tree Mitigation Fund and used exclusively for the purchase of native oak tree saplings and other essential materials for the propagation of native oak trees (RMC 17.77.090.D). See Appendix 2-6 for copies of the press release and webpage documenting the event. Also see BMP item 1.d., above.

**Goal for 2009-2010:** In spite of budget cuts, hold Second Annual Rocklin Community Service Day with additional collaboration between Parks and Public Works. Include wet season prep activities and other watershed-related clean up activities in addition to tree planting, plant other native species; double the number of volunteers; partner with Chamber of Commerce to promote business sponsorship and volunteerism; partner with STAR and RUSD to promote volunteerism. Create database of volunteer contact information for possible future use such as surveys, promotion of volunteer events, etc.

**Measurable Goal:** Number of trees planted; number of volunteers; number of and level of support from local businesses.

**Appropriateness:** Using volunteers to assist with City watershed protection projects has the potential to save the City money, which can be spent in other areas besides staff compensation. Additionally, the promotion of volunteer events provides a public education opportunity, even if only a fraction of the target audience actually volunteer. Volunteers will be given some training

**Effectiveness:** To be determined. Staff will track participation, types and relative success of various activities, and amount of corporate sponsorship in 2009 for comparison with the first event in 2008. The goal is to achieve an Outcome Level 3 - Changing Behavior.

#### **6.d. Implement a household battery collection recycling program.**

**Status:** Initial implementation.

In late September 2008, through a grant from the Saxton Family Foundation, the City launched its consumer battery collection program. Other communities participating in the program include Roseville, Auburn, Loomis, and Granite Bay. The Saxton Foundation provides battery collection tubes and City Staff have arranged for the tubes to be prominently placed in high traffic areas throughout Rocklin such as grocery stores, drug stores, K-mart, Radio Shack, and RC Willey. In addition, the City has placed tubes at its

own facilities including City Hall, the Administration Building, Sunset Community Center, and Public Works Corporation Yard office. As part of the City's partnership with STAR Eco Station's storm water education efforts, a collection tube was placed in the Museum concurrent with the opening of their Storm Drain Exhibit in June 2009. Rocklin citizens and businesses may simply drop their used batteries in the collection tubes when running other errands. The City has partnered with Auburn Placer Disposal, the City's solid waste hauler, who collects the batteries from the tubes and transports them to the Western Placer Waste Management Authority's (WPMA) Materials Recovery Facility (MRF). See Appendix 2-7 for a copy of the City's webpage with battery collection information.

**Goal for 2009-2010:** Maintain successful program; do additional (annual or more frequent) promotions to remind residents and businesses; explore adding tubes at middle and high schools for kids and the campus to collect batteries used in personal electronic devices and school equipment.

**Measurable Goal:** Weight of batteries collected.

**Appropriateness:** The removal of household batteries as litter and from the solid waste stream ensures a healthier watershed.

**Effectiveness:** WPMA reported that the City collected 0.81 tons (approximately 1,620 pounds) of batteries for calendar year 2008. That averages out to over 506 pounds of batteries per month collected in the first three months of the program.

As of June 30, 2009, the City had collected 0.862 tons (approximately 1,724 pounds) of batteries. That averages out to over 287 pounds of batteries per month collected in the first half of the calendar year.

Based on the number of batteries collected, and thus not polluting or going into the landfill, in the first nine months of the program, it appears that an Outcome Level 3 - Changing Behavior, has been achieved with at least a portion of the Rocklin population.

**6.e. Inclusion of litter pick up requirement in all organized sports park facilities use contracts.**

**Status:** Ongoing implementation (first time reported).

For the past several years, the Park Department has included a requirement for litter pick up in all park facilities use contracts for organized sports. The organizations include Tri-City Softball at Johnson-Springview Park, Little League at Twin Oaks, Girls' Fast Pitch Softball at Lonetree Park, Pony baseball at Whitney Park, a soccer club at eight parks throughout the City, and the disc golf club at Johnson-Springview Park. All together these organizations encompass several thousand players, coaches, supporters, and family members, all of whom are responsible through the use contracts for picking up after themselves.

**Goal for 2009-2010:** Maintain successful program. Consider preparing a thank you and “did you know” flyer to further educate the sports participants about the role they are playing in helping to keep Rocklin’s watershed healthy.

**Measurable Goal:** Every park facility use contract will have the litter pick-up requirement.

**Appropriateness:** The responsibility for self-policing litter pick up ensures that litter does not end up as pollution. Making the participants accountable for litter pick up teaches good habits to not litter and to pick it up no matter who may have dropped it. Over many years, successive groups of youth will be taught these good habits which will hopefully stay with them throughout their lifetime.

**Effectiveness:** The organizations are self-policing and are responsible for clean up which City staff no longer has to perform. Parks facilities are kept virtually litter free by the organizations using them. Outcome Level 3 - Changing Behavior, has been achieved.

**6.f. Provide Rocklin Unified School District teachers with Service Learning opportunities for their classes.**

**Status:** Initial implementation (first time reported).

In Spring of 2009, Public Works Staff was contacted by a Rocklin Elementary teacher who wished to do a creek clean up project as part of a watershed protection curriculum and as a Service Learning project. The fourth grade Rocklin Elementary class spent a morning identifying native and non-native plants and animals, journaling their observations, and cleaning a section of Sucker Ravine Creek, a tributary of Secret Ravine Creek in the Dry Creek watershed. The class filled approximately six large garbage bags with litter and debris including cigarette butts, wood construction debris, glass and plastic bottles, paper wrappers, and plastic bottle tops.

**Goal for 2009-2010:** Collaborate further with RUSD’s Service Learning coordinator to provide additional opportunities. Also, see Chapter 1 - Public Outreach and Education, BMP 3.d.

**Measurable Goal:** Number of activities and projects coordinated through Service Learning for RUSD students.

**Appropriateness:** Service Learning is a teaching strategy that combines meaningful service with curriculum-based or program-based learning. Students learn and develop through active participation in thoughtfully organized service to the community. Service Learning’s goals align with the City’s public education and public participation outreach efforts and a partnership will be mutually beneficial to both programs, and more importantly to the students and the community.

**Effectiveness:** To be determined. Teachers or the Service Learning coordinator will be surveyed after every project to ascertain the effectiveness (and enjoyment!) of the activity. The goal is to achieve an Outcome Level 3 - Changing Behavior.

## **Chapter 3. MCM III - Illicit Discharge Detection and Elimination**

### **NARRATIVE OVERVIEW**

The City of Rocklin's illicit discharge detection and elimination program meets the requirements of the permit. "Illicit discharge" refers to discharges to a municipal separate storm sewer that is not composed entirely of storm water. Examples of direct illicit discharges include a home's sanitary sewer pipe that has been mistakenly connected to the storm sewer system, or a shop floor drain that is connected to the storm sewer, and improper disposal of automobile and household toxics. Examples of an indirect illicit discharges would be an old and damaged sanitary sewer line or a failing septic system that are leaking fluids into a cracked storm sewer line.

The City will continue to map the entire city, with the goal of creating a complete GIS database and map of all outfalls and receiving waters by the end of the permit term. The updated data is entered into an electronic map using GIS software, and when complete, will be used by City maintenance staff and first responders. This information will help City staff during outfall inspections and first responders in the event of a hazardous material spill.

The ordinance to prohibit illicit discharges and connections to the city storm drain system was passed by the City Council and made effective November 25, 2005. The City continues in its development of outreach materials for the public and of educational/training materials for staff that will enable field crews to identify illicit discharges. Much of the criteria and information can be found on the City's website.

### **BEST MANAGEMENT PRACTICE (BMP) STATUS**

This chapter discusses the BMPs identified in the City's SWMP along with their associated measurable goals. The status of implementation for each BMP and a summary of how the City complied with each BMP are provided. Appendix 3 includes supporting materials for Illicit Discharge Detection and Elimination BMPs.

The numbering of the individual BMP tasks correspond with their initial year of implementation as they are listed on Table 3-A of the City's SWMP.

### **BMP 1 – STORM SEWER LOCATION MAP**

"Develop a storm sewer location map showing the number, location, and relationship of the major components of the City's storm drain system, including all out falls and the names of all receiving waters. This map is an analytical tool for identifying pollutant sources and prioritizing opportunities for water quality improvements (both structural and non-structural measures) in a geographical manner."

- 1.a. Complete a citywide storm sewer map of all outfalls and the names of all receiving waters by December 31, 2003, and update each year thereafter.**

**Status:** Initial modified implementation.

Since March 2008, Staff and a volunteer from the community have been working to create an accurate, scaled GIS/aerial based mapping system of the City's storm water system. The base map is justified to the state-wide California Coordinated System which is based on the NAD83 geographical coordinate system so that other agencies such as Placer County Water Agency (PCWA) and South Placer Municipal Utility District (SPMUD) can coordinate the maps of their respective infrastructure and vice versa. The mapping includes locations of all manholes, drain inlets, outfalls, and receiving waters. Each facility will be numbered to correspond with a record in the accompanying database. The database is comprised of an inventory of the infrastructure to document the size and type of pipe (plastic, metal, terra cotta, etc.) used throughout the system, and will log the construction date, maintenance, and inspections performed on the various components (inlets, outfalls, pipes, manholes, etc.) of the system. In addition, the database will include the elevations, slopes, and distances of the system's components.

The map is also based on the county-wide fire grid system, so that it correlates with the fire hydrant locator map and makes it easy for hazardous materials responders to locate inlets and manholes.

**Goal for 2009-2010:** Continue to update the map and database to keep information current.

**Measurable Goal:** Ongoing progress of the storm drain system map.

**Appropriateness:** Having an accurate map and database of the City's entire storm water conveyance system will allow maintenance staff to better track maintenance and repair and determine which facilities

**Effectiveness:** The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**1.b. Distribute storm sewer map to emergency responders by December 31, 2003 and updates every year thereafter.**

**Status:** Ongoing implementation.

Since December 2003, emergency responders (e.g., Battalion Chiefs) have carried the outfall map in case of a Hazmat spill. This BMP is still being implemented due to the ongoing construction in the City. All outfalls have been identified. Sub-drainage areas are now being identified to determine the surface to storm drain inlet to receiving water path.

**Goal for 2009-2010:** Continue to provide the Fire and Police Departments with the enhanced storm drain system map and database as they are updated (see BMP item 1.c. above).



