C/CAG

CITY/COUNTY ASSOCIATION OF GOVERNMENTS
OF SAN MATEO COUNTY

Atherton • Belmont • Brisbane • Burlingame • Colma • Daly City • East Palo Alto • Foster City • Half Moon Bay • Hillsborough • Menlo Park
Millbrae • Pacifica • Portola Valley • Redwood City • San Bruno • San Carlos • San Mateo • San Mateo County • South San Francisco • Woodside

2:30 PM, Thursday, July 17, 2014
San Mateo County Transit District Office[1]
1250 San Carlos Avenue, 2nd Floor Auditorium
San Carlos, California

STORMWATER (NPDES) COMMITTEE AGENDA

1.	Public comment on items not on the Agenda (presentations are customarily limited to 3 minutes).	Breault	No materials
2.	Issues from C/CAG Board (May & June 2014): • (May) Information – Receive update on potential countywide funding initiative for stormwater compliance activities. • (June) Information - Receive update on potential countywide stormwater funding initiative opinion research • (June) Information – Receive update on potential countywide stormwater funding initiative schedule and tasks	Fabry	No materials
3.	ACTION – Approval of February 20, 2014 and April 17, 2014 meeting minutes	Fabry	Pages 1-7
4.	INFORMATION – Presentation on California Stormwater Quality Association	Brosseau	Pages 8-13
5.	ACTION – Recommend the C/CAG Board accept the stormwater funding initiative Opinion Research Final Report	Fabry/Bradshaw	Pages 14-73
6.	INFORMATION – Update on PCBs/Mercury Planning and Data Collection	Konnan	Page 74
7.	INFORMATION – Update on Municipal Regional Permit Reissuance	Fabry	Pages 75-147
8.	INFORMATION – Update on Potential Changes to MRP Potable Water Discharge Permitting	Fabry	Pages 148-150
9.	Regional Board Report	Mumley	No Materials
10.	Executive Director's Report	Wong	No Materials
11.	Member Reports	All	No Materials

[1] For public transit access use SamTrans Bus lines 390, 391, 292, KX, PX, RX, or take CalTrain to the San Carlos Station and walk two blocks up San Carlos Avenue. Driving directions: From Route 101 take the Holly Street (west) exit. Two blocks past El Camino Real go left on Walnut. The entrance to the parking lot is at the end of the block on the left, immediately before the ramp that goes under the building. Enter the parking lot by driving between the buildings and making a left into the elevated lot. Follow the signs up to the levels for public parking.

Persons with disabilities who require auxiliary aids or services in attending and participating in this meeting should contact Nancy Blair at 650 599-1406, five working days prior to the meeting date.

2014 Stormwater Committee Roster													
Agency	**Representative**	**Position**	**Feb**	**Mar**	**Apr**	**May**	**June**	**July**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**
Atherton	Gordon Siebert	Public Works Director	X		X								
Belmont	Afshin Oskoui	Public Works Director	X		X								
Brisbane	Randy Breault	Public Works Director/City Engineer	X		X								
Burlingame	Syed Murtuza	Public Works Director	X		X								
Colma	Brad Donohue	Director of Public Works and Planning	X										
Daly City	Patrick Sweetland	Director of Water & Wastewater	O		X								
East Palo Alto	Kamal Fallaha	City Engineer											
Foster City	Brad Underwood	Director of Public Works	X										
Half Moon Bay	Mo Sharma	City Engineer	X										
Hillsborough	Paul Willis	Public Works Director	X										
Menlo Park	Charles Taylor	Public Works Director	X		O								
Millbrae	Khee Lim	City Engineer											
Pacifica	Van Ocampo	Public Works Director/City Engineer	X		X								
Portola Valley	Howard Young	Public Works Director											
Redwood City	Shobuz Ikbal	City Engineer/Engineering Manager											
San Bruno	Klara A. Fabry	Public Services Director	X		X								
San Carlos	Jay Walter	Public Works Director	X										
San Mateo	Ray Towne	Interim Public Works Director	X		X								
South San Francisco	Brian McMinn	Public Works Director	X		X								
Woodside	Paul Nagengast	Deputy Town Manager/Town Engineer	O										
San Mateo County	Jim Porter	Public Works Director	X										
Regional Water Quality Control Board	Tom Mumley	Assistant Executive Officer	O										

"X" - Committee Member Attended
"O" - Other Jurisdictional Representative Attended

C/CAG AGENDA REPORT

Date: July 17, 2014

To: Stormwater Committee

From: Matthew Fabry, Program Coordinator

Subject: Approval of February 20, 2014 and April 17, 2014 meeting minutes

(For further information or questions contact Matthew Fabry at 650 599-1419)

Recommendation
Approve February 20 and April 17, 2014 Stormwater Committee meeting minutes as drafted.

Attachments
Draft February 20, 2014 Minutes
Draft April 17, 2014 Minutes

STORMWATER COMMITTEE
Regular Meeting
Thursday, February 20, 2013
2:30 p.m.

DRAFT Meeting Minutes

The Stormwater Committee met in the SamTrans Offices, 1250 San Carlos Avenue, San Carlos, 2nd Floor Auditorium. Attendance at the meeting was shown on the attached roster. In addition to the Committee members, also in attendance were Sandy Wong (C/CAG Executive Director), Matt Fabry (C/CAG Program Coordinator), John Fuller (Daly City), Cynthia Royer (Daly City), Dong Nguyen (Woodside), and Jon Konnan (EOA, Inc.). Chair Breault called the meeting to order at 2:45 p.m.

1. **Public Comment**: None

2. **Issues from the last C/CAG Board meeting (Fabry):** Staff member Fabry indicated the C/CAG Board approved the appointment of Brian McMinn to replace Committee Member White, who retired.

3. **Approval of Minutes:** The Committee unanimously approved the draft minutes from the November 21, 2013 meeting. [Motion – Oskoui, second – Ocampo]

4. **Approval of 2014 Calendar of Meetings:** The Committee unanimously approved the monthly calendar of meetings for 2014, with the understanding that meetings would generally be held every other month, with the remainder being canceled if no Committee actions are necessary. [Motion – Ocampo, second – Underwood]

5. **Nominate and Elect Vice Chair:** Chair Breault opened the floor to nominations for a new Vice Chair and Committee Member Walter volunteered through self-nomination. The Committee voted unanimously to approve Walter as Vice Chair.

6. **Information – Presentation on Integrated Monitoring Report:** Fabry and Jon Konnan (EOA, Inc.) provided a presentation related to the upcoming draft Integrated Monitoring Report (IMR) required by the Municipal Regional Permit (MRP). The presentation focused on Parts A and C of the forthcoming IMR (Part B was discussed with the Committee in November), which detail water quality monitoring activities under MRP Provision C.8 and mercury and PCB load reduction opportunities, respectively.

   For IMR part A, Konnan summarized the monitoring management questions, sampling locations, and results, including planned follow-up monitoring projects, as well as important issues to consider and preliminary costs and benefits regarding monitoring activities.

For IMR Part C, Konnan reviewed the Total Maximum Daily Load and associated load reduction drivers for the pilot studies performed in the Pulgas Creek Pump Station watershed in San Carlos and then summarized the load reduction opportunities described in the report, which focuses on three primary load reduction scenarios associated with high and moderate opportunity areas and diversion of stormwater to wastewater treatment plants. Konnan provided general costs and anticipated load reductions for each scenario, and closed with a summary of next steps with regard to review and finalization of the complete IMR submittal to the Regional Water Board by March 17.

Konnan also provided a handout summarizing a proposed three-track approach to generating additional information to inform the mercury and PCB requirements in the next five-year issuance of the MRP, including anticipated support from municipal staff in reviewing and ground-truthing land use areas included in mercury/PCB load reduction scenarios.

Committee members engaged staff in discussion of various questions, including concerns regarding the short turnaround period for review and comment, under-estimation of costs for stormwater diversions to treatment plants, and ability of treatment plants to accept additional flow in light of existing capacity issues.

7. **Regional Board Report (NOTE – this item taken out of order):** On behalf of Committee Member Mumley who was unable to attend, Regional Water Board staff member Dale Bowyer provided comments regarding the trash load reduction requirements in the MRP, including preliminary feedback on review of long-term trash load reduction plans submitted by permittees in early February with a concern that many permittees included relatively vague language regarding future development of assessment tools, the importance of documenting significant new measures in the September annual report to demonstrate compliance with the permit-mandated 40% trash load reduction by July 1, 2014, a planned meeting with permittees to discuss the trash reporting format, the importance of demonstrating through existing assessment tools that trash control measures are effective and that permittees shouldn't wait for "perfect" assessment tools to be developed, and recognizing that although it is challenging for permittees to make long-term financial commitments to trash load reduction, the fewer commitments permittees make the more likely the Regional Board will include more prescriptive requirements in the reissued MRP. Committee members engaged Bowyer in discussion on these issues, providing further detail on long-term resource limitations and asking the Regional Board to assist in finding additional funding.

8. **Information – Update on Potential Countywide Funding Initiative:** Fabry and Konnan provided a brief presentation regarding outstanding questions in regard to the Funding Needs Analysis associated with the potential countywide funding initiative for stormwater compliance activities. Due to time constraints, Chair Breault asked staff to

focus on issues requiring immediate Committee feedback and asking Committee members to work separately with staff on other outstanding issues. Staff requested feedback form the Committee regarding costs for trash control vs. municipal long-term trash reduction plans (Committee agreed needs analysis should continue using current assumptions for trash load reduction costs) and distribution of anticipated mercury/PCB costs (Committee suggested countywide vs. jurisdictional cost approaches for mercury/PCBs is a political/process issue and should be addressed separately).

9. **Information – Update on Municipal Regional Permit Reissuance:** Due to time constraints, staff member Fabry referred Committee members to the materials included in the agenda packet.

10. **Regional Board Report:** Reported above under item 7.

11. **Executive Director's Report**: Executive Director Wong reiterated the need for municipal support letters for C/CAG's funding initiative enabling legislation, AB 418.

12. **Member Reports**: None

Meeting was adjourned at 4:30 PM

STORMWATER COMMITTEE
Regular Meeting
Thursday, April 17, 2014
2:30 p.m.

DRAFT Meeting Minutes

The Stormwater Committee met in the SamTrans Offices, 1250 San Carlos Avenue, San Carlos, 2nd Floor Auditorium. Attendance at the meeting is shown on the attached roster. In addition to the Committee members, also in attendance were Sandy Wong (C/CAG Executive Director), Matt Fabry (C/CAG Program Coordinator), Jon Konnan (EOA, Inc.), Sarah Scheidt and Gary DeJesus (City of San Mateo), John Fuller (Daly City), Fernando Bravo (Menlo Park), and Jerry Bradshaw and Jennifer Per Lee (SCI Consulting Group). Chair Breault called the meeting to order at 2:30 p.m. and noted the lack of quorum would prevent the Committee from taking any formal actions at the meeting.

1. **Public Comment**: None

2. **Issues from Last C/CAG Board Meeting**: Staff member Fabry indicated the C/CAG Board received an update on the potential countywide stormwater funding initiative.

3. **Approval of Minutes**: Approval of the February minutes was deferred to the next meeting due to the lack of a quorum.

4. **Update on Potential Countywide Funding Initiative:** Staff member Fabry provided an update on overall progress and schedule. Enabling legislation for C/CAG to propose a special tax or fee is not signed yet but is out of Assembly committee and may go back to the Assembly floor next week. If approved by 2/3 of the Assembly, the bill would go to the governor for signature in May, and if signed, go into effect immediately. This would allow C/CAG to potentially proceed with a mail-out property-related fee election as early as fall of this year. That schedule would avoid competing initiatives and, if the initiative was successful, provide funding at the earliest possible date. However, it would require staff to present the final needs analysis and funding options reports to the C/CAG Board for adoption in May, followed by Board approval in June to issue public notices and, assuming no successful protest, Board approval in August to issue the ballots. There are multiple efforts that would need to be completed in a short timeframe in order to meet this aggressive schedule.

   Committee members weighed in on the pros and cons of various schedules. It was noted that having the election this fall versus next spring would not make a difference with regard to when potential revenue would be available but waiting any later would. Also, waiting until spring 2015 might result in lowered support if certain water-related initiatives are approved on the November 2014 ballot. Pros to delaying include public release of a draft revised Municipal Regional Permit in early 2015, which would clarify requirements and associated costs (especially for PCBs) for the next five years, making municipal needs for additional funding more clear.

   Committee members were unable to vote due to the lack of quorum but generally agreed that C/CAG should slow down the overall process and not attempt a fall 2014 election.

Updates on the needs analysis report by EOA and funding options evaluation by SCI were deferred to a future meeting.

5. **Implementation Planning for PCBs and Mercury**: Jon Konnan (EOA, Inc.) gave an overview on this topic. Regional Water Board staff has requested more information about PCBs and mercury in the Bay Area to inform the next permit. This information would lead to more focused permit requirements for Permittees. Water Board staff requested Permittees gather three general types of information over the next 15 months: 1) Pilot Watersheds – develop plans for future implementation of control measures in current pilot watersheds, including the Pulgas Creek pump station watershed in San Carlos (preliminary plan by June 2014, final by December 2014); 2) Additional High Opportunity Areas – identify additional high opportunity areas (primarily within old industrial land uses) where focused control measure implementation could occur during MRP 2.0 (preliminary list by June 2014 and refined list by December 2014 and complete initial implementation planning by June 2015); and 3) Moderate Opportunity Areas – identify moderate opportunity areas (primarily within old industrial and other old urban land uses except residential) where additional Pollutant of Concern (POC) load reductions could be achieved opportunistically as the land area is redeveloped and/or retrofitted with Green Streets (preliminary list by June 2014 and refined list by December 2014 and complete initial implementation planning by June 2015).

   High and moderate opportunity areas will be identified using a process with similarities to that used recently for trash generation areas: 1) preliminary source area maps will be developed using GIS data (e.g., old industrial land uses, pre-1978 facility construction, known pollutant release sites); 2) Permittees will verify maps following a guidance document (e.g., field visits, Google Street View, local knowledge); 3) urban sediments will be collected near source areas and analyzed for PCBs and mercury; and 4) opportunity area maps will be refined based on Permittee verification and sample results. The field sampling will be the most expensive part of this process and won't start until next fiscal year. Permittees with substantial old industrial acreage will likely be the most involved with the above tasks. SMCWPPP would like to establish a workgroup of staff from appropriate Permittees with substantial old industrial acreage to work with SMCWPPP Program staff in implementing the above process. As an initial step, Program staff will distribute a draft workplan to the workgroup.

   In response to questions from the committee it was confirmed that historical research and gathering information about PG&E facilities (including PCB spills from transformers) would be part of the process. The committee was generally supportive of the approach. Konnan noted that going after "low hanging fruit" via addressing high opportunity areas would only put a small dent in the problem and thus the need to opportunistically address moderate opportunity areas via Green Street retrofit projects that provide the opportunity for integration of POC load reductions with other drivers and funding sources (e.g., transportation projects).

6. **Update on Municipal Regional Permit Reissuance:** Staff member Fabry described the required Report of Waste Discharge (ROWD) permit renewal application process and indicated he would email to municipal representatives a draft table with prioritized issues and recommendations, with a more final format coming in May. The ROWD is due to the Water Board on June 2. The final submittal will include a CD with all of the referenced documents from the prioritization/recommendation table.

7. **Update on Potential Changes to MRP Potable Water Discharge**: Staff member Fabry provided a brief update on a proposed regional potable water discharge permit from the Regional Water Board, including background on why the general permit is being developed, concerns regarding a proposed numerical effluent limit for chlorine residual, implications on municipal purveyors under the Municipal Regional Permit, and plans for regional comments via the Bay Area Stormwater Management Agencies Association (BASMAA). Committee members requested more information regarding the proposed chlorine residual limit.

8. **Preliminary Discussion of 14/15 Budget**: Staff member Fabry provided a brief summary of the planned budgeting assumptions for the Countywide Water Pollution Prevention Program for fiscal year 14-15, emphasizing that the Program is unlikely to be able to maintain its current level of effort in FY 15-16 and beyond without additional revenue. Committee Member Murtuza suggested pursuing Integrated Regional Water Management Plan funds. Chair Breault requested staff plan ahead for future funding deficits and ensure adequate warning to member agencies.

9. **Regional Board Report**: NONE – Regional Board staff not present.

10. **Executive Director's Report**: NONE

11. **Member Reports**: NONE

Meeting was adjourned at 3:33 p.m.

C/CAG AGENDA REPORT

Date: July 17, 2014

To: Stormwater Committee

From: Matthew Fabry, Program Coordinator

Subject: Presentation on California Stormwater Quality Association

(For further information or questions contact Matthew Fabry at 650 599-1419)

SUMMARY

Geoff Brosseau, Executive Director for the California Stormwater Quality Association (CASQA), will provide a brief presentation on the organization's achievements and future plans.

BACKGROUND/DISCUSSION

C/CAG, through its Countywide Water Pollution Prevention Program, annually purchases an area-wide municipal stormwater membership to CASQA on behalf of its member agencies. As Executive Director, Mr. Brosseau provides annual updates to area-wide municipal members on CASQA's achievements, ongoing activities, and future plans, as well as member benefits. As CASQA members, C/CAG's member agencies are entitled to various benefits, including discounted pricing for meetings and the annual conference, statewide representation on regulatory issues of concern, access to CASQA work products and news updates, etc. In addition to the area-wide membership, C/CAG purchased a group subscription to CASQA's Construction Best Management Practices (BMP) web portal, giving access to each agency to the latest information on construction stormwater management.

California Stormwater Quality Association

Annual Update - 2014

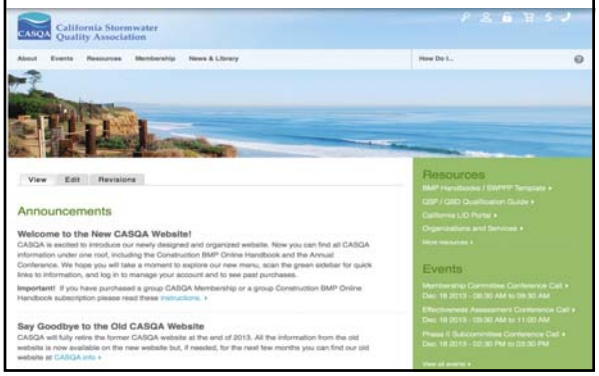
CASQA 2013 Accomplishments

- CASQA Website
  - All new website
  - Improved user experience
- Phase II MS4 Permit
  - Post Construction Requirements
  - Monitoring
- Receiving water limitations
  - Initiated State Water Board Dialogue
  - Participated in Workshops

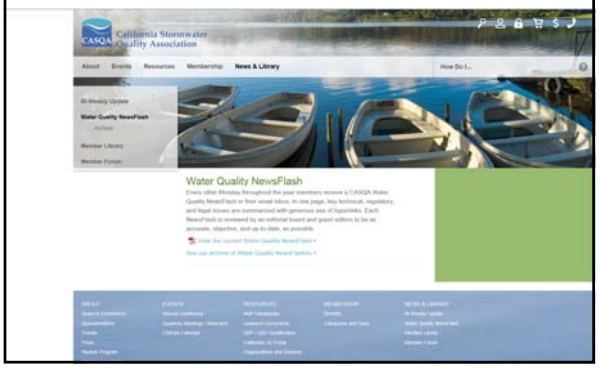
CASQA 2013 Accomplishments

- True Source Control
  - Pesticide Toxicity Data – CASQA Report
  - EPA shift in evaluations of new pesticides
- Regulatory
  - Trash Amendment
  - Toxicity Policy
  - Sediment Quality Objectives
  - EPA Rulemakings
  - >2 dozen comment letters / testimonies

CASQA Website



CASQA Website



Web Calendar

CASQA 9th Annual Conference

- Lake Tahoe, September 8 - 11
- About 620 participants, including about 100 speakers, 42 exhibitors, and 20 sponsors
- 76 technical presentations; two plenary
- Five workshops / webcasts



Looking Forward

- State Water Board
  - Receiving water limitations
  - Trash
  - Bio-objectives
  - Bacteria
  - Stormwater Strategic Plan
- CASQA
  - Strategic Plan
  - Stormwater Quality Management Vision

Looking Forward (CASQA)

- Industrial Online BMP Handbook
- Industrial General Permit Training Program
- Effectiveness Assessment Manual ver. 2.0
- Effectiveness Assessment Portal (Prop 84)
- LID Codes Barrier Removal (Prop 84)

Looking Forward (CASQA)

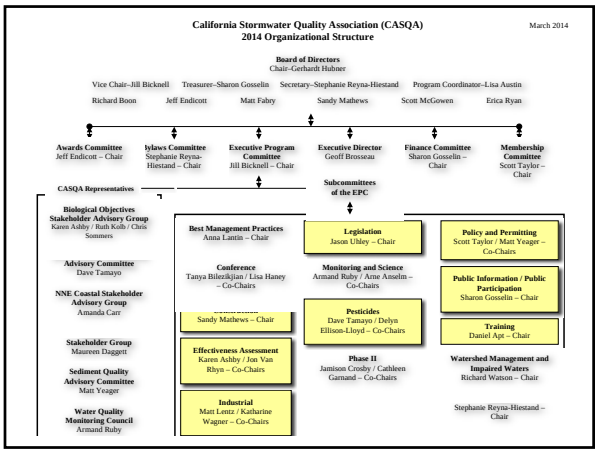
- Commission on State Mandates
  - Amicus Letter / Brief
- 2014 Annual Conference
  - September 15-19
  - Hyatt Regency, Garden Grove CA


CASQA 2014 – 10th Conference

- How to Attend: casqa.org
  - Conference registration
  - Hotel reservation
  - Travel information
- How to Get Involved
  - Volunteer to moderate a session
  - Purchase a sponsorship
  - Purchase an ad / educational space
  - Purchase an exhibit booth

CASQA Works For You

- Annual Report available on website
- Executive Program Committee and subcommittee call/meeting schedules on calendar
- Annual planning meeting to set organization priorities
- Training



Thank you

California Stormwater Quality Association
(CASQA)
casqa.org
info@casqa.org
(650) 366-1042

C/CAG AGENDA REPORT

Date: July 17, 2014

To: Stormwater Committee

From: Matthew Fabry, Program Coordinator

Subject: Recommend C/CAG Board accept the stormwater funding initiative "Revenue Measure Feasibility Study – Survey Report"

(For further information or questions contact Matthew Fabry at 650 599-1419)

RECOMMENDATION

Recommend the C/CAG Board accept the stormwater funding initiative "Revenue Measure Feasibility Study – Survey Report."

SUMMARY

SCI Consulting Group and sub-consultant True North Research performed public opinion research for a potential countywide stormwater funding initiative. The final report, entitled "Revenue Measure Feasibility Study – Survey Report," details the results of telephone and mailed surveys. Staff from SCI Consulting Group will provide a presentation on the report

BACKGROUND/DISCUSSION

Since January of 2013, C/CAG has been working with a consultant team led by SCI Consulting Group to evaluate the feasibility of a countywide funding initiative to generate new, ongoing revenue for C/CAG and its member agencies to implement water pollution prevention programs consistent with the requirements of the Municipal Regional Stormwater Permit (MRP) issued by the San Francisco Bay Regional Water Quality Control Board. Task 3 of the consultant-led effort is to perform public opinion research to gauge support among both registered voters and property owners within San Mateo County for funding stormwater compliance activities. With assistance from sub-consultant True North Research, this included completing 800 telephone surveys and mailing out 22,000 written surveys that test varying dollar amounts, positive and negative arguments, and potential ballot language. The phone survey was completed in summer of 2013 and the mail survey was performed in April and May 2014, with C/CAG staff presenting final summary results for both surveys to the C/CAG Board in June 2014. The final opinion research report, titled "Revenue Measure Feasibility Study – Survey Report," is now provided to the Stormwater Committee to review and recommend acceptance by the C/CAG Board as a final work product.

ATTACHMENTS

Revenue Measure Feasibility Study – Survey Report, True North Research

Revenue Measure Feasibilty Study
Survey Report

prepared for the
City/County Association of Governments of San Mateo County



June 26, 2014

TrueNorth Research | 741 Garden View Court, Suite 208
Encinitas CA 92024
760.632.9900 www.tn-research.com

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Table of Contents

List of Tables

List of Figures

INTRODUCTION

Under the Federal Clean Water Act, each county and municipality throughout the nation is issued a National Pollutant Discharge Elimination System (NPDES) Permit. The goal of the permit is to stop polluted discharges from entering the storm drain system, local water sources, and coastal waters. Through the San Mateo Countywide Water Pollution Prevention Program (Program), the City/County Association of Governments of San Mateo County (C/CAG) and its member jurisdictions are responsible for developing and implementing public improvements and services designed to not only meet the requirements of the federal NPDES Permit, but also improve public health by identifying, controlling and removing pollution from the stormdrain system, local water sources, and coastal waters.

Unfortunately, the infrastructure improvements and services needed to meet the requirements of the NPDES permit far exceed the revenues available to the Program. Not only does this create a public health risk, non-compliance with the Permit will also expose C/CAG and local jurisdictions to civil penalties, fines, federal enforcement action, and third-party litigation. Civil penalties can reach $10,000 per day, per violation.

MOTIVATION FOR RESEARCH The primary purpose of the study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a local revenue measure to partially close the funding gap noted above. Additionally, should C/CAG decide to move forward with a revenue measure, the data provides guidance as to how to structure the measure so that it is consistent with the community's priorities and expressed needs. Specifically, the study was designed to:

- Gauge current, *baseline* support for a local revenue measure that would protect water quality, reduce stormwater pollution, and improve public health
- Identify the types of services and projects that voters and property owners are most interested in funding, should the measure pass
- Expose respondents to arguments in favor of—and against—the proposed revenue measure to gauge how information affects support for the measure
- Estimate support for the measure once voters and property owners are presented with the types of information they will likely be exposed to during the election cycle

It is important to note at the outset that voters' opinions about revenue measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of establishing a local revenue measure, it was important that in addition to measuring *current* opinions about the measure, the survey expose respondents to the types of information voters are likely to encounter during an election cycle—including arguments in favor of and opposed to the measure—and gauge how this information ultimately impacts their voting decision.

REVENUE MEASURE OPTIONS To raise the funds needed to reduce stormwater pollution and meet clean water requirements, C/CAG has two potentially viable options with respect to the *type* of revenue measure it can place before voters or property owners: parcel tax and property-related fee.

A **parcel tax** for a specific purpose is considered a special tax under California law and requires support from two-thirds of voters who participate in the election. The election can be held either as a traditional polling-booth election or by mailed-ballot, and registered voters can participate in the election regardless of whether they own property or are renters. The Howard Jarvis Taxpayers Association deemed a super-majority two-thirds threshold appropriate for special taxes when they crafted Proposition 218 because many of the voters participating in a special tax are renters who do not have to directly pay the proposed special tax, and because many other property owners who will have to pay the tax (such as commercial and apartment owners) do not have an opportunity to vote in a special tax election.

A **property-related fee**, on the other hand, is voted on by all property owners in the county who are being asked to pay the new fee. In addition to residential property owners, owners of other types of properties (i.e., commercial, industrial, apartments, etc.) as well as absentee owners are eligible to participate. Whereas a parcel tax requires two-thirds support for passage, because all affected property owners can participate in a property-related fee, a majority of ballots returned (one vote per parcel) is required for approval. Property-related fee ballot proceedings also employ different voting procedures, as all property owners are typically mailed a ballot that includes an information sheet, but does not include arguments in support or opposition as is the case with a special tax. A property related fee balloting can also be conducted at any time during the year—it need not be conducted during a regularly scheduled election. Most of the funding measures for similar water and stormwater quality programs in California have been property-owner balloted, property-related fees.[1]

DIFFERENT MECHANISMS, DIFFERENT METHODOLOGIES One of the key objectives of this study was to determine how support for a proposed revenue measure may vary depending on the type of funding mechanism employed: parcel tax or property-related fee. Because the legal, logistical, and campaign environments for special taxes and fees differ on so many dimensions that ultimately affect whether a measure will win or lose, it was important that the research methodology take these differences into account to ensure reliable results for each unique scenario. Accordingly, C/CAG commissioned True North Research and SCI Consulting Group to conduct research in two phases.

The **Phase 1** research involved using a telephone-based survey to sample 800 likely voters and residential property owners in the county to gauge their interest in supporting a parcel tax or similar property-related fee. The Phase 1 survey was administered to two overlapping sample sets which collectively encompass both a likely November 2014 voter universe (parcel tax) and the universe of *residential* property owners who are likely to participate in a property-related fee, mailed-ballot measure. Through filtering and weighting the samples, we are able to gauge the opinions and support levels under each scenario. Accordingly, throughout the first sections of this report that document the Phase 1 survey results, the key questions are shown separately for

1. Examples include fees established in Rancho Palos Verdes, Palo Alto, Burlingame, and San Clemente.

the parcel tax and property-related fee samples. A total of 800 respondents were administered the Phase 1 survey between June 22 and June 28, 2013.

Based on the findings of the Phase 1 research, a second phase of research (**Phase 2**) was conducted March 28 to May 9, 2014 to provide a more detailed, complete assessment of the feasibility of a property-related fee. Using a proven mailed-based research methodology to more accurately simulate a mail-based election proceeding, the Phase 2 survey was administered by mail to a total of 21,300 property owners in the county representing *all* property classes that are eligible to cast a ballot. A total of 3,014 parcel surveys were returned, representing a participation rate of 14.2% which is similar to the return rate for actual ballot proceedings in large jurisdictions. A sample of this size produces results with a very high degree of reliability, achieving a statistical margin of error of ± 1.75% at the 95% level of confidence. The final data were weighted to account for disproportionate participation rates in mailed-ballot elections, as well as oversampling by jurisdiction. The results of the Phase 2 survey are shown toward the back of this report.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the surveys in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the surveys by topic area—first for the Phase 1 telephone survey, then for the Phase 2 mail survey (see *Table of Contents*). And, for the truly ambitious reader, the methodologies for the surveys are discussed at the back of the report.

ACKNOWLEDGMENTS True North thanks the City/County Association of Governments of San Mateo County and SCI Consulting Group for their contributions to the design of this study. Their collective expertise, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City/County Association of Governments of San Mateo County. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 800 survey research studies for public agencies—including more than 300 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, more

than 94% have been successful. In total, the research that Dr. McLarney has conducted has led to over $22 billion in successful local revenue measures.

ABOUT SCI CONSULTING GROUP SCI Consulting Group, a California Corporation, is a public finance and urban economic consulting firm with over 25 years of expertise in assisting public agencies in California with planning, justifying and successfully establishing new revenues for their service and capital improvement needs and objectives. SCI provides a broad range of planning, research, engineering, outreach, balloting and financing services for local agencies. Since the passage of Proposition 218 in 1996, SCI has been successful on more than 120 community-wide ballots for new or increased assessments or fees and over 300 business area, neighborhood or development project area assessment or fee districts covering a wide range of public services and improvements, maintaining an overall success rate of more than 95%.

JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

IMPORTANCE OF ISSUES

- When presented with a list of eight specific issues and asked to rate the importance of each, maintaining the quality of education in local public schools received the highest percentage of respondents indicating that the issue was either extremely or very important (86%), followed closely by protecting water quality (85%), protecting the environment (75%), and improving the local economy (73%).
- Given the purpose of this study, it is instructive to note that preventing local tax increases was rated much lower in importance (47%) when compared with the issues that would be addressed by the proposed measure (protecting water quality, protecting the environment, and reducing pollution).

INITIAL BALLOT TEST

- With only the information provided in the ballot language, 66% of likely voters indicated that they would definitely or probably support the proposed $35 parcel tax measure at this stage in the survey, whereas 26% stated that they would oppose the parcel tax and 8% were unsure or unwilling to share their vote choice.
- Support for the $35 property-related fee among residential property owners was similar, with 67% of respondents indicating that they would definitely or probably support the measure, 26% opposed, and 6% unsure or unwilling to share their vote choice.
- Those who opposed the measure at the Initial Ballot Test were most likely to reference concerns about taxes already being too high (30%), a need for more information (19%), no particular reason (15%), or a perception that the measure is unnecessary (15%) as their reason for opposing the measure.