**Measurable Goal:** Continued updates and distribution of the storm drain map to first responders in the City.

**Appropriateness:** The ability for emergency responders to know where inlets, man holes, and outfalls are and respond appropriately is crucial during incidents involving hazardous materials so that illicit discharges can be prevented.

**Effectiveness:** The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

## **BMP 2 – PUBLIC INVOLVEMENT – STORM WATER HOTLINE**

“Establish a Rocklin Storm Water Hotline number that residents can call to receive information about recycling, garden and pesticide waste disposal alternatives, swimming pool draining tips, car washing tips, and other good housekeeping practices, as well as to report illegal discharges and dumping incidents. Information obtained from the hotline may be entered into a database to identify incidents of illicit discharges. In conjunction with this program, brochures may be developed and distributed each year at the annual Rocklin Cleanup Day further informing the public of the hazards associated with illegal discharges and improper disposal, and of the availability of the hotline.”

### **1.c. Storm Water Hotline in place by December 31, 2004. Develop procedures to respond to 100% of the calls received by December 31, 2003, and each year thereafter.**

**Status:** Modified ongoing implementation.

Since March 2005, the online reporting process, known as Access Rocklin, allows residents to send an electronic mail message to Staff. The link to Access Rocklin is included throughout the City’s website and is at the bottom of all relevant Public Works web pages (approximately twenty). Also, reports can be called in at the main Public Works number, 916-625-5500.

Staff is trained to respond appropriately to any report, regardless of the reporting method. In the current reporting year, a total of eight reports were received for illegal dumping (five for dumping and three for illicit discharges).

**Goal for 2009-2010:** Continue effective reporting process.

**Measurable Goal:** (New) Number of illicit discharges reported either on the main Public Works number or through Access Rocklin online. (Previous) Establishment of the storm water hotline and staff response to each call. All calls will be categorized and response documented. Advertising the hotline will improve public involvement and will serve as an educational tool to inform the public about the hazards of illicit discharges and illegal dumping.

**Appropriateness:** The public can be the best resource of “additional eyes” out in the community watching for illicit discharges and dumping. Making it fast, easy - and even anonymous - to report incidences and being responsive to reports helps ensure the public will continue to make them.

**Effectiveness:** One hundred percent of all calls and Access Rocklin reports are responded to and acted upon appropriately. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**1.d. Train staff that answer phones to properly direct calls to appropriate staff.**

**Status:** Ongoing implementation.

Staff was initially trained with the installation of the hotline. As new Staff has been hired, they have received training for how to respond to “hotline” type calls on the regular business line and from the online Access Rocklin system.

**Goal for 2009-2010:** Continue effective reporting and response process.

**Measurable Goal:** Number and type of calls received. Identify number of calls that result in investigation of discharge or enforcement action (verbal, written, citation) being taken. All calls will be categorized and responses documented.

**Appropriateness:** The public can be the best resource of “additional eyes” out in the community watching for illicit discharges and dumping. Making it fast and easy to report incidences and being responsive to reports helps ensure the public will continue to make them.

**Effectiveness:** All Staff responsible for answering phones are trained. Outcome Level 1 - Documenting Activities, has been achieved.

**2.e. Distribute brochures at the annual Rocklin Clean Up Day (now called Rocklin Community Service Day) to inform the public of hazards associated with illegal discharges and improper disposal of waste.**

**Status:** Not yet implemented.

**Goal for 2009-2010:** Work with Parks and Facilities Staff to identify appropriate opportunities to distribute brochures for the Second Annual Community Service Day in October, 2009.

**Measurable Goal:** Number of personal contacts made each year and number of brochures distributed to residents at each Clean Up Day drop off site.

**Appropriateness:** Volunteers at Community Service Day are probably more inclined to be receptive to educational materials about the very work they have volunteered to do. Providing written materials reinforces the message and provides volunteers with language they can use when talking to others about their volunteer experience and its importance to the community.

**Effectiveness:** To be determined. The goal is to achieve Outcome Level 2 - Raising Awareness.

### **BMP 3 – INSPECTION AND DETECTION**

“Train City staff on how to detect and address non-storm water discharges and institute an inspection program with the goal of inspecting 100% of storm drains outfalls at least once each year for illicit connections and non-storm water discharges. In addition, for areas in the City known for dumping, conduct inspections at least one time per month.”

**1.e. For areas in the City known for dumping, conduct inspections at least one time per month.**

**Status:** Ongoing implementation.

Due to limited Staff time and resources, dumping investigations by inspectors are complaint driven by reporting from the community. Over the permit term beginning in 2003, dumping in remote and vacant locations has decreased by virtue of the increase in development of these properties. The City installed gates on two properties with chronic dumping. One property was the site of proposed development and Planning staff used the entitlement process to require the dumping be cleaned up by the property owner as a condition of approval on both a tentative subdivision map and a conditional use permit. Illegal dumping is also addressed by the City’s street crews, who, if they see a dump site, will clean it up, without a citizen complaint coming in.

Most dumping incidents are single items such as sofas or refrigerators dumped on the side of the road. These items are collected by City Staff and hauled to an approved disposal site.

**Goal for 2009-2010:** Continue to respond to complaints of dumping and clean up sites as they are discovered by City crews. Record and track incidents to monitor for expected declines in occurrences and numbers of sites.

**Measurable Goal:** Reduction in amount of trash collected in known dumping sites; reduction in number of sites being used for dumping.

**Appropriateness:** Monitoring and removing illegal dumping helps reduce the number of incidences and helps to ensure that dumping does not pollute the City's watershed. Over time, dumping occurrences should continue to decline.

**Effectiveness:** Over the coming permit reporting periods, Staff will monitor and track reduction in dumping incidences at each site and a reduction in the number of sites. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**2.b. Inspect 100% of storm drain outfalls at least once each year for illicit connections and non-storm water discharges.**

**Status:** Ongoing modified implementation.

Regular, scheduled inspections have been taking place on a rotating basis due to limitations of Staff time. The City has one Storm Water Inspector. Currently, outfalls are inspected once every three years.

City maintenance crews do not consistently log or report their incidental inspections and/or clean up activities of outfalls associated with other types of maintenance such as weed abatement, however these casual inspections occur regularly throughout the year.

**Goal for 2009-2010:** Continue inspections as scheduled.

**Measurable Goal:** Number of storm drain outlets inspected for illicit discharges and the type of non-storm water flows observed.

**Appropriateness:** The City has not experienced any illicit connections to its storm drain system and is able to track the low number of non-storm water discharges (illicit and permitted), the current schedule of inspections is considered adequate

**Effectiveness:** The City continues to inspect the storm drain outfalls to identify any possible illicit connections. To date, none have been discovered. Outcome Level 4 - Reducing Loads from Sources, has been achieved.

**2.c. Develop procedures for City Staff to address non-storm water discharges by December 31, 2005, and each year thereafter. Procedures shall include enforcement of violations and a tracking system for inspections and violations.**

**Status:** Ongoing implementation.

This function within Public Works overlaps with the Code Compliance activities within the Community Development Department. The Storm Water Inspector and Code Compliance Officer work together when non-authorized discharges occur. Enforcement is provided by the Code Compliance function through a successive enforcement

response: verbal warning, written warning, citation. Within a calendar year, multiple citations for the same code violation incur increasing fines: first is \$100, second is \$200, and third is \$500. Continued violations are referred to the City Attorney's office for further enforcement and possible legal action.

**Goal for 2009-2010:** Re-evaluate tracking system to ensure it is up-to-date and providing adequate information to support Inspection, Code Compliance, and Administrative Staff (see BMP item 2.d. below).

**Measurable Goal:** Completion of procedures. Number of City employees that are trained each year to address non-storm water discharges. Employees properly following enforcement procedures in the tracking and enforcement of violations.

**Appropriateness:** Consistent enforcement gives "teeth" to the policy set forth by the Illicit Discharge and Detection Ordinance.

**Effectiveness:** Procedures are complete. Currently, all employees involved in Code Compliance are trained and properly following the enforcement procedures. Outcome Level 4 - Reducing Loads from Sources, has been achieved through consistent and ongoing

**2.d. Establish a database to identify incidents of illicit discharges. The database will be used in conjunction with the storm drain hotline.**

**Status:** Completed.

In permit year 2008-2009, five illicit discharges were reported and investigated by the Storm Water Inspector. One involved landscaping material (dirt) left in the gutter, one involved improper pet waste disposal, one involved a vehicle leaking fuel on the street, and two involved washing out concrete in the storm drain. Two of these reports were phoned in and three were received via Access Rocklin.

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Creation of database. Number and type of calls received by the City's hotline (and other reporting methods) and by City Staff. Identify the number of calls that result in investigation of discharge or enforcement actions (verbal, written, citation) being taken.

**Appropriateness:** Creation of a database would allow Staff to more easily track violations, inspections, and Code Compliance actions, analyze any trends, and identify needed modifications to public outreach, education, and participation efforts (see BMP item 2.c. above).

**Effectiveness:** To be determined once database is created and data can be analyzed. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**3.a. Evaluate authorized non-storm water discharges to classify impact(s) at outfalls.**

**Status:** Ongoing Implementation

Non-chlorinated pool and spa water and private, residential car washing are the major types of authorized discharges in the City. Investigations of possible non-authorized discharges are complaint driven so public awareness is key (see Chapter 1 - Public Education and Outreach, BMP item 6.d. regarding the distribution of brochures on swimming pool water discharge).

In the 2008-2009 permit year, permanent water quality test stations were established to test for the following parameters:

<b>Physical Characteristics</b>	<b>Petroleum</b>	
Temperature	Oil and Grease	
Specific Conductance		
Total Dissolved Solids	<b>Metals (CAM 17<sup>5</sup>)</b>	
Hardness	Antimony	Lead
	Arsenic	Mercury
<b>Sediment</b>	Barium	Molybdenum
Turbidity	Beryllium	Nickel
Total Suspended Solids	Cadmium	Selenium
Settleable Solids	Chromium	Silver
	Cobalt	Thallium
<b>Biological Factors</b>	Copper	Vanadium
Nitrate	Zinc	
Nitrite		
Ammonia		
Phosphate		
Biological Oxygen Demand		

Testing has been done as Staff time and budget resources have allowed. The cost for various tests on water samples range from \$300 to \$1,200. A schedule of testing times and locations has been established.

(See Appendix 3-1 for copies of testing results from the permit year and a map of test locations A-1, A-2, A-3, PG-1, PG-2 and PG-3.)

**Goal for 2009-2010:** Continue using existing testing schedule and modify as needed and resources allow. Create a database with baseline data from initial testing to ensure that data can be compared and trends identified and analyzed over longer periods of time.

**Measurable Goal:** Monitoring and education programs for authorized non-storm water discharges, and ability to classify impacts to receiving waters.

**Appropriateness:** Testing water quality is single most effective way to determine whether all other BMPs within the SWMP are being effective by reducing pollution in the City's waterways. Testing water quality is also another tool to help identify from where pollution sources are coming and address those sources to eliminate the pollution.

**Effectiveness:** To be determined once baseline data is entered into a database and subsequent data is added. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

#### **BMP 4 – ILLICIT DISCHARGE ORDINANCE**

“Develop, adopt, and implement an illicit discharge ordinance that will, among other things, identify the types of non-storm water discharges that can and cannot enter the City's storm drain system. Development of the ordinance will include an analysis of common non-storm discharges to determine if they are a significant source of pollution, and then either ban their discharge or require implementation of controls.”

**1.f. Complete a Draft Illicit Discharge Ordinance to prohibit non-storm water discharges by December 31, 2003. Ordinance will include provisions for enforcement.**

**Status:** Complete.

Draft Stormwater Runoff Pollution Control Ordinance completed in the Fall of 2005.

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Completion of draft.

**Appropriateness:** A storm water pollution control ordinance is mandated by the Environmental Protection Agency (EPA) and is a required component of the MS4 General Permit to ensure compliance.

**Effectiveness:** Not applicable.

**2.a. Adopt Illicit Discharge Ordinance to prohibit non-storm water discharges by December 31, 2004. Ordinance will include provisions for enforcement.**

**Status:** Complete.

On October 25, 2005, the Stormwater Runoff Pollution Control Ordinance (Ordinance 901) was adopted as Chapter 8.30 of the Rocklin Municipal Code. The Ordinance became effective on November 25, 2005. Link to Municipal Code from City website: [http://www.rocklin.ca.us/government/city\\_hall/city\\_clerk/city\\_municipal\\_code.asp](http://www.rocklin.ca.us/government/city_hall/city_clerk/city_municipal_code.asp)

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Adoption of ordinance.

**Appropriateness:** A storm water pollution control ordinance is mandated by the Environmental Protection Agency (EPA) and is a required component of the MS4 General Permit to ensure compliance.

**Effectiveness:** The Ordinance provides Inspectors and Code Compliance Officer with an enforcement tool. Without an enforcement tool, there is little to no deterrent to chronic violators. The goal is to achieve an Outcome Level of 6 - Protecting Receiving Water Quality.



## **Chapter 4. MCM IV - Construction Site Storm Water Runoff Control**

### **NARRATIVE OVERVIEW**

The City's stormwater program has been able to address some of the requirements of the permit through existing construction standards and practices. The City standards are enforced by City staff and site plan and subdivision reviews, which include erosion and sediment control plans. The City inspects construction sites to ensure that effective erosion and sedimentation control is being implemented. A grading ordinance and requirements for construction site operators to control waste was adopted by City Council effective February 10, 2006. Training materials and workshops are being developed by City staff for construction site operators, inspectors, and City maintenance personnel. The adoption of the grading ordinance has helped enforcement efforts on construction projects.

The City saw many significant construction projects occur during this past year and has issued Notices to Comply on some of the erosion and sediment control measures. A few projects had sites with steep slopes that developed erosion problems after heavy rainfall, but the regular City inspections identified these problems and issued a Notice to Comply or a Stop Work Order until the deficiency was corrected. The greatest common problem identified by City Inspectors was the General Construction Permit holder's failure to keep their Storm Water Pollution Prevention Plan (SWPPP) updated and their inspections current.

Project plans developed during the site plan or subdivision approval process addressed erosion and sedimentation controls that would be necessary. The City required developers to use the most current and effective practices available. The City also required effective erosion and sediment control practices on City projects (road construction, structure construction, park and trail development) as necessary and will continue to use the most current and effective practices that are most appropriate for each project.

### **BEST MANAGEMENT PRACTICE (BMP) STATUS**

This chapter discusses the BMPs identified in the City's SWMP along with their associated measurable goals. The status of implementation for each BMP and a summary of how the City complied with each BMP are provided. Appendix 4 includes supporting materials for Construction Site Storm Water Runoff Control.

During the 2008-2009 fiscal/reporting year, the City did not add any new BMPs not originally included or expand on BMPs that were included. The numbering of the individual BMP tasks correspond with their initial year of implementation as they are listed on Table 4-A of the City's SWMP.

### **BMP 1 – STAFF TRAINING**

“Establish annual training programs for all City staff involved in both City and private development projects. City staff includes: public works employees; plan checkers; and inspectors. The training shall focus on the development, implementation, and contents of storm water pollution prevention plans and the implementation and maintenance of BMPs during and after construction.”

**1.a. Procedures for review of site plans that incorporate water quality impacts have been developed and shall be implemented during the full permit term.**

**Status:** Ongoing modified implementation.

The City requires erosion and sediment control measures (SWPPPs) on all project plans. Construction standards also require installation of sand and oil traps on all new construction projects.

**Goal for 2009-2010:** Continued implementation.

**Measurable Goal:** Development of procedures to annually train City staff by December 31, 2003.

**Appropriateness:** Because there has been very little Plan Check Staff turnover, annual training has not been necessary. As technology and regulations change, it will be imperative that the City provide timely updates to its Staff. Partnering with PRSCG and/or member jurisdictions to provide regional staff-level training opportunities ensures that neighboring agencies are not duplicating efforts and that the information presented is consistent within the region (see BMP item 1.e. below).

**Effectiveness:** Plan Check Staff are fully trained. Outcome Level 4 - Reducing Loads from Sources, has been achieved since all new development projects being reviewed are required to comply with current requirements.

**1.c. Procedures in place by December 31, 2004 to annually train City Staff in development of construction projects. Construction development will include preparation of conditions of approval, plan and specification development, and SWPPP preparation.**

**Status:** Ongoing modified implementation.

Conditions of approval applied to projects within the City must implement effective erosion and sediment control measures on all projects greater than one acre. Planners use a list of standard conditions as a starting point and work with Engineering and Public Works Staff to customize the recommended conditions of approval to fit a particular project. Standard plans include sand and oil traps on all new projects or projects that propose drainage modifications.

In Summer of 2007, Public Works and Planning collaborated extensively on the review of a proposed higher-density, neo-traditional, affordable single-family subdivision. The goal was to incorporate some low impact development (LID) features into the subdivision. As part of that review process, it became apparent that Public Works, Engineering, Building, and Planning Staff needed further education about LID concepts and techniques. Accordingly, the City held an internal workshop 'Low Impact Development for Compliance with NPDES Treatment and Hydrograph Modification

Management Requirements' presented by Dan Cloak, Principal at Dan Cloak Environmental Consulting on August 21, 2007.

In addition, standard conditions of approval are applied to every discretionary entitlement including conditional use permits, design review, and tentative subdivision maps. Standard conditions address stormwater quality and watershed health from numerous areas including landscaping (water conservation), trash enclosures and litter pick-up (pollution prevention), oak tree preservation/mitigation and open space requirements (retention of native species and protection of waterways), to traditional structural BMPs. These conditions of approval are applied on a project-by-project basis to achieve the maximum compliance with Attachment 4. (Please see Appendix 4-1 for a list of standard conditions of approval that stormwater related.)

**Goal for 2009-2010:** Continued implementation with Staff training as needed. The Public Works Director, Chief Building Official, and the Stormwater Coordinator (who is also an Associate Planner) are well-versed in LID concepts and applications and will work with other Staff to ensure that knowledge transfer is ongoing. Explore working with PRSCG to provide internal (Staff) workshops in addition to industry workshops.

**Measurable Goal:** Number of personnel completing the training program.

**Appropriateness:** As technology and regulations change, it is imperative that the City provide timely updates to its Staff. Partnering with PRSCG and/or member jurisdictions to provide regional staff-level training opportunities ensures that neighboring agencies are not duplicating efforts and that the information presented is consistent within the region (see BMP item 1.e. below).

**Effectiveness:** All Public Works, Engineering, Building, and Planning Staff involved in the early review of proposed development projects have a working understanding of NPDES requirements and LID concepts and techniques. Effectiveness is to be determined since there have not yet been any projects entitled (or built) that incorporate any LID features. The goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

**1.d. Training program in place by December 31, 2004 to annually train plan check staff to check structural and non-structural BMPs.**

**Status:** Ongoing modified implementation.

Plan Check Staff have been trained. Ongoing training has been deemed unnecessary since there has been no Staff turnover during the last three reporting periods.

**Goal for 2009-2010:** Assess whether refresher training is needed for existing Staff that received initial training in 2004 and provide updated training if deemed necessary.

**Measurable Goal:** Number of training sessions offered and the number of personnel trained in plan checking of structural and non-structural BMPs.

**Appropriateness:** As technology and regulations change, it is imperative that the City provide timely updates to its Staff. Partnering with PRSCG and/or member jurisdictions to provide regional staff-level training opportunities ensures that neighboring agencies are not duplicating efforts and that the information presented is consistent within the region (see 1.e. below).

**Effectiveness:** All Plan Check Staff are trained. Through consistent requirement of structural and non-structural BMPs, the goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

**1.f. Public Works inspectors trained annually to inspect construction BMPs.**

**Status:** Ongoing modified implementation.

Public Works Inspectors have been trained. Ongoing training has been deemed unnecessary since there has been no Staff turnover during the last three reporting periods.

**Goal for 2009-2010:** Assess whether refresher training is needed for existing staff that received initial training prior to the permit being issued.

**Measurable Goal:** Number of personnel completing the training program.

**Appropriateness:** As technology and regulations change, it is imperative that the City provide timely updates to its Staff. Partnering with PRSCG and/or member jurisdictions to provide regional staff-level training opportunities ensures that neighboring agencies are not duplicating efforts and that the information presented is consistent within the region (see 1.e. below).