TAX/FEE THRESHOLD

- When their attention is focused on the tax or fee rate, voters and property owners are somewhat price sensitive when it comes to their support for the clean water measure. At the highest tax rate tested ($35 per year per property), 62% of voters indicated that they would vote in favor of a parcel tax measure. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 68% of voters indicating that they would support the proposed parcel tax at an annual tax rate of $17 per property.
- The results were strikingly similar when property owners were asked about the proposed property-related fee. At the highest fee rate tested ($35 per year per property), 62% of residential property owners indicated that they would vote in favor of the measure. Incremental reductions in the fee rate resulted in incremental increases in support for the measure, with 69% of residential property owners indicating that they would support the proposed property-related fee at an annual rate of $17 per property.

PROGRAMS & PROJECTS

- Among the programs and services that could be funded by the measure, respondents most strongly favored installing trash capture devices in storm drains that remove trash and pollution before they enter our waterways (85% strongly or somewhat favor), followed by protecting sources of clean drinking water from contamination and pollution (84%), and keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay (84%).

POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, respondents found the following arguments to be the most persuasive:

- *Every year, over 160 thousand gallons of trash from our streets and communities washes up on San Mateo shorelines and beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches.*
- *Nothing is more important than having clean water to drink. This measure will protect our clean water sources from contamination to ensure that we always have a safe, local supply of clean water.*
- *Over the past two years, the County's Water Pollution Prevention Program has been successful at preventing more than 160 thousand gallons in pollution and trash from reaching our waterways, Bay and ocean. This measure will provide the funding needed to continue and expand these efforts.*

INTERIM BALLOT TEST

- After being presented with programs that could be funded as well as arguments in favor of the measure, support for the parcel tax increased slightly to 67%, with 28% of respondents opposed to the measure and an additional 5% unsure or unwilling to state their vote choice.
- Overall support among residential property owners for the property-related fee also increased slightly to 68%, with 26% of respondents opposed to the measure and an additional 6% unsure or unwilling to state their vote choice.

NEGATIVE ARGUMENTS

Of the arguments in opposition to the measure, respondents found the following arguments to be the most persuasive:

- *People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes.*
- *Government can't be trusted with this tax. It will mismanage the money or use it for pet projects.*
- *They just raised the sales tax in the County, now they want to raise property taxes? That's not fair to taxpayers.*

FINAL BALLOT TEST

- After providing respondents with the wording of the proposed measure, possible tax rates, programs and projects that could be funded by the measure, and arguments in favor and against the proposal, support for the parcel tax measure was found among 65% of voters, with 29% opposed to the measure and 5% unsure or unwilling to state their vote choice.
- Support for the property-related fee among residential property owners remained slightly higher at 67%, with 28% opposed to the measure and 5% unsure or unwilling to state their vote choice.

PHASE 2 MAIL SURVEY

- Two rate structures were tested in the mail survey, with owners receiving their appropriate fee for all property that they own in the County based on either a $24 or $36 base rate. Overall support for the proposed clean water measure was higher (62%) when an owner's fee was based on the $24 rate when compared to the $36 rate (54%).
- Support for the fee ranged from a low of 43% in Redwood City to a high of 80% in Menlo Park. It is worth noting that at the proposed $24 rate structure, support for the measure met or exceeded a majority in 20 of 21 jurisdictions.
- Although all potential uses of the measure proceeds were popular, property owners surveyed by mail were most strongly in favor of cracking down on people and private entities that intentionally pollute our waterways (76%), protecting sources of clean drinking water from contamination and pollution (75%), and reducing toxic pollutants that make fish unsafe to eat (71%).

Conclusions

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to 'see the forest through the trees' and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North's and SCI Consulting Group's interpretations of the survey results and the firms' collective experience conducting hundreds of revenue measure feasibility studies for public agencies throughout the State.

Should C/CAG proceed with plans to place a revenue measure before voters or property owners?

Yes. The vast majority of voters and property owners in the county consider protecting water quality and protecting the environment to be among the most important issues facing their community—more important than maintaining streets and roads, reducing traffic congestion, and preventing local tax increases. This sentiment translates into solid support for a local revenue measure to protect public health and water quality by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protect sources of clean drinking water from contamination and pollution, keep trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution.

The results of this study suggest that, if packaged appropriately and combined with a broad-based and effective public education effort, a measure to fund clean, safe water has a good chance of passage.

Having recommended that C/CAG move forward, it is important to note that this recommendation to take the next steps toward placing a measure on the ballot comes with several qualifications and conditions. Indeed, although the results are promising, all revenue measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps that True North and SCI recommend.

Which funding mechanism appears to have the best chance for passage?

One of the key objectives of this study was to determine how support for a local revenue measure for clean water services may vary depending on the type of funding mechanism employed: parcel tax or property-related fee. As described in the *Introduction*, these financial mechanisms have very different legal, logistical, and campaign environments, each having its own opportunities and challenges for a measure.

The results of the mail survey indicate that a **property-related fee** has a good chance of success if the rate is kept affordable, the measure is supported by the local jurisdictions, and is accompanied by a well-organized, effective campaign. Among all property owners that would be eligible to participate in the ballot proceeding, support for the measure was 62% using a base rate structure of $24—which is approximately 12%

above the majority required for passage of a property-related fee. It may be possible to pass a measure at a somewhat higher rate as well (e.g., $30), although the risks of the measure not being successful naturally increase along with the fee.

Although also positive, the results of the telephone **parcel tax** survey indicate that this path could be more challenging. The natural level of support found for a $35 parcel tax measure among a moderate-turnout electorate (November 2014) was 66%, approximately 1% *below* the threshold required for passage of a special tax in California. Although voters strongly favored all of the services that would be funded by the measure, and responded positively to arguments on behalf of the measure, ultimately support failed to *exceed* the two-thirds threshold at each of the key ballot tests in the survey. Only when the tax rate was lowered to $17 per parcel were two-thirds of voters prepared to support the parcel tax. Unfortunately, a tax rate of $17 per parcel is significantly lower than the revenue needed. C/CAG would need to weigh the benefits (fraction of revenue needed) of a parcel tax measure against the costs (expenditure of monetary and political capital) before proceeding at this rate.

Based on the survey findings, we recommend that C/CAG pursue a property-related fee. Not only does this approach appear to have the highest support levels (relative to the required threshold for passage) among those who will ultimately decide the fate of the measure, it is also the only financial mechanism that allows all property owners who would be impacted the opportunity to vote on the measure. It is worth noting, moreover, that most of the similar water quality measures already in place in California were implemented as property-related fees—not parcel taxes.

How will the tax or fee rate affect support for the measure?

Naturally, the willingness of voters and property owners to support a specific revenue measure is contingent—in part—on the tax rate associated with a measure. The higher the rate, all other things being equal, the lower the level of aggregate support that can be expected. It is critical that the rate be set at a level that the necessary proportion of voters or property owners view as affordable.

One of the more striking patterns from the surveys is that voters and property owners are somewhat price sensitive with respect to the proposed clean water measure, especially when their attention is *focused* on the tax rate. At the highest tax rate tested for a **parcel tax** ($35 per year per property), for example, just 62% of voters indicated that they would vote in favor of the measure. Support did not reach the required two-thirds threshold until the rate was lowered to $17 per parcel.

Based on the results of the Phase 2 mail survey and the weighted majority required for passage, C/CAG would have more flexibility in setting the rate for a **property-related fee**. At a base rate of $24, 62% of property owners indicated that they would support the proposed fee—which is approximately 12% above the majority required for passage of a property-related fee. As noted above, it may be possible to pass a measure at a somewhat higher rate as well (e.g., $30), although the risks of the measure not being successful naturally increase along with the fee.

How might a public information campaign affect support for the proposed measure?

As noted in the body of this report, individuals' opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to measuring current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters' and property owners' opinions about the measure.

It is clear from the survey results that voters' and property owners' opinions about the proposed measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific improvements that could be funded by the measure, as well as arguments in favor of the measure, were found by many respondents to be compelling reasons to support the measure. Moreover, this information played an important role in mitigating the erosion of support for the measure once respondents were exposed to the types of opposition arguments they will likely encounter during an election cycle.

Accordingly, one of the keys to building and *sustaining* support for the clean water measure will be the presence of an effective, well-organized campaign that focuses on the need for the measure as well as the many benefits that it will bring.

How might the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. Despite ongoing concerns about unemployment and the lingering effects of the recession, support for the proposed clean water measure was strong, which speaks volumes about the value that San Mateo County residents place on having safe, clean water and protecting the environment. Nevertheless, should the economy and/or political climate continue to improve, support for the measure could increase. Conversely, negative economic and/or political developments, especially at the local level, could dampen support for the measure below what was recorded in this study. For this and other reasons, C/CAG should consider conducting a tracking survey if a substantial amount of time elapses between the date of this report and the ultimate date of the ballot proceeding.

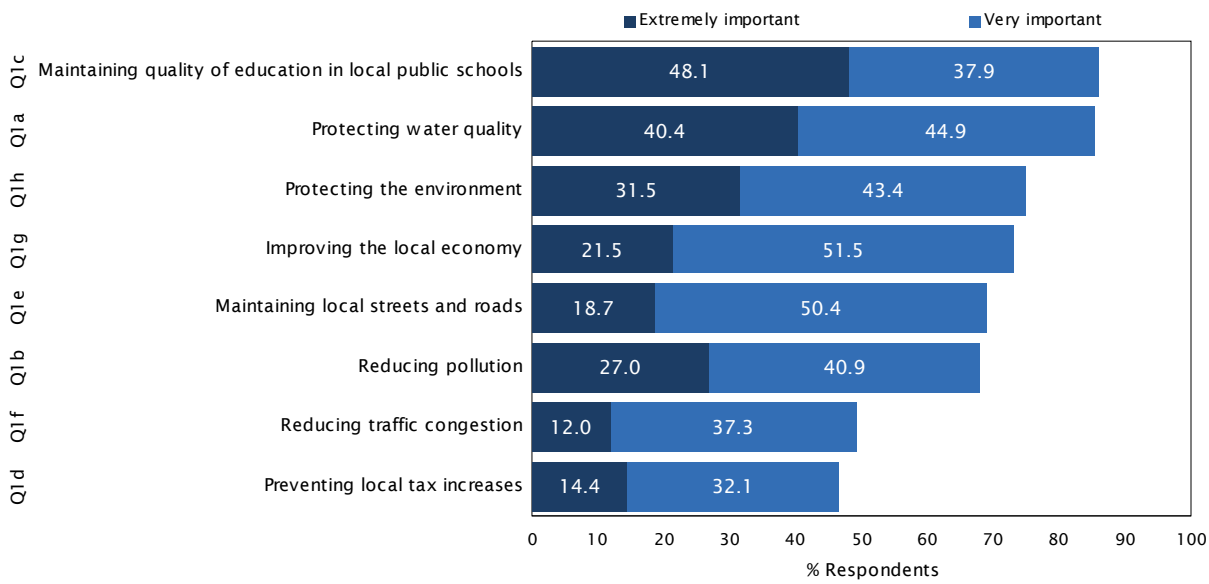
Importance of Issues

The first substantive question of the Phase 1 telephone survey presented respondents with several issues facing residents in their community and asked them to rate the importance of each issue. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were read to respondents was randomized for each respondent.[2]

Figure 1 presents each issue tested, as well as the importance assigned to each issue by survey participants, ranked by order of importance.[3] Overall, maintaining the quality of education in local public schools received the highest percentage of respondents indicating that the issue was either extremely or very important (86%), followed closely by protecting water quality (85%), protecting the environment (75%), and improving the local economy (73%). Given the purpose of this study, it is instructive to note that preventing local tax increases was rated much lower in importance (47%) when compared with the issues that would be addressed by the proposed measure (protecting water quality, protecting the environment, and reducing pollution).

Question 1 *To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.*

Figure 1 Importance of Issues



2. Given the striking similarity in survey results for the likely November 2014 voter and property-owner subsamples, for simplicity the graphic representation of non-ballot related questions (such as Question 1) denote the results among the property-owner subsample. All ballot-related questions are shown separately for both subsamples.
3. Issues were ranked based on the percentage of respondents who indicated that the issue was either *extremely* important or *very* important.

Initial Ballot Test

The primary research objective of this survey was to estimate voters' and property owners' support for establishing a revenue measure to protect public health and water quality by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. To this end, Question 2 was designed to take an early assessment of respondents' support for the proposed measure.

The motivation for placing Question 2 up-front in the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measures beyond what is presented in the ballot language. This situation is analogous to a voter or property owner casting a ballot with limited knowledge about a measure, such as what might occur in the absence of an effective education campaign. Question 2—also known as the Initial Ballot Test—is thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of 'uninformed' support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on respondent support for the measure.

To accommodate C/CAG's interest in estimating support for a parcel tax *and* a property-related fee, the sampling methodology was designed to encompass both a likely November 2014 voter universe and the universe of residential property owners who are likely to cast ballots in a property-related fee ballot proceeding.

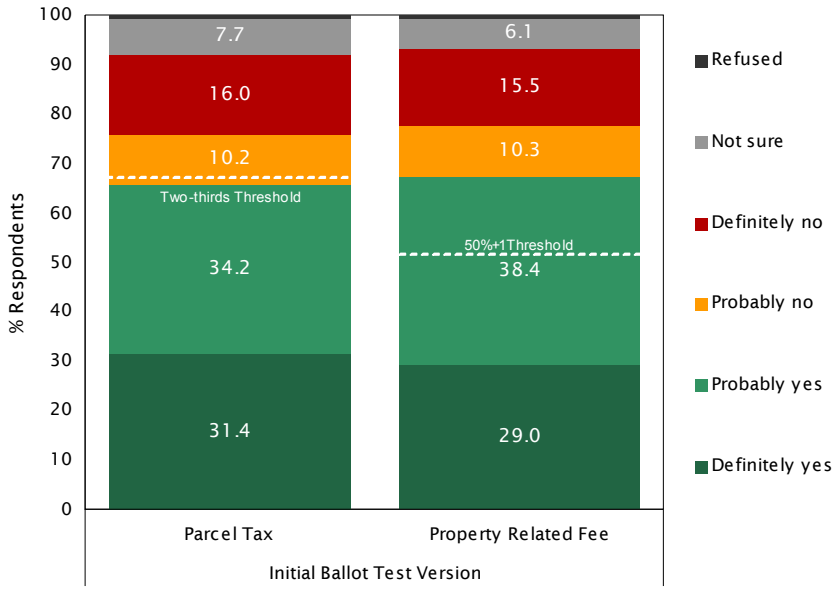
SUPPORT BY MEASURE TYPE

Figure 2 on the next page presents the results of the Initial Ballot Tests for both the parcel tax and property-related fee measures. Overall, 66% of likely voters indicated that they would definitely or probably support the $35 parcel tax measure at this stage in the survey, which is approximately 1% less than the two-thirds threshold required for passage of a special tax. Approximately 26% stated that they would oppose the parcel tax and 8% were unsure or unwilling to share their vote choice. Support for the $35 property-related fee among residential property owners was similar, with 67% of respondents indicating that they would definitely or probably support the measure, 26% opposed, and 6% unsure or unwilling to share their vote choice.

For a property-related fee, the level of support recorded at the Initial Ballot Test was approximately 27% above the simple majority (50% + 1) required for passage. However, it is important to keep in mind that residential property owners represent only a *portion* of all property owners allowed to participate in a property-related fee, and the other property owner groups (i.e., commercial, industrial, apartment owners) carry a significant percentage of the vote. This is one reason why the more expansive Phase 2 mail survey was conducted (the results of which are presented later in this report).

Question 2 *Next year, voters in San Mateo County may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to protect public health and water quality in your community by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution, shall San Mateo County levy up to $35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 2 INITIAL BALLOT TEST BY VERSION



SUPPORT BY SUBGROUPS For the interested reader, Tables 1 and 2 show how support at the Initial Ballot Test for the parcel tax and property-related fee measures, respectively, varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the universes that each subgroup category comprises. When compared to their respective counterparts, those who had lived in the County less than five years, self-described strong environmentalists, females, those under the age of 30, and Democrats were consistently the most likely to support a local revenue measure to fund clean water—be it a parcel tax or property-related fee.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: PARCEL TAX

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	65.6	7.7
Years in San Mateo County (QD1)	Less than 5	8	81.6	10.5
	5 to 9	10	69.3	7.2
	10 to 14	10	66.0	7.4
	15 or more	72	63.2	7.5
Home Type (QD3)	Single family	78	65.8	7.0
	Condo	8	68.1	12.6
	Townhome	4	40.5	7.4
	Apartment	10	74.5	8.7
Home Ownership Status (QD2 & Voter File)	Own	78	62.6	7.4
	Rent	22	76.4	8.8
Child in Home (QD4)	Yes	29	60.9	10.9
	No	71	67.9	6.2
Environmentalist (QD5)	Yes, strong	26	79.0	4.3
	Yes, moderate	41	66.8	9.9
	No	33	54.3	7.4
Gender	Male	46	57.0	8.1
	Female	54	73.1	7.3
Age	18 to 29	7	76.4	12.6
	30 to 39	10	59.6	13.5
	40 to 49	18	65.7	7.1
	50 to 64	35	65.7	4.2
	65 or older	30	65.9	8.6
Registration Year	2013 to 2009	23	70.5	9.6
	2008 to 2005	14	74.1	5.4
	2004 to 2001	10	64.3	9.4
	2000 or before	54	61.7	7.1
Party	Democrat	54	76.3	8.1
	Republican	23	43.0	4.5
	Other / DTS	23	63.5	10.1
Household Party Type	Single dem	30	78.2	8.7
	Dual dem	16	74.0	7.4
	Single rep	9	44.8	4.5
	Dual rep	8	39.6	3.1
	Other	18	69.3	8.4
	Mixed	19	56.8	9.2
Homeowner on Voter File	Yes	72	62.3	7.4
	No	28	74.1	8.3
Likely to Vote by Mail	Yes	56	66.2	7.1
	No	44	64.9	8.5
Likely November 2013 Voter	Yes	60	58.8	7.1
	No	40	75.6	8.6
Likely June 2014 Voter	Yes	81	64.4	7.3
	No	19	70.7	9.4
Likely November 2014 Voter	Yes	100	65.6	7.7
	No	0	NA	NA

TABLE 2 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: PROPERTY RELATED FEE

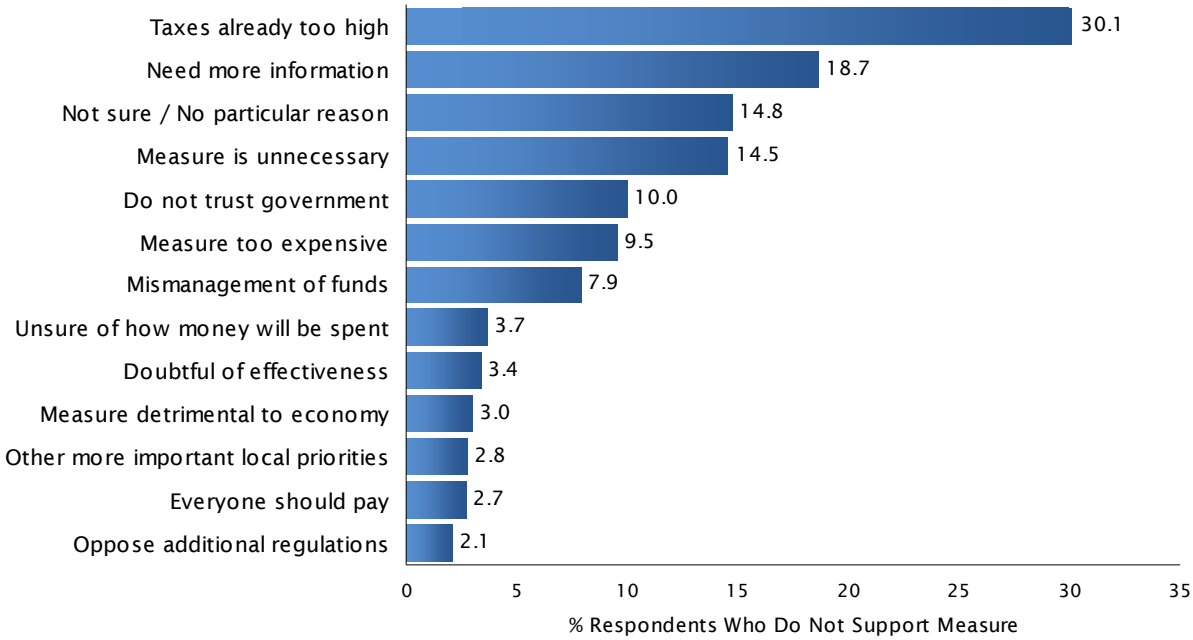
		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	67.4	6.1
Years in San Mateo County (QD1)	Less than 5	7	75.7	7.1
	5 to 9	11	74.4	6.5
	10 to 14	10	72.8	4.3
	15 or more	72	64.6	6.1
Home Type (QD3)	Single family	87	68.2	5.6
	Condo	8	69.8	10.4
	Townhome	5	53.9	2.9
	Apartment	0	NA	NA
Home Ownership Status (QD2 & Voter File)	Own	100	67.4	6.1
	Rent	0	NA	NA
Child in Home (QD4)	Yes	32	67.9	6.9
	No	68	67.5	5.6
Environmentalist (QD5)	Yes, strong	26	76.2	5.6
	Yes, moderate	41	70.2	6.3
	No	33	58.3	6.1
Gender	Male	48	60.4	6.6
	Female	52	73.9	5.6
Age	18 to 29	12	87.6	4.1
	30 to 39	11	73.2	6.2
	40 to 49	18	66.9	6.5
	50 to 64	33	62.3	3.4
	65 or older	27	63.6	9.3
Registration Year	2013 to 2009	26	74.1	6.2
	2008 to 2005	12	76.5	5.1
	2004 to 2001	9	70.5	7.1
	2000 or before	53	61.4	6.1
Party	Democrat	51	76.4	5.9
	Republican	21	45.3	3.8
	Other / DTS	27	67.8	8.4
Household Party Type	Single dem	25	75.3	7.2
	Dual dem	17	79.2	4.9
	Single rep	8	47.0	2.8
	Dual rep	7	40.8	3.5
	Other	20	70.8	8.2
	Mixed	23	63.1	6.0
Homeowner on Voter File	Yes	93	67.5	6.0
	No	7	66.3	7.7
Likely to Vote by Mail	Yes	42	62.9	7.7
	No	58	70.6	4.9
Likely November 2013 Voter	Yes	48	57.3	7.2
	No	52	76.7	5.1
Likely June 2014 Voter	Yes	61	62.2	7.1
	No	39	75.5	4.6
Likely November 2014 Voter	Yes	72	62.6	7.3
	No	28	79.8	3.0

REASONS FOR OPPOSING MEASURE Respondents who opposed the measure at the Initial Ballot Test were subsequently asked if there was a particular reason for their position. Question 3 was asked in an open-ended manner, thereby allowing respondents to mention any reason that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 on the next page. For the most part, the responses are typical of what True North has

encountered in other communities, including concerns about taxes already being too high (30%), a need for more information (19%), no particular reason (15%), and a perception that the measure is unnecessary (15%).

Question 3 *Is there a particular reason why you do not support the measure I just described?*

FIGURE 3 REASONS FOR NOT SUPPORTING MEASURE



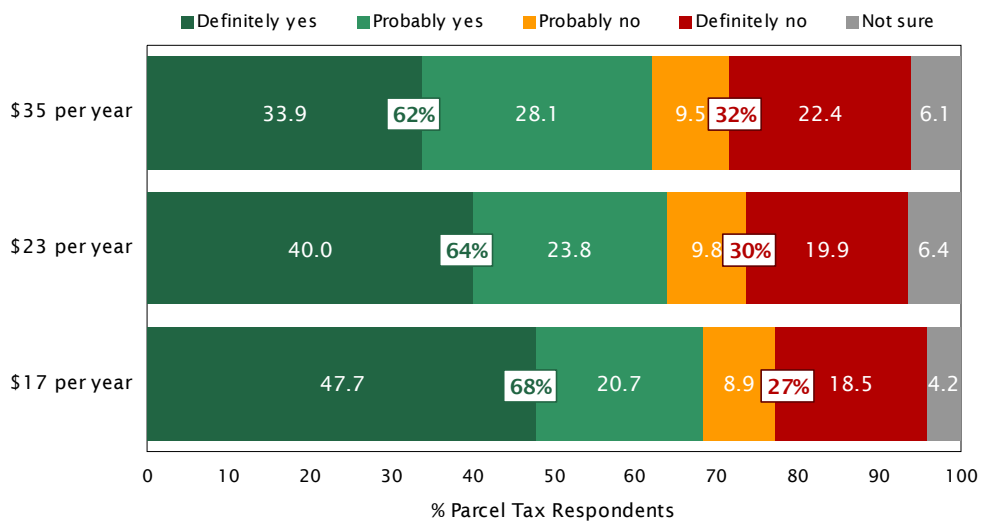
TAX THRESHOLD

Naturally, voter and property owner support for a revenue measure is often contingent on the cost of the measure. The higher the tax/fee rate, all other things being equal, the less likely a person is to support the measure. One of the goals of this study was thus to gauge the impact that changes in the tax/fee rate can be expected to have on voter and property owner support for the proposed measure.

Question 4 was designed to do just that. Respondents were first instructed that the tax rate for the measure had yet to be determined, although several rates were being considered. They were then presented with the highest rate ($35 per year) and asked if they would support the proposed measure at that rate. If a respondent did not answer 'definitely yes', they were asked whether they would support the measure at the next lowest tax rate.[4] The three rates tested, as well as the percentage of respondents who indicated they would vote in favor of the measure at each rate, are shown in Figure 4 for the parcel tax, Figure 5 for the property-related fee.

Question 4 *The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the County. However, the amount to be charged to each parcel has not been determined yet. If you heard that your household would pay _____ per year for each property that you own in the County, would you vote yes or no on the measure?*

FIGURE 4 TAX THRESHOLD: PARCEL TAX



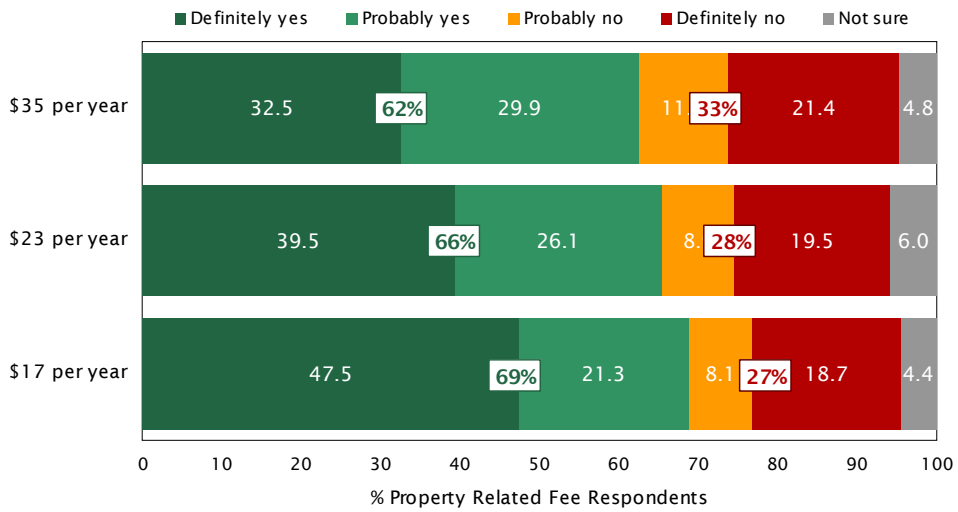
The most obvious pattern revealed in the figures is that San Mateo voters and residential property owners are somewhat price sensitive when it comes to their support for the proposed clean water measure. At the highest tax rate tested ($35 per year per property), 62% of voters indicated that they would vote in favor of a parcel tax measure (see Figure 4). Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 68% of voters

4. If a respondent answered 'definitely yes', it is assumed that they would support the measure at the lower tax rate. Their support at each rate is factored into the percentages shown in the figure.

indicating that they would support the proposed parcel tax at an annual tax rate of $17 per property.

The results were strikingly similar when property owners were asked about the proposed property-related fee (see Figure 5). At the highest fee rate tested ($35 per year per property), 62% of residential property owners indicated that they would vote in favor of the measure. Incremental reductions in the fee rate resulted in incremental increases in support for the measure, with 69% of residential property owners indicating that they would support the proposed property-related fee at an annual rate of $17 per property.

FIGURE 5 TAX THRESHOLD: PROPERTY RELATED FEE



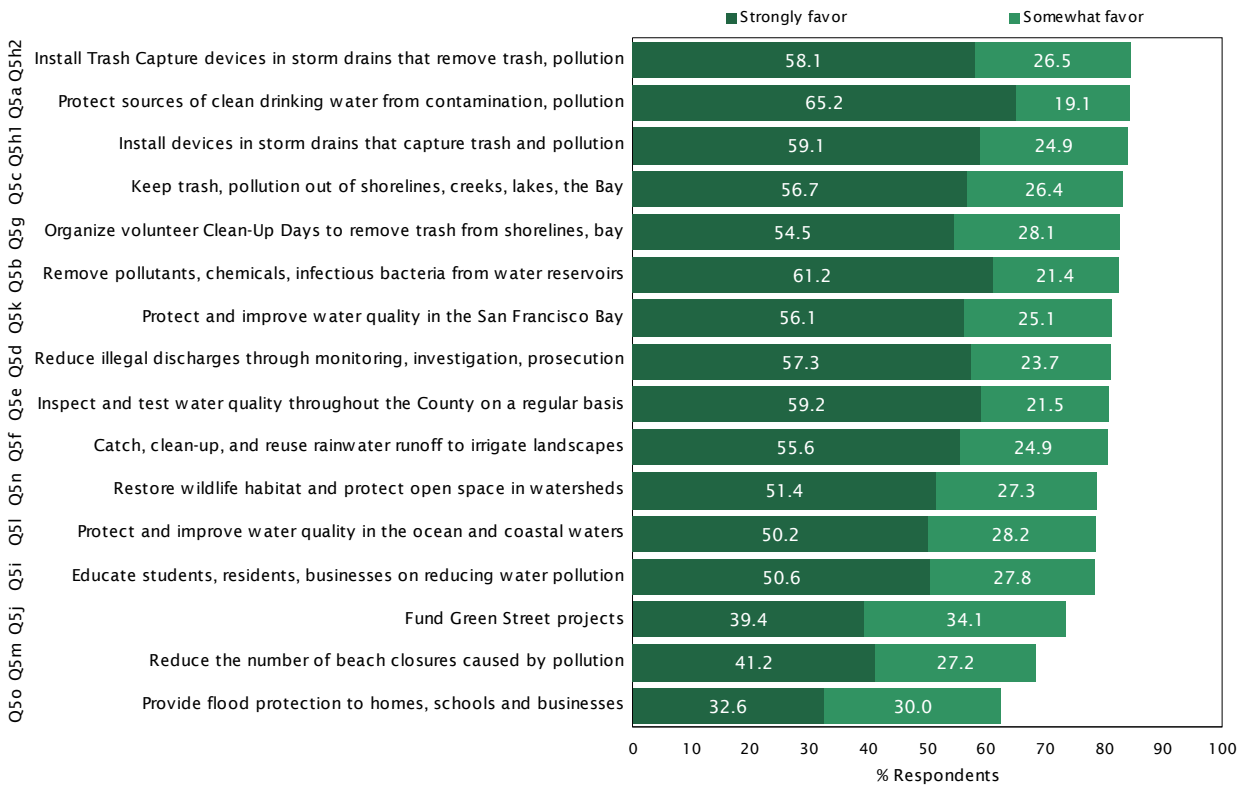
PROGRAMS & PROJECTS

The ballot language presented in Question 2 indicated that the proposed measure would be used to protect public health and water quality by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. The purpose of Question 5 was to provide respondents with the full range of programs and services that may be funded by the proposed measure, and to identify which of these improvements voters most favored funding with measure proceeds.

After reading each improvement that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular improvement assuming that the measure passes. Truncated descriptions of the improvements tested, as well as voters' responses, are shown in Figure 6 below.[5]

Question 5 *The measure we've been discussing would fund a variety of water-related projects and services in the County. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 6 PROGRAMS & PROJECTS



5. For the full text of programs and services tested, turn to Question 5 in *Phase 1 Telephone Survey* on page 39.

Overall, the service that resonated with the largest percentage of respondents was installing trash capture devices in storm drains that remove trash and pollution before they enter our waterways (85% strongly or somewhat favor),[6] followed by protecting sources of clean drinking water from contamination and pollution (84%), and keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay (84%). Its worth noting, however, that even the lowest-ranked service (providing flood protection) was favored by a clear majority (63%) of respondents.

SPENDING PROGRAMS & PROJECTS RATINGS BY SUBGROUP Table 3 presents the top five programs and projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given program or service when compared to supporters. Nevertheless, initial supporters, opponents and the undecided did agree on two of the five top priorities for funding.

TABLE 3 TOP PROGRAMS & PROJECTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2)	Item	Program or Project Summary	% Strongly Favor
Probably or Definitely **Yes** (*n* = 411)	Q5a	Protect sources of clean drinking water from contamination, pollution	80
	Q5h1	Install devices in storm drains that capture trash and pollution	76
	Q5b	Remove pollutants, chemicals, infectious bacteria from water reservoirs	74
	Q5e	Inspect and test water quality throughout the County on a regular basis	73
	Q5k	Protect and improve water quality in the San Francisco Bay	72
Probably or Definitely **No** (*n* = 164)	Q5a	Protect sources of clean drinking water from contamination, pollution	31
	Q5g	Organize volunteer Clean-Up Days to remove trash from shorelines, bay	31
	Q5b	Remove pollutants, chemicals, infectious bacteria from water reservoirs	30
	Q5e	Inspect and test water quality throughout the County on a regular basis	28
	Q5h2	Install Trash Capture devices in storm drains that remove trash, pollution	28
Not Sure (*n* =48)	Q5h1	Install devices in storm drains that capture trash and pollution	56
	Q5b	Remove pollutants, chemicals, infectious bacteria from water reservoirs	54
	Q5g	Organize volunteer Clean-Up Days to remove trash from shorelines, bay	53
	Q5d	Reduce illegal discharges through monitoring, investigation, prosecution	52
	Q5a	Protect sources of clean drinking water from contamination, pollution	52

6. This item was tested in a split-sample manner to gauge whether the use of the term 'trash capture' device materially altered respondents' support for the service. The use of the term appears to matter little, as the service tested at #1 and #3 in the ranking with and without the term, respectively.

Positive Arguments

Ballot measures do not succeed or fail in a political vacuum. During an election cycle, proponents of a measure will present arguments to try to persuade voters to support a measure, just as opponents will present arguments to achieve the opposite goal. The objective of Question 6 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and will be discussed later in this report (see *Negative Arguments* on page 26). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 6 *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

Figure 7 Positive Arguments

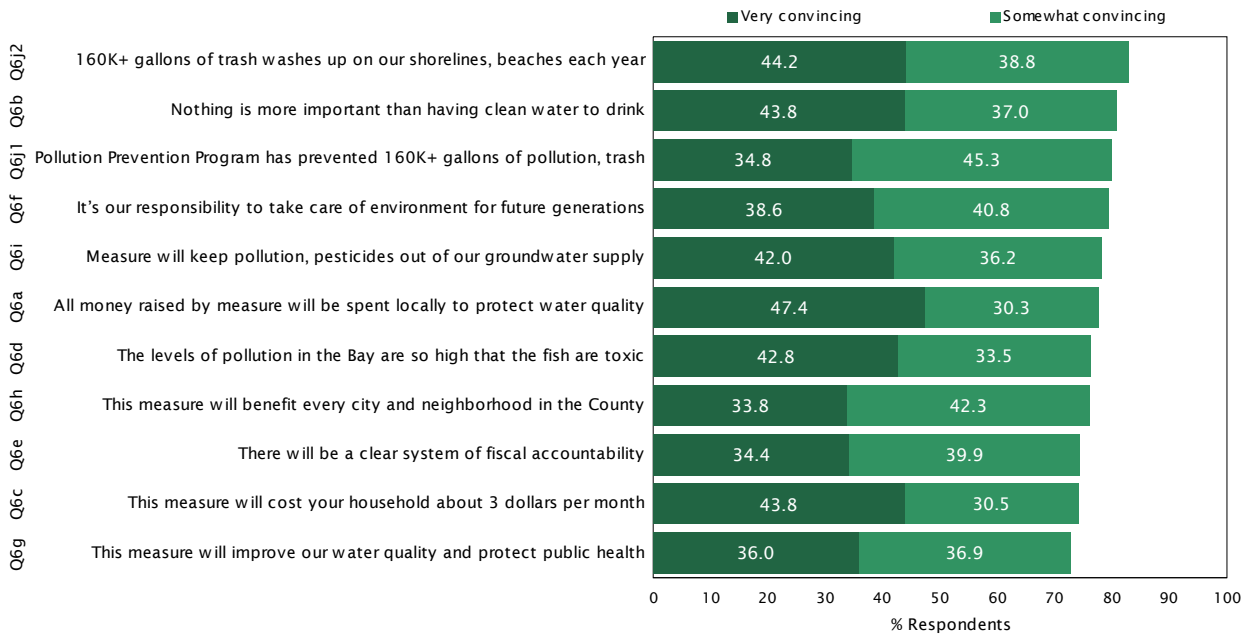


Figure 7 above presents the truncated positive arguments tested, as well as respondents' reactions to the arguments. The arguments are sorted from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *Every year, over 160 thousand gallons of trash from our streets and communities washes up on San Mateo shorelines and beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches* (83%), *Nothing is more important than having clean water to drink. This measure will protect our clean water sources from contamination to ensure that we always have a safe, local supply of clean water* (81%), and *Over the past two years, the County's Water Pollution Prevention Program has been successful at preventing more than 160 thousand gallons in pollu-*

tion and trash from reaching our waterways, Bay and ocean. This measure will provide the funding needed to continue and expand these efforts (70%).

Considering the *intensity* of voters' reactions (% very convincing), other notably strong positive arguments were: *All of the money raised by this measure will be spent locally to protect our water quality. It cannot be taken away by the State or be used for other purposes* (47% very convincing), and *This measure will cost your household about 3 dollars per month. That is a small price to pay to have clean shorelines, safe drinking water, and better public health* (44% very convincing).

POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 4 lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very* convincing) according to respondents' vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of respondents who were initially inclined to support the measure when compared to those who initially opposed the measure or were unsure. Nevertheless, one specific argument was ranked among the top five most compelling by all three groups.

TABLE 4 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 411)	Q6a	All money raised by measure will be spent locally to protect water quality	61
	Q6c	This measure will cost your household about 3 dollars per month	60
	Q6b	Nothing is more important than having clean water to drink	57
	Q6j2	160K+ gallons of trash washes up on our shorelines, beaches each year	57
	Q6i	Measure will keep pollution, pesticides out of our groundwater supply	56
Probably or Definitely **No** (*n* = 164)	Q6a	All money raised by measure will be spent locally to protect water quality	20
	Q6b	Nothing is more important than having clean water to drink	17
	Q6d	The levels of pollution in the Bay are so high that the fish are toxic	15
	Q6i	Measure will keep pollution, pesticides out of our groundwater supply	13
	Q6f	It's our responsibility to take care of environment for future generations	12
Not Sure (*n* =48)	Q6j2	160K+ gallons of trash washes up on our shorelines, beaches each year	31
	Q6g	This measure will improve our water quality and protect public health	29
	Q6j1	Pollution Prevention Program has prevented 160K+ gallons of pollution, trash	27
	Q6d	The levels of pollution in the Bay are so high that the fish are toxic	26
	Q6b	Nothing is more important than having clean water to drink	26

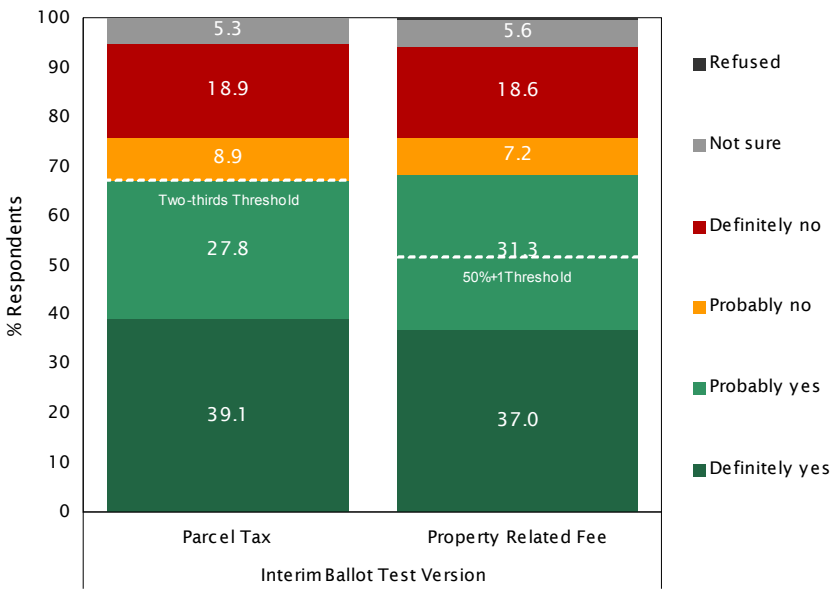
Interim Ballot Test

After exposing respondents to the types of positive arguments they may encounter during an election cycle, the survey again presented respondents with the ballot language used previously to gauge how support for the proposed clean water measure may have changed.

As shown in Figure 8, voter support for the parcel tax increased slightly to 67%, with 28% of respondents opposed to the measure and an additional 5% unsure or unwilling to state their vote choice. Overall support among residential property owners for the property-related fee also increased slightly to 68%, with 26% of respondents opposed to the measure and an additional 6% unsure or unwilling to state their vote choice.

Question 7 *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to protect public health and water quality in your community by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution, shall San Mateo County levy up to $35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

Figure 8 Interim Ballot Test by Version



SUPPORT BY SUBGROUPS For the interested reader, Tables 5 and 6 display how support for the parcel tax and property-related fee measures at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red.

TABLE 5 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: PARCEL TAX

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100	66.9	+1.2
Years in San Mateo County (QD1)	Less than 5	8	89.0	+7.4
	5 to 9	10	70.1	+0.8
	10 to 14	10	69.7	+3.7
	15 or more	72	64.1	+0.8
Home Type (QD3)	Single family	78	66.8	+1.0
	Condo	8	74.9	+6.8
	Townhome	4	53.7	+13.2
	Apartment	10	73.5	-1.1
Home Ownership Status (QD2 & Voter File)	Own	78	64.4	+1.8
	Rent	22	75.6	-0.8
Child in Home (QD4)	Yes	29	68.5	+7.6
	No	71	67.2	-0.7
Environmentalist (QD5)	Yes, strong	26	76.7	-2.4
	Yes, moderate	41	72.0	+5.2
	No	33	54.3	-0.0
Gender	Male	46	58.3	+1.2
	Female	54	74.3	+1.2
Age	18 to 29	7	83.7	+7.3
	30 to 39	10	67.3	+7.7
	40 to 49	18	68.8	+3.1
	50 to 64	35	67.3	+1.6
	65 or older	30	61.7	-4.2
Registration Year	2013 to 2009	23	73.2	+2.8
	2008 to 2005	14	76.0	+1.9
	2004 to 2001	10	63.7	-0.6
	2000 or before	54	62.4	+0.8
Party	Democrat	54	78.3	+2.1
	Republican	23	40.2	-2.8
	Other / DTS	23	66.9	+3.4
Household Party Type	Single dem	30	79.7	+1.5
	Dual dem	16	74.8	+0.8
	Single rep	9	47.0	+2.2
	Dual rep	8	32.6	-7.0
	Other	18	71.3	+1.9
	Mixed	19	60.4	+3.6
Homeowner on Voter File	Yes	72	64.5	+2.2
	No	28	72.9	-1.2
Likely to Vote by Mail	Yes	56	65.7	-0.4
	No	44	68.3	+3.4
Likely November 2013 Voter	Yes	60	60.1	+1.3
	No	40	76.8	+1.2
Likely June 2014 Voter	Yes	81	64.9	+0.5
	No	19	75.2	+4.5
Likely November 2014 Voter	Yes	100	66.9	+1.2
	No	0	NA	NA

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: PROPERTY RELATED FEE

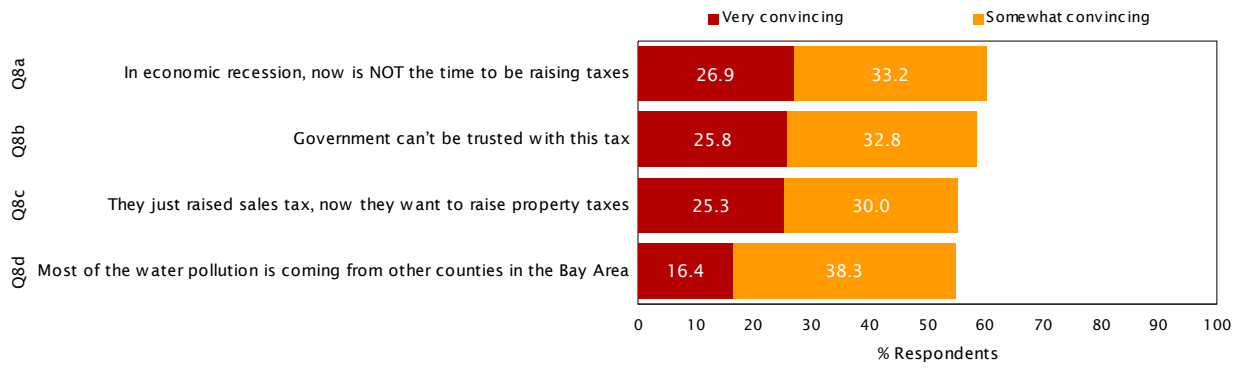
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100	68.4	+1.0
Years in San Mateo County (QD1)	Less than 5	7	84.9	+9.2
	5 to 9	11	74.5	+0.1
	10 to 14	10	80.5	+7.7
	15 or more	72	64.5	-0.0
Home Type (QD3)	Single family	87	69.3	+1.1
	Condo	8	75.6	+5.7
	Townhome	5	60.6	+6.7
	Apartment	0	NA	NA
Home Ownership Status (QD2 & Voter File)	Own	100	68.4	+1.0
	Rent	0	NA	NA
Child in Home (QD4)	Yes	32	70.7	+2.8
	No	68	68.5	+1.0
Environmentalist (QD5)	Yes, strong	26	74.5	-1.6
	Yes, moderate	41	73.5	+3.4
	No	33	60.5	+2.2
Gender	Male	48	63.7	+3.2
	Female	52	72.8	-1.1
Age	18 to 29	12	91.7	+4.2
	30 to 39	11	81.8	+8.5
	40 to 49	18	67.9	+1.0
	50 to 64	33	62.0	-0.3
	65 or older	27	61.8	-1.8
Registration Year	2013 to 2009	26	76.6	+2.5
	2008 to 2005	12	79.4	+2.9
	2004 to 2001	9	74.3	+3.8
	2000 or before	53	60.7	-0.7
Party	Democrat	51	76.6	+0.2
	Republican	21	43.5	-1.8
	Other / DTS	27	72.3	+4.6
Household Party Type	Single dem	25	76.5	+1.2
	Dual dem	17	76.7	-2.5
	Single rep	8	48.4	+1.4
	Dual rep	7	35.7	-5.2
	Other	20	73.6	+2.8
	Mixed	23	66.6	+3.6
Homeowner on Voter File	Yes	93	68.6	+1.2
	No	7	65.1	-1.2
Likely to Vote by Mail	Yes	42	63.2	+0.3
	No	58	72.1	+1.5
Likely November 2013 Voter	Yes	48	59.2	+1.9
	No	52	76.8	+0.1
Likely June 2014 Voter	Yes	61	62.7	+0.5
	No	39	77.3	+1.8
Likely November 2014 Voter	Yes	72	64.4	+1.8
	No	28	78.6	-1.2

Negative Arguments

Whereas Question 6 presented respondents with arguments in favor of the measure, Question 8 presented respondents with arguments designed to elicit opposition to the measure. With Question 8, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 9.

Question 8 *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

Figure 9 Negative Arguments



Among the negative arguments tested, the most compelling were *People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes* (60%), *Government can't be trusted with this tax. It will mismanage the money or use it for pet projects* (59%), and *They just raised the sales tax in the County, now they want to raise property taxes? That's not fair to taxpayers* (55%).

NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 7 ranks the five negative arguments according to respondents' vote position at the Initial Ballot Test.

Table 7 Negative Arguments by Position at Initial Ballot Test

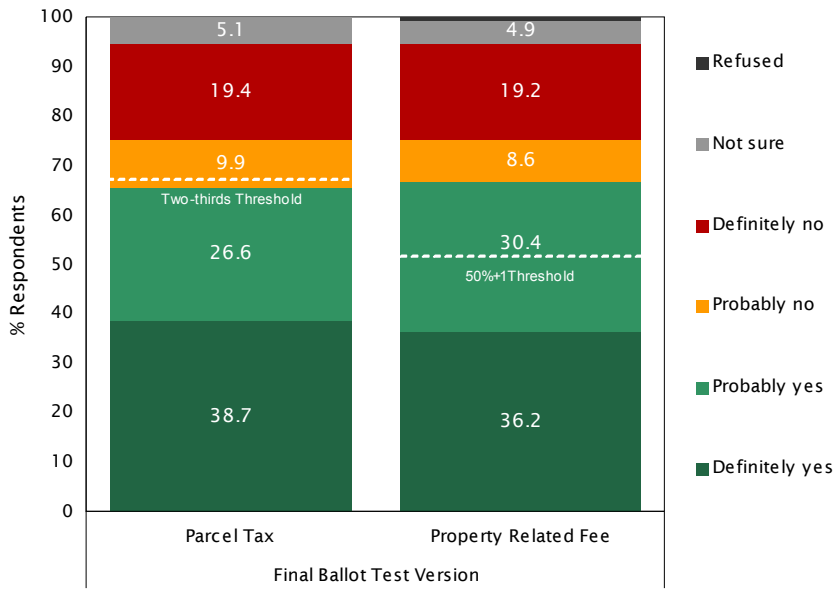
Position at Initial Ballot Test (Q2)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 411)	Q8a	In economic recession, now is NOT the time to be raising taxes	17
	Q8c	They just raised sales tax, now they want to raise property taxes	14
	Q8b	Government can't be trusted with this tax	13
	Q8d	Most of the water pollution is coming from other counties in the Bay Area	12
Probably or Definitely **No** (*n* = 164)	Q8b	Government can't be trusted with this tax	58
	Q8c	They just raised sales tax, now they want to raise property taxes	53
	Q8a	In economic recession, now is NOT the time to be raising taxes	50
	Q8d	Most of the water pollution is coming from other counties in the Bay Area	26
Not Sure (*n* =48)	Q8a	In economic recession, now is NOT the time to be raising taxes	29
	Q8b	Government can't be trusted with this tax	26
	Q8c	They just raised sales tax, now they want to raise property taxes	23
	Q8d	Most of the water pollution is coming from other counties in the Bay Area	15

Final Ballot Test

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. A goal of the survey was thus to gauge how respondents' opinions about the proposed clean water measure may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measure, possible tax rates, programs and services that could be funded by the measure, and arguments in favor and against the proposal, respondents were again asked whether they would vote 'yes' or 'no' on the proposed $35 clean water revenue measure.

Question 9 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to protect public health and water quality in your community by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution, shall San Mateo County levy up to $35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

Figure 10 Final Ballot Test by Version



At this point in the survey, support for the parcel tax measure was found among 65% of voters, with 29% opposed to the measure and 5% unsure or unwilling to state their vote choice. Support for the property-related fee among residential property owners remained slightly higher at 67%, with 28% opposed to the measure and 5% unsure or unwilling to state their vote choice.

Change in Support

Tables 8 and 9 provide a closer look at how support for the proposed parcel tax and property-related fee measures, respectively, changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, whereas negative differences appear in red.

Table 8 Demographic Breakdown of Support at Final Ballot Test: Parcel Tax

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q7)
Overall		100	65.2	-0.4	-1.6
Years in San Mateo County (QD1)	Less than 5	8	91.0	+9.4	+2.0
	5 to 9	10	65.1	-4.3	-5.1
	10 to 14	10	68.4	+2.4	-1.3
	15 or more	72	62.2	-1.0	-1.9
Home Type (QD3)	Single family	78	65.4	-0.4	-1.5
	Condo	8	74.9	+6.8	No change
	Townhome	4	49.7	+9.2	-4.0
	Apartment	10	71.9	-2.6	-1.5
Home Ownership Status (QD2 & Voter File)	Own	78	64.0	+1.4	-0.5
	Rent	22	69.8	-6.6	-5.8
Child in Home (QD4)	Yes	29	67.2	+6.3	-1.3
	No	71	65.4	-2.5	-1.7
Environmentalist (QD5)	Yes, strong	26	77.7	-1.3	+1.0
	Yes, moderate	41	70.5	+3.7	-1.5
	No	33	52.9	-1.4	-1.4
Gender	Male	46	57.8	+0.7	-0.5
	Female	54	71.7	-1.4	-2.6
Age	18 to 29	7	82.1	+5.7	-1.6
	30 to 39	10	65.4	+5.8	-1.9
	40 to 49	18	65.9	+0.2	-2.9
	50 to 64	35	66.8	+1.1	-0.5
	65 or older	30	60.4	-5.6	-1.3
Registration Year	2013 to 2009	23	71.3	+0.8	-1.9
	2008 to 2005	14	73.3	-0.8	-2.7
	2004 to 2001	10	65.5	+1.1	+1.8
	2000 or before	54	60.6	-1.1	-1.9
Party	Democrat	54	75.9	-0.3	-2.4
	Republican	23	40.7	-2.3	+0.5
	Other / DTS	23	64.9	+1.4	-2.0
Household Party Type	Single dem	30	76.4	-1.8	-3.3
	Dual dem	16	74.0	-0.0	-0.8
	Single rep	9	47.0	+2.2	+0.0
	Dual rep	8	32.5	-7.1	-0.1
	Other	18	70.7	+1.4	-0.5
	Mixed	19	58.3	+1.5	-2.1
Homeowner on Voter File	Yes	72	63.6	+1.2	-0.9
	No	28	69.5	-4.6	-3.4
Likely to Vote by Mail	Yes	56	63.2	-2.9	-2.5
	No	44	67.8	+2.9	-0.5
Likely November 2013 Voter	Yes	60	58.0	-0.9	-2.1
	No	40	75.9	+0.3	-0.9
Likely June 2014 Voter	Yes	81	63.6	-0.8	-1.3
	No	19	72.0	+1.4	-3.1
Likely November 2014 Voter	Yes	100	65.2	-0.4	-1.6
	No	0	NA	NA	NA

TABLE 9 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: PROPERTY RELATED FEE

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q7)
Overall		100	66.7	-0.7	-1.7
Years in San Mateo County (QD1)	Less than 5	7	88.8	+13.0	+3.9
	5 to 9	11	73.1	-1.3	-1.4
	10 to 14	10	79.3	+6.5	-1.2
	15 or more	72	61.9	-2.7	-2.7
Home Type (QD3)	Single family	87	67.3	-0.9	-2.0
	Condo	8	74.0	+4.1	-1.6
	Townhome	5	63.9	+10.0	+3.3
	Apartment	0	NA	NA	NA
Home Ownership Status (QD2 & Voter File)	Own	100	66.7	-0.7	-1.7
	Rent	0	NA	NA	NA
Child in Home (QD4)	Yes	32	68.2	+0.4	-2.5
	No	68	67.0	-0.5	-1.5
Environmentalist (QD5)	Yes, strong	26	73.9	-2.3	-0.6
	Yes, moderate	41	71.0	+0.9	-2.5
	No	33	58.6	+0.4	-1.9
Gender	Male	48	62.1	+1.6	-1.6
	Female	52	71.0	-2.9	-1.8
Age	18 to 29	12	83.4	-4.2	-8.4
	30 to 39	11	84.5	+11.2	+2.7
	40 to 49	18	67.2	+0.3	-0.7
	50 to 64	33	62.0	-0.3	No change
	65 or older	27	59.0	-4.6	-2.7
Registration Year	2013 to 2009	26	74.8	+0.7	-1.8
	2008 to 2005	12	73.2	-3.3	-6.2
	2004 to 2001	9	74.3	+3.8	No change
	2000 or before	53	59.8	-1.6	-0.9
Party	Democrat	51	76.4	-0.0	-0.3
	Republican	21	41.7	-3.6	-1.9
	Other / DTS	27	68.1	+0.3	-4.2
Household Party Type	Single dem	25	76.5	+1.2	-0.0
	Dual dem	17	76.7	-2.5	No change
	Single rep	8	45.4	-1.5	-2.9
	Dual rep	7	35.4	-5.5	-0.3
	Other	20	71.9	+1.1	-1.7
	Mixed	23	61.9	-1.1	-4.7
Homeowner on Voter File	Yes	93	66.5	-1.0	-2.1
	No	7	68.6	+2.4	+3.6
Likely to Vote by Mail	Yes	42	61.5	-1.5	-1.8
	No	58	70.5	-0.2	-1.6
Likely November 2013 Voter	Yes	48	57.5	+0.3	-1.6
	No	52	75.1	-1.6	-1.7
Likely June 2014 Voter	Yes	61	62.5	+0.3	-0.2
	No	39	73.2	-2.3	-4.0
Likely November 2014 Voter	Yes	72	63.9	+1.3	-0.5
	No	28	73.9	-5.9	-4.7

Whereas Tables 8 and 9 display change in support for the measure over the course of the interview at the subgroup level, Tables 10 and 11 display the individual-level changes that occurred between the Initial and Final Ballot Tests for the respective measures. On the left side of the tables is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the tables depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test. For example, in the first row of Table 10 we see that of the

31.4% of respondents who indicated that they would definitely support the parcel tax measure at the Initial Ballot Test, 26.3% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 3.7% moved to the probably support group, 0.3% moved to the probably oppose group, 0.2% moved to the definitely oppose group, and 0.8% percent stated they were now unsure of their vote choice.

To ease interpretation of the tables, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 10 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TESTS: PARCEL TAX

Initial Ballot Test: Parcel Tax (Q2)		Final Ballot Test: Parcel Tax (Q9)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	31.4%	26.3%	3.7%	0.3%	0.2%	0.8%
Probably support	34.2%	11.0%	18.0%	2.4%	1.5%	1.3%
Probably oppose	10.2%	0.2%	2.1%	4.9%	2.5%	0.5%
Definitely oppose	16.0%	0.0%	0.4%	1.2%	14.5%	0.0%
Not sure	8.2%	1.2%	2.4%	1.2%	0.7%	2.8%

TABLE 11 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TESTS: PROPERTY RELATED FEE

Initial Ballot Test: Property Related Fee (Q2)		Final Ballot Test: Property Related Fee (Q9)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	29.0%	23.4%	4.3%	0.2%	0.5%	0.5%
Probably support	38.4%	11.8%	21.0%	1.9%	1.8%	1.9%
Probably oppose	10.3%	0.1%	2.4%	4.3%	2.5%	0.9%
Definitely oppose	15.5%	0.0%	0.8%	1.0%	13.6%	0.0%
Not sure	6.9%	0.9%	1.9%	1.1%	0.8%	1.9%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Tables 10 and 11 make clear that although the information did impact some respondents, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas others found the same information to be a reason to be less supportive.

Despite 15% of voters making a *fundamental*[7] shift in their opinion about the parcel tax measure and 16% of property owners making a similar shift for the property-related fee over the course of the interview, the net impact is that levels of support for the parcel tax measure and the property-related fee at the Final Ballot Test were nearly identical to the levels recorded at the Initial Ballot Test.

7. That is, they changed from a position of support, opposition or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.

TABLE 12 DEMOGRAPHICS OF SAMPLE

	Sample Version	
	Parcel Tax	Property Related Fee
Total Respondents	*627*	*640*
Years in San Mateo County (QD1)		
Less than 5	7.3	7.1
5 to 9	10.2	10.7
10 to 14	9.7	9.6
15 or more	70.6	70.5
Refused	2.2	2.0
Home Ownership Status (QD2 & Voter File)		
Own	78.1	100.0
Rent	21.9	0.0
Home Type (QD3)		
Single family	74.2	82.4
Condo	7.2	7.7
Townhome	4.1	4.8
Apartment	9.6	0.4
Refused	4.9	4.7
Child in Home (QD4)		
Yes	27.5	30.9
No	68.5	65.3
Refused	4.0	3.8
Environmentalist (QD5)		
Yes, strong	25.0	24.6
Yes, moderate	38.7	39.5
No	31.2	31.7
Refused	5.2	4.2
Gender		
Male	46.5	48.4
Female	53.5	51.6
Age		
18 to 29	7.0	11.8
30 to 39	9.9	10.4
40 to 49	17.3	17.6
50 to 64	34.5	31.9
65 or older	29.5	26.2
Not on file	1.8	2.1
Registration Year		
2013 to 2009	22.7	25.8
2008 to 2005	13.6	12.3
2004 to 2001	9.7	9.4
2000 or before	54.0	52.6
Party		
Democrat	53.9	51.3
Republican	23.2	21.5
Other / DTS	22.9	27.2
Household Party Type		
Single dem	29.7	24.7
Dual dem	15.9	17.0
Single rep	9.2	8.4
Dual rep	8.1	7.4
Other	17.7	19.8
Mixed	19.4	22.7
Homeowner on Voter File		
Yes	72.1	92.6
No	27.9	7.4
Likely to Vote by Mail		
Yes	56.2	42.3
No	43.8	57.7
Likely November 2013 Voter		
Yes	59.6	47.9
No	40.4	52.1
Likely June 2014 Voter		
Yes	81.0	61.0
No	19.0	39.0
Likely November 2014 Voter		
Yes	100.0	72.2
No	0.0	27.8

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the parcel tax and property-related fee subsamples used for the Phase 1 survey are shown in Table 12.

Phase 2 Mail Survey

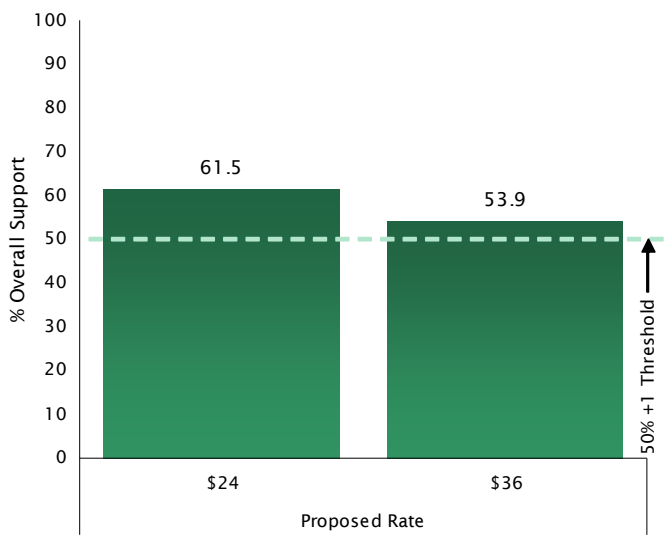
The Phase 1 survey described in previous sections of this report was conducted by telephone in order to gauge the feasibility of a parcel tax and/or property-related fee. Because research has shown that a mail-based survey methodology more accurately represents the likely outcome of a mail-based ballot proceeding, given the promising results of the Phase 1 survey with respect to a property-related fee a follow-up Phase 2 survey was conducted by mail to further explore the property-related fee option. The Phase 2 survey was administered by mail to a total of 21,300 property owners in the county representing *all* property classes that are eligible to cast a ballot. A total of 3,014 parcel surveys were returned, representing a participation rate of 14.2% which is similar to the return rate for actual ballot proceedings in large jurisdictions. A sample of this size produces results with a very high degree of reliability, achieving a statistical margin of error of ± 1.75% at the 95% level of confidence. The final data were weighted to account for disproportionate participation rates in mailed-ballot elections, as well as strategic oversampling by jurisdiction.