**Effectiveness:** All Public Works Inspectors are trained. Through consistent and regular inspections of construction BMPs, the goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

**1.g. Develop procedures to respond to 100% of the calls received by the Storm Water Hotline identified in Table 3-A by June 30, 2009 and each year thereafter.**

**Status:** Ongoing modified implementation.

All stormwater related calls are routed through the City's web-based program known as Access Rocklin. The system is designed to track all calls, e-mails, and other correspondence until they are resolved and closed. Citizens may directly report storm water related concerns through Access Rocklin from various webpages including the Homepage and several Public Works webpages.

Public Works Inspectors are fully trained to respond to all construction-related reports. See Appendix 4-1 for flowcharts illustrating the processes for reporting and enforcing construction-related discharges.

**Goal for 2009-2010:** Continue successfully responding to all construction site storm water related reports through Access Rocklin.

**Measurable Goal:** (New) Number of reports received and responded to. (Previous) Number of calls received; number of calls responded to.

**Appropriateness:** More people are using web based methods for communication and reporting.

**Effectiveness:** All Public Works Inspectors are trained to respond to construction site storm water reports. Through rapid and consistent responses, the goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**2.c. Plan Checkers will review 80% of the plans for compliance with new procedures identified in 1.d. and 100% each year thereafter.**

**Status:** Ongoing implementation.

Plan Check Staff now review 100% of the plans for every development project for compliance with the City's requirements for structural and non-structural BMPs.

**Goal for 2009-2010:** Continue successful implementation.

**Measurable Goal:** Number of plans checked/submitted for compliance with approved BMPs.

**Appropriateness:** Early detection of construction and post-construction runoff problems is a cost-effective water quality control measure.

**Effectiveness:** Plan Check Staff review plans for every development project for compliance with the City's requirements for structural and non-structural BMPs. Through consistent requirement of structural and non-structural BMPs, the goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

**BMP 2 – CONSTRUCTION INDUSTRY TRAINING**

“Establish bi-annual training for private industry contractors and engineers as described (above) for City staff.”

**1.e. Continue to sponsor biannual training for construction industry, City inspection and maintenance staff, and development engineers each year of the permit period.**

**Status:** Ongoing modified implementation.

The City is working to partner with other organizations to provide industry training. As a member of Placer Regional Stormwater Coordination Group (PRSCG), the City helped promote a Storm Water Pollution Prevention Outreach Presentation sponsored by the City of Lincoln by advertising the workshop as a City News item on the Homepage with additional details on the Public Works Events webpage. The May 28, 2009, workshop was geared to contractors, inspectors, developers and utility companies. (See Appendix 4-2 for a copy of the workshop flyer.)

**Goal for 2009-2010:** Continue to research various methods to provide industry training including collaborating with other organizations.

**Measurable Goal:** Number of personnel completing the trainings. Number of workshops held, number of participants from each identified group.

**Appropriateness:** As technology and regulations change, it is imperative that the City provide timely updates to the development industry. Partnering with PRSCG and/or member jurisdictions to provide regional training opportunities ensures that neighboring agencies are not duplicating efforts and that the information presented is consistent within the region.

**Effectiveness:** To be determined via surveys or other assessment method. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

### **BMP 3 – GRADING AND SEDIMENT CONTROL ORDINANCE AND GUIDELINES**

“Develop and adopt a grading and sediment control ordinance and erosion and sediment control guidelines addressing the following principles:

- Use of good site planning
- Minimization of soil movement
- Capture sediment to the greatest extent possible
- Good housekeeping practices
- Minimization of impacts of post-construction storm water discharges”

**1.b. Procedures for inspection and enforcement of construction control measures for construction sites greater than 1 acre have been developed and shall continue throughout the permit term. Establish additional criteria to identify high priority sites by December 31, 2004. Visit each construction site at least twice a month, and each high priority site once a week.**

**Status:** Ongoing implementation.

A checklist has been developed for inspectors on construction sites. Inspection areas include erosion and sediment control, constructions entrances, material handling, and good housekeeping. Inspectors use checklist at every inspection and work with Code Compliance Staff for enforcement.

**Goal for 2009-2010:** Continue implementation and visit all construction sites a minimum of one time per week.

**Measurable Goal:** Number of construction sites complying with the construction site runoff programs.

**Appropriateness:** Use of a checklist ensures all inspection areas are consistently covered at each inspection and provides documentation for the City and the contractor/developer of areas of concern and/or violations.

**Effectiveness:** The goal is to achieve Outcome Level 4 - Reducing Loads from Sources, through consistent inspections and enforcement.

**1.h. Draft Grading Ordinance in place by December 31 (2004). Draft grading ordinance will include controls for non-sediment waste discharges. Ordinance will include provisions for enforcement.**

**Status:** Complete.

The Grading and Erosion and Sedimentation Control Ordinance (Ordinance 904) was approved by City Council on December 13, 2005 and went into effect on February 10, 2006. The Grading Ordinance is codified as Chapter 15.28 of the City Code.

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Completion of draft grading ordinance.

**Appropriateness:** A grading and erosion control ordinance is mandated by the Environmental Protection Agency (EPA) and is a required component of the MS4 General Permit to ensure compliance.

**Effectiveness:** Not applicable.

**2.a. Adopt Grading Ordinance by December 31 (2005). Ordinance will include provisions for enforcement.**

**Status:** Complete.

The Grading and Erosion and Sedimentation Control Ordinance (Ordinance 904) was approved by City Council on December 13, 2005 and went into effect on February 10, 2006. The Grading Ordinance is codified as Chapter 15.28 of the City Code.

Link to Municipal Code from the City's website:

[http://www.rocklin.ca.us/government/city\\_hall/city\\_clerk/city\\_municipal\\_code.asp](http://www.rocklin.ca.us/government/city_hall/city_clerk/city_municipal_code.asp)

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Adoption of the grading ordinance.

**Appropriateness:** A grading and erosion control ordinance is mandated by the Environmental Protection Agency (EPA) and is a required component of the MS4 General Permit to ensure compliance.

**Effectiveness:** The Ordinance provides Inspectors and Code Compliance Officer with an enforcement tool. Without an enforcement tool, there is little to no deterrent to chronic violators. The goal is to achieve an Outcome Level of 4 - Reducing Loads from Sources.

**2.b. Develop Erosion and Sediment Guidelines for the development / construction community by June 30, 2009. Guidelines will include procedures for construction site operators to control non-sediment waste.**

**Status:** Complete.

**Goal for 2009-2010:** Continue to ensure compliance through regular inspections and enforcement actions when necessary.

**Measurable Goal:** All construction projects being covered by either a current, up-to-date SWPPP or controls to reduce storm water pollution as outlined in the guidelines.

**Appropriateness:** Guidelines involve consistent application of inspection procedures on construction projects. Inspection procedures include standardized construction inspection forms used by City inspectors. An example of the inspection form is shown in Appendix 4-3.

**Effectiveness:** To be determined through feedback from Inspectors and from the development/construction industry. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

## **BMP 4 – GOALS**

“By year three of the permit term (2006), strive for the following goals:

- 100% compliance with local and SWRCB’s construction site runoff control programs.
- 100% compliance with inspection checklists and measurable parameters.
- Zero complaints from the public regarding water quality impacts from construction sites.”

**3.a. / 3.c. Strive for 100 percent compliance with local and SWRCB’s construction site runoff control programs. Strive for full compliance with inspection checklists (i.e. inspection checklists show that all construction sites are implementing BMPs and meeting permit requirements) and measurable parameters.**



**Status:** Ongoing implementation.

The City inspectors adhere to the required inspection schedule and to the required inspection documentation. (See Appendix 4-4 for a spreadsheet logging the inspections performed in 2008-2009 and the actions taken, and a sample of an inspection report form.)

**Goal for 2009-2010:** Continuing achieving high percentage of compliance.

**Measurable Goal:** Number of construction sites complying with the construction site runoff programs. Number of construction and building sites complying with inspection checklists.

**Appropriateness:** Project improvements for erosion control are the first line of defense for stormwater management; project improvements for sediment control are the second line of defense. Erosion and sediment control provide the most efficient and effective water quality protection at the source.

**Effectiveness:** The City achieved 98 percent compliance with construction site runoff control programs during the 2008-2009 reporting year, thus an Outcome Level 4 - Reducing Loads from Sources, was achieved.

**3.b. Strive for zero complaints from the public regarding hydrological and water quality impacts from construction sites.**

**Status:** Ongoing implementation.

During reporting year 2008-2009, the City received zero complaints from the public regarding construction site runoff. This may be due, in some part, to the decrease in the number of active construction sites caused by the economic slowdown.

**Goal for 2009-2010:** Continue to ensure, through full compliance as described above in BMP item 3.a./3.c., that no complaints regarding construction site runoff are received.

**Measurable Goal:** A reduction in the number of construction and building related complaints regarding water quality.

**Appropriateness:** The public can be the best resource of “additional eyes” out in the community watching for illicit discharges and dumping. Making it fast and easy to report incidences and being responsive to reports helps ensure the public will continue to make them.

**Effectiveness:** The City fully achieved this goal, receiving zero complaints, thus an Outcome Level 4 - Reducing Loads from Sources, was achieved.

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## Chapter 5. MCM V - Post Construction Storm Water Management

### NARRATIVE OVERVIEW

The City's stormwater management program has addressed many of the requirements of the permit through revised construction standards and by developing conditions of approval that require the new development to annex into a Community Facilities District (CFD) in order to finance the ongoing maintenance of the development. The City has been supporting watershed assessments for various creeks in the Dry Creek watershed. The City, through subdivision and site plan checks, conducts reviews to make sure permanent stormwater facilities are included in the project, and that ample easements leading to outfalls are wide enough to provide an area for the inspection and maintenance programs for permanent facilities.