The Phase 2 survey was structured to test support for two rate structures ($24 and $36) as well as two approaches to the Fact Sheet that accompanied the survey—one which focused on technical stormwater issues (see *Information Fact Sheet: Version 1 - Stormwater* on page 49) and a second that focused broadly on environmental issues (see *Information Fact Sheet: Version 2 - Environmental* on page 52). A full rate structure was developed based on impervious surfaces for varying types of land uses such as very small and very large residential, commercial, industrial, multi-family, and agricultural. Each survey form was individualized to show the modeled rate for their land use(s) based on either the $24 or $36 base rate. Owners with multiple properties were shown the total for all parcels.

OVERALL SUPPORT BY PROPOSED RATE

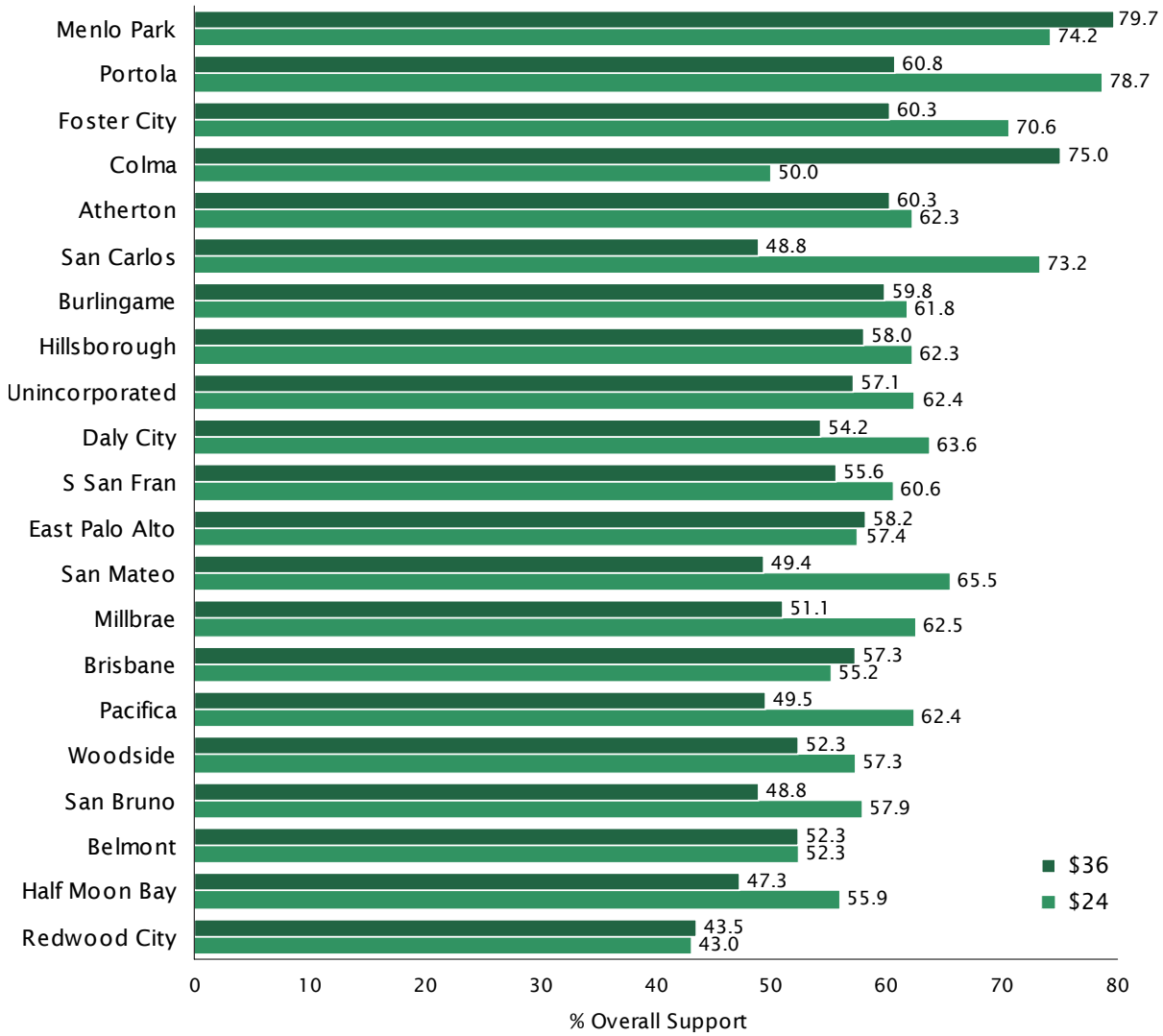
As expected, overall support for the proposed clean water measure was higher (62%) when an owner's fee was based on the $24 rate when compared to the $36 rate (54%). In both cases, however, support exceeded the simple majority required for passage.

Figure 11 Overall Support For Fee by Rate



SUPPORT BY SUBGROUPS For the interested reader, the following figures show how support for the proposed fee at the $24 and $36 rate structures varied by jurisdiction as well as key household-level characteristics. Support for the fee ranged from a low of 43% in Redwood City to a high of 80% in Menlo Park. It is worth noting that at the proposed $24 rate structure, support for the measure met or exceeded a majority in 20 of 21 jurisdictions. The reader is also cautioned that the reliability of the survey results at the jurisdiction level (approximtely +/- 8.5%) is much lower than for the overall study (+/- 1.75%).

FIGURE 12 OVERALL SUPPORT FOR FEE BY CITY BY RATE



As is typical of tax measures, support for the proposed clean water measure varied substantially according to household party type, with single (D) and dual democratic (DD) households exhibited substantially higher levels of support than single (R) and dual republican (RR) households (see Figure 13). There was no systematic relationship between support for the proposed measure and length of residence (Figure 14), although the results indicate that combining the lower rate ($24) with the more detailed, black-and-white stormwater information piece (see *Informa-*

tion Fact Sheet: Version 1 - Stormwater on page 49) resulted in significantly higher support (version 1A).

FIGURE 13 OVERALL SUPPORT FOR FEE BY HOUSEHOLD PARTY TYPE BY RATE

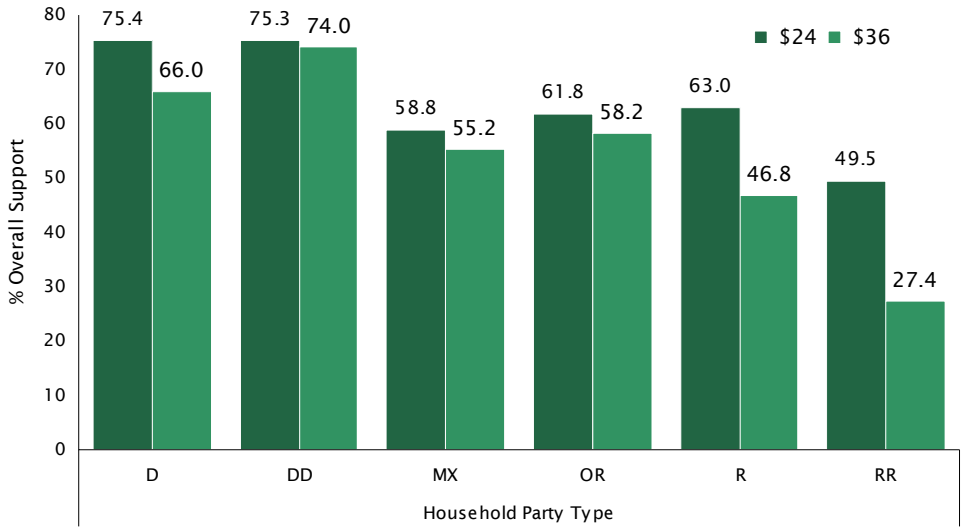
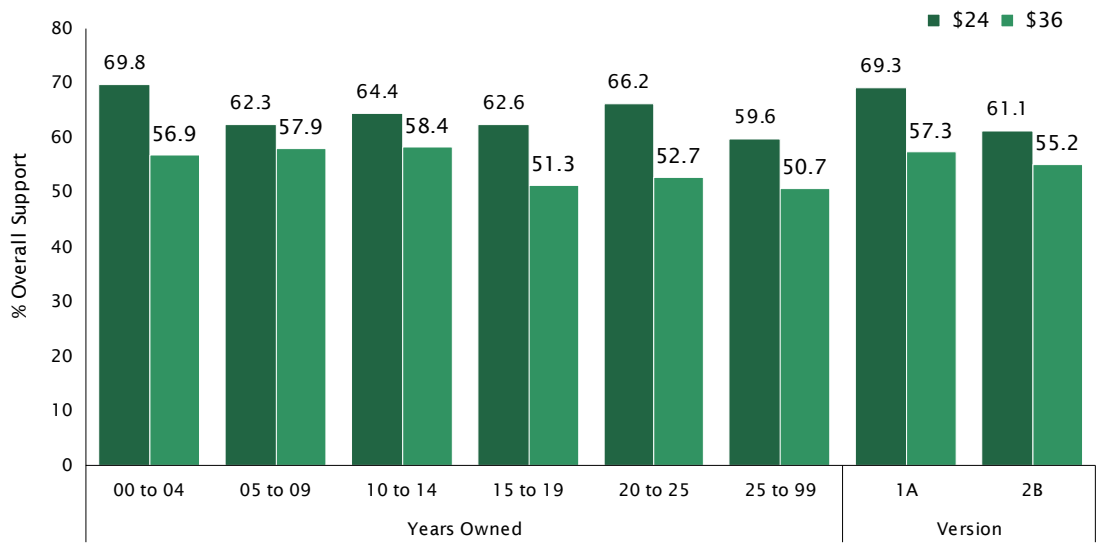
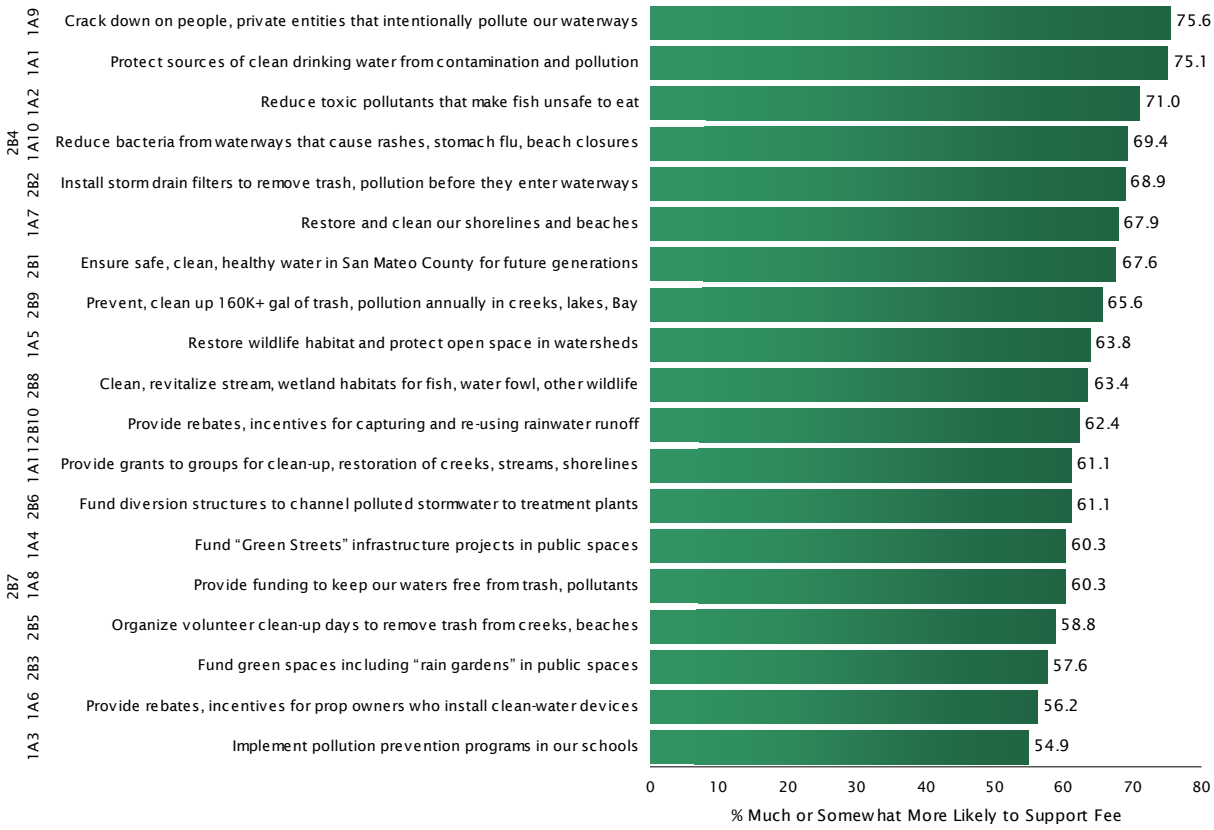


FIGURE 14 OVERALL SUPPORT FOR FEE BY YEARS OWNED & VERSION BY RATE



PROJECT RANKINGS AMONG ALL PROPERTY OWNER GROUPS Figure 15 on the next page shows how the projects that could be funded by the measure ranked among all property owner groups that would be eligible to cast a ballot. Although all potential uses of the measure proceeds were popular, property owners were most strongly in favor of cracking down on people and private entities that intentionally pollute our waterways (76%), protecting sources of clean drinking water from contamination and pollution (75%), and reducing toxic pollutants that make fish unsafe to eat (71%).

FIGURE 15 SUPPORT FOR PROJECTS



METHODOLOGY

The following sections outline the methodologies used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with C/CAG and SCI Consulting Group to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the measure at Question 2 were asked the follow-up open-ended Question 3 regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaires & Fact Sheets* on page 39) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of key-punching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the County prior to formally beginning the survey.

SAMPLES To accommodate the interest in obtaining reliable estimates of support for the proposed measure under two different funding scenarios—parcel tax and property-related fee—two samples were specified for the Phase 1 survey. Questions pertaining to a parcel tax were administered to a sample of 627 voters who, based on their voting history, are expected to participate in the November 2014 election. The property related fee version of the questions was administered to a subsample of 640 voters who are owners of residential properties in the County. The samples were stratified by key respondent characteristics—household party type, age, gender and location within the County—prior to randomly selecting individuals into sample clusters.

For the property-related fee survey, a total of 21,300 property owners in the County representing *all* property classes that are eligible to cast a ballot were mailed a survey on March 28, 2014. A total of 3,014 surveys were returned, representing a participation rate of 14.2% which is similar to the return rate for actual ballot proceedings in large jurisdictions. The final data were weighted to account for disproportionate participation rates in mailed-ballot elections and the strategic oversampling by jurisdiction.[8]

8. A minimum sample of 1,000 parcels was selected from each jurisdiction to enable more reliable jurisdiction-level comparisons.

STATISTICAL MARGIN OF ERROR Because this study consisted of random samples drawn from the likely voter and residential property owner universes in the County, the results can be used to estimate the opinions of *all* likely November 2014 voters (or residential property owner voters in the County) who are likely to vote in the elections of interest. Because not all voters or property owners participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found, for example, in the survey of 627 voters regarding a parcel tax for a particular question and what would have been found if all of the approximately 227,737 likely November 2014 voters in the County had been surveyed for the study.

For example, in estimating the percentage of likely voters that would *definitely* support a parcel tax measure at the Initial Ballot Test (Question 2 in the survey), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t\sqrt{\left(\frac{N-n}{N}\right)\frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where $\hat{p}$ is the proportion of respondents who said *definitely yes* (0.31 for 31% in this example), N is the population of likely voters (227,737), n is the sample size that received the question (627) and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of ± 3.62%. This means that with 31% of survey respondents indicating they would *definitely* support the measure at the Initial Ballot Test, we can be 95% confident the actual percentage of all likely November 2014 voters that would definitely support the measure is between 27% and 35%.

FIGURE 16 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING PHASE 1 SURVEY

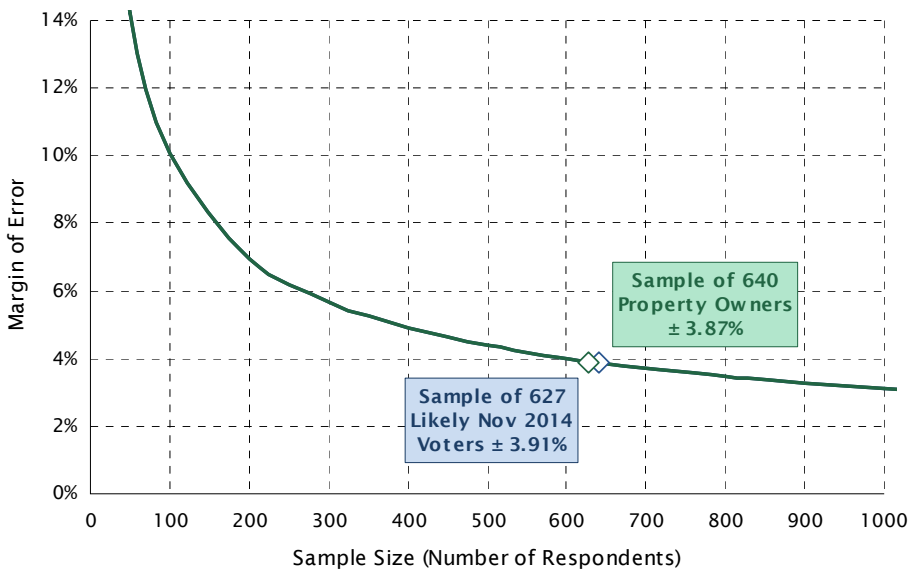


Figure 16 provides a plot of the *maximum* margin of error for the Phase 1 survey. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p} = 0.5$). For the Phase 1 survey, the maximum margin of error is ± 3.91% for questions answered by all 627 respondents from the parcel tax sample and ± 3.87% for questions answered by all 640 respondents from the property related fee sample.

Because the Phase 2 mail survey had a much larger sample size, it has a higher degree of reliability, achieving a statistical margin of error of ± 1.75% at the 95% level of confidence.

Within this report, figures and tables show how responses to certain questions varied by subgroups such as age and gender. Figure 16 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA COLLECTION Interviews for the Phase 1 telephone survey were conducted via telephone during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between June 22 and June 28, 2013. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. Interviews averaged 15 minutes in length.

For the Phase 2 mail survey, invitations were mailed to sampled property owners on March 28, 2014. Respondents were allowed to return surveys by mail or via an online survey site that required a unique code for each parcel. The data collection period allowed for returned surveys extended to May 9, 2014.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

TRUE NORTH RESEARCH

San Mateo CCAG
Clean Water Measure Survey
July 2013

Section 1: Introduction to Study
Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey about important issues in San Mateo (Muh-TAY-o) County and I'd like to get your opinions.
If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation. *If needed:* The survey should take about 12 minutes to complete. *If needed:* If now is not a convenient time, can you let me know a better time so I can call back? *If the person asks why you need to speak to the listed person or if they ask to participate instead, explain:* For statistical purposes, at this time the survey must only be completed by this particular individual. *If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

Section 2: Importance of Issues							
Q1	To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to <u>you</u>, using a scale of extremely important, very important, somewhat important or not at all important. Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?						
	Randomize	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Protecting water quality	1	2	3	4	98	99
B	Reducing pollution	1	2	3	4	98	99
C	Maintaining the quality of education in our local public schools	1	2	3	4	98	99
D	Preventing local tax increases	1	2	3	4	98	99
E	Maintaining local streets and roads	1	2	3	4	98	99
F	Reducing traffic congestion	1	2	3	4	98	99
G	Improving the local economy	1	2	3	4	98	99
H	Protecting the environment	1	2	3	4	98	99

Section 3: Initial Ballot Test			
Next year, voters in San Mateo (Muh-TAY-o) County may be asked to vote on a local ballot measure. Let me read you a summary of the measure:			
Q2	In order to protect public health and water quality in your community by: ◇ Removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways; ◇ Protecting sources of clean drinking water from contamination and pollution; ◇ Keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay; and ◇ Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution Shall San Mateo County levy (lev-ee) up to $35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely Yes	*Skip to Q4*
	2	Probably Yes	*Skip to Q4*
	3	Probably No	*Ask Q3*
	4	Definitely No	*Ask Q3*
	98	Don't Know/Not Sure	*Ask Q3*
	99	Refused	*Skip to Q4*
Q3	Is there a particular reason why you do not support the measure I just described? *If yes, ask:* Please briefly describe your reason.		
		Record Verbatim Response – Record up to first two responses.	
	2	No	
	98	Don't Know	
	99	Refused	

Section 4: Tax Threshold	
Q4	The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the County. However, the amount to be charged to each parcel has not been determined yet. If you heard that your household would pay _____ per year for each property that you own in the County, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.

	Ask in Order	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Refused
A	35 dollars	1	2	3	4	98	99
B	23 dollars	1	2	3	4	98	99
C	17 dollars	1	2	3	4	98	99

Section 5: Programs & Projects	
Q5	The measure we've been discussing would fund a variety of water-related projects and services in the County. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask:* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?

	Randomize. Split Sample H1 & H2 using odd/even clusters.	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Protect sources of clean drinking water from contamination and pollution	1	2	3	4	98	99
B	Remove dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways	1	2	3	4	98	99
C	Keep trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay	1	2	3	4	98	99
D	Reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution	1	2	3	4	98	99
E	Inspect and test water quality throughout the County on a regular basis to ensure that it meets Federal and State clean water requirements	1	2	3	4	98	99
F	Catch, clean-up, and reuse rainwater runoff to irrigate landscapes, which will conserve our clean drinking water	1	2	3	4	98	99
G	Organize volunteer Clean-Up Days to remove trash from shorelines and the Bay	1	2	3	4	98	99

H1	Install devices in storm drains that capture trash and pollution before they enter our waterways	1	2	3	4	98	99
H2	Install 'Trash Capture' devices in storm drains that remove trash and pollution before they enter our waterways	1	2	3	4	98	99
I	Educate students, residents and businesses on how they can reduce water pollution	1	2	3	4	98	99
J	Fund 'Green Street' projects that install special landscape strips along roadways to capture and filter polluted water runoff from public spaces	1	2	3	4	98	99
K	Protect and improve water quality in the San Francisco Bay	1	2	3	4	98	99
L	Protect and improve water quality in the ocean and coastal waters near San Mateo (Muh-TAY-o) County	1	2	3	4	98	99
M	Reduce the number of beach closures caused by pollution	1	2	3	4	98	99
N	Restore wildlife habitat and protect open space in watersheds	1	2	3	4	98	99
O	Provide flood protection to homes, schools and businesses	1	2	3	4	98	99

Section 6: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q6	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure?						
	Randomize. Split Sample J1 & J2 using odd/even clusters.	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	All of the money raised by this measure will be spent locally to protect our water quality. It cannot be taken away by the State or be used for other purposes.	1	2	3	4	98	99
B	Nothing is more important than having clean water to drink. This measure will protect our clean water sources from contamination to ensure that we always have a safe, local supply of clean water.	1	2	3	4	98	99
C	This measure will cost your household about 3 dollars per month. That is a small price to pay to have clean shorelines, safe drinking water, and better public health.	1	2	3	4	98	99
D	The levels of pollution in the Bay are so high that the fish are toxic. Experts agree its not even safe to eat certain types of fish more than **a few times per year**. This measure will help clean up the Bay.	1	2	3	4	98	99

E	There will be a clear system of accountability including independent audits and a Citizen's Oversight Committee to ensure that the money is spent properly.	1	2	3	4	98	99
F	Its our responsibility to take care of the environment and our natural resources for future generations. This measure will help improve our quality of life as well as theirs.	1	2	3	4	98	99
G	Infection-causing bacteria and toxic pollutants in our local waters cause many people to get sick and suffer infections, fever and intestinal illnesses. This measure will improve our water quality and protect public health.	1	2	3	4	98	99
H	This measure will benefit every city and neighborhood in the County. Each community will receive water quality services and improvements that are most needed in that area.	1	2	3	4	98	99
I	This measure will keep pollution and pesticides out of our groundwater supply, which is a source of drinking water in our County	1	2	3	4	98	99
J1	Over the past two years, the County's Water Pollution Prevention Program has been successful at preventing more than **160 thousand gallons** in pollution and trash from reaching our waterways, Bay and ocean. This measure will provide the funding needed to continue and expand these efforts.	1	2	3	4	98	99
J2	Every year, over **160 thousand gallons** of trash from our streets and communities washes up on San Mateo shorelines and beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches.	1	2	3	4	98	99

Section 7: Interim Ballot Test			
Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:			
Q7	In order to protect public health and water quality in your community by: ◇ Removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways; ◇ Protecting sources of clean drinking water from contamination and pollution; ◇ Keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay; and ◇ Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution Shall San Mateo County levy (lev-ee) up to $35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely Yes	
	2	Probably Yes	
	3	Probably No	
	4	Definitely No	
	98	Don't Know/Not Sure	
	99	Refused	

Section 8: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q8	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes.	1	2	3	4	98	99
B	Government can't be trusted with this tax. It will mismanage the money or use it for pet projects.	1	2	3	4	98	99
C	They just raised the sales tax in the County, now they want to raise property taxes? That's not fair to taxpayers.	1	2	3	4	98	99

D	This measure won't make a difference. Most of the water pollution is coming from other counties in the Bay Area, and they aren't doing much to stop it.	1	2	3	4	98	99

Section 9: Final Ballot Tests			
Now that you have heard a bit more about the measure, let me read you a summary of it one more time:			
Q9	In order to protect public health and water quality in your community by: ◇ Removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways; ◇ Protecting sources of clean drinking water from contamination and pollution; ◇ Keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay; and ◇ Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution Shall San Mateo County levy (lev-ee) up to $35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely Yes	
	2	Probably Yes	
	3	Probably No	
	4	Definitely No	
	98	Don't Know/Not Sure	
	99	Refused	

Section 10: Background/Demographics			
Thank you so much for your participation. I have just a few background questions for statistical purposes.			
D1	How long have you lived in San Mateo (Muh-TAY-o) County?		
	1	Less than 1 year	
	2	1 year to less than 5 years	
	3	5 years to less than 10 years	
	4	10 years to less than 15	
	5	15 years or more	
	99	Refused	

D2	Do you own or rent your home?		
	1	Own	
	2	Rent	
	99	Refused	
D3	Which of the following best describes your current home?		
	1	Detached single family home	
	2	Condominium	
	3	Townhome	
	4	Apartment	
	5	Mobile home	
	99	Refused	
D4	How many school-aged children under the age of 18 do you have living in your household?		
	0	None	
	1	One	
	2	Two	
	3	Three or more	
	99	Refused	
D5	Do you consider yourself to be an environmentalist? *If yes, ask:* Would that be a strong or a moderate environmentalist?		
	1	Yes, strong environmentalist	
	2	Yes, moderate environmentalist	
	3	No, not an environmentalist	
	99	Refused	
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

Post-Interview & Sample Items			
S1	Gender		
	1	Male	
	2	Female	
S2	Party		
	1	Democrat	
	2	Republican	
	3	Other	
	4	DTS	
S3	Age on Voter File		
	1	18 to 29	
	2	30 to 39	
	3	40 to 49	
	4	50 to 64	
	5	65 or older	
	99	Not Coded	
S4	Registration Date		
	1	2013 to 2005	
	2	2004 to 2001	
	3	2000 to 1997	
	4	1996 to 1990	
	5	Before 1990	
S5	Household Party Type		
	1	Single Dem	
	2	Dual Dem	
	3	Single Rep	
	4	Dual Rep	
	5	Single Other	
	6	Dual Other	
	7	Dem & Rep	
	8	Dem & Other	

	9	Rep & Other	
	0	Mixed (Dem + Rep + Other)	
S6	ZIP Code		
	5-digit ZIP		
S7	Voting History		
	For last six elections		
S8	Homeowner on Voter File		
	1	Yes	
	2	No	
S9	Likely to Vote by Mail		
	1	Yes	
	2	No	
S10	Likely June 2014 Voter		
	1	Yes	
	2	No	
S11	Likely November 2014 Voter		
	1	Yes	
	2	No	

SAN MATEO COUNTYWIDE
Water Pollution Prevention Program
Clean Water. Healthy Community.

SCHWSMC 14-A

OFFICIAL SURVEY

Information Fact Sheet

Why am I receiving this survey?

Each year, tons of harmful and dangerous pollutants, bacteria, and trash are carried though our communities and enter local creeks, reservoirs, lakes, San Francisco Bay and Pacific Ocean. As water drains from streets, parking lots, roof tops and lawns, pollutants are picked up and enter the storm drainage system through thousands of catch basins throughout San Mateo County. From there, this polluted water flows through a system of pipes, open channels, and creeks into the ocean and Bay.

The San Mateo Countywide Water Pollution Prevention Program is part of a joint powers agency made up of the 21 municipalities (cities, towns and the County) within San Mateo County, and is governed by a board comprised of an elected official from each municipality. We want input from local residents on their priorities for improving and maintaining water quality. Please read the following information, then complete the enclosed survey and mail it back in the postage paid envelope as soon as possible, or submit your answers online with the provided URL and passcode. Your answers will help guide our efforts toward achieving clean water and healthy communities.

Our local waters can be polluted with:
- Bacteria (E. Coli)
- Fertilizers
- Litter
- Motor oil
- Pesticides
- Toxic heavy metals

Preventing beach pollution

San Mateo County beaches are facing increased scrutiny due to elevated concentrations of certain contaminants, including bacteria. More than a third of our local beaches received below-average grades for contaminant levels, and have the most violations of acceptable daily bacteria levels of all California beaches tested. In fact, *Heal The Bay's* 2013 Beach Report Card shows Marina Lagoon in San Mateo on their Top 10 Beach Bummer list.

Beaches in San Mateo County are closed to swimming when bacteria levels from water pollution exceed safe levels.

Trash collects on beaches after being carried through storm drainage systems directly to the ocean.

Protecting our local water quality

Plastics, cigarette butts, and other non-biodegradable products in local drainage systems get transported into local creeks, streams, and reservoirs with water runoff. Chemical and bacterial contaminants such as fertilizer, pesticides, and animal waste are also spread through our local drainage system.

The San Mateo Countywide Water Pollution Prevention Program works to keep our water free of trash and other contaminants using a variety of approaches, including:

- Installation of trash capture devices in storm drains and waterways
- Monitoring and treating water to ensure that it meets Federal and State clean water requirements
- Inspecting and clearing litter from creeks and drainage systems
- Reducing illegal discharges of pollution into water sources through improved monitoring, investigation, and prosecution

Although the Water Pollution Prevention Program currently employs strong practices to minimize water pollution in our creeks, and the Bay, and our local beaches, these efforts need to be increased. Swimming in waters containing toxic chemicals (e.g. pesticides and motor oils) and bacteria can lead to major skin rashes, infections, and stomach flu. Even consuming some types of fish from these waters can be harmful due to high concentrations of heavy metals - including mercury.

State and Federal water pollution prevention regulations are rapidly increasing, and more funding is required than is currently available to ensure these high water quality standards are met. This measure would allow the Program to employ necessary actions to ensure safe, clean, healthy water.

Page 1 - See Reverse Side for More Information

SAN MATEO COUNTYWIDE
Water Pollution Prevention Program
Clean Water. Healthy Community.