The City of Rocklin is subject to *Attachment 4* (Supplemental Provisions) of the General Permit. Implementation of these provisions include new design standards, open space conservation, replacement of landscape turf and overhead irrigation with drought resistant vegetation and drip irrigation. The following are a list of items that the City implemented in order to comply with the Attachment 4 Provisions:

1. Require new projects to provide detention/retention so post development stormwater runoff rates do not exceed predevelopment runoff flow rates.
2. Require developers to set aside open space areas and prepare an open space maintenance and operation plan along with a viable financing plan for the operation and maintenance of open space areas.
3. City Council adopted (October 2006) an Urban Forest Plan that identifies activities for a sustainable tree canopy in city parks, street landscape, and open space areas. The plan also identifies tree species most compatible within Rocklin public and private landscape areas and goals and objectives for native oak tree propagation.
4. The City has taken steps to minimize pollutants of concern. At the beginning of the permit term, the pollutants that staff had identified were associated with the following activities:
  - a. Concrete that was being washed or dumped into storm drains. Concrete pollution was primarily associated with new construction, homeowner remodeling, or swimming pool construction. Public education and construction inspection BMPs have reduced this pollutant of concern.
  - b. Erosion and sediment pollution have been reduced through a combination of outreach, inspection, structural controls and natural vegetative filtration techniques.
  - c. Recent water sampling and benthic macro invertebrate population diversity suggests that water quality impacts in Rocklin are due to sediment loads and nutrient loads. As noted in 4a and 4b above, City staff will rely on education and outreach to the construction and residential community. Staff has established permanent sampling stations within the city and at the city boundaries to determine if pollutants are entering the city, or originating within the city. The City Council has

adopted an illicit discharge and detection ordinance at their October 11, 2005 meeting.

- d. Construction related dust is a pollutant of concern. Air borne dust when settled or washed by rain into drainage systems contributes to total suspended solids found in the drainage system. Conditions of approval for all new construction projects and redevelopment projects have been added to projects that require dust control measures such as; the covering of loads when transporting materials, and when wind speeds are greater than 25mph, grading and earth-moving operations must cease and dust control measures take precedence on the job site.
5. Project plans that require City approval include slope protection, energy dissipaters, and drought tolerant vegetation and/or native grasses to protect manufactured slopes. Projects also must locate pipe outfalls away from the low flow level of creeks. This permits storm runoff to flow over vegetation before entering creeks.
6. All new construction within the city requires storm drain stenciling/labels/concrete stamps that state “No Dumping Flows to Creek” or “No Dumping Flows to Wetlands”. Older areas of the city are retrofitted with a graphical decal that contains the same message. The decals are attached to the storm drain inlets by volunteers.
7. The City’ standard conditions of approval require that all commercial trash enclosures shall be enclosed.
8. Public Works staff annually inspects sand and oil traps and maintains the traps every two to three years.
9. Draft design standards for structural or treatment control BMPs have been developed in partnership with other jurisdictions in the region. Both volumetric treatment and flow based standards have been developed and will be in place by the end of the current reporting period.
10. Retail gasoline outlets are required to comply with the requirements of Attachment 4.

The City is committed to implementing the requirements of Attachment 4 by the end of the permit term. Not all of the Attachment 4 goals have been met. Most of the significant construction projects that have occurred in the City this past year required either improvement to an existing stormwater facility or development of new permanent facilities. Since these permanent facilities are so new, the ultimate effectiveness may not be known for several years. Similar facilities developed as part of older projects have been working properly. The City will continue to require developers to use the most current and effective practices available.

### **BEST MANAGEMENT PRACTICE (BMP) STATUS**

This chapter discusses the BMPs identified in the City’s SWMP along with their associated measurable goals. The status of implementation for each BMP and a summary of how the City complied with each BMP are provided. Appendix 5 includes supporting materials for Post Construction Storm Water Management BMPs.

During the 2008-2009 fiscal/reporting year, the City added several new BMPs not originally included in the SWMP or expanded on BMPs that were included.

The numbering of the individual BMP tasks correspond with their initial year of implementation as they are listed on Table 5-A of the City's SWMP. New BMP tasks added to the City's SWMP in permit year 2008-2008 use the same nomenclature, thus are numbered with year six (6).

### **BMP 1 - MAINTAIN GENERAL PLAN POLICIES THAT SUPPORT OBJECTIVES OF THE SWMP**

"...The City is currently preparing a comprehensive General Plan Update, which includes draft policies addressing storm water quality protection. As the General Plan Update progresses, policies promoting storm water management should continue to be developed to address the following:

- Minimize impervious area.
- Control pollutants by eliminating or reducing potential new sources.
- Install treatment controls, as appropriate to the site.
- Participate in the funding of regional/city level BMPs in accordance with a regional/city level plan."

**1.a. Develop policies that include structural and/or non-structural BMPs that will be incorporated in the City's General Plan update. Policies will include the following:**

- Minimize impervious area.
- Control pollutants by eliminating or reducing potential new sources.
- Install treatment controls, as appropriate to the site.
- Participate in the funding of regional/city level BMPs in accordance with a regional/city level plan.

**Status:** Ongoing implementation.

The General Plan Update is still underway. As of the end of the reporting year, the Administrative Draft Environmental Impact Report (ADEIR) was being reviewed by City Staff from all applicable departments. The City anticipates that the EIR will be completed by the end of calendar year 2009 and that public hearings with the Planning Commission and the City Council would occur in the first half of 2010.

The following draft Flooding Policies are intended to encompass the concepts included in this BMP:

- S-7 To consult with the Placer County Flood Control and Water Conservation District and other appropriate entities regarding regional approaches for the planning, construction, operation and maintenance of drainage and flood control facilities.
- S-10 To require that new development detain on-site drainage such that the rate of runoff flow is maintained at pre-development levels, except where detention is not recommended in plans and policies adopted by the Placer County Flood Control and Water Conservation District (PCFCWCD), and to require coordination with

other projects' master plans to ensure no adverse cumulative effects. In lieu of detention, the City may require retention and/or off-site drainage improvements that are more beneficial to the community's overall drainage system.

S-12 To require new development to annex into an existing drainage maintenance district where warranted.

**Goal for 2009-2010:** Adopt the General Plan update.

**Measurable Goal:** Number of projects with conditions of approval requiring the implementation of structural and non-structural BMPs.

**Appropriateness:** The General Plan is one of the City's fundamental policy documents and is the underlying guidance document for all land use within the City. As such, all projects requiring discretionary entitlements must be consistent with it to be supported by Staff and approved by Planning Commission and/or City Council. Its language is broad to allow regulating documents such as the Zoning Ordinance, Subdivision Ordinance, and the Design Guidelines to provide more specific direction on and requirements of individual projects.

**Effectiveness:** Virtually all development projects requiring discretionary entitlements are reviewed for consistency with General Plan Goals and Policies, as well as for consistency with the Zoning Ordinance, the Subdivision Ordinance, the Grading Ordinance, Design Review Guidelines, and all other applicable regulating documents. The goal is to achieve an Outcome Level 6 - Protecting Receiving Water Quality.

**1.c. Develop draft enforcement guidelines to help enforcement personnel. Guidelines will incorporate Illicit Discharge and Detection and Grading Ordinances identified in Tables 3A and 4A.**

**Status:** Completed implementation. (See additional discussion in Chapter 4 - Construction Site Storm Water Runoff Control, BMP item 2.b.)

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Completion of draft enforcement guidelines.

**Appropriateness:** Guidelines involve consistent application of inspection procedures on construction projects. Inspection procedures include standardized construction inspection forms used by City inspectors. An example of the inspection form is shown in Appendix 4-3.

**Effectiveness:** Enforcement guidelines have been adopted. Please see BMP item 2.c. below.

**2.c. Adopt enforcement guidelines developed in BMP item 1.c.**

**Status:** Completed implementation. (See additional discussion in Chapter 4 - Construction Site Storm Water Runoff Control, BMP item 2.b.)

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Completion of draft enforcement guidelines.

**Appropriateness:** Guidelines involve consistent application of inspection procedures on construction projects. Inspection procedures include standardized construction inspection forms used by City inspectors. An example of the inspection form is shown in Appendix 4-3.

**Effectiveness:** To be determined through feedback from Inspectors and from the development/construction industry. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**BMP 2 – PRIVATE DEVELOPMENT DESIGN**

“The land use and building permit process provides the City with the opportunity to review new development and redevelopment projects during the planning stage and to direct the design and development in regard to urban runoff issues. To take advantage of this opportunity, zoning ordinance requirements and design review criteria should be reviewed and amended as appropriate to incorporate controls that address runoff quantity and quality. These efforts may include the application of the California Environmental Quality Act (CEQA) to identify and develop appropriate mitigation for project related storm water impacts, requiring grassed swales or filter strips between impervious surfaces and storm water inlets, and development of storm water guidance or design manual that includes standards designed to control runoff impacts.”

**1.b. Apply the California Environmental Quality Act (CEQA) to identify and mitigate project impacts on storm water as part of the approval process.**

**Status:** Ongoing implementation.

As part of the approval process for discretionary entitlements such as subdivisions, conditional use permits, and design review, Staff analyzes potential stormwater and drainage impacts for each proposed projects. Through the environmental review process, Staff determines what type of environmental document will meet the CEQA requirements for the project and works with the project applicant to craft mitigation measures that will reduce project impacts to less than significant levels. Mitigation measures are required of the project by the conditions of approval and implementation is ensured by a mitigation monitoring plan. (See Appendix 5-1 for a sample condition of approval relating to water quality and sediment monitoring and remediation.)

**Goal for 2009-2010:** Continue performing environmental review on all discretionary projects and placing appropriate mitigation requirements on each project.

**Measurable Goal:** Number of projects each year that identify and mitigate the water quality impacts under CEQA.

**Appropriateness:** The California Environmental Quality Act requires the environmental review of a broad range of projects including various types of land use entitlements to ensure that environmental impacts, such as drainage and stormwater quality, are adequately analyzed prior to the approval of a project.

**Effectiveness:** One hundred percent of the discretionary entitlements approved for development projects during the permit year 2008-2009 included condition of approval to mitigate for impacts on storm water quality, if necessary. The goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

**2.a. Reduce directly connected impervious surfaces in new developments and redevelopment projects by requiring that grassed swales or filter strips be incorporated into the project design.**

**Status:** Initial implementation.

Planning and Stormwater Staff have collaborated to draft a preliminary ‘Pre-Application Meeting Low Impact Development and Stormwater Pre-treatment Information Sheet and Checklist.’ The final version of this form will be attached to and become an integral part of the Universal Application Form, which is used for every discretionary entitlement (subdivision, conditional use permit, design review) to submit for review and approval. Future pre-application meetings would include a discussion regarding the City’s SWMP and the requirement to at least address the use of low impact development (LID) features and techniques in the proposed development. (See Appendix 5-2 for a draft of the Pre-Application LID Checklist.)

**Goal for 2009-2010:** Finalize the ‘Pre-Application Meeting Low Impact Development and Stormwater Pre-treatment Information Sheet and Checklist.’ and include it in the Universal Application Form. Include LID and pre-treatment discussion in every pre-application meeting with potential project applicants, as appropriate.

**Measurable Goal:** Number of projects that incorporate natural and man-made grassed swales and filter strips (or other LID features) into the project design.

**Appropriateness:** The pre-application meeting is the first opportunity during which Staff and the prospective developer discuss in a fair amount of detail a proposed project’s site or subdivision design, grading and drainage, and architectural design. This meeting is also the first chance to discuss possible mitigations for drainage and storm water impacts. Providing prospective developers the earliest possible notification that the City has begun requiring LID and pre-treatment techniques helps ensure that these types of features are designed into the project from the outset. Attempting to “retro-fit” and already designed project with LID features is not generally feasible given monetary and site design constraints, and thus far the City’s attempts have not been successful.



**Effectiveness:** To be determined; the goal is to achieve an Outcome Level 5 - Improving Runoff Quality, through increased use of LID and pre-treatment features in all future new development and with infill and redevelopment whenever feasible.

- 3.b. Develop and/or adopt storm water design guidelines that include standards designed to control runoff impacts. Building site designs will comply with the criteria specified in the [City Construction Design Standards] manual.**

**Status:** Not yet implemented.

The City has been referring potential developers to the *Start at the Source—Design Guidance Manual for Stormwater Quality Protection*, 1999 Edition by the Bay Area Stormwater Agencies Association.

**Goal for 2009-2010:** Research and consider joining the Sacramento Stormwater Quality Partnership (SSQP) or begin process of developing storm water design guidelines for the City; ensure consistency with the City’s adopted Design Review Guidelines and, if necessary, begin process of updating Design Review Guidelines to ensure consistency with either City’s guidelines or those from SSQP.

**Measurable Goal:** Completion of site design guidelines or manual and the number of new building permits issued each year that incorporate new practices. Completion of draft storm water design guidelines and adoption or approval to join SSQP.

**Appropriateness:** Attachment 4 of the City’s NPDES General Permit requires the adoption of design guidelines. See Appendix 4-1.

**Effectiveness:** To be determined. The goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

### **BMP 3 – MAINTENANCE OF STRUCTURAL CONTROLS**

“Most post-construction runoff controls require maintenance and may fail when maintenance is inadequate. A program for the maintenance of structural storm water controls will be developed to include conducting and maintaining an inventory of all structural runoff controls within the City, and scheduling regular inspections and maintenance of these controls to insure continued efficient operation.”

- 1.d. The City has updated existing construction plans and specifications to include structural controls in new development, which begin in December 2002. Beginning in January 2003 to the end of the permit period, the City will incorporate the new standards in new and redevelopment projects.**

**Status:** Ongoing implementation.

All projects requiring discretionary entitlements are required to incorporate the City's updated standard specifications.

**Goal for 2009-2010:** Continue successful implementation.

**Measurable Goal:** Number of projects incorporating revised construction standards.

**Appropriateness:** Structural controls are a fundamental component of the City's storm water management program. Including them in the City's standard specifications ensures that adequate structural controls will be incorporated into every project, as appropriate.

**Effectiveness:** 100 percent of projects requiring discretionary entitlements are required to incorporate the City's updated standards. The goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

- 2.b. Adopt Operation & Maintenance (O&M) procedures for maintenance of structural and non-structural storm water controls by December 31 (2005). The O&M procedures will include, but not be limited to, maintenance procedures for grass swales, sand and oil traps, and detention/sedimentation basins.**

**Status:** Ongoing implementation.

All structural controls within the City right of way are inspected annually. (Please see Appendix 5-3 for a copy of a Sand and Oil Trap Inspection Checklist and a Storm Drain Map.

**Goal for 2009-2010:** Continue inspections and maintenance of all structural and non-structural storm water controls as described in BMP item 3.a. below.

**Measurable Goal:** Adoption of O&M procedures; development of an identification and maintenance program for all structural and non-structural runoff controls located within the City; development of inspection procedures for structural controls on private property.

**Appropriateness:** Regular maintenance of structural controls is necessary to ensure that they continue to function as they were designed to and protect water quality in the City's watersheds.

**Effectiveness:** See BMP item 3.a. below.

- 3.a. Conduct two inspections per year, and conduct regular maintenance on City owned structural controls as prescribed in the O&M procedures in BMP item 2.b., for each type of control structure for the remainder of the permit term.**

**Status:** Ongoing modified implementation.

The City began implementation of this BMP in 1997. Bridges and drains are inspected regularly during the rainy season. Now that construction activity in the City has slowed, inspection and maintenance Staff have determined that in established and older neighborhoods (areas no longer under construction), inspection and maintenance is no longer needed as frequently. Staff is examining whether a four to five year inspection schedule would be adequate on established neighborhoods. The facilities in these areas tend to have mostly floatables and yard waste in them. (Please see Appendix 5-4 for a sample Illicit Discharge Detection Field Data Sheet inspection report).

**Goal for 2009-2010:** Continued implementation. Complete review and make determination whether to modify BMP for a less frequent inspection schedule.

**Measurable Goal:** Maintenance and inspection records will be kept on all structural control appurtenances and included in the annual report to the RWQCB.

**Appropriateness:** Scheduled inspections and regular maintenance are imperative to keep structural controls functioning properly and removing the maximum possible amount of pollutants from runoff before it reaches open space or receiving waters.

**Effectiveness:** To be determined. The goal is to achieve Outcome Level 6 - Protecting Receiving Water Quality.

#### **BMP 4 (NEW) – IMPLEMENT NEW METHODS TO PROTECT THE CITY’S WATERSHEDS BY REDUCING THE QUANTITY AND IMPROVING THE QUALITY OF THE CITY’S URBAN RUNOFF**

Rocklin’s boundaries fall within two watershed areas. To the north is the Pleasant Grove Watershed and to the south is the Dry Creek Watershed. Both of these watershed areas eventually drain into the Sacramento River and on to the Pacific Ocean. The City’s watershed management program includes factors that impact water quality such as air, vegetation, biological treatment, public awareness and development of an “institutional memory and awareness” at the staff level. From a geographical perspective, the City’s creeks and drainage areas are the low areas where all environmental debris is concentrated. This includes even the airborne dust trapped by vegetation and washed away by rain. The City is working to place more emphasis on **preventive** action (i.e. industry workshops and pollution prevention outreach) to reduce the necessity for **corrective** action (i.e. construction inspections and creek clean up projects). To that end, the City is incorporating into its own operations new methods that will improve watershed health to be a good neighbor, model behavior, set an example, and lead the way.

#### **2.c. Incorporate water conservation into municipal operations as a method for reducing urban runoff.**

**Status:** Ongoing implementation (added as a BMP this report).

In permit year 2004-2005, the City undertook a Landscape Efficiency Project with support from Placer County Water Agency (PCWA) (please see article below). It is estimated that since this permit period took effect, approximately 3 million gallons have

been saved by converting City landscape areas from overhead sprinklers irrigating turf to subterranean drip irrigation that supplies water to drought resistant landscape. By doing this, the City can demonstrate to the community that a water efficient garden does not have to look like a desert. The City has discovered that the trees that no longer must compete with the turf for water and nutrients are much healthier. This in turn contributes to a healthy urban forest.

## 2 Million Gallons Saved in One Year !

*City of Rocklin Cuts Water Use Through Landscape Efficiency Project*

**T**hrough a grant program administered by PCWA, the City of Rocklin has replaced a grassy, 2.5-acre roadside landscape with a new water efficient planting that has reduced annual water use by more than 2 million gallons.

The project, located near Sierra College Blvd. and Scarborough Dr, is the first of three being completed by the city and water agency.

Seventy-five percent grant funding for the work was made available through the state Dept. of Water Resources and Regional Water Authority. The grants are designated for large landscape improvements by cities and schools.

The city spent \$6169 on the water efficiency effort and received a grant reimbursement of \$4627 for a total city outlay of \$1902.

The old roadside plantings were replaced in early 2005 with native plants and other drought-tolerant landscaping. The 2,231,284-gallon savings was measured one year later.

The grant program is part of PCWA's overall Water Efficiency Program which also assists local residents and businesses in their efforts to use water in a more efficient manner.



PCWA Water Efficiency Manager Harley Lukenbill, left, presents a grant check for the landscape project to Rocklin Director of Public Works Kent Foster. Below, the landscape before and after.

**BEFORE**



**AFTER**



**Goal for 2009-2010:** Continue to implement water conservation activities including reviewing municipal operations and looking for additional landscape areas that can be converted to lower-irrigation need plantings.

**Measurable Goal:** Number of operations and landscape areas that can be modified to conserve water.

**Appropriateness:** Water conservation is a component of water quality, watershed protection, and involves all of the General Permit's minimum control measures. Wasted water can show up as urban runoff resulting in non-stormwater related discharges at storm water outlets.

**Effectiveness:** The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**6.a. Incorporate LID features in municipal capital improvement projects whenever feasible. Use these projects as examples of successful implementation of LID techniques within the City.**

**Status:** Initial implementation.

During the permit term, the City initiated the Civic Center Drive project to build a new collector street within the Downtown. Through the same internal review process that private development goes through, Planning, Public Works, and Engineering Staff collaborated on a LID design for this new road. The design incorporates a vegetative swale and a natural drainage basin to collect and filter water before it flows into the storm drain system. The landscape design includes native and drought-tolerant plants and incorporates many native oak trees that are to be planted as mitigation for removal of those necessary to build the road.

**Goal for 2009-2010:** Complete review process for the project. Use the road as a model project for private developers who want to see LID principles applied in Rocklin.

**Measurable Goal:** Completion of the road. Number of developers referred to the project as an example of LID development.

**Appropriateness:** The City is taking a lead role by incorporating LID techniques into municipal projects: by using,

**Effectiveness:** To be determined based on feedback from residents who live on and use the road and developers who are referred to the model project. The goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

**6.b. Establish a managed grazing program.**

**Status:** Initial implementation (added as a BMP this report).

In the summer of 2008, the City began laying the groundwork for a managed goat and sheep grazing program on City (and privately) owned open space through the Open Space Fire Prevention and Vegetation Management Task Force. This program is a proactive approach to watershed protection through fire prevention and vegetation management.

In permit year 2008-2009, the City amended the municipal code to allow grazing livestock within the city limits for the purpose of vegetation management (Ordinance 950.)