OFFICIAL SURVEY

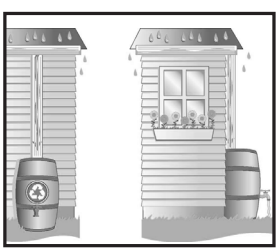
Information Fact Sheet, Continued

Safe, clean, healthy water in our communities

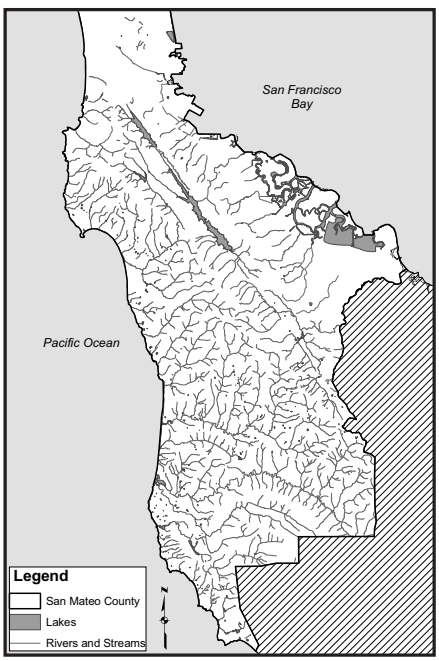
In order to ensure clean, safe and healthy water in San Mateo County, the Water Pollution Prevention Program is developing the Clean and Safe Water in San Mateo County Action Plan. This action plan will consider the following initiatives:

- Protection of sources of clean drinking water
- Installation of various types of trash capture devices in storm drains
- Additional green spaces including rain gardens in our public spaces to capture and treat polluted water from our streets and parking lots
- Installation of rain barrels to catch and reuse rainwater runoff, which will conserve our clean drinking water
- Trash and pollutants removal from our shorelines and out of creeks, lakes, coastal waters and the Bay
- Funding to our local schools for additional environmental education
- Re-vegetation projects along creeks, streams and shorelines
- Support of volunteer "Clean-Up Days" to remove trash from shorelines and creeks
- A water pollution grant program for local agencies, non-profits, and school groups
- Fee discounts and incentives for property owners who make water quality improvements to their homes such as installing rain barrels for landscape irrigation

Did you know? Marina Lagoon in the City of San Mateo and Pillar Point Harbor in Half Moon Bay are among the most contaminated water bodies within San Mateo County. A recent study showed that Pillar Point Harbor contained excessive levels of bacteria over 50% of the times it was tested in 2012.



An example showing how rain barrels can be used to catch stormwater; conserving our clean drinking water.



Watersheds in San Mateo County feed directly into the San Francisco Bay and the Pacific Ocean.

San Mateo County needs your help

The cost of implementing and ensuring safe, clean, healthy water quality will take more funding than is currently available. The Water Pollution Prevention Program is considering proposing a ballot measure to guarantee adequate water quality into the future. All municipalities in San Mateo County are committed to ensuring water quality, but require more resources.

Funds from a safe, clean, healthy water ballot measure could only be used for clean water and pollution control services. A ballot measure would include other strict fiscal safeguards such as mandatory annual audits.

Your survey responses will help shape our program's goals and priorities for this measure. Please complete and return the enclosed survey in the provided envelope or submit your answers online with the provided URL and passcode as soon as possible. For more information, visit: www.flowstobay.org.

Your input on this Survey will help guide Water Pollution Prevention efforts in San Mateo County

SAN MATEO COUNTYWIDE
Water Pollution Prevention Program

OFFICIAL SURVEY

This survey has been mailed to property owners and voters in San Mateo County to gather important information and opinions. Please fill out and return this survey as soon as possible. Your responses will help the San Mateo Countywide Water Pollution Prevention Program make decisions about future clean water programs and pollution prevention.

Survey Instructions:

1) Read each question listed below.
2) Fill in the circle for your response. Please use a pen and completely fill in the circle.
3) Detach the bottom portion of this sheet containing your answers.
4) Place the bottom portion of this sheet in the return envelope and mail (no postage needed).

SCHWSMC 14-1

Detach Here — Fill in Lower Portion, Detach at this Line, and Mail Back in Return Envelope — Detach Here

To complete this survey online, please visit www.inputlocal.com. Enter the code _____ to log in.

Voters and property owners in your area may be asked to vote on a local ballot measure. Following is a summary of the proposal:

In order to protect water quality and ensure public health in your local community by:

- Protecting sources of clean drinking water from contamination and pollution; and
- Restoring and cleaning our beaches (*San Mateo County has the second-most polluted beaches in the State*); and
- Keeping trash and pollution off our shorelines and out of our creeks; and
- Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution;

would you support an increase in your annual fee for your property(ies)* in the amount of _____?

Definitely YES	***Probably YES***	***Probably NO***	***Definitely NO***
○	○	○	○

** Fee amount listed is the proposed total combined annual amount for all properties you own.*

Now, please read the following statements regarding the proposed Water Pollution Prevention Program ballot measure. For each one, please indicate whether they make you more or less likely to support the fee:

This Measure would:	Much More Likely	Somewhat More Likely	No Impact	Somewhat Less Likely	Much Less Likely
1. Protect sources of clean drinking water from contamination and pollution	○	○	○	○	○
2. Reduce toxic pollutants that make fish unsafe to eat	○	○	○	○	○
3. Implement education programs in our schools to teach children about pollution prevention programs	○	○	○	○	○
4. Fund "Green Streets" infrastructure projects in our public spaces to capture and treat polluted water from streets and parking lots	○	○	○	○	○
5. Restore wildlife habitat and protect open space in watersheds	○	○	○	○	○
6. Provide rebates and incentives for property owners who install clean-water devices such as "rain gardens" or "rain barrels"	○	○	○	○	○
7. Restore and clean our shorelines and beaches	○	○	○	○	○
8. Help provide adequate funding, without which we would not be able to keep our local waters free from trash and other pollutants	○	○	○	○	○
9. Crack down on people and private entities that intentionally pollute our waterways	○	○	○	○	○
10. Reduce harmful bacteria from our waterways that can cause skin rashes and stomach flu and lead to the closure of our local beaches (*San Mateo County beaches are the second-most polluted in the State*)	○	○	○	○	○
11. Provide grants to community groups for clean-up and restoration projects along creeks, streams and shorelines	○	○	○	○	○

Please use the space below to write any reasons why you support or oppose this proposed measure. Also, please describe which issues are most important to you:

_____

_____

_____

_____

SAN MATEO COUNTYWIDE
Water Pollution Prevention Program
Clean Water. Healthy Community.

SCHWSMC 14-B

Why am I receiving this survey?

Each year, tons of harmful and dangerous contaminants, bacteria and trash pollute our water, including our creeks, lakes, San Francisco Bay and Pacific Ocean. The San Mateo Countywide Water Pollution Prevention Program, working closely with our local cities, towns, and the County, works to ensure safe, clean and healthy water in our local communities. The Program seeks input from the local community on priorities for improving and maintaining water quality.

Please read the following information, then complete the enclosed survey and mail it back in the postage paid envelope, or submit your answers online with the provided URL and passcode. Your answers will help guide our efforts toward safe, clean, healthy water.

Beaches in San Mateo County are closed to swimming when the bacteria levels from water pollution exceed safe levels.

Safe, clean, healthy water in San Mateo

The San Mateo Countywide Water Pollution Prevention Program is part of a joint powers agency made up of the 21 municipalities (cities, towns and the County) within San Mateo County, and is governed by a board comprised of an elected official from each member municipality. Our Program is developing a plan to ensure healthy water quality in our local communities, now and for future generations. These efforts emphasize the need to protect sources of clean drinking water, including installation of trash capture devices at storm drains; volunteer "Clean-Up Days" to remove trash from shorelines and creeks; additional funding for our schools for environmental education; installation of homeowner rain barrels to catch and reuse rainwater runoff; re-vegetation projects along creeks, streams and shorelines; and water pollution grant and incentive programs for local agencies, non-profits and school groups.

Litter and pollutants collect in waterways near the San Francisco Bay.

Water quality challenges

The cost of implementing and ensuring safe, clean, healthy water requires more funding than is currently available. The Water Pollution Prevention Program is considering a ballot measure to guarantee safe, clean water into the future. Funds from a safe, clean water ballot measure could only be used for clean water and pollution control services. A ballot measure would include other strict fiscal safeguards such as mandatory annual audits.

A ballot measure would include:

- Protect sources of clean drinking water
- Remove dangerous pollutants, chemicals, and bacteria from our waterways and reservoirs
- Restore and clean our beaches and shorelines (San Mateo County has the second most-polluted beaches in the entire state)
- Protect and improve water quality in the San Francisco Bay
- Organize volunteer "Clean-Up Days" to remove trash from shorelines and the Bay
- Ensure safe, clean, healthy water in San Mateo County

Your input is greatly appreciated. Please complete and return the enclosed survey in the provided envelope or submit your answers online as soon as possible. For more information, visit:

www.flowstobay.

SAN MATEO COUNTYWIDE
Water Pollution Prevention Program

OFFICIAL SURVEY

This survey has been mailed to property owners and voters in San Mateo County to gather important information and opinions. Please fill out and return this survey as soon as possible. Your responses will help the San Mateo Countywide Water Pollution Prevention Program make decisions about future clean water programs and pollution prevention.

Survey Instructions:

1) Read each question listed below.
2) Fill in the circle for your response. Please use a pen and completely fill in the circle.
3) Detach the bottom portion of this sheet containing your answers.
4) Place the bottom portion of this sheet in the return envelope and mail (no postage needed).

SCHWSMC 14-2

Detach Here — Fill in Lower Portion, Detach at this Line, and Mail Back in Return Envelope — Detach Here

To complete this survey online, please visit www.inputlocal.com. Enter the code _____ to log in.

Voters and property owners in your area may be asked to vote on a local ballot measure. Following is a summary of the proposal:

In order to protect water quality and ensure public health in your local community by:

- Ensuring safe, clean, healthy water in San Mateo County; and
- Restoring wildlife habitats; and
- Keeping trash off our shorelines and out of our creeks; and
- Reducing toxins and contaminants in our waterways;

would you support an increase in your annual fee for your property(ies)* in the amount of _____?

Definitely YES	***Probably YES***	***Probably NO***	***Definitely NO***
○	○	○	○

**Fee amount listed is the proposed total combined annual amount for all properties you own.*

Now, please read the following statements regarding the proposed Water Pollution Prevention Program ballot measure. For each one, please indicate whether they make you more or less likely to support the fee:

This Measure Would:	Much More Likely	Somewhat More Likely	No Impact	Somewhat Less Likely	Much Less Likely
1. Ensure safe, clean, healthy water in San Mateo County for future generations	○	○	○	○	○
2. Install filters in storm drains to remove trash and pollution before they enter our waterways	○	○	○	○	○
3. Fund additional green spaces including "rain gardens" in our public spaces to capture and treat polluted water from streets and parking lots	○	○	○	○	○
4. Reduce harmful bacteria from our waterways that can cause skin rashes and stomach flu and lead to the closure of local beaches (*San Mateo County beaches are the second-most polluted in the State*)	○	○	○	○	○
5. Organize volunteer clean-up days to remove trash from our creeks, shorelines and beaches	○	○	○	○	○
6. Fund the construction of diversion structures to channel polluted stormwater to treatment plants	○	○	○	○	○
7. Help provide adequate funding, without which we would not be able to keep our local waters free from trash and other pollutants	○	○	○	○	○
8. Clean and revitalize stream and wetland habitats for fish, water fowl, and other wildlife	○	○	○	○	○
9. Help prevent and clean up the trash and pollution (over 160,000 gallons annually) on our shorelines and in our creeks, lakes, coastal waters, and the Bay	○	○	○	○	○
10. Provide rebates and incentives for capturing and re-using rainwater runoff, which will conserve our clean drinking water	○	○	○	○	○

Please use the space below to write any reasons why you support or oppose this proposed measure. Also, please describe which issues are most important to you:

_____

_____

_____

_____

C/CAG AGENDA REPORT

Date: July 17, 2014

To: Stormwater Committee

From: Matthew Fabry, Program Coordinator

Subject: Update on PCBs/Mercury Planning and Data Collection

(For further information or questions contact Matthew Fabry at 650 599-1419)

SUMMARY

Receive an update on C/CAG and regional efforts to address PCBs and mercury discharges in urban runoff and develop associated requirements for the reissuance of the Municipal Regional Permit (MRP), including:

- pilot studies conducted under the current permit (MRP 1.0);
- Integrated Monitoring Report results and integration with Green Infrastructure planning (e.g., Green Street retrofit projects provide the opportunity for integration of pollutant load reductions with other drivers and funding sources such as transportation projects);
- the framework and schedule for gathering information (i.e., opportunity area analysis and implementation planning) over the next few months to inform PCB and mercury requirements in the upcoming reissued permit (MRP 2.0); and
- MRP 2.0 negotiation status and current permit language frameworks.

BACKGROUND/DISCUSSION

Total Maximum Daily Load (TMDL) water quality restoration plans for polychlorinated biphenyls (PCBs) and mercury in the San Francisco Bay indicate that a roughly 90% reduction in PCBs and 50% reduction in mercury in discharges from urban stormwater runoff to the Bay are needed to achieve water quality standards. Provisions C.11 and C.12 of MRP 1.0 require Permittees to implement pilot-scale control measures. Regional Water Board (RWB) staff expects municipal agencies to move from this pilot-scale work to "focused implementation" in the next permit (i.e., MRP 2.0). Program staff and representatives from the nine San Mateo County municipalities with relatively large amounts of old industrial land use have convened a new PCBs and Mercury Workgroup. The Workgroup will assist in efforts to identify high opportunity areas with PCB and/or mercury sources where focused control measure implementation could occur during MRP 2.0. Program staff is also working with RWB staff to develop reissued permit requirements for the upcoming MRP 2.0, with emphasis on planning future Green Infrastructure integration across the urban landscape.

C/CAG AGENDA REPORT

Date: July 17, 2014

To: Stormwater Committee

From: Matthew Fabry, Program Coordinator

Subject: Update on Municipal Regional Permit Reissuance

(For further information or questions contact Matthew Fabry at 650 599-1419)

SUMMARY

The following section and attached materials summarize current status of ongoing discussions with Regional Water Board staff regarding major issues to be addressed through the reissuance process.

BACKGROUND/DISCUSSION

The Municipal Regional Permit (MRP) went into effect on December 1, 2009. As a National Pollutant Discharge Elimination System (NPDES) permit, it has a five-year term and expires on November 30, 2014. Regional Board staff intends to release a draft revised MRP (MRP 2.0) in February 2015 with the intent that it be adopted in time to go into effect by July 1, 2015. San Mateo permittees jointly submitted an application for reissuance, called a Report of Waste Discharge (ROWD), on June 2, 2014.

The BASMAA-convened Steering Committee of Regional Water Board staff, countywide program managers from the MRP area, and select Permittee representatives from each county regulated by the MRP continues to meet to discuss key issues. As an outgrowth of the September 2013 Steering Committee meeting, a Green Streets workgroup was formed and met for the first time in January to discuss issues associated with green streets and roadway reconstruction. Now called the Green Infrastructure Workgroup, it continues to meet on a regular basis to address various approaches to facilitating long-term green infrastructure master planning and implementation to address roadway issues and increasingly pollutants of concern, including mercury and PCBs.

Available minutes and materials from recent Steering Committee and Green Infrastructure Workgroup meetings are attached.

ATTACHMENTS

March and June 2014 Steering Committee meeting minutes/handouts
March and April 2014 Green Infrastructure Workgroup meeting minutes/handouts

MRP 2.0 Steering Committee Meeting Summary
March 6, 2014
1:00 – 3:30 p.m.
Water Board Offices, Oakland, 2nd floor

I. Review Agenda, Introductions and Announcements

- Matt Fabry (BASMAA Chair, SMCWPPP) opened the meeting. Members introduced themselves and a sign-in sheet was passed around (Attachment 1). There were no changes to the agenda or announcements.

II. Summary of Progress on Actions Items from Previous Meetings

A. C.3 - Report Green Streets Work Group.

- Jill Bicknell ((SCVURPPP/EOA, BASMAA Development Committee Chair) – provided update on Green Streets Work Group. Dan Cloak (CCCWP/DCEC) noted that it was the group's goal to be an influence on MTC towards getting green streets funding integrated with transportation funding. He noted that the group felt that conducting outreach at the Commission level was needed and that he felt that resources to collect data, provide outreach and make political connections were not available.
- Matt Fabry noted that we all need to keep an eye on what's happening with the Water Bond and that this might be the only significant pot of state funding for the next few years (other than IRWMP). He further noted that various proposals are being put forth but that the biggest focus seems to be on rainwater capture and use. Matt noted that CASQA has been approached to provide comments on a piece of legislation related to the bond.
- Tom Mumley (Water Board AEO) made the following comments and observations: 1) he recently met Michael Kiparsky who is the Wheeler Institute for Water Law and Policy at UCB and is also with the ReNUWIT[1] He noted that ReNUWIT is looking at what are the barriers to better integration, especially funding, and that our group could get some assistance from their research. Adam Olivieri (SCVURPPP/EOA) mentioned that he previously discussed the Green Streets Work Group with Michael and provided Jill and Matt's contact information to explore the question; 2) Tom observed the lack of resources as an important issue and asked how are we going to make progress on building a database and move the issue forward; 3) Tom stated that the Water Board staff default position will be to regulate all road projects, however the staff prefers a green street program alternative. He noted that permittees will need to commit to a master planning effort that has a net benefit. He further noted that Sacramento views stormwater as a resource and thus will tie future State funding to this view. WB staff intends to work with the permittees to identify opportunities to provide flexibility and incentives in the permit but that flexibility will be tied to the degree of commitments permittees are able to make towards the green street master planning.
- Several members noted that no new resources were available during the current FY and asked if redirecting current resources under the current MRP is possible. Tom M. noted he was open to looking at this question.

[1] ReNUWIT is an interdisciplinary, multi-institution (Stanford, UC Berkeley, Colorado School of Mines and New Mexico State University) research center whose goal is to change the ways in which urban water is managed.

- Tom M. mentioned that EPA expects to release the next RFP for $5M pot of SF Bay WQ Improvement Funds and that EPA appears to be interested in exploring the concept of green infrastructure planning type projects. He recommended this as a follow-up item for further BASMAA discussions including topics such as potential project ideas, accomplishments within a permit term, collaboration with SFEP, and linkage to Prop 84 projects such as the GreenPlan Bay Area.
- Tom said that Randy Iwasaki (CCTA) mentioned at the Green Streets Work Group meeting that the green streets effort is becoming more acceptable, similar to how construction BMPs evolved from new concepts to actions that are now part of doing business.

ACTION ITEM #1– Program managers to discuss potential options for EPA grant funding with Tom M at the next BASMAA meeting.

ACTION ITEM #2 – Discussion and develop response to EPA RFP for $5M pot of SF Bay WQ Improvement when available.

B. C11/C12 - Update and Stormwater Programs' response/discussion with Water Board staff on tasks and schedule for defining PCB/mercury high opportunity areas.

- Khalil Abusaba (AMEC/CCCWP) noted the POC Work Group has been discussing how to identify high opportunity areas within the jurisdictions and that the various program IMR submittals include a discussion of the challenges to various projected levels of reductions.
- Matt noted that SMCWPPP staff has made presentations to San Mateo County Permittees regarding the new PCBs/mercury tasks and schedule and no major objections to the overall approach have been raised by the Permittees. However, the schedule is very challenging and the effort may require a level of resources similar to developing the recent trash plans. SMCWPPP may have enough resources in its current FY budget to get through just the initial planning process. Matt noted that SMCWPPP and its Permittees do not know where they will get new resources to implement efforts in the long term and that concerns are being raised about how the potential required new costs would be distributed among Permittees and the related impact to the countywide funding initiative.
- Jay Walter (City of San Carlos) noted that the City of San Carlos has one of the pilot watersheds for PCB load reduction and acknowledged that more work is needed to address the PCBs problem in the watershed. Once SMCWPPP completes an initial plan for next steps in the watershed, City staff is willing to take the plan to the City Council and seek new resources to address the PCB problem.
- Tom M. stated that WB staff can allocate load reduction responsibility at an area-wide level or at a local level and that they intend to continue to advocate the X, Y, Z approach; and that while the allocation formula in the TMDL is population-based, it could be re-worked to reflect a more focused priority-based approach. He again noted that the WB can provide more flexibility regarding time but that this flexibility is tied to the need for more local commitment to developing green master plans. He reiterated that the WB is not interested in the LA permit approach (i.e., comply with RWLs and TMDL "effluent limits" or develop/implement enhanced watershed management plans) that goes straight to full implementation. He noted once again that the WB must get local agency conceptual buy-in and start making measureable progress on real green master plans.
- Tom M. reminded the SC that EPA is using its "clean up people" to focus on the Oakland Coliseum area and found a mass of PCBs in one site that is equivalent to the estimate of the entire load to the Bay. He further noted that the "PCBs in Caulk" study funded by a

Proposition 50 grant found that the PCBs in buildings, including caulk, constructed in 1940s-60s, averages 5 kg of PCBs per building and that a simple calculation indicates that, with greater than 8,000 buildings constructed during this period, there may be a 40,000 kg reservoir of PCBs. Bottom line is that trying to intercept PCBs in sediment may not be worthwhile and it may be more cost-effective to focus on abating legacy sources and this should be considered during surveillance of high and moderate opportunity areas

ACTION ITEM #3 - Jon Konnan will send the link to the PCBs in Caulk study out to the SC members.

- Adam Olivieri (SCVURPPP/EOA) – noted that based on discussions with the Santa Clara program co-permittees, the Santa Clara program also saw no major objections to the overall approach for the next 18 months; however, while co-permittees generally agreed with tasks, additional refinement and definition were required to the tasks to make them feasible to undertake in the next 18 months. Regarding the Leo Avenue site, it is very unlikely that program will be able to develop the data required in an 18-month time frame. Further, the WB and SC need to seriously consider whether meeting the TMDL reduction over the next 20 years is feasible, realistic and still technically supportable, and thus the SC and WB should consider the appropriate time for discussing when and how to update the current TMDL.
- Melody Tovar (City of Sunnyvale) noted that the stormwater programs should look at allocation of resources to all permit items. Further, she noted that there is an opportunity during the next permit cycle to engage PG&E, railroads and other utilities in the load reduction efforts. Tom M. stated that he has no reason to believe the PG&E has any sources that are not being managed, but likes the concept of double checking. He noted that railroads may be potential sources and mentioned the work conducted by SCVURPPP in early 2000. Finally, he noted that he was trying to get a special project moving to confirm that all sites under cleanup by DTSC and/or the WB were doing what is needed to address potential load reductions consistent with TMDL assumptions. He was hoping that Mark Johnson of his staff will be able to help with this project.
- Khalil – mentioned that one of his major clients is PG&E. He also stated that the two utilities (railroads and PG&E) are very different. His evaluation of soil samples at the Richmond transformer yard showed very low levels (1 ppb). He suggested that railroad utilities should be approached at a national rather than local level.
- Jon Konnan (SMCWPPP/EOA) described significant challenges with getting permission to sample on a PG&E site.
- Adam – reminded Tom that several letters listing potential responsible parties in the San Mateo program area were sent to the WB requesting assistance and that maybe we should re-send and further discuss in light of the WB staff special project and EPA's cleanup efforts. In addition, Adam asked if the WB considered use of Water Code Section 13267 to get better cooperation. Tom agreed that they should be able to help with regulatory authority and noted that we should pull together previous information. He noted that dealing with the railroads was a different problem since they do not believe that they are subject to state regulations. Chris Sommers (SCVURPPP/EOA) noted that all the old industrial areas had railroad tracks right through them, and the railroads still own these ROWs. Jon Konnan noted that one area in Santa Clara County previously referred by SCVURPPP in a letter to Water Board staff is a railroad right-of-way.

ACTION ITEM #4– Pull together previous RP letters and draft 13267 documentation and forward to WB staff.

- Jim Scanlin (ACCWP) stated that ACCWP Permittees have reviewed the Feb 5 outline of Mercury/PCBs Near-term Planning Tasks. On the Pilot Watershed (Ettie St.), the IMR

includes a fairly detailed implementation plan, including enhanced maintenance (cleaning the pump station) and looking at some potential capital projects (diversion), but for the most part proposes management actions at specific facilities. Regarding the New High Opportunity Areas, most of our Permittees could screen most or all of their old industrial within a year, and develop a short list of facilities that will need additional follow-up. There probably won't be enough information to come up with an expected load reduction from those facilities. However, it should be possible to have an implementation plan that outlines the next steps for the high priority facilities by February of next year. Jim noted that he expects the implementation plans to describe actions to address specific facilities rather than Permittee-conducted enhanced maintenance or treatment. Some of our Permittees, including Oakland, are not in a position to screen all of their Old Industrial facilities within that timeframe. Oakland has a huge old industrial area. Oakland will need to select a subset of its area to screen. Currently looking at a portion of the San Leandro Bay watershed as the pilot area. Permittees haven't looked in detail at the Moderate Opportunity Areas section of the outline yet.

- Leslie Estes (City of Oakland) noted that moderate opportunity areas in Oakland are huge, in addition to the large number of high opportunity areas and the City is currently leveraging DTSC efforts. She asked if special consideration could be given to such difficult problems.
- Tom M. noted that WB staff may give special consideration to cities like Oakland and Richmond that are dealing with multiple major issues like PCBs and trash. He stated that cities need to make a clear and reasonable commitment to what <u>can</u> be achieved along with an estimated amount of benefit and that these commitments can be accounted for as conditions in the permit. In the absence of plans and commitments, WB staff will impose stricter requirements.
- Khalil noted that in the IMR it was a lot easier to state what could be done in the high opportunity areas and suggested that the permit focus on these high opportunity areas.
- Kathy Cote (Fremont) expressed the concern that too much effort could be spent on moderate opportunity areas without much benefit. She also asked about what timeframe the WB envisioned for the developing a green streets master plan. Jon Konnan pointed out that the current 18-month workplan may not allow enough time to go through the planning process and prepare implementation master plans for moderate opportunity areas. Tom M. noted that the timeframe depended on the scale and level of detail and that WB staff could consider more time if looking at a larger scale. He noted that WB staff was open to discussing the questions of scale and timeframe.
- Matt noted that the City of San Mateo is doing a complete streets/sustainable streets plan and that it is a multi-year process, at least 3 years. A significant level of outreach and education was required. He noted that the plan is supposed to be done in 2015. Tom M. stated that this project might serve as a model. Gary de Jesus (City of San Mateo) stated that he or someone else from the City would be willing to come back and give a presentation.

ACTION ITEM #5 - Presentation to SC on City of San Mateo's sustainable streets plan.

III. Continue Discussion on Provision C.3 Topic *"WHITE PAPER"*

Dan Cloak noted that he and Jill developed an outline and presentation (Attachment #2) on the "white paper" briefly discussed at the last SC meeting. He began with brief background on recent discussions of future vision for C.3 at BASMAA DC meetings and progress to date, and then described the vision and approach to the C.3 "white paper". The following is a very brief summary of the comments/discussion that ensued as part of the presentation. Please refer to attachment #2 for more detail.

- Dan referenced previous data analyses that suggested the most cost-effective size project to regulate is 1-2 acres. Tom/Dale noted that the data set was limited, and biased toward large, new projects.
- Dale Bowyer (WB staff) stated that under MRP requirements for infiltration, he hopes that white paper will address increased surface area for infiltration. Dan noted that it was the intent to look at the cost effectiveness of these systems.
- Sue Ma (WB staff) noted that at the last Development Committee meeting, she thought it was agreed that the white paper would specifically include a discussion and critique of the available rationale/basis used to support the 1.5 factor in SoCal permits for bioretention with under drains. Dan noted that it was the intent to do so. Tom M stated that there is mutual benefit to prepare the white paper and discuss and evaluate these specific issues since we all will be proactively responding to comments.
- Dale noted that nutrients such as nitrogen are not very well removed by bioretention.
- Tom M noted that he was generally OK with the approach and what we can do in the concept of the vision. He mentioned several thoughts: 1) one outgrowth of the concern for "1000s of little facilities" could be a smaller number of regional facilities; 2) the life span of any type of facility needs to be considered; 3) LID features could last a long time as opposed to non-LID units; 4) any analysis needs to consider future costs vs. benefit and not just present costs; 5) be careful about quantifying loads removed and extrapolating; 6) is there any way to project the number of LID facilities over the next 20 year?; 7) they will provide more flexibility with special project credits if there is a commitment to green street master planning; 8) consider alternative compliance; and 9) WB staff would like to be involved with early review.
- Dale noted that in trade for some flexibility, they want to see green master planning be a reality and Tom concurred. He agreed that there is a danger to property owners filling in bioretention, so need to have some real presence out there. Dan agreed, but the best way is to have proactive outreach. Tom agreed we need to have the public accept them as a key part of public infrastructure and to get public works folks on board as well.
- Leslie asked Tom to define "green master planning". Tom stated that it is green and brown master planning. Can't do green in all areas, therefore need to determine how to manage runoff and pollutant removal in a comprehensive way. Need to consider infill and how hydromodification management, through design standards, offsets increases from lack of a lower threshold. Dale noted that one key component of green master planning is having opportunities lined up and ready to go when funding is available. Tom M mentioned examples such as redevelopment of the Oakland Coliseum area, and Emeryville, which has community-based master plan over 100 year time frame. If you develop any piece of the area, it is done in the long-term context and consistent with community vision. The performance that they want to see is load reduction, flow reduction and support healthy streams.

ACTION ITEM #6 - Dan and Jill to develop scope and budget for the white paper for discussion by program managers at next BASMAA meeting.

IV. Update on C.8 Water Quality Monitoring Workgroup

- Chris Sommers briefly updated the SC on the status of monitoring workgroup meetings with WB staff to review and revise provision C.8 of the MRP (Water Quality Monitoring). Chris indicated that the workgroup has reviewed all C.8 requirements and discussed potential revisions to creek status monitoring (C.8.c) in detail. The workgroup has also identified the need for revisions to provision C.8.d (Monitoring Projects). Stormwater programs are

currently developing a list of proposed revisions to C.8.c for WB staff consideration and plan to have a meeting later in April to review and discuss further.

- Chris noted that discussions on provision C.8.e (POC Monitoring and Long-Term Trends) had just begun among workgroup members. Of specific interest to the SC is the requirement for POC monitoring (i.e., loads monitoring), which currently is being conducted at six stations region-wide at a cost of roughly $1M per year. The monitoring workgroup has identified the need to review and revise existing management questions intended to guide POC monitoring and propose revised monitoring requirements based on the need to answer new high priority questions. Furthermore, the group has also acknowledged the need to coordinate POC monitoring requirements even closer to the identification of high, moderate and low opportunity areas and the reduction of POCs via control measures implemented during MRP 2.0. Chris mentioned that Water Board staff have suggested a framework for POC monitoring in MRP 2.0 that is similar to the current MRP, which requires a "default" monitoring approach that can be modified by Permittees/Programs based on an agreed upon alternative approach.

- Chris indicated that the monitoring workgroup will be meeting again later in March and April to: 1) review/refine management questions guiding POC monitoring; 2) identifying information needs and acceptable interim approaches for FY 14-15; and 3) defining the proposed "default" approach for POC monitoring in MRP 2.0.

- Khalil stated that with regard to POC monitoring in MRP 2.0, CCCWP Permittees would like to see the resources currently spent on monitoring be shifted to identifying and reducing POC sources via control measures. CCCWP has spent over $4M in monitoring over the last 5 years and would like to see a portion of these resources redirected to control measure implementation.

V. Review Schedule and Topics for Future Meetings

- The next SC meeting is scheduled for May 1, 2014 at the Water Board Offices, Oakland, 2nd floor Room 15.
- The July meeting was rescheduled for June 5th at the Water Board Offices, Oakland, 2nd floor Room 11.
- Tom M noted that it was the WB intent is to produce a draft public Tentative Order of MRP 2.0 in February 2015 and that it should be adopted by June 2015. He also noted that the SC needed to begin to consider other provisions of the MRP and noted that his staff had put together some thoughts and potential changes.

ACTION ITEM #7 – Program managers will discuss WB staff input/comments on April 14 and follow up with Tom.

- Topics for the next meetings include: status on FWP ITEMS, update on C3 subjects including status of white paper, fwp status on other MRP provisions (C2, 4, 5, 7, 9, 15), discuss possible modifications to C8, findings and recommendations from IMR as they relate to C11/12 future requirements, and continue the discussion on how to fill data gaps including priorities and re-alignment of resources during administrative extension.