A Learning Tour on the Benefits of Managed Grazing is available online at <http://www.rocklin.ca.us/grazing>.

The *Managed Grazing* brochure is among the five newly updated/created storm water quality-related brochures (see Chapter 1 - Public Education and Outreach, BMP item 6.d.).

**Goal for 2009-2010:** Continue to promote managed grazing as an environmentally sound alternative to vegetation management and weed abatement and incorporate managed grazing in City-owned open space O&M plans as funding allows.

**Measurable Goal:** Number of acres grazed.

**Appropriateness:** Managed grazing promotes water quality and watershed health by improving carbon sequestration and soil water infiltration:

- Grazing is an alternative to traditional weed abatement methods such as herbicides and mechanical methods, which can disturb and compact soil, emit exhaust or leak fluids, all of which can eventually pollute groundwater.
- Grazing can reduce or remove invasive species, allowing native plant species to flourish.
- Hoof action of goats and sheep break up plant litter and animal waste to create mulch, which mixes nutrients into the mineral soil (carbon sequestration).
- As organic matter in the soil increases, water holding capacity increases.
- Improved root growth and soil health leads to better water infiltration. Water infiltration improvement results in less surface runoff.
- Surface soil structure becomes more stable and thus less prone to crusting and erosion.
- Water quality improves as sediment and nutrient loads decline in surface water.

(Information compiled on City website using material from Conservation Research Center of Teton Science Schools and Iowa State University Extension, *Integrated Crop Management*).

**Effectiveness:** The goal is to achieve an Outcome Level 5 - Improving Runoff Quality.

## **Chapter 6. MCM VI - Pollution Prevention & Good Housekeeping**

### **NARRATIVE OVERVIEW**

The City's stormwater program has made progress towards meeting the requirements of pollution prevention and good housekeeping for municipal operations. The majority of requirements in this section involve existing practices, facilities, and equipment used by the City's Public Works Department. The City currently cleans drain inlets, sand and oil traps, and creeks.

The used oil and other fluids are collected in containers that are equipped with overflow preventers. A recycler picks up all waste fluids. The Fleet Services Division recycles antifreeze on site. The City will continue to clean oil separator units as needed and maintain the storage facilities on site. The City has recently completed training for emergency responders using the incident command system. Public Works staff attended this training along with the Fire and Police Department. Battalion Chiefs carry a copy of the city storm drain map in the event of a Hazmat spill. In the event of a major spill, the City would establish an emergency operations center using the incident command system.

Field crews currently use fiber rolls, catch basin and sand-oil trap cleaning, and specialized seed mixes that match the ecological conditions for post-construction maintenance activities. The City will gradually develop formal plans for many of these practices and will continue to use the most current and effective practices available.

### **BEST MANAGEMENT PRACTICE (BMP) STATUS**

This chapter discusses the BMPs identified in the City's SWMP along with their associated measurable goals. The status of implementation for each BMP and a summary of how the City complied with each BMP are provided. Appendix 6 includes supporting materials for Pollution Prevention and Good Housekeeping for Municipal Operations BMPs.

During the 2008-2009 fiscal/reporting year, the City added several new BMPs not originally including in the SWMP or expanded on BMPs that were included.

The numbering of the individual BMP tasks correspond with their initial year of implementation as they are listed on Table 3-A of the City's SWMP. New BMP tasks added to the City's Stormwater Management Program in permit year 2008-2009 use the same nomenclature, thus are numbered with year six (6).

### **BMP 1 – CITY FACILITIES INSPECTION AND MAINTENANCE**

“Due to the nature of activities conducted at the Corporation Yard and at other municipal operation areas, pollutants can easily be released into runoff. To address these sources, the City will conduct monthly inspections of the Corporation Yard and other areas to determine the need for improving the operation and maintenance of existing controls, or providing additional controls. In addition, an inspection and maintenance program will be established for catch basins and storm drain inlets at least once before the onset of the rainy season. A similar inspection and

maintenance program will be established for the annual cleaning of sand and oil traps. In conjunction with these efforts, procedures will be developed for the proper disposal of waste gathered from these systems. The City will also identify areas within the City that have suffered repeated illegal dumping incidences, and make these areas known to the City's cleanup crews and first responders."

**1.a. Inventory City facilities and operations to determine what operations and facilities may impact water quality. Inventory will also include identification of City facilities where hazardous material is kept. Develop BMPs for these facilities by December 31 (2004).**

**Status:** Initial implementation.

This BMP has not been completed. The City Corporation Yard has been identified as a facility where hazardous material is stored. However, other facilities have not been inventoried. The City's Corporation Yard uses appropriate BMPs to keep hazardous material out of the environment.

**Goal for 2009-2010:** Complete inventory of City operations and facilities; identify operations and facilities that need to employ BMPs; begin (or continue) to use BMPs as appropriate.

**Measurable Goal:** Completion of a hazardous facilities map and inventory.

**Appropriateness:** For the City to minimize its own potential operational impacts to water quality Staff needs to have a complete record of what types of possible pollutants are stored and used in operations.

**Effectiveness:** To be determined upon completion of map and inventory. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**1.b. Conduct monthly inspections of City facilities and operations to identify possible water quality impacts. Complete first set of inspections by December 31 (2004) and continue to the end of the permit term.**

**Status:** Implementation not yet begun.

During the permit term, the City has not experienced any water quality problems at City owned facilities.

**Goal for 2009-2010:** Review this BMP for appropriateness and effectiveness given past history of no problems as well as current and anticipated future staffing and budget shortfalls.

**Measurable Goal:** Correction of any water quality problems at City facilities.

**Appropriateness:** To be determined.



**Effectiveness:** To be determined.

**1.d. Establish inspection and maintenance program for catch basins and storm drain inlets once before the onset of the wet season (before October 1 of each year).**

**Status:** Complete.

**Goal for 2009-2010:** Not applicable.

**Measurable Goal:** Completing annual inspections by October 1; reduction in the amount of floatables and debris in sand and oil traps and catch basins.

**Appropriateness:** Regular inspection and maintenance ensure that catch basins and inlets are free of debris that could be washed downstream and are functioning properly before the rainy season begins when stormwater flows will be highest.

**Effectiveness:** To be determined; tracking to begin in permit year 2009-2010. The goal is the achieve Outcome Level 4 - Reducing Loads from Sources.

**1.e. Develop procedures for the proper disposal of waste from storm sewer system maintenance.**

**Status:** Ongoing implementation.

Liquid waste is discharged to the sanitary sewer system. Solid waste and floatables are sent to the landfill.

**Goal for 2009-2010:** Hold refresher training or e-mail reminders to appropriate staff on proper procedures.

**Measurable Goal:** Develop process to train maintenance employees on the proper procedures for disposing of waste from the storm sewer system.

**Appropriateness:** The proper disposal of debris and waste removed from the storm drain system ensures that the very waste removed from the system does not make its way back into the system.

**Effectiveness:** To be determined. The goal is the achieve Outcome Level 4 - Reducing Loads from Sources.

**1.g. Identify areas within the City with repeated illegal dumping incidences for distribution to first responders and clean up crews by December 31 (2004).**

**Status:** Ongoing implementation.

Dumping areas have been identified and are inspected regularly. Also see Chapter 3 - Illicit Discharge Detection and Elimination, BMP item 1.e. regarding illegal dumping.

**Goal for 2009-2010:** Continued implementation.

**Measurable Goal:** Reduction in annual number of illegal dumping incidences and a reduction in the amount of debris being dumped.

**Appropriateness:** Monitoring and removing illegal dumping helps reduce the number of incidences and helps to ensure that dumping does not pollute the City's watershed. Over time, dumping occurrences should continue to decline.

**Effectiveness:** Over future permit reporting periods, Staff will monitor and track reduction in dumping incidences at each site and a reduction in the number of sites. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**2.a. Implement annual cleaning program of sand and oil traps.**

**Status:** Ongoing implementation.

Now that construction activity in the City has slowed, inspection and maintenance Staff have determined that in established and older neighborhoods (areas no longer under construction), inspection and maintenance is no longer needed as frequently. Staff is examining whether a four to five year inspection schedule would be adequate for established neighborhoods. The facilities in these areas tend to have mostly floatables and yard waste in them.

**Goal for 2009-2010:** Continued implementation. Complete review and make determination to modify BMP for less frequent inspection schedule.

**Measurable Goal:** Measure changes in the amount (volume) of trash, sediment, and debris found in the City's sand and oil traps.

**Appropriateness:** Regular inspection and maintenance ensure that sand and oil traps are free of debris that could be washed downstream and are functioning properly.

**Effectiveness:** The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**6.a. Measure, test, record, and track amounts and types of gross pollutants being diverted by sand and oil traps within Dry Creek and Pleasant Grove watersheds.**

**Status:** Initial implementation.

In the current permit year, Staff began documenting the amount of sediment, debris and floatables being removed from sand and oil traps throughout the City. There were nine cubic yards of floatable debris and 38 cubic yards of sediment removed.

**Goal for 2009-2010:** Expand the program to include testing for constituents in the sediment caught in the sand and oil traps before they are pumped out. Create a schedule for clean out that adjusts for reduced levels of construction in built-out sections of the City and maintains or increases clean out frequency for areas that still have higher amounts of pollutants found in the traps. Also, track facilities that continuously have higher amounts of pollutants and take steps to identify the source and reduce the load.

**Measurable Goal:** Number of sand and oil traps tested annually; reduction in gross pollutants found as other BMPs continue to raise awareness and change behavior.

**Appropriateness:** Testing for constituents in sediment and tracking and analyzing gross pollutants is an effective way to determine whether all other BMPs within the SWMP are being effective by reducing pollution in the City's waterways. Testing sediment and monitoring gross pollutants is also another tool to help identify from where pollution sources are coming and address those sources to eliminate the pollution.

**Effectiveness:** To be determined. The goal is to achieve an Outcome Level 4 - Reducing Loads from Sources.

**2.d. Establish a maintenance and inspection schedule for BMP compliance at City facilities.**

**Status:** Ongoing implementation.

Regular inspections and maintenance occur for all BMPs at City facilities.

**Goal for 2009-2010:** Continued implementation on established schedule.

**Measurable Goal:** Increase in BMP compliance at City facilities. Adherence to established schedule.

**Appropriateness:** Regular inspection and maintenance ensure that all BMPs are installed and functioning properly and in compliance with the General Permit.