VI. Next Steps

- Develop agenda and prepare for next two meetings.

VII. Adjourn

Draft AGENDA

MRP 2.0 Steering Committee (SC) Meeting
March 6, 2014
1:00 to 3:30 pm

Water Board Offices, Oakland, 2nd Floor Room 15

1:00 pm **I. Review Agenda, Introductions & Announcements**

Outcome – introduction of key MRP co-permittee, WB representatives, and stormwater program representatives; any modifications to draft agenda; announcements

1:15 pm **II. Summary of Progress on Action Items from Previous Meeting(s)**

Outcome – receive update from various BASMAA and/or Steering Committee work groups on action items, areas of agreement/disagreement, and next steps.

A. C.3 Items - *Report from Steering Committee Green Streets Work Group.*

B. C.11/C.12 Items – *Response and discussion with Water Board staff on tasks and schedule for defining PCB/mercury opportunity areas.*

2:00 pm **III. Continue Discussion on Provision C.3 Topics**

Outcome – Discuss progress on C.3 topics to date and approach to development of C.3 "white paper", including purpose, outline, and timing, and receive input from Steering Committee.

2:30 pm **IV. Update on C.8 Water Quality Monitoring Workgroup**

Outcome – receive update on work group meeting, summary of major concepts discussed, and next steps.

2:50 pm **V. Review Schedule and Topics for Future Meetings**

Outcome – Review schedule and plan to complete discussion of current topics and address remaining provisions.

3:15 pm **VI. Next Steps**

3:30 pm **VII. Adjourn**

MRP 2.0 Steering Committee 3/6/14

Name	Agency	Email	11-Jul	5-Sep	7-Nov	6-Feb	6-Mar
Adam Olivieri	SCVURPPP	awo@eoainc.com	X	X	X	X	X
Adele Ho	City of San Pablo	adeleh@sanpablo.gov	X	X	X		
Andrew Russell	Dublin	Andrew.russell@dublin.ca.gov	X	X	X	X	X
Brad Underwood	Foster City	bunderwood@fostercity.org	X		X	X	X
Chris Sommers	SCVURPPP (EOA)	csommers@eoainc.com	X	X		X	X
Dale Bowyer	Water Board	dbowyer@waterborads.ca.gov	X	X	X	X	X
Dan Cloak	CCCWP	dan@dancloak.com	X	X	X	X	X
David Mathews	SCVWD	dmathews@valley.water.org				X	
Feliz Riesenberg	City of Fairfield	friensenberg@fairfield.ca.gov	X			X	
Gary DeJesus	City of San Mateo	gdjesus@cityof sanmateo.org					X
Geoff Brosseau	BASMAA	geoff@brosseau.us	X	X	X	X	X
Heather Ballenger	City of Walnut Creek	Ballenger@walnut-creek.org	X	X		X	X
Jared Hart	City of San Jose	jared.hart@sanjoseca.gov			X	X	
Jay Walter	City of San Carlos	Jwalter@cityofsancarlos.org		X			X
Jill Bicknell	SCVURPPP (EOA)	jcbicknell@eoainc.com	X	X	X	X	X
Jim Porter	San Mateo Co.	jporter@smcgov.org	X		X	X	
Jim Scanlin	ACCWP	jims@acpwa.org	X	X	X	X	X
Joe Calabrigo	Town of Danville	calabrigo@danville.ca.gov	X	X	X	X	
Jon Konnan	SMCWPPP	jkonnan@eoainc.com	X		X	X	X
Kathy Cote	City of Fremont	kcote@fremont.gov	X	X	X	X	X
Kevin Cullen	FSURMP	Kcullen@fssd.com		X		X	
Khalil Abusaba	AMEC/CCCWP	khalil.abusaba@amec.com		X	X	X	X
Lance Barnett	VSFCD	lbarnett@vsfcd.com	X				X
Larry Patterson	City of San Mateo	lpatterson@cityofsanmateo.org	X	X	X		
Leslie Estes	City of Oakland	lestes@oaklandnet.com					X
Lucile Paquette	CCCWP	lpaqu@pw.cccounty.us					X
Matt Fabry	SMCWPPP	mfabry@smcgov.org	X	X	X	X	X
Melody Tovar	City of Sunnyvale	mtovar@sunnyvale.ca.gov	X	X	X	X	X
Miki Tsubota	City of Brentwood	mtsubota@brentwoodca.gov	X	X	X		X
Napp Fukuda	City of San Jose	napp.fukuda@sanjose.ca.gov	X	X		X	
Paul Willis	Town of Hillsborough	pwillis@hillsborough.net		X	X		
Randy Breault	City of Brisbane	rbreault@ci.brisbane.ca.us				x	
Richard Looker	Water Board	rlooker@waterboards.ca.gov		X	X	X	
Rinta Perkins	City of Walnut Creek	perkins@walnut-creek.org	X	X		X	X
Roger Lee	City of Cupertino	rogerl@cupertino.org			X	X	X
Sandy Chang	AMEC	sandy.chang@amec.com			X	X	
Sandy Mathews	LWA/San Mateo	sandym@lwa.com					
Selina Louie	Water Board	slouie@waterboards.ca.gov	X	X			X
Shin-Roei Lee	Water Board	srlee@waterboards.ca.gov	X		X		X
Sharon Newton	City of San Jose	sharon.newton@sanjose.ca.gov					X
Sue Ma	Water Board	SMa@waterboards.ca.gov	X				X
Timm Borden	City of Cupertino	timmb@cupertino.org	X	X	X	X	

Tom Dalziel	CCCWP	Tdalz@pw.cccounty.us	X	X	X	X	X
Tom Mumley	Water Board	tmumley@waterborads.ca.gov	X	X	X	X	X

MRP 2.0 Steering Committee Meeting Summary
June 5, 2014
1:00 – 4:00 p.m.
Water Board Offices, 1515 Clay St., Oakland, 2nd floor

I. Introductions, Announcements and Changes to the Agenda

- Matt Fabry (BASMAA Chair, SMCWPPP) opened the meeting. Members introduced themselves and a sign-in sheet was passed around (Attachment 1). There were no changes to the agenda or announcements.

- Tom Mumley (RWB) noted that the State Water Board is about to release the draft Trash Amendments.

- Tom M. noted that we are "entering the last lap" since the formal NPDES process began with submittals of the Reports of Waste Discharge (ROWD). He noted that we need to schedule time to resolve final issues and possible MRP 2.0 language as much as possible before an administrative order is released.

II. Summary of Progress on Action Items from Previous Meeting(s)

- Matt F. provided a quick summary of the status of the seven (7) items listed in the March meeting:

    - #1 and #2 done - EPA WQIF grant concept proposal for Urban Greening was submitted and selected for submittal of full proposal
    - #3 – done
    - #4 – in progress. Jon Konnan to collect letters for SCVURPPP and SMCWPPP; other programs will send their letters to Jon; Jon will forward to Tom M.
    - #5 – will be done today
    - #6 – done
    - #7 – done and ongoing

III. Update from POCs Workgroup

- Jon Konnan (SMCWPPP/EOA) provided a summary based on a Powerpoint presentation covering results of SMCWPPP's IMR and discussing progress towards determining PCB and Mercury TMDL implementation via MRP 2.0 (Attachment 2):

    - Estimated PCB yields (mg/acre/year) from various land use categories ranged over 10 times (one order of magnitude) with open space at the low end and old industrial at the upper end of the range. In order to achieve significant load reductions, based on estimated land use yields, it is important to address PCB loading from other old urban areas and not just old industrial areas since loading is a function of acreage in addition to yield.
    - Mapped land uses into high, moderate, and low/no opportunity areas and determined percent of expected PCB load in each.
    - Noted the following rough estimates of the portion of the PCB load from the following opportunity areas: High about 20%, Moderate about 70%, and Low/No about 10%.

- Presented cost-benefit scenarios for addressing 100% of high opportunity area over 20 years and 20% of moderate opportunity over 50 years. (Cost estimates assume mitigation measures "start from scratch" (i.e., not piggybacked on CIP improvement projects) and are 100% effective. Rough total cost for San Mateo County estimated at $23 million per year to address PCB and mercury under future permit terms.
- Jon noted that for estimated future control costs for trash and PCB implementation and current dedicated revenue, San Mateo County projected a shortfall of $37 million per year.
- Reviewed information gathering (i.e., field screening) approach by municipalities to inform MRP 2.0.
- Future direction needs to include a three-prong approach to: 1) address known high opportunity areas, 2) identify and address new high opportunity areas, and 3) address moderate opportunity areas with green infrastructure over time.
- Showed the map developed for City of San Mateo that overlays opportunity areas, trash management areas, and priority development areas to show potential integrated approach.
- Stressed need for MRP 2.0 term to conduct multi-year green infrastructure planning process, and consider time and process needed to develop multiple funding sources.
- Noted that public is not likely to fund green infrastructure transformation based solely on water quality issues.
- Discussed Water Board staff proposed framework and areas of agreement (Attachment 3). Noted general agreement on three-pronged approach but there are other issues to resolve:
  - Scope and schedule;
  - Focused vs. full implementation;
  - Accountability – now moving to performance-based standard (i.e., load reduction targets). Questions about how much monitoring/assessment required and how to receive credit for source property referrals.

- Comments:
  - Melody Tovar (City of Sunnyvale) noted as part of mapping and analysis that consideration should be given to how close <u>other</u> old urban areas are to old industrial areas.
  - Dan Cloak (CCCWP/DCEC) noted that costs assume all projects are done in public ROW but that some projects may be constructed on private property and rely on private funding.
  - Richard Looker (WB) noted that Jon did a good job summarizing the discussions to date. Two points:
    - Significant part of load is in old urban area, but it may not be the 20/70 split assumed.
    - By "full" implementation, he meant completing projects in the pilot watersheds, not necessarily meeting a 90% load reduction in pilot areas.
  - Melody suggested that to move forward in moderate opportunity areas more data collection may be beneficial to find differences in old urban. Jon noted that the analysis was based on separating out residential, schools, etc. from old urban.
  - Tom M. noted that these numbers were based on desktop analyses and need to be ground-truthed before implementing. Monitoring is a method of gathering local data and is worth the investment. "Full implementation" does not mean doing everything, everywhere at the same time. Focus on priority areas. Debate is how much robust planning is needed and how much implementation has to be completed within a permit term. The LA MS4 permit approach allows for generation of watershed management plans and providing reasonable assurance that plans will obtain numeric WLAs. There has to be some capital improvement in each of the major areas within a certain time frame.

- Joe Calabrigo (Town of Danville) noted that he liked that we are starting to integrate approaches and talk about long range plans. Funding of these actions in the short term will be very difficult. Allowing us to have the next five years for planning will ensure the planning is done right and proper mechanisms are set up.
- Tom M. – LA is going to help set the stage by estimating the costs of implementing their watershed plans, and the numbers will be in the billions. This may help remove some of the barriers to local agencies to raise funds.

ACTION ITEM #1 – Schedule discussion of next permit term scope and schedule (how much and how fast); define terms used to characterize pilot vs. full implementation, and discuss approach to describe accountability. Update Steering Committee at next meeting.

IV. Update from Green Infrastructure Work Group

- Jill Bicknell (SCVURPPP/EOA) provided an update on the progress of the LID White Paper. Draft will be available mid-summer, get permittee input, discuss with Water Board staff in early fall and complete by November 1. Tom M. responded that he would like dialog with Water Board staff earlier and asked that we try to collaborate early on.
- Jill also gave an update on the Green Infrastructure Work Group. In the last 3 meetings, the work group:
  - Heard presentations on planning efforts in San Mateo and Emeryville and discussed key takeaway messages from each about process and time frame for developing GI plans;
  - Heard presentation about MRP requirements for reducing loads of POCs and discussed the linkage between GI and POCs;
  - Discussed ideas for potential initial steps toward a long term integrated approach.

ACTION ITEM #2: Develop summary table covering three items: C.3 issue; previous information provided and Co-permittee recommendation, and link to White Paper (what additional information will be provided in White Paper to address WB staff need/concern). Complete and distribute prior to next SC meeting.

ACTION ITEM #3: Coordinate with WB AEO to allow for early collaboration with WB staff on White Paper development and final product.

- Peter Schultze-Allen (SMCWPPP/EOA) gave a presentation on Green Streets and Green Infrastructure Planning within San Mateo and Emeryville (Attachment 5):
  - Presented and compared key elements of San Mateo and Emeryville green street plans.
  - Provided several slides covering potential municipal and regional tasks to consider that allow for moving forward.
  - Tom M. – key to have upper level buy-in. If WB allows this path, what qualifies the community to take this path? Early on, you need to take some type of action to demonstrate adequate commitment that this will be real. Asked Joe Calabrigo for his position.
  - Joe C. noted that this is just basic community planning with a slightly different subject matter. These concepts can be incorporated into specific plans or master plans and can be sold to the public in various ways.
  - Leslie Estes (City of Oakland) noted that it is relatively easy to incorporate this into existing processes for specific plans but getting it into an overall City plan or General Plan and doing a plan like San Mateo's is more difficult for a city the size of Oakland and could not be done without funding.
  - Tom M. – need to scope out various options for different size cities (and counties)
  - Melody – a scoping plan will be important.

- Kathy Cote (City of Fremont) – noted that in Fremont, would need to understand how this need would be coordinated with current road reconstruction and maintenance needs.
- Matt – we need to have plans that focus both on public ROW and private property. We also need to start getting Caltrans and MTC engaged on long term funding needs, as well as quantify what redevelopment has occurred and will occur. Leslie – currently most of the transportation funding will not cover green street elements. Matt – asked for Tom M's help in approaching high level officials at funding agencies. Tom – pointed out that transportation managers have already stated in the workgroup that you can't rely on current transportation funding, since it is not enough for their transportation needs.
- Peter – idea of public-private partnership should also be considered, e.g. Doyle Drive.
- Chris Sommers (SCVURPPP/EOA) – hook with Caltrans TMDL requirements for mercury. Tom M – Caltrans will have ~$100M/year to spend on compliance. Chris - Caltrans has to identify its priority areas for implementation in October – suggests BASMAA meet with Caltrans sooner rather than later. Matt – Caltrans also provides funding for active transportation projects and we should try to coordinate with GI funding.
- Joe – the next five years are an opportune time to take advantage of certain funding sources.
- Tom Dalziel (CCCWP) – we need to really focus on these integrated plans and provide input to WB staff on what we can commit to in the next permit. Tom M. – conceptually we're in agreement but need to consider the implementation piece. Thinking of adequate performance measures that must be met within the permit term or you go back to implementing C.3 treatment on all road reconstruction. How do we confirm that this is not a hand-waving exercise and put substance to these concepts for regional and local efforts?
- Melody – suggested using SFEP to help facilitate conversation with ABAG and MTC.
- Joe – need to discuss with them how to create another pot of money, not using some of their money. If green streets are really a priority, it needs its own funding source. Leslie – stormwater quality needs to be perceived as a necessary component and cost of doing transportation projects.
- Additional thoughts expressed:
    - All agreed we need to meet to discuss short term regional and local actions.
    - Melody – need to start educating our planners and transportation engineers – workshop this fall?
    - Matt – need to start working with MTC and ABAG. Melody – would help to start that conversation before meeting with transportation staffs.
    - Joe – does not think that water quality needs to solely be tied to transportation funding. Think more broadly about a legislative initiative to provide dedicated funding.
    - Ken Chin – City of San Mateo's plan is linked to transportation, and supports need to talk to Caltrans and ABAG. Suggested asking them to prioritize green streets by giving more points to funding proposals for projects with green elements.

ACTION ITEM #4: Several next steps were articulated for the BASMAA BOD (Tom D. will take the lead with assistance from Jill and Dan) to develop and discuss with the GI work group to the next SC meeting: a) develop working definition of the term "comprehensive GI plan," b) develop potential criteria that could be used by WB to allow for planning process (including time frame) to proceed within the next MRP 2.0 permit term, and c) develop the potential steps and criteria needed to judge acceptable level of action/implementation by a permittee as part of the GI planning process.

ACTION ITEM #5: BASMAA BOD will contact Caltrans ASAP and initiate discussions regarding process for allocating and approval of funds. (The City of Sunnyvale has a trash full capture proposal that could be used as a specific case example.)

V. Update on C.8. Water Quality Monitoring Workgroup

- Hold discussion until next SC meeting.

VI. Potable Water Discharge Permit

- Tom M – noted that the Region 2 permit is on the street for comment. Statewide permit is supposed to come out soon, and if it does, Region 2 may or may not consider withdrawing its version. Some water purveyors are pushing to get a permit ASAP.
- Adam – requested that Tom clarify the need to comment on Region 2 permit during the public comment period?
- Tom – noted that yes it was important for permittees to submit written comments on the Region 2 tentative order.

VII. Other Provisions

- Adam noted that Tom distributed an updated list of other MRP provisions needing discussion (Attachment 6). Adam suggested that WB staff look at the ROWD submittals for permittees' responses to the earlier list of WB staff issues, identify areas of agreement and disagreement, and then discuss issues of disagreement at BASMAA Board meeting. Then we can develop an addendum to the ROWDs, if necessary. Tom – agreed with approach and noted that staff has started to look at the ROWD tables and have seen some areas of agreement but others still need some discussion/work. For example, under C.2 – a ROWD notes "eliminate pump station dry weather sampling requirement" – Tom noted he would rather see justification that monitoring showed that additional sampling not needed.
- Tom agreed that WB staff will complete their review in a timely manner, while we review our own submittals and compare to their list.

ACTION ITEM #6: WB staff will review ROWDs relative to other MRP issues that need further clarification/discussion and BASMAA Phase I managers will do the same. BASMAA BOD will schedule discussion at the July BOD meeting with AEO to discuss issues needing further clarification.

VI. Next Steps

- Meeting Schedule:
  - August 7, 1-4 pm
  - September 4, 1-4 pm
  - November 6, 1-4 pm
- Develop agenda and prepare for next two meetings.

VII. Adjourn

Attachment 1 – Agenda and Sign-in Sheet
Attachment 2 – Update POC Workgroup
Attachment 3 – WB staff proposed 5 – elements for PCBs and Mercury
Attachment 4 – POC Workgroup PCBs and Mercury Framework (summary of MRP 1.0 provisions and recommendations)
Attachment 5 – Powerpoint presentation on Green Streets and Green Infrastructure Planning within San Mateo and Emeryville
Attachment 6 – List of WB staff proposed changes for MRP discussion – June 2, 2014 version

AGENDA

MRP 2.0 Steering Committee Meeting
June 5, 2014, 1:00 to 4:00 pm
State Building, 1515 Clay St., Oakland CA, 2nd Floor Room 11

1:00 pm **I. Introductions, Announcements, Changes to Agenda**

1:10 pm **II. Summary of Progress on Action Items from Previous Meeting(s)**

Outcome – review status of action items and determine next steps.

1:20 pm **III. Update from POCs Workgroup**

A. Findings and recommendations from IMRs as they relate to future PCBs and mercury requirements.

B. Brief update from Programs on current information gathering and planning process for opportunity areas.

C. Update on status of efforts to develop framework for new permit language and next steps.

Outcome – discuss progress on above topics to-date and receive input from Steering Committee.

2:00 pm **IV. Update from Green Infrastructure Workgroup**

A. Summary of progress to date including LID White Paper update.

B. Examples of Green Streets plans from Cities of San Mateo and Emeryville.

C. Discussion of potential approach for green infrastructure planning (C.3/C.11/C.12).

Outcome – discuss progress on above topics to-date and receive input from Steering Committee.

3:00 pm **V. Update on C.8 Water Quality Monitoring Workgroup**

Outcome – receive update on the activities of the C.8 workgroup and next steps.

3:15 pm **VI. Potable Water Discharge Permits**

Outcome – review status of State Water Board and Regional Board efforts and continue discussing relationship to requirements in MRP 2.0.

3:35 pm **VII. Other Provisions**

Outcome – determine next steps and schedule to address remaining provisions (e.g., C.2, C.4, C.5, C.7, C.9, C.13 and C.14).

3:50 pm **VIII. Schedule and Topics for Future Meetings**

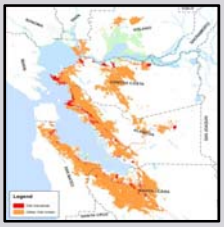
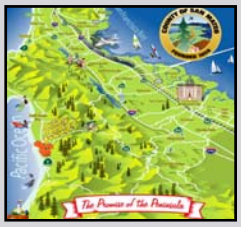
Outcome – determine schedule and topics for future meetings.

4:00 pm **IX. Adjourn**

MRP 2.0 Steering Committee 6/5/14

Name	Agency	Email	11-Jul	5-Sep	7-Nov	6-Feb	6-Mar	5-Jun
Adam Olivieri	SCVURPPP	awo@eoainc.com	X	X	X	X	X	X
Adele Ho	City of San Pablo	adeleh@sanpablo.gov	X	X	X			
Andrew Russell	Dublin	Andrew.russell@dublin.ca.gov	X	X	X	X	X	X
Brad Underwood	Foster City	bunderwood@fostercity.org	X		X	X	X	
Chris Sommers	SCVURPPP (EOA)	csommers@eoainc.com	X	X		X	X	X
Dale Bowyer	Water Board	dbowyer@waterborads.ca.gov	X	X	X	X	X	X
Dan Cloak	CCCWP	dan@dancloak.com	X	X	X	X	X	X
David Mathews	SCVWD	dmathews@valley.water.org				X		
Feliz Riesenberg	City of Fairfield	friensenberg@fairfield.ca.gov	X			X		
Gary DeJesus	City of San Mateo	gdjesus@cityof sanmateo.org					X	X
Geoff Brosseau	BASMAA	geoff@brosseau.us	X	X	X	X	X	X
Heather Ballenger	City of Walnut Creek	Ballenger@walnut-creek.org	X	X		X	X	
Jared Hart	City of San Jose	jared.hart@sanjoseca.gov			X	X		
Jay Walter	City of San Carlos	Jwalter@cityofsancarlos.org		X			X	X
Jill Bicknell	SCVURPPP (EOA)	jcbicknell@eoainc.com	X	X	X	X	X	X
Jim Porter	San Mateo Co.	jporter@smcgov.org	X		X	X		
Jim Scanlin	ACCWP	jims@acpwa.org	X	X	X	X	X	X
Joe Calabrigo	Town of Danville	calabrigo@danville.ca.gov	X	X	X	X		X
Jon Konnan	SMCWPPP	jkonnan@eoainc.com	X		X	X	X	X
Kathy Cote	City of Fremont	kcote@fremont.gov	X	X	X	X	X	X
Kevin Cullen	FSURMP	Kcullen@fssd.com		X		X		X
Khalil Abusaba	AMEC/CCCWP	khalil.abusaba@amec.com		X	X	X	X	X
Lance Barnett	VSFCD	lbarnett@vsfcd.com	X				X	
Larry Patterson	City of San Mateo	lpatterson@cityofsanmateo.org	X	X	X			
Leslie Estes	City of Oakland	lestes@oaklandnet.com					X	X
Lucile Paquette	CCCWP	lpaqu@pw.cccounty.us					X	X
Matt Fabry	SMCWPPP	mfabry@smcgov.org	X	X	X	X	X	X
Melody Tovar	City of Sunnyvale	mtovar@sunnyvale.ca.gov	X	X	X	X	X	X
Miki Tsubota	City of Brentwood	mtsubota@brentwoodca.gov	X	X	X		X	X
Napp Fukuda	City of San Jose	napp.fukuda@sanjose.ca.gov	X	X		X		X
Paul Willis	Town of Hillsborough	pwillis@hillsborough.net		X	X			
Randy Breault	City of Brisbane	rbreault@ci.brisbane.ca.us				x		
Richard Looker	Water Board	rlooker@waterboards.ca.gov		X	X	X		X
Rinta Perkins	City of Walnut Creek	perkins@walnut-creek.org	X	X		X	X	X
Roger Lee	City of Cupertino	rogerl@cupertino.org			X	X	X	X
Sandy Chang	AMEC	sandy.chang@amec.com			X	X		
Sandy Mathews	LWA/San Mateo	sandym@lwa.com						
Selina Louie	Water Board	slouie@waterboards.ca.gov	X	X			X	X
Shin-Roei Lee	Water Board	srlee@waterboards.ca.gov	X		X		X	
Sharon Newton	City of San Jose	sharon.newton@sanjose.ca.gov					X	
Sue Ma	Water Board	SMa@waterboards.ca.gov	X				X	X
Timm Borden	City of Cupertino	timmb@cupertino.org	X	X	X	X		
Tom Dalziel	CCCWP	Tdalz@pw.cccounty.us	X	X	X	X	X	
Tom Mumley	Water Board	thomas.mumley@waterboards.ca.(	X	X	X	X	X	X

Update from MRP 2.0 POCs Workgroup


Jon Konnan
EOA, Inc.
June 5, 2014

Water Pollution Prevention Program

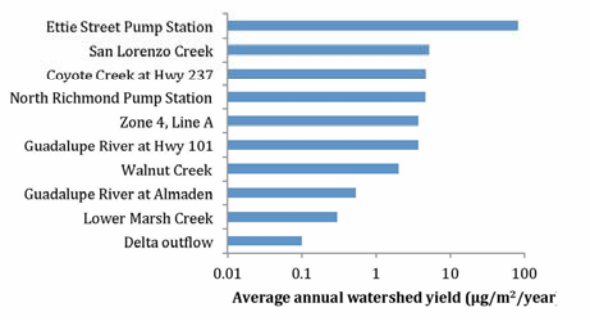
Presentation Outline

MRP 2.0 - PCB & Mercury TMDL Implementation

1. Example Findings from SM County Integrated Monitoring Report
2. Update on Information Gathering Process to Inform MRP 2.0
3. Permit Language Framework (handouts)

Water Pollution Prevention Program

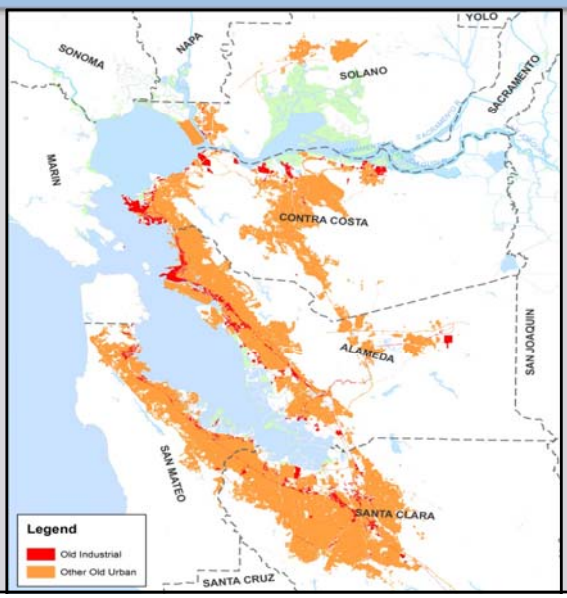
IMR: Land Use-based PCB Yields



Used regression analysis to convert watershed yields to land use yields.

ESTIMATED Land Use Yield (mg/acre-year)				
Old Industrial	Other Old Urban	New Urban	Open Space	Other
50	17.5	2	2.5	2

Preliminary Map of Old Industrial and Other Old Urban Land Uses



Water Pollution Prevention Program

Thought Experiment

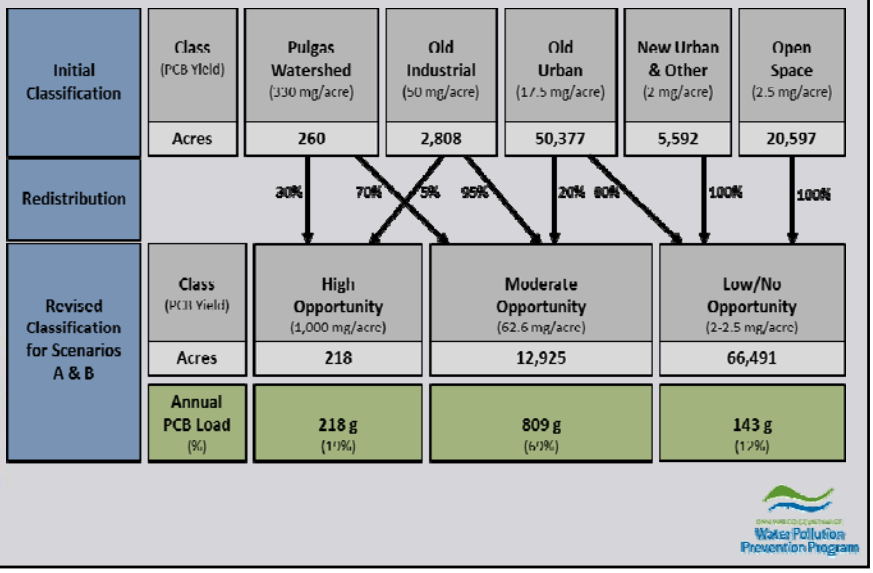
What if a low yield was achieved in all 80,000 acres of SM County that drain to Bay?

80,000 acres X 2 mg/acre/year = 0.2 kg/year.

This is about equal to SM County allocation.

ESTIMATED Land Use Yield (mg/ac/yr)				
Old Industrial	Old Urban	New Urban	Open Space	Other
50	17.5	2	2.5	2

Land Use → Opportunity Categories



Opportunity Categories and *Rough Estimates* of PCB Loads

- **High Opportunity – about 20% of PCB load**
  - A portion of old industrial land uses (assumed 5%)
  - PCBs/mercury stored, used, recycled, released
  - Higher concentrations and yields
  - Controls are most cost-effective
- **Moderate Opportunity – about 70% of PCB load**
  - Old urban and industrial land uses
  - Assumed to exclude residential, schools, and universities
  - Moderate concentrations and yields
  - Controls are less cost-effective
- **Low/No Opportunity – about 10% of PCB load**
  - Parks, open space, residential, schools, universities, new or redeveloped urban land uses
  - Low concentrations and yields
  - Controls are not cost-effective

Water Pollution Prevention Program

Opportunity Area Cost-Benefit Scenarios

- **Scenario 1**
  - Address 100% of High Opportunity area over 20 years
  - 90% treatment retrofits and 10% property ID and referral
  - $6M/year, best case 19% reduction in annual PCBs load
- **Scenario 2**
  - Address 20% of Moderate Opportunity area over 50 years via green infrastructure bioretention retrofits
  - $17M/year, best case 14% reduction in annual PCBs load
- **Need better understanding of incremental cost to piggyback on other CIPs and how to leverage other funding sources**

Water Pollution Prevention Program

Potential Funding Initiative in SM County – *Very* Preliminary Numbers

- Total estimated future countywide trash control costs: $7M/year.
- Total estimated future countywide PCB/mercury control costs: $23M/year.
- Bottom line - countywide estimated shortfall: $37M/year.
- Surveys of public willingness: could raise additional $8M - $12M/year.

Information Gathering Process to Inform MRP 2.0

1. Develop implementation plans for existing High Opportunity areas (MRP 1.0 pilot watersheds).
2. Develop maps and database of potential pollutant source parcels, including redevelopment status. Maps to include known PCB/Hg sites, past monitoring results, etc.
3. Work with municipal staff to refine and groundtruth maps and database.
4. Develop PCBs and mercury sampling and analysis plan and implement.
5. Revise maps and database, show potential High and Moderate Opportunity areas.
6. Develop preliminary implementation plans.