**Effectiveness:** All BMPs are inspected and maintained per the schedule thus Outcome Level 4 - Reducing Loads from Sources, has been achieved.

**2.e. Develop a two-tiered training program utilizing employee feedback. The first part is to develop BMPs using employee input. The second part will provide specific training on municipal procedures and BMPs by December 31 (2005).**

**Status:** Ongoing implementation.

BMPs have been developed and are operational. There has been no Staff turnover during the reporting year, thus no additional training was necessary.

**Goal for 2009-2010:** Continued implementation. Hold refresher training or use e-mail reminders to appropriate staff on proper procedures, as needed.

**Measurable Goal:** Number of employees completing the training program and implementation of employee feedback to foster continuous improvements of the City's BMPs.

**Appropriateness:** Employee feedback and training is vital to the ongoing efficient and smooth operations of the City's storm water BMPs.

**Effectiveness:** With continued employee participation through feedback and training, the City's BMPs function optimally. Outcome Level 4 - Reducing Loads from Sources, has been achieved.

## **BMP 2 – HAZARDOUS MATERIALS**

“Identify the location of all City facilities where hazardous material is stored, and establish a program for the handling and storage of hazardous waste, including appropriate training for City personnel.”

### **2.b. Incorporate reporting and prevention procedures from the City's Hazmat spill response program into the City's SWMP by December 31 (2005).**

**Status:** Ongoing implementation.

By virtue of the inclusion of Hazmat reporting and prevention procedures into the Public Works Inspection process, these procedures have been incorporated into the SWMP. This BMP is in coordination with the Fire Department.

**Goal for 2009-2010:** Continued effective responses to Hazmat spills to prevent polluted runoff.

**Measurable Goal:** Responding to reported hazmat spills and preventing hazardous material from entering the City's storm drain system.

**Appropriateness:** Hazardous material spill response is critical to reducing potential hazardous discharges into the storm drain system. Incorporating Hazmat reporting and prevention procedures into the SWMP documents the importance of this component and provides for ongoing effectiveness assessments.

**Effectiveness:** The Hazmat spill response program is an integral part of the ongoing operations of the City and Hazmat procedures are followed whenever appropriate. Outcome Level 4 - Reducing Loads from Sources, has been achieved.

**2.c. Establish a program for handling and storage of hazardous waste, and train City employees by July 2 (2005).**

**Status:** Ongoing implementation.

Initial training was conducted. Ongoing training occurs through Safety Meetings, Pesticide Applicator Professional Association (PAPA) seminars, and NPDES training programs.

**Goal for 2009-2010:** Continued implementation. Hold refresher training or e-mail reminders to appropriate staff on proper procedures, as needed..

**Measurable Goal:** Number of employees trained each year and the number of training sessions offered by the City.

**Appropriateness:** Ongoing proper handling and storage of hazardous waste ensures that spills from City operations are reduced, and ideally, eliminated.

**Effectiveness:** Training has been on an as needed basis, when new Staff is hired and when existing Staff needs a refresher. All Staff is trained on the proper handling and storage of hazardous waste. Outcome Level 4 - Reducing Loads from Sources, has been achieved.

**BMP 3 – STREET SWEEPING**

“The City of Rocklin oversees a street sweeping and garbage collection franchise agreements to insure safe and clean streets. To enhance the effectiveness of this program, a regular street sweeping schedule should be established.”

**1.c. Continue to sweep streets for duration of the permit term.**

**Status:** Ongoing implementation.

Since before the City’s General Permit was issued, the City has contracted with Auburn Placer Disposal Service (APDS) for weekly refuse collection and street sweeping. The street sweeping schedule is as follows:

Residential streets – once per month.

Major arterial and collector streets – once per week.

**Goal for 2009-2010:** Continued street sweeping at existing frequency.

**Measurable Goal:** Frequency of sweeping.

**Appropriateness:** Street Sweeping helps to keep the vehicle lanes and gutters free of debris that would otherwise be blown or washed into the storm drain system.

**Effectiveness:** The City has found that the frequency of the street sweeping is adequate for the respective road types. Outcome Level 4 - Reducing Loads from Sources, has been achieved.

#### **BMP 4 – PUBLIC OUTREACH**

“To promote the prevention of pollution of municipal facilities, efforts will be directed to the public to educate and enlist their cooperation. The City’s web page may be used to inform the public about the proper storage and/or disposal of hazardous materials in the home, and appropriate options for discharging swimming pool water. A similar promotion could address recycling to minimize street litter.”

**1.f. Develop a web page brochure for storage and/or disposal of hazardous materials in the home by December 31 (2004).**

**Status:** Ongoing modified implementation.

Content on household hazardous waste was added to the Public Works webpage in 2006 ([http://www.rocklin.ca.us/government/works/pollution/waste\\_n\\_recycling.asp](http://www.rocklin.ca.us/government/works/pollution/waste_n_recycling.asp)). A copy of the webpage content is provided in Appendix 6-1.

Additionally, *Household Hazardous Waste* is one of the five brochures updated during the current permit year in June. (See Chapter 1 - Public Outreach and Education, BMP item 6.d. and Appendix 1-7 for a copy of the brochure.)

**Goal for 2009-2010:** Updating the Household Hazardous Waste and Recycling webpage will be part of the project to update and enhance all of the City’s storm water and pollution reduction/prevention webpages.

**Measurable Goal:** Number of unique visits to the Household Hazardous Waste and Recycling webpage. Number of brochures distributed.

**Appropriateness:** Informing residents and business about the proper storage and disposal of hazardous materials is the first step towards changing behavior and thereby reducing potential storm water and urban runoff pollution.

**Effectiveness:** The goal is to achieve Outcome Level 2 - Raising Awareness.

**2.f. Develop a web page brochure informing pool owners of their options for discharging pool water by June 30, 2006.**

**Status:** Modified. Ongoing implementation.

Content on discharging pool and spa water was added to the Public Works webpage in 2006. ([http://www.rocklin.ca.us/government/works/pollution/pool\\_water.asp](http://www.rocklin.ca.us/government/works/pollution/pool_water.asp)). A copy of the webpage content is provided in Appendix 6-2.

Additionally, *Discharging Pool & Spa Water* is one of the five brochures updated during the current permit year in June. (See Chapter 1 - Public Outreach and Education, BMP item 6.d. and Appendix 1-7 for a copy of the brochure.)

**Goal for 2009-2010:** Updating the Pool Water webpage will be part of the project to update and enhance all of the City's storm water and pollution reduction/prevention webpages.

**Measurable Goal:** Number of unique visits to the Pool Water webpage; reduction in number of pool owners draining pool water directly into the storm drain system.

**Appropriateness:** Informing residents and business about the proper discharge of chlorinated pool and spa water is the first step towards changing behavior and thereby reducing potential storm water and urban runoff pollution.

**Effectiveness:** The goal is to achieve Outcome Level 2 - Raising Awareness.

### 3.a. Promotion of recycling to minimize street litter.

**Status:** Ongoing implementation.

Content on recycling was added to the City of Rocklin's website in 2007 ([http://www.rocklin.ca.us/residents/new\\_to\\_the\\_city/recycling.asp](http://www.rocklin.ca.us/residents/new_to_the_city/recycling.asp)). A copy of the web content is provided in Appendix 6-3.

*Pollution Prevention for Residents* is one of the five brochures updated during the current permit year in June. (See Chapter 1 - Public Outreach and Education, BMP item 6.d. and Appendix 1-7 for a copy of the brochure.)

In addition the City instituted a Household Battery Collection Program in 2008 (see Chapter 2 - Public Participation, BMP item 6.d.) and is actively partnering with the Regional Recycling Group (RG) and its member jurisdictions to promote the One Big Bin campaign and other recycling and waste reduction public awareness efforts (see Chapter 1 - Public Education and Outreach, BMP item 6.b.).

**Goal for 2009-2010:** Updating the Recycling webpage will be part of the project to update and enhance all of the City's storm water and pollution reduction/prevention webpages. Also, continued collaboration with RG to promote One Big Bin and other campaigns. Continued promotion of the Household Battery Collection program.

**Measurable Goal:** Reduction in the amount of litter picked up by volunteers during City sponsored clean up days and a reduction in the quantity (volume) of floatables found in sand and oil traps system. Number of unique visits to Recycling webpage; number of

community events that include promotion of One Big Bin at Stormwater Education Booth (Step Up to Health Picnics, Hot Chili Cool Cars, etc.); amount of household batteries collected in permit year.

**Appropriateness:** Informing residents and business about the various options for recycling is the first step towards changing behavior and thereby reducing potential storm water and urban runoff pollution.

**Effectiveness:** The goal is to achieve Outcome Level 2 - Raising Awareness.

### **BMP 5 – INTEGRATED PEST MANAGEMENT**

“Develop an integrated pest management program with appropriate training for City employees.”

#### **3.b. Develop an Integrated Pest Management Program training program for City employees by December 31 (2006).**

**Status:** Ongoing implementation.

Currently, a draft IPM Program is being completed by the Parks and Facilities Department in preparation for approval by the City Council. (See Appendix 6-2 for a copy of the Draft IPM Program.) All contractors are required to follow it in its draft form. City Staff will be trained once the IPM Program is formally adopted, but all City Maintenance Staff have Qualified Applicator Certificates (QACs) through the California Department of Pesticide Regulation and follow the State’s regulations and Best Practices. Staff has held QACs for more than fifteen years.

Pesticide spraying is done on an as needed basis depending on rainfall and other conditions, so the same areas are not sprayed each year. It is therefore not feasible to quantify any reductions in pesticide use per acre based on a regular application schedule.

**Goal for 2009-2010:** Assist Parks and Facilities Department with finalizing the City’s IPM Program and planning and coordinating Staff training. Collaborate with Parks and Facilities to ensure a consistent message with the IPM public outreach tri-fold brochure to be developed. Re-evaluate whether the Measurable Goal should be modified to reflect a more measurable parameter.

**Measurable Goal:** New: To be determined. (Previous: Reduction in pesticide use per acre on City owned facilities.)

**Appropriateness:** Chemical components of pesticides are frequently found in urban waterways. Reducing the use of pesticides using an IPM approach helps reduce the amount and number of chemicals that potentially can run off into the storm drain system and upset the ecological balance of the watershed.

**Effectiveness:** Since all contractors have been using the IPM program an Outcome Level 4 - Reducing Loads from Sources, has been achieved.