MRP 2.0 – Future Direction

- **Three-Prong Approach:**
  1. **Known High Opportunity areas – (MRP 1.0 pilot watersheds) apply PCB/Hg control toolbox.**
  2. **New High Opportunity areas – find and apply toolbox.**
  3. **Moderate Opportunity areas – large portion of PCB load, add green infrastructure over time.**

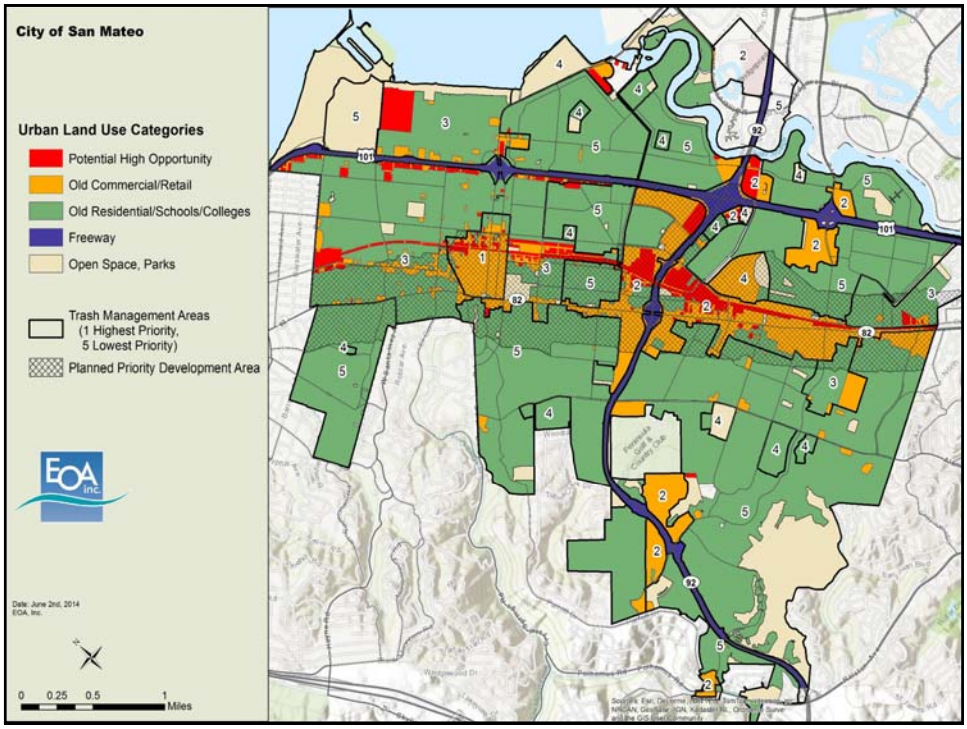
"Low hanging fruit" but limited PCB load?

Water Pollution Prevention Program

MRP 2.0 – Future Direction

- **Larger vision to address large portion of PCB load and many other benefits**: address **Moderate Opportunity areas** via green infrastructure transformation over several decades. Disconnect impervious surfaces from storm drains. Multiple benefits:
  - Pollutant loading reduction (e.g., PCBs, mercury, metals, pesticides)
  - Trash (but design issues currently)
  - Hydromodification management
  - Urban greening
  - Improve bike/pedestrian environment
  - Climate change abatement (e.g., reduce GHGs)

Water Pollution Prevention Program



Green Infrastructure Planning

- Green infrastructure could be driven by pollutant concerns in many areas. Need to start making connection with current & future CIPs.
- Need multi-year planning process to integrate green infrastructure and pollutant controls over MRP 2.0 term.
- Municipalities lacking pollutant issues would need an off-ramp.

Water Pollution Prevention Program

Green Infrastructure Funding

- Seek increased funding, but public likely not willing to fund significant infrastructure changes based on water quality concerns only.
- Seek grant funding.
- Leverage other funding sources (e.g., transportation, sustainability).
- Consider redirecting current spending on other areas of municipal stormwater compliance.

Water Pollution Prevention Program

MRP 2.0 – RWB Staff Permit Language Framework (Condensed)

1. **Existing High Opportunity Watersheds** (MRP 1.0 Pilot Watersheds): Full implementation of specific control measures.
2. **New High Opportunity Watersheds**: ID and submit detailed implementation plan/schedule early in permit term. Fast-track full implementation of structural BMPs in a subset.
3. **Moderate Opportunity Watersheds**: ID and develop a comprehensive long-range plan/schedule for reducing PCB loads using green infrastructure.
4. Requirement to achieve measurable **load reductions** during this permit term and to submit **accounting methodology and all data collected** to account for loads (reduced).
5. **Specific requirements for certain source categories or activities** (e.g., caulk, risk reduction).

Water Pollution Prevention Program

MRP 2.0 - POC WG: BASMAA and RWB Staff

- **Areas of Agreement**
  - General 3-Prong Opportunity Area Approach
- **Priority Issues to Resolve**
  - Scope and Schedule – how much and how fast (level of commitment)?
  - Defining Focused vs. Full Implementation (e.g., Pilot Watersheds → "Full implementation…"?)
  - Accountability
    - —High cost for monitoring and quantifying load reductions
    - —High uncertainty in results
    - —How credit source property referrals?

TMDL Implementation Framework

Phased approach with goal of attaining PCB & Hg TMDL Waste Load Allocations within 20 years:

1. Desk top analysis, literature review, bench scale testing, etc.
2. Pilot testing BMPs (mainly focusing on known "hot spot" areas)
3. Focused implementation (in areas of greatest benefit)
4. Full-scale implementation throughout the region

For now assuming PCB actions are sufficient to address mercury but will need to revisit this.

Questions?

Water Pollution Prevention Program

In general, the provisions can be stated more succinctly for MRP 2.0 because we are moving toward a performance-based approach. I think we can boil the Water Board view of the framework down to these 5 elements. There would also be reporting requirements and language conditioning compliance with receiving water limits upon satisfactory performance of all of these elements.

1) **Pilot Watersheds:** Full implementation of specific control measures to reduce PCB loads in the MRP 1.0 pilot watersheds along with accounting for the PCB (and Hg?) load reductions.

2) Identification of **high opportunity watersheds** along with a detailed plan for reducing PCB loads submitted early in the permit term (like end of year 1).

    a. This plan will have specific control measures to be implemented, time schedule for implementation, and commitment to do so

    b. Commitment to fast-track full implementation of structural BMPs in a subset of high opportunity watersheds during this permit term

3) Identification of **moderate opportunity watersheds** along with a comprehensive long-range plan for reducing PCB loads using control measures appropriate for these areas (green infrastructure)

    a. Similar to high opportunity areas plan in some respects (ID watersheds, ID control measures, time schedule, accounting methods)

    b. Need to map out process for how these moderate opportunity areas will be covered and in what time frame

    c. A critical, and challenging, piece of this provision is how to demonstrate commitment and accountability that this plan will be implemented

4) Requirement to achieve measurable **load reductions** during this permit term and to submit **accounting methodology and all data collected** to account for loads (reduced)

5) **Specific requirements for certain source categories or activities** (e.g., caulk, and risk reduction)

MRP Provision	Current MRP Requirement	Summary of Issues and Rationale for Changes in Reissued Permit	Recommended Updates	Issues to Resolve	Next Steps
C.11/12 Fact Sheet	Fact Sheet outlines how MRP Provisions C.11/12 are intended to implement stormwater runoff actions required under mercury and PCB Bay TMDLs.	Given the uncertainty and variability in the inputs and outputs of the simple modeling used in the current TMDL framework, there is currently little certainty that feasible human interventions to reduce urban runoff PCB inputs could accelerate the Bay's recovery with respect to PCBs. The TMDL needs to be updated to better reflect 1) the questionable feasibility of meeting allocations and 2) the uncertainties in allocations related to a number of factors (e.g., food web and pollutant fate modeling, fish consumption rate and target species, dose-response).	The MRP 2.0 Fact Sheet should state that the RMP PCBs Synthesis establishes a foundation for a more realistic framework for conceptual and quantitative modeling of PCB fate in the Bay that includes greater focus on the Bay margins. As such, the Fact Sheet should state that the regulated community, Regional Water Board staff and the scientific community (e.g., RMP) should work together as soon as possible to develop: 1) appropriate tools and monitoring strategies in support of this modeling approach to inform future planning of how and where to focus efforts to reduce PCB loads in urban runoff, and 2) a clear plan and timeframe for updating the Bay PCBs TMDL.	Many, including timing of update, role of RMP, feasibility of various tools including margin modeling, fish consumption rate, target species, dose-response.	Discuss with RWB staff.
C.11.a	Conduct mercury collection and recycling.	No issues identified.	None	None	Discuss with RWB staff.
C.12.a	Incorporate PCBs and PCB-containing equipment in industrial inspections.	Training materials were developed under MRP 1.0.	Replace MRP 1.0 requirements with: Permittees to continue incorporating PCBs and other POCs into inspections and provide associated training refreshers as needed using June 3, 2010 materials.	None	Discuss with RWB staff.
C.11.b	Conduct methylmercury monitoring.	Any methylmercury monitoring should be included in water quality monitoring provision.	Remove provision.	None	Discuss with RWB staff.
C.12.b	Evaluate managing PCB-containing materials and wastes during building demolition and renovation.	Testing caulk for PCBs before renovation or demolition is not practicable under current federal regulations. This precludes implemenation of practicable BMPs similar to current asbestos and lead abatement programs. If identifed as high priority, the Regional Water Board, EPA and other stakeholders need to work with the building/demolition industry to develop a program focusing on testing and abatement of PCBs before renovation or demolition, similar to current asbestos and lead programs. In the meantime, appropriate BMPs are implemented at construction sites via the MRP and Construction General Permit.	Elimate this requirement. However, Permittees will track and participate in as a stakeholder any efforts by EPA and other regulators and the building/demolition industry to develop a program to address PCBs in building materials (such as existing asbestos and lead programs). Consider updating Fact Sheet to reflect findings of PCB in Caulk project and lessons learned.	None	Discuss with RWB staff.

MRP Provision	Current MRP Requirement	Summary of Issues and Rationale for Changes in Reissued Permit	Recommended Updates	Issues to Resolve	Next Steps
C.11/12.c - f	Implement pilot projects to control mercury and PCBs and evaluate effectiveness.	Pilot implementation of control measures under MRP 1.0 is approaching completion. Existing data and analysis in the IMRs suggest that addressing old industrial areas only would not come close to meeting TMDL allocations and, in general, meeting the allocations in a 20-year time frame would be cost-prohibitive. New projects and controls must be appropriately phased, targeted, and prioritized and lessons learned during MRP 1.0 accounted for (e.g., a number of factors including utility conflicts significantly affect design, scheduling, and cost of treatment retrofits). Appropriateness and cost-effectiveness of control measure type is site-specific and therefore MRP 2.0 should provide Permittees flexibility in choosing cost-effective control measures. A performance-based approach may provide flexibility; however, goals/targets need to be reasonable, feasible and measureable during the MRP 2.0 permit term. Emphasize cost-effectiveness of source controls (source identification and abatement) in high opportunity areas and downstream interception and treatment associated with other planned CIPs such as Green Street projects. De-emphasize treatment retrofits and POTW diversions. Emphasize projects with multiple benefits (including addressing other pollutants and hydromodification) and integration with other funding sources (e.g., projects related to transportation, urban greening, and climate change).	Replace pilot control requirements with a “focused implementation” program that requires 1) addressing known high opportunity areas studied under MRP 1.0 via implementing plans currently under development, 2) addressing new high opportunity areas that are currently being identified, and 3) developing an approach for long-term implementation of green infrastructure in moderate opportunity areas that are currently being identified. Switch to a flexible performance-based framework that accounts for high uncertainties when estimating loading rates (e.g., focuses on an X% reduction from Y watersheds evaluated using appropriate modeling). This modeling of percent load reductions should account for re-development. Addressing high and moderate opportunity areas during the MRP 2.0 permit term will include an initial planning period to prioritize implementation actions and refine associated schedules and costs specified in the initial June 2015 plans, based on feasibility and availability of funding.	Need to translate conceptual ideas into actual permit language	Discuss with RWB staff.
C.11/12.g	Develop and implement monitoring program to quantify mercury/PCB loads and load reductions through controls.	Demonstrate progress towards TMDL allocations via methods developed under MRP 1.0.	Replace MRP 1.0 requirements with: 1) map mercury/PCB control measure implementation; and 2) use methods consistent with those specified in Integrated Monitoring Report to estimate PCB loads and loads reduced and report progress each year with Annual Report.	None	Discuss with RWB staff.
C.11/12.h	Fate and transport study of mercury/PCBs in urban runoff	Completed.	Remove provision and update Fact Sheet to recognize RMP's completion of Synthesis documents and Multi-Year Planning for follow up	None	Discuss with RWB staff.
C.11/12.i	Develop and implement or participate in effective programs to reduce mercury/PCB-related risks to humans and quantify the resulting risk reductions from these activities.	Program-wide implementation of the educational materials developed under MRP 1.0 and evaluation of effectiveness should be the focus of future requirements.	Modify to require implementation of the existing educational materials and evaluation of effectiveness.	None	Discuss with RWB staff.
C.11.j	Develop mercury allocation sharing scheme with Caltrans	MRP 1.0 language is not entirely consistent with current development of scheme.	Update to reflect that Caltrans has agreed (per MRP Provision C.11.j) to develop an equitable TMDL allocation sharing scheme with MRP Permittees and to implement mercury load reduction actions on a watershed or region-wide basis, consistent with TMDL implementation requirements in Caltrans’ MS4 Permit. Permittees will work with Caltrans to identify load reduction actions that can be implemented on a watershed or region-wide basis.	None	Discuss with RWB staff.

Green Streets and Green Infrastructure Planning
A Tale of Two Cities: San Mateo and Emeryville

MRP 2.0 Steering Committee

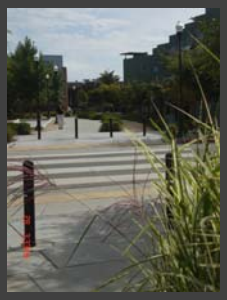
June 5, 2014

Peter Schultze-Allen, EOA

Presentation Overview

- Goals/Incentives for Green Infrastructure
- City of San Mateo Approach
- City of Emeryville Approach
- Lessons Learned
- Draft Concepts for MRP 2.0

Goals & Incentives for Green Infrastructure

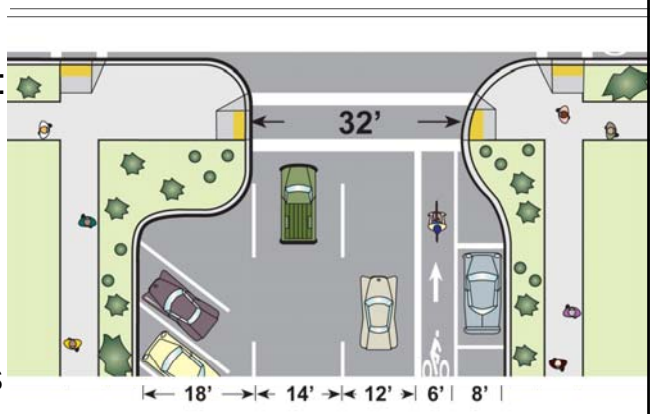




- Create Unique/Attractive Streetscapes
- Improve Walkability, Transit and Bicycling Network
- Replace Impervious Surfaces with Landscaping
- Improve Water Quality
- Increase Pedestrian and Cycling Safety
- Green Up Public and Private Property

Pedestrian Safety Curb Extensions

Don't just reduce crossing distance:

- Better visibility (both ways)
- Traffic calming
- More room for street furniture and street trees
- Adds landscaping

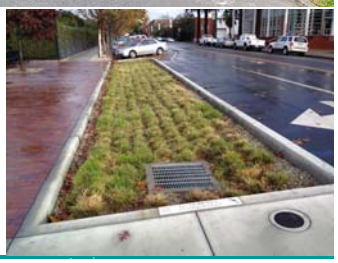


Water Pollution Prevention Program

Stormwater Curb Extensions

Source: www.blogspot.com on 3.7.2012

Source: www.myballard.org



Water Pollution Prevention Program

City of San Mateo Highlights

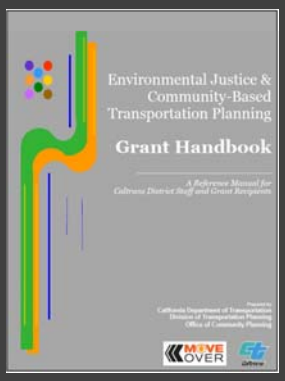
- Received Caltrans Planning Grant with Green Streets “Hook”
- Key Staff are Champions
- Combined with Complete Streets Efforts
- Used SMCWPPP Sustainable Streets Guidelines
- Leveraged Redevelopment Activity
- Taste & Talk Series Educated Community and Built Support

Water Pollution Prevention Program

Caltrans Community-Based Transportation Planning Grant

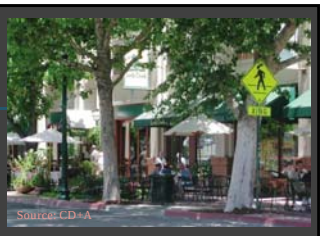
- March 2012 - $300,000
- Local Match - $184,000
- Total Project Cost = $484,000

- February 2013 – February 2015



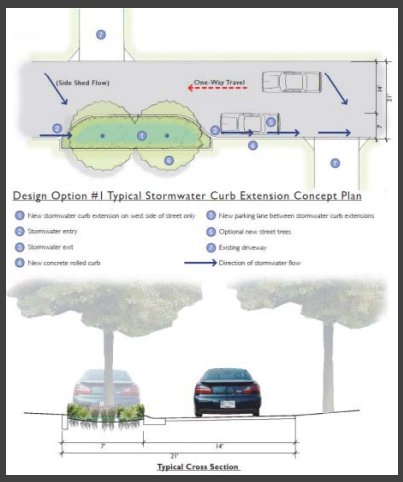
Sustainable Streets

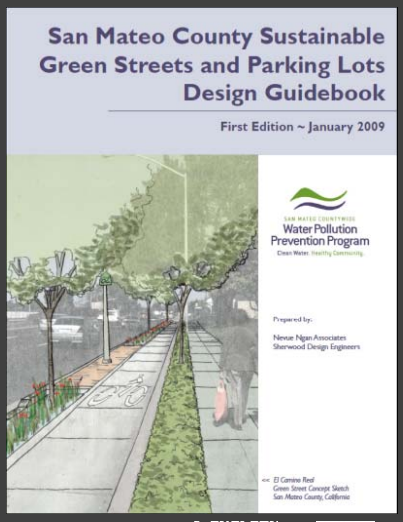
- Combining two concepts for street design:
  - Complete + Green Streets = Sustainable Streets
- Green Streets support a range of goals beyond stormwater benefits
  - Improve streets for all users
  - Support economic vitality
  - Complement placemaking
  - Reduce carbon footprint
  - Promote public health
  - Complement urban habitats and open spaces
  - Reduce water demand



San Mateo County Sustainable Green Streets and Parking Lots

The City is taking advantage of the award-winning SMCWPPP Design Guidebook.





Sustainable Streets Network

Promote Public Health

- "Active Transportation" health benefits of walking and biking

  An adult needs 150 min. of moderate activity per week to experience health benefits of physical activity
  "Physical Activity Guidelines for Americans" USHHS, 2008

- Less than 10% of Americans achieve this level of activity

Source: blog.al.com

Delaware Streetscape Project

- Reduced travel lanes
- Widened sidewalk
- Added Pedestrian Scale Lighting
- Added Class II bike lane
- Installed decorative bridge railing
- Green Street features

Project Funding

Total Project Cost = $1.4M

- $60K federal CMAQ funds – for design
- $545k MTC Transportation for Livable Communities (TLC) Program funds – for construction
- $627k from Station Park Green Developer
- $168k from City

Green Infrastructure Challenges

Funding and Location

- Green Street Infrastructure is not cheap
  - No real dedicated funding for it
- Where should it go?
  - Can't put it everywhere, so how do you decide where to install it or incorporate it into streetscape projects
    - Look at Land Uses
    - Major Polluters
    - High Volume Streets

Green Infrastructure Challenges

Operations and Maintenance

- Challenges existing practices
  - Responsibilities can overlap departments
  - Funding to departments may need to be shifted
- Opportunities
  - Examine current practices
  - Establish an O&M strategy and funding plan
  - Monitor and adapt
  - Public/Private partnerships and volunteer/adopt green infrastructure programs

Source: Portlandoregon.gov/bse (City of Portland, Environmental Services Report).

Source: www.portlandoregon.gov

Taste and Talk Series

- 10-12 open forums in the style of a "Taste and Talk" series
- Series topics to include, but are not limited to, pedestrians, bicyclists, transit, trucks, level of service, street classification, green streets, ADA compliance and emergency services.

Department of Public Works
Stewards of the Infrastructure and Environment

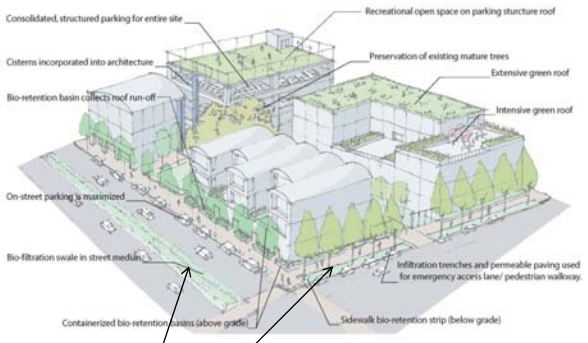
City of Emeryville Highlights

- Received in '03 EPA LID Guidelines Grant
- Good Timing with C.3 & New General Plan
- Bicycle and Pedestrian Plan Followed
- Urban Design Guidelines Created
- Leveraged Redevelopment Activity and Council/Community support for increased landscaping in the City
- Part of Sustainable City Vision and Climate Action Plan

San Mateo Countywide Water Pollution Prevention Program

Stormwater Guidelines for Green, Dense Redevelopment

Stormwater Quality Solutions for the City of Emeryville
December 2005



Prepared by: Community Design + Architecture *with*
Nelson\Nygaard Consulting Associates
Philip Williams Associates

Green Streets Elements

Emeryville General Plan

- Guiding Principle "Enhanced and Connected Open Space Network and Green Streets": Green Streets as "Primary Connections between major open space, activity centers and amenities within the City."
- Required development of streetscape standards & design guidelines that result in Complete, Green and Bay Friendly streets.
- Integrated Sustainable Streets Concepts into all the major planning documents of the City.

San Mateo Countywide Water Pollution Prevention Program

EOA, Inc.

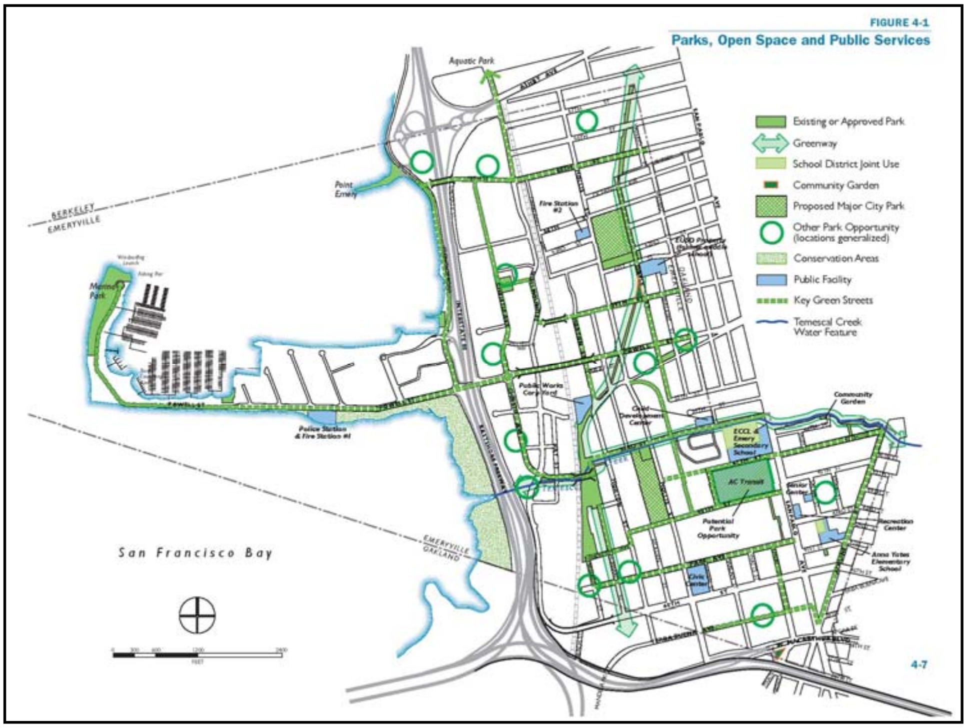


FIGURE 4-1
Parks, Open Space and Public Services
Existing or Approved Park
Greenway
School District Joint Use
Community Garden
Proposed Major City Park
Other Park Opportunity (locations generalized)
Conservation Areas
Public Facility
Key Green Streets
Temescal Creek Water Feature
Aquatic Park
Point Emery
BERKELEY
EMERYVILLE
Fire Station #2
Police Station & Fire Station #1
Community Garden
AC Transit
Potential Park Opportunity
Recreation Center
Anna Yates Elementary School
San Francisco Bay
EMERYVILLE
OAKLAND
4-7

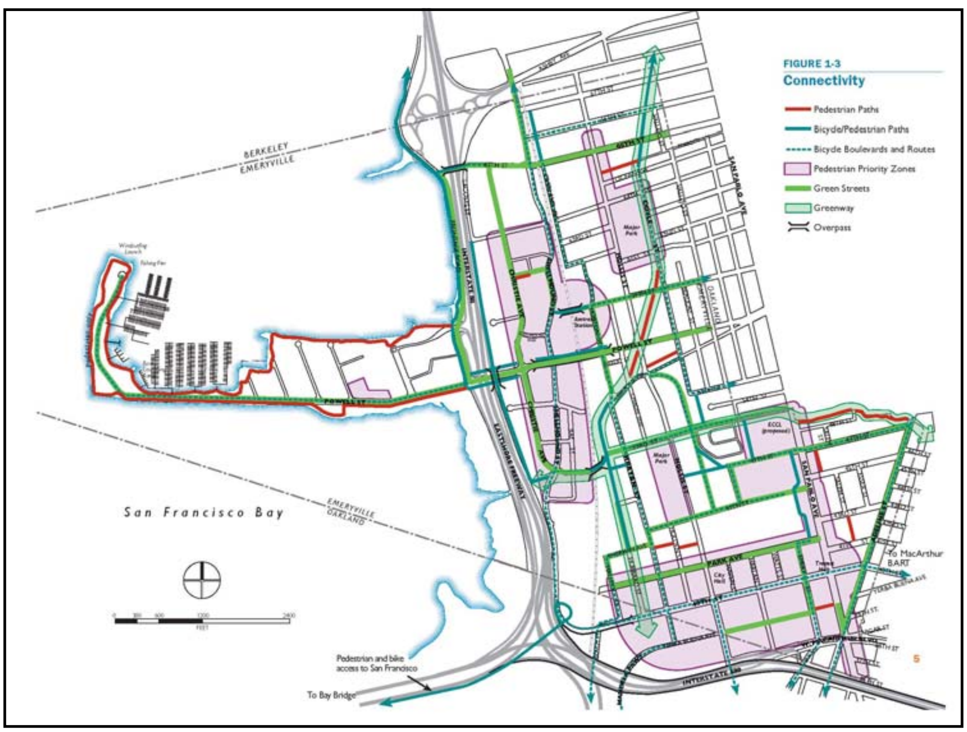


FIGURE 1-3
Connectivity
Pedestrian Paths
Bicycle/Pedestrian Paths
Bicycle Boulevards and Routes
Pedestrian Priority Zones
Green Streets
Greenway
Overpass
BERKELEY
EMERYVILLE
San Francisco Bay
EMERYVILLE
OAKLAND
Pedestrian and bike access to San Francisco
To Bay Bridge
To MacArthur BART
5

Streetscape Goals

- Multi-functional
- Safe for All Users
- Beautify City & Provide High Quality of Life
- Complete and Green
- Manage Stormwater (quality and flooding)
- Bay Friendly Landscaped
- Connectivity: Complete/Green Street Network
- Conserve Water

Water Pollution Prevention Program

APING

tscapes that provide distinction, unified cohesive appearance.

ecies that enable sunlight to filter reets in the winter, while provid- ate shade during summer. (The blish a unified planting palette to ors and promote continuity, dis- identity.)

ous planting strips in the landscap- niture area, where feasible. Support ent of large healthy trees and tree reducing concrete area and other ot growth, using City standards for mulch, and rootable soil volumes.

City's Stormwater Guidelines for Redevelopment, which includes h as bioretention basins, biofiltra- isterns integrated into the archi- or green roofs, to meet stormwa- thresholds.

Friendly Landscaping guidelines. ines represent a whole systems the design, construction and of the landscape in order to sup- egrity of the San Francisco Bay ey components include:

vaste and using materials that ycled content.

healthy soils with mulch and hile reducing fertilizer use.

DESIRABLE

Bay-Friendly landscaping along Doyle Hollis Park delineates the park edge, provides an attractive and safe sidewalk, and helps to manage stormwater through bioswales.

UNDESIRABLE

At the north end of Hollis Street, narrow sidewalks and limited street trees create an uninviting street for pedestrians.

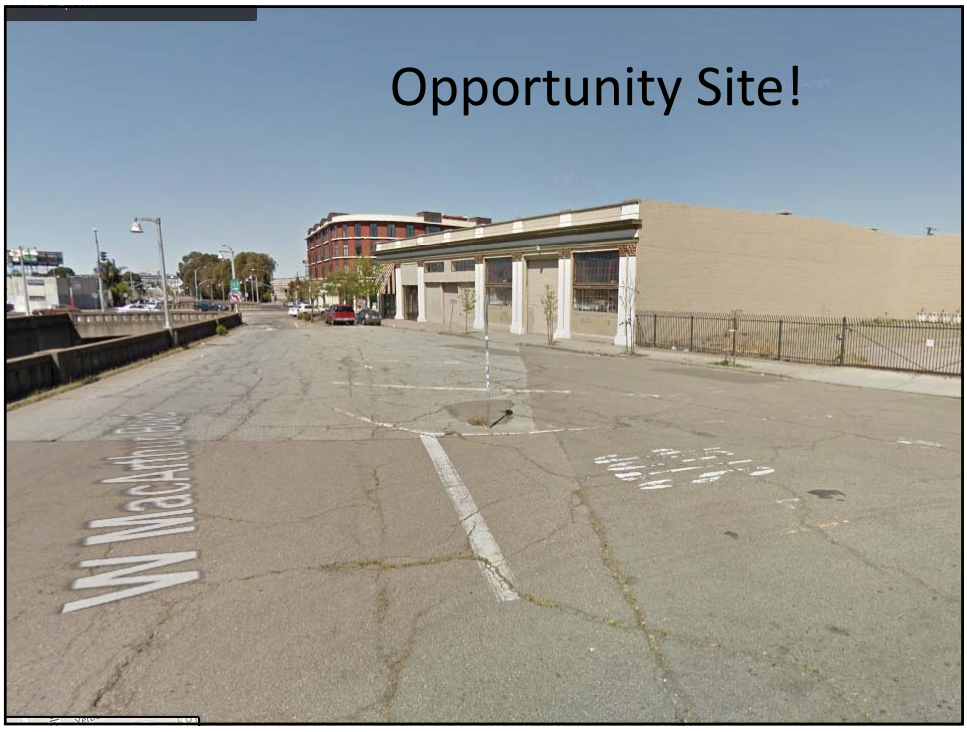
DESIRABLE

"Street trees are a simple intervention that is almost universally of value to walkability."

- Kevin Klinkenberg

Green Streets in PB Plan

- The List of Projects in the Ped-Bike plan includes Green Street improvements on specific street segments
- Describes Specific Measures such as Stormwater Curb Extensions with loss of on-street parking spaces
- Estimated project costs for a total of $20 million in needed projects City-wide

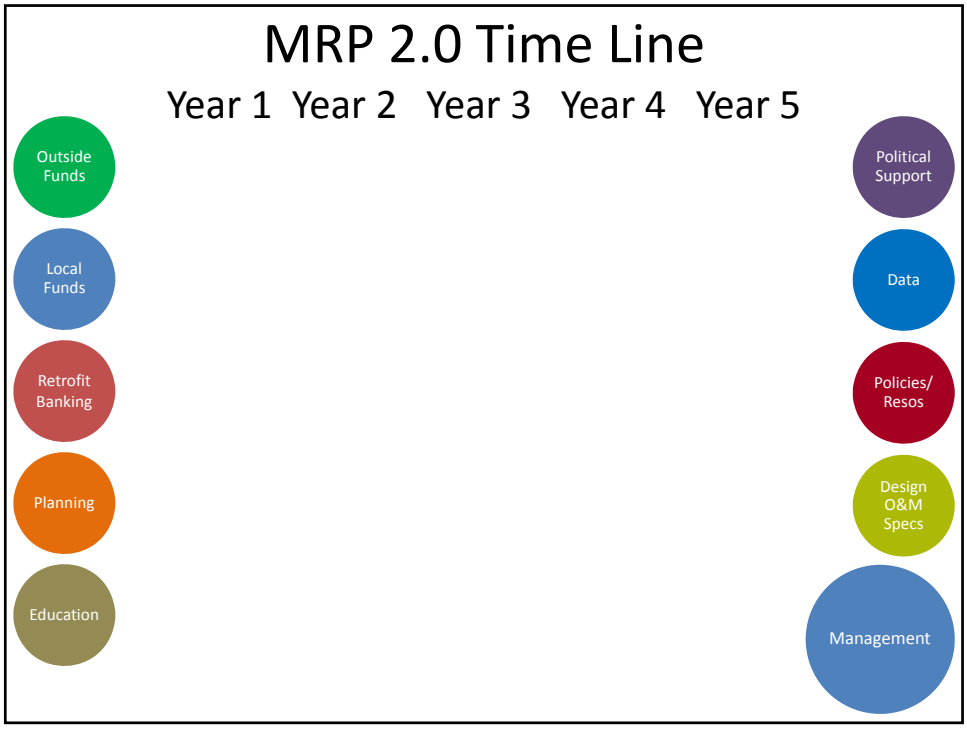


Commonalities between San Mateo and Emeryville

- In both Cities, Complete Streets Policies and Pedestrian Plans were key elements of process.
- Had a champion at the Management Level or higher and a leader at the line staff level.
- Redevelopment and Greening of the City was key.
- Grant funding for Water Quality was combined with Transportation funding.
- O&M Funding was a challenge.
- The Community was engaged and educated.
- Institutionalizing GI into planning efforts takes time.

San Mateo Countywide Water Pollution Prevention Program

Integrated Approach



Possible MRP Regional Tasks

- Development of a Preliminary Scoping Plan
- Model Municipal GI Resolution
- Funding Study including O&M
- Regional Roundtable Coordination
- Regional GI Technical Training Outreach
- GIS Prioritization Tool
- Model Long Term GI Plan
- Design, Construction and O&M Specs.

San Mateo Countywide Water Pollution Prevention Program

Possible MRP Municipal Tasks

- Assemble a Green Infrastructure Team
  - Get Buy-in from Management
  - Hold a Study Session for Electeds
- Add GS/GI to Planning efforts underway
- Education/Public Outreach - San Mateo's Taste and Talk Series is a good example.
- Integrate C.3 with C.10, C.11 and C.12 (Pollutants of Concern: Trash, Mercury and PCBs)
- Update Urban Forestry Standards
- Adopt GI Resolution

San Mateo Countywide Water Pollution Prevention Program

EOA, Inc.

Options for Municipal Approach to GI Planning

- General Plan
- Pedestrian and/or Bicycle Plan
- Capital Improvement Program
- Annual Pavement Work Plan
- Storm/Sewer Master Plan
- Specific/Precise or Neighborhood Plan
- Green Street/Infrastructure Design Guidelines
- Green Street/Infrastructure Ordinance

San Mateo Countywide Water Pollution Prevention Program

EOA, Inc.

Contact Information:

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LEED AP & BFQP
Senior Scientist
EOA Inc.
510-832-2852 x128
pschultze-allen@eoainc.com

Thanks to Ken Chin from the City of San Mateo for the use of his slides.

List of Water Board Staff Proposed Changes for MRP Reissuance

Except for Provisions C.7 - Public Information and Outreach; C.8 - Water Quality Monitoring; C.10 - Trash Load Reduction; C.11 - Mercury Controls; and C.12 - PCBs Controls

C.2 - Municipal Operations

C.2.d - Pump Stations

- Either delete dry weather sampling requirement or better define requirements and reporting.
- Delete wet weather sampling requirement (will need Permittee assistance with justification).

C.2.f - Corporation Yard

- Better define implementation level and reporting requirement.

C.2.e - Rural Public Works Construction and Maintenance

Clarify/resolve which Permittees have rural roads.**C.3 – New Development and Redevelopment**

C.3.b – Regulated Projects

- Expand Regulated Projects definition to include all new development and redevelopment projects that create and/or replace 5000 ft^2 or more of impervious surface area, but allow alternative compliance option based on a green (LID-based) infrastructure program.
- Revise Regulated Projects definition to include all road projects, new roads and reconstructed roads, but allow the following alternative compliance options:
  - Develop, adopt, and implement a Green Streets Program that meets minimum requirements; or
  - Implement a minimum number of green streets projects within the permit term. Minimum requirements for the green streets projects will likely will be similar to those in the current permit. The minimum number of projects per Permittee will be specified based on linear miles of roads (or other surrogate parameters such as land area and population density).

C.3.c – Low Impact Development

- Include design specifications and operation and maintenance requirements for pervious pavement and pervious pavers.
- Sunset grandfathering of pre-LID requirements for Regulated Projects. Regulated projects that were approved prior to December 1, 2011 (the implementation date for LID requirements), but have not begun construction by the effective date of MRP 2.0, will be subject to Provision C.3.c - LID requirements, except for case-by-case consideration of exception in advance of permit reissuance because LID requirements are not feasible.

C.3.e – Alternative or In-Lieu Compliance with Provision C.3.c

- Add language to allow mixed-use projects comprised of 95% or more residential units and 5% or less of commercial units to use the dwelling units per acre criteria for calculating LID treatment reduction credits instead of the FAR criteria.
- Clarify definition of watershed to minimize barriers to offsite and regional projects.

- Explicitly require that Permittees evaluate the feasibility or infeasibility of all the following prior to invoking any Special Projects LID credits:
  - 100% LID treatment onsite;
  - 100% LID treatment offsite or at a regional project;
  - Payment of in-lieu fees equivalent to 100% LID treatment; and
  - A combination of LID treatment onsite, offsite, and at a regional project, and payment of in-lieu fees, the total of which is equivalent to 100% LID treatment.
- Provide more explicit definition of floor area ratio (FAR) and how to calculate it for purposes of determining the appropriate LID credits for density of commercial and mixed use projects.
- Require reporting on Special Projects only once a year in Annual Report, but better define requirements for narrative discussion on feasibility or infeasibility of 100% LID (see above).

C.3.g – Hydromodification Management

- Make Hydromodification Management (HM) criteria consistent across the region, but may allow variation in low flow threshold based on creek bed material and channel configuration.
- Make other changes based on review of Contra Costa's HM Integrated Management Practices Monitoring Report and HM Proposal.

C.3.h – Operation and Maintenance of Stormwater Treatment Systems

- Require inspections of pervious pavement, pervious pavers, and treatment systems at time of installation instead of within 45 days of installation.
- Require regular inspections of pervious pavement and pervious paver installations.
- Require Enforcement Response Plan for O&M inspections.

C.4 - Industrial and Commercial Site Controls

- Better define implementation level and reporting requirements for all potential and actual discharges based on respective Enforcement Response Plans (ERPs) [Similar to C.6].
- Delete use of "violation" driver for follow-up and reporting, but require adequate follow-up to ensure implementation of corrective actions.
- Other possible revisions based on our compliance inspection findings, Business Inspection Plan reviews, and ERPs reviews.
- Make ERP requirements consistent in C.4, C.5, and C.6. The vast majority of permittees use one ERP for all 3 provisions.

C.5 - Illicit Discharge Detection and Elimination

- Delete C.5.e - Collection System Screening (will need Permittee assistance with justification).
- Improve mechanism for public to report spills and discharges to one central contact point per Permittee.
- Improve training, response, and tracking of illicit discharges and responses.

C.6 - Construction Site Control

- Require inspection of high-risk (over a certain slope) sites disturbing ≥10,000 sq ft.
- Remove some tracking and reporting requirements.

C.9 - Pesticides Toxicity Control

- Update list of pesticides of concern.
- Improve and streamline reporting requirements.
- Eliminate one-time requirements, e.g., adopt IPM policies or ordinances, and revise recurring due dates.
- Clarify requirement to interface with County Agricultural Commissioners.

C.13 - Copper Controls

- Eliminate one-time requirements, e.g., develop BMPs to manage architectural use wastes, and revise recurring due dates.
- Revise vehicle brake pads requirements to account for adopted legislation.
- Eliminate copper uncertainties studies requirement.

C.14 -PBDEs, Legacy Pesticides, and Selenium

- Revise/eliminate.

C.15 - Exempted and Conditionally Exempted Discharges

C.15.b.i.(2) - Pumped Groundwater, Foundation Drains, and Water from Crawl Space Pumps and Footing Drains

- Better define process to determine condition exemption eligibility (some Permittees self-determine, others defer to Water Board staff).

C.15.b.iii – Potable Water System Discharges

- Eliminate, or revise to be consistent with new general permit.

C.15.b.vii - Additional Discharge Types

Eliminate, but consider specific types presented if any in ROWDs (applications).

C.15.b.viii.(3) - Permit Modification by Executive Officer

- Eliminate (Executive Officer cannot modify permit).

New Provision(s) for Other Pollutants of Concern and 303(d) Listings

- San Pedro Creek / Pacific Beach bacteria
- ?

MRP 2.0 Steering Committee
Green Streets Work Group Meeting
March 25, 2014, 1:30-4:00 pm

Water Board Offices, 1515 Clay Street, Oakland, 2nd Floor, Room 1

Meeting Summary

I. Review Agenda & Introductions

Matt Fabry (SMCWPPP) started the meeting by introducing himself and some of the participants. The rest of the attendees introduced themselves. The attendance sheet is attached. Matt summarized the agenda for the meeting -there were no changes requested.

II. Review Purpose of Work Group and Discussions to Date

Jill Bicknell (SCVURPPP) presented information on the background and purpose of the Work Group and gave an overview of progress/discussions to date. There were no questions.

III. Presentation on the City of San Mateo's Sustainable Streets Plan

Larry Patterson, City Manager of the City of San Mateo introduced the item by giving some background to the City's efforts:

- Larry was initially concerned that green street improvements would compete with other uses of the ROW. He now sees how all the elements can complement each other to produce a better street.
- The City completed a project on Delaware Street and the cost was $1.4M. About 1/3 of cost was for water quality, generating concerns about feasibility of this approach.
- However, after extending the timeline to 20-50 years, the concept of sustainable streets began to make sense and have more potential.
- The City has had a great response to the "Taste and Talk" series – support from the community is there.
- Larry asked if anyone else was doing a sustainable streets plan – there was no response. MTC funding requires that cities amend their General Plans to include complete streets.

Larry then introduced Ken Chin, Project Manager in the Department of Public Works who continued the discussion with a powerpoint presentation:

- Ken explained that his background is in Active Transportation Planning. He began by looking at the safety benefits of complete street and green street elements (e.g. curb extensions, road diets, roundabouts.)
- He promoted working within a municipality to get green street concepts incorporated into all kinds of transportation planning efforts (e.g., general plans, bike and ped plans, etc.) and breaking down the silos of departments.
- San Mateo's Sustainable Streets Plan incorporates pieces of other existing plans.

- Looking at street typologies and transportation priorities instead of LOS criterion.
- Taste and Talk Series – 10-12 open forums including presentations by national leaders and time for Q&A. Recorded and available on website. Typically getting 100+ people.
- The City of San Mateo is participating in the Green Plan Bay Area project. The City will use the GIS tool to figure out where to locate green street retrofits.
- Delaware Street – TOD plan included streetscape improvements so took advantage of opportunity to include green features.
- Sources of funding – CMAQ, MTC TLC funds, developer, and the City. CMAQ funds are restricted but TLC more flexible. Developer fees provided funding for green street portion (beyond landscaping).

<u>Issue: Maintenance Costs</u>

- Costs for long term maintenance? – Ken did not have figures. Green features covered in City-wide contract.
    - Obaid Khan (Dublin) – this is critical data to collect for presentation to transportation funding agencies. Need to look at life cycle analysis for true cost of green facilities. Most cities are not fully funded for street maintenance.
    - Larry – City is contracting out maintenance of ROWs separately from parks maintenance.
    - Matt – main concern for maintenance is trash removal, not plant care.
    - Jim Porter (San Mateo County) – may have reduced cost of street sweeping in areas that are covered by maintenance contract.
    - Ken – if you reduce street width, may reduce amount of pavement that needs replacement and get cost savings there.
- Ken discussed the Laurel School Project which received Safe Routes to Schools funding. Good nexus with pedestrian safety and green features.
- Challenges
    - Green infrastructure is not cheap – would help to have standard details and specs to reduce costs. If look at over the life of the project, it changes the perspective.
    - Where to locate – look at land use, major polluters, high volume streets
- Matt – what will you get out of your plan?
    - Ken – a key outcome is policy change within your organization. Caltrans is now more interested in streetscape projects along El Camino. Ped and bike master plan identified $80M in funding needed for improvements, and right now get very little ped and bike money.
- Kathy Cote (Fremont) – what is extent of plan?
    - Ken – covers whole city and all street types.

<u>Issue: Community Support</u>

- Jim – community concerns about parking?
    - Ken - So far, no problems with getting community support for converting spaces to bike parking. Chose “poor quality” parking spaces.
- Kevin O’Connell (San Jose) – what is overall community support?

    - Ken – very positive at forums. 40% of attendees from outside the City. Menlo Park starting a similar forum series. Recently formed a Sustainability Commission and got 37 applications for 5 spots.
- Obaid - how did internal departments receive the plan?
    - Ken – difficult to change the culture. City Council supports.
    - Larry – have to start at the top. Top management has to have support to get department buy-in.

Issue: Cost of Plan Development

- Tom Mumley (Water Board) – this effort is taking $500K+ and is a 2-year effort. Looking at whole community and applying to different types of streets and communities.
    - Tom -- Will the plan result in specific recommendations and costs?
    - Larry – yes, will recommend different types of projects with conceptual costs.
    - Tom – timeframe for implementation?
    - Larry – no set timeframe but will be longer than 10 years (later said that timeframe will likely match General Plan which goes out to 2035 so 20 years.) Once you get plan and policies in place, then you can look for funding opportunities.
- Tom – this is an excellent example of how an "average" city can demonstrate commitment.
    - Larry – helps that Matt works for C/CAG (congestion management/ transportation funding agency) which helped promote the effort. City cobbled together funding from grant, developer transportation fees and other sources.
    - Tom - $500K is not much for a city of 50,000 people developing something that will have long term value.
- Ken – grant proposals always ask: is this in an adopted plan? Need to get the plan in place to get funding.

Issue: MRP Requirement Language

- Matt asked Larry – what would make sense for incorporating into regional permit?
    - Larry -- Set the stage for ongoing stormwater treatment improvements. A lot of things in their plan are transferable to other communities – this could be a starting point. Can't do a lot of these things regionally – must develop plan locally.
- Dan Cloak (CCCWP) – key components are supportive City Manager, champion staff person, and supportive City Council. How do we bring up the knowledge level of those Cities (and Counties) that are just getting started? What would the standard be for the MRP?
- Melody Tovar (Sunnyvale) – are utility conflicts a concern?
    - Ken – Yes, it's a big issue. Need to make sure that utilities maps are up to date (but always find surprises in the field).
    - Matt – GIS tool will hopefully help screen out major conflicts (if you have appropriate data layers)
- Melody – how important was it to have bike/ped plans in place?

    - Ken – they were vital in enabling us to look at those two modes in depth in the sustainable street plan. Separate Bike and Ped plans are better than combined plans, though.
- Melody – if cost in San Mateo was ~$3/person, extrapolates to $15M for the Bay Area to develop plans.
- Jill – how did City Council show support for the plan?
    - Larry – Council passed a resolution to submit the grant application, then approved grant agreements. Adopted Complete Streets concepts in General Plan. A resolution could be a good first step to show a City's commitment.
    - Ken – General Plan goes until 2035. May eventually replace Circulation Plan with Sustainable Streets Plan.
- Matt – can we package the green streets improvements as incentivizing development in PDAs?
    - Larry – this might be a tough sell. Developers are looking for reduced costs, often in the form of reduced utilities.
    - Matt – maybe you could get developers to fund green streets in lieu of C3 treatment onsite.
    - Steve Kowalewski (CC County) – developers want to give money to offsite projects because they will not be on the hook for maintenance.
- Tom – part of this is recognizing all of the costs and the public is paying for this. This is public investment that pays off in the long run. We cannot rely on state and federal dollars – we need to generate local dollars and explain to the public what benefits will be realized. Then we can partner with transportation money to make these plans happen.
- Melody – consider mirroring the current nutrient watershed management plans being developed by the municipal POTWs. There may be a scoping step needed for green streets.

<u>Issue: Feasibility for Other Permittees</u>

- Tom – do other cities think this is feasible?
    - Kevin – San Jose has some elements of this, but has a large maintenance backlog. Have polled the residents on this, and environmental issues don't poll well – higher priorities are paved streets, police and fire. Planning efforts are doable.
    - Kelly Doyle (San Jose) – have partnered with ESD to package water quality grant funds with transportation funds to do green street projects.
    - Kathy – Fremont is in a similar situation – planning is possible but implementation will be very challenging.
    - Peter Schultze-Allen (EOA/SMCWPPP) – Yes. Emeryville began with requiring LID and then moved to the General Plan, Street Design Guidelines, Bicycle and Pedestrian plans etc. Costs are lower once people get experience with projects and maintenance.
    - Jay – planning is doable in San Carlos, but ongoing maintenance costs would have to be evaluated very carefully. Thinks there is value in incorporating stormwater treatment in street projects.

    - Obaid – In Dublin, public support for street improvements is good, but have a lot of competing interests such as road diets for cyclists. Looking at green streets along with complete streets is a good idea. Fees may go up.
    - Jim – To do something like this, would need support from Board of Supervisors and educate them on the value of green streets. Competing programs are hospitals and prisons. Need to tie in public health benefits.
    - Steve K. – thinks Contra Costa County could develop a similar plan but echoed what Jim said that funding structure in Counties is different from cities. Counties can't use General Funds – have different revenue streams. Also have distributed communities and it is harder to get consensus on issues.
- Matt – if these plans are in place, can we expect that costs to implement other aspects of the permit be reduced?
    - Tom – yes, if you consider that streets and roads are pollutant transport systems and the benefits derived by green streets. There are three other regulatory drivers for the MRP 2.0 which are related to the green streets effort:
        - Thresholds for regulated projects
        - POC requirements – specifically PCB load reduction
        - Trash interception (they may credit LID infrastructure as trash capture)
- Tom – thinks the discussion today was very helpful.

IV. Next Steps/Next Meeting

- Next meeting date – April 28, 1:30-4:00 pm
- Topics for next meeting:
    - Outreach to other agencies
    - Other examples of sustainable street plans – Emeryville, San Francisco, El Cerrito
    - Water Board staff concepts – don't want to have to approve plans, but need to demonstrate some level of performance

MRP 2.0 Steering Committee
Green Streets Work Group
April 28, 2014, 1:30-4:00 pm

Water Board Offices, 1515 Clay Street, Oakland, 2nd Floor, Room 15

Meeting Summary

I. Review Agenda & Introductions

Matt Fabry (SMCWPPP) introduced himself and started the meeting by welcoming everyone to the fourth meeting of the Work Group. The attendees introduced themselves. The attendance sheet is attached. Matt summarized the agenda for the meeting -there were no changes requested.

II. Review Purpose of Work Group and Discussions to Date

Jill Bicknell (SCVURPPP/EOA) presented information on the background and purpose of the Work Group and gave an overview of progress/discussions to date. At the March Meeting, one of the key findings that the group learned from the City of San Mateo's presentation is that public outreach and support is very important. There were no questions.

III. Update on the Water Quality Improvement Fund Grant Application

Matt informed the group that a team of people from SFEP, BASMAA and SFEI is applying for EPA's WQIF grant. Concept proposal is due April 30. Proposal components include:

- Expansion of Green Plan-IT tool
- Implementation of actual projects
- Design contest for cost-effective design of curb extensions at different types of intersections
- Regional stakeholder roundtable
- Urban greening tracker to track LID implementation across the region

- Shin-Roei Lee (Water Board) – grant should include flood control as part of the integrated approach; might open possibilities for cost-sharing or other types of grants.
- Obaid Khan (City of Dublin) – with design competition, need to look at existing vehicle code and make sure that designs do not violate code
- Peter Schultze-Allen (SMCWPPP/EOA) – The National Association of City Transportation Officials (NACTO) Urban Street Design Guide includes stormwater management elements (e.g. bioswales, flow through planters, and pervious paving). Guidelines were recently endorsed by Caltrans.
  - Obaid – note that guidelines have not yet been incorporated into vehicle code.

IV. Presentation on the City of Emeryville's Green Street Planning Efforts

Peter gave a presentation on the City's planning documents and process.

- Dan Cloak (DCEC) – What did the estimated $20 million cost cover in the Ped-Bike plan, and are the green streets elements separated out?
  - Peter – The estimated $20 million cost covered implementing everything (editorial: except the two bike-ped bridges in the plan which add another $30 million) in the plan; green streets components were not separated out.
- Obaid – usually bike-ped plans have a 5- or 10-year horizon. What was the horizon for this plan?
  - Peter – the plan is for 10 years. It will likely be updated in 5 years because some grants require a recently approved or updated plan.
- Melody Tovar (Sunnyvale) – Does the stormwater ordinance cover street maintenance?
  - Peter – No. The City's public roadway projects have not been required to implement LID, although it is not clear if the ordinance covers those projects.
- Luisa Valiela (EPA) – What creeks flow through the City and are there any other areas of flooding?
  - Peter – Temescal and Derby Creeks flow through the City in culverts and/or hardened channels. There have been only two areas with chronic flooding – Powell Street on the peninsula and 62nd Street west of Hollis Street. 62nd Street has been addressed by the Alameda County Flood Control District with a capacity project. The City is looking for a grant to address the Powell street problem.
  - Luisa – what are the projected impacts of sea level rise?
  - Peter - The City's General Plan reviewed the impacts of climate change and sea level rise. BCDC's 2050 inundation map is in the plan showing two places in the City with problems. The 2100 map was not included but was mentioned to be a significant risk for the City, if it occurs.
- Jim – how many acres are addressed by the green streets plan?
  - Peter – did not know, but seem to be retrofitting about 1% of the area per year.
- Dan – does City have a storm drain master plan?
  - Peter – no. Main focus of City was bike/ped plan and mobility connections across the city.
- Matt – interested to see the progression of the various planning efforts and how long it took to get to this point.
  - Peter – yes, and the timing of the plans was fortuitous and helped their integration. Bike/ped plans are updated more frequently than general plans. It helped that the Planning Director had a personal interest in bike trails.

- Obaid – from Dublin's perspective, it would be important to know how long term maintenance will be covered. Also, curb extensions may conflict with bike lanes.
    - Matt – agreed that we need to quantify the long term maintenance costs.

V. Group Discussion of Green Street Planning Efforts around the Bay.

- Jared Hart (San Jose) – San Jose is a participant in the Green Plan Bay Area project. SFEI is analyzing a couple areas of the City in which they are expecting growth. Will use the tool to select retrofit locations within these areas. City is also updating its Storm Sewer Master Plan and using the Green Plan-IT tool to identify opportunities for LID retrofits and water quality benefits. A few green street projects are being integrated with safety improvement projects. When the City updated the general plan a few years ago, added some language regarding LID. Would like to add more language about green streets. There is work that needs to be done to cross train the various departments and get them up to speed. Staff still thinks of bike-ped and stormwater as separate. O&M is also a big concern.
- Becky Tuden (Oakland) – Green street promotion coming from Public Works as opposed to Planning (in Emeryville). Bond measure allowed CIPs to go forward and have been encouraging more green street elements. Needed standards for green features. Developed landscape standards. Also hiring a consultant to develop green street standards. Public Works Dept. adopted NACTO guidelines. One opportunity for green streets is the huge AC Transit Bus Rapid Transit project (BRT) that will resurface streets and add bulb outs for pedestrian safety, however since there are currently no green street standards in the project, that opportunity will likely be missed.
- Melody – had her first meeting with upper management; they were open to ideas but main concern was O&M.
    - Peter – The Adeline project was originally a Pedestrian Safety project and the green streets elements were added near the end of the planning process. The City decided to use BFL landscaping which has kept Maintenance costs low.
    - Melody – City created a CFD for a 51-unit subdivision to generate funds for maintenance – a lot of admin effort. Fees include replacement of LID facilities.
- Tom Dalziel (CCCWP) – Counties have maintenance challenges and higher costs because have to drive long distances; lack of irrigation requires truck watering.
    - Jill – may need to consider different green streets model for counties.
- Matt – experience in SM County – scenarios for countywide funding initiative indicated that costs were much higher than could be supported by the public. O&M costs are a concern, but capital costs for LID

implementation at the watershed scale are the largest component and will need to be supported with outside funding sources.
  - Obaid – need to look at present worth of lifecycle costs.
- Melody – need to expand the definition of green infrastructure to more than just green streets and parking lots.

VI. Outreach to Other Agencies

- Matt – described the handout listing potential stakeholders for green infrastructure roundtable and potential funding sources/agencies with LID/GI focus.
  - Regional Sustainable Communities Strategy – how do we make progress in terms of integrating green infrastructure into the strategy?
  - Who should lead the roundtable? Would help to have a facilitator.
  - How have other roundtables functioned in other areas of the country?
- Dan – had discussion with American Rivers group that was promoting GI in Brentwood. Suggested that groups like this could help with advocacy.
- Melody – consider including local chapters of professional organizations (e.g., APWA, APA, etc.) and BIA.
  - Luisa – also add ADA to consider integration with funding of ADA upgrades as well as conflicts.
- Becky – is purpose of roundtable to inform or develop a product?
  - Matt – the goal would be to develop a road map of steps to integrate GI into projects.
- Tom D – suggested League of Cities and local legislators' staffs.
- Jing – who is going to implement this strategy?
  - Matt – different agencies would have different roles.
- Obaid – would be good to know the ultimate goal and time horizon.
- Matt – this is generally a long term sustainable strategy for addressing water quality, but we need to also identify other pieces of it (e.g., resiliency for climate change).
  - Dan – could use a metric of reduction of total impervious area.
- Matt – important to go forward with roundtable whether or not we get funding.

VII. Potential Tasks for MRP 2.0

- Tom Mumley (Water Board) – WB staff ideas:
  - Default requirement will be that all road reconstruction projects above the threshold will be subject to C.3 treatment requirements
  - The alternative path, in lieu of above, is to implement long term green streets plan.
  - Need to identify initial and continued eligibility criteria:
    - Some initial commitment – governing body action
    - Governing body has to buy in to stay on the track

        - Adequate robust planning exercise – what are the criteria?
        - Minimum level of implementation
        - Scale of implementation vs. timeframe
    - Melody – MTC, others already feel that they do not have the resources to fulfill their core mission – need to bring other funds to the table
    - Tom M. – want to play the regulatory card in the right way
    - Steven Spedowfski – need to use lobbyists to get message to legislators
    - Jill – the road reconstruction requirements are only a stick or incentive for local municipalities and not an incentive to MTC or other agencies that have different mandates from state.
    - Tom M – MTC Commissioners are local elected officials – need to educate them.
    - Obaid – can the Water Board help influence legislators?
        - Tom – thinks they are constrained from pushing issues with legislators but will find out.
        - Jill – would be good to get a Water Board member to participate in roundtable and/or help promote the approach.

Action Item – get input from permittees (at manager level) as to what types of commitments and actions they think are feasible in the short term. Peter, Matt, and Jill to develop questions and send email to permittees via BASMAA Phase I reps.

VIII. Next meeting

June 2, 1:30-4:00 pm

IX. Adjourn

The meeting adjourned at 4pm.

MRP 2.0 Steering Committee
Green Streets Work Group

Name	Affiliation	Email	Meetings Attended 2014			
			Jan.6	Feb.25	Mar.25	Apr.28
Amin AbuAmara	CCTA	aabuamara@ccta.net			X	X
Connie Wong	City of Fremont	cwong@fremont.gov		X	X	X
Dale Bowyer	Water Board	dbowyer@waterboards.ca.gov	X	X	X	X
Dan Cloak	CCCWP	dan@dancloak.com	X	X	X	X
Elaine Marshall	City of Sunnyvale	emarshall@cunnyvale.ca.gov		X	X	
James Paluck	City of Fairfield	jpaluck@fairfield.ca.gov		X	X	
Jared Hart	City of San Jose	Jared.Hart@sanjoseca.gov	X	X	X	X
Jay Walter	City of San Carlos	jwalter@cityofsancarlos.org	X		X	
Jennifer Krebs	SFEP	jkrebs@waterboards.ca.gov		X	X	
Jesse Mills	SFEP	jesse.mills@waterboards.ca.gov		X		
Jill Bicknell	EOA/SCVURPPP	jcbicknell@eoainc.com	X	X	X	X
Jim Porter	San Mateo County	jporter@smcgov.org			X	
Jim Scanlin	ACCWP	jims@acpwa.org		X	X	X
Jing Wu	SFEI	jingw@sfei.org				X
Josh Bradt	SFEP	jbradt@waterboards.ca.gov		X		
Kathy Cote	City of Fremont	kcote@fremont.gov		X	X	X
Kelly Doyle	City of San Jose	kelly.doyle@sanjoseca.gov			X	
Ken Chin	City of San Mateo	kchin@cityofsanmateo.org			X	
Kevin Cullen	FSSD	kcullen@fssd.com		X		
Kevin O'Connor	City of San Jose	kevin.o'connor@sanjoseca.gov			X	
Larry Patterson	City of San Mateo	lpatterson@cityofsanmateo.org			X	
Lester McKee	SFEI	lester@sfei.org			X	
Luisa Valiela	EPA	valiela.luisa@epa.gov				X
Manuel Pineda	City of Sunnyvale	mpineda@sunnyvale.ca.gov				
Matt Fabry	SMCWPPP	mfabry@smcgov.org	X		X	X
Melody Tovar	City of Sunnyvale	mtovar@sunnyvale.ca.gov	X	X	X	X
Michelle Quinney	City of Campbell	michelleq@cityofcampbell.com				
Mike Kiparsley	UC Berkeley	kiparsley@berkeley.edu			X	X
Nell Green Nylen	UC Berkeley	ngreennylen@law.berkeley.edu			X	X
Obaid Khan	City of Dublin	obaid.khan@dublin.ca.gov	X	X	X	
Peter Schultze-Allen	EOA/SMCWPPP	pschultze-allen@eoainc.com	X	X	X	X
Randy Iwasaki	CCTA	riwasaki@ccta.net	X	X		
Rebecca Tuden	City of Oakland	rtuden@oaklandnet.com				X
Roger Lee	City of Cupertino	rogerl@cupertino.org				X
Shin-Roei Lee	Water Board	shin-roei.Lee@waterboards.ca.gov		X	X	X
Stephen Spedowfski	City of San Ramon	spedowfski@sanramon.ca.gov	X	X		X
Steve Kowalewski	CC County	skowa@pw.cccounty.us	X	X	X	
Sue Ma	Water Board	sma@waterboards.ca.gov	X	X	X	X
Timm Borden	City of Cupertino	timmb@cupertino.org		X		
Tom Dalziel	CCCWP	tdalz@pw.cccounty.us				X
Tom Mumley	Water Board	tmumley@waterboards.ca.gov	X	X	X	X

Green Streets Workgroup
April 28, 2014

Review of Work Group Progress to Date

Jill Bicknell, P.E., EOA
Assistant Program Manager
Santa Clara Valley Urban Runoff Pollution Prevention Program

Green Streets Work Group

- Purpose:
  - Discuss approaches to long term planning for green infrastructure (GI)
  - Discuss integration of GI planning/ funding with existing transportation planning/funding
  - Identify short term actions associated with long term planning that are reasonable for inclusion in MRP 2.0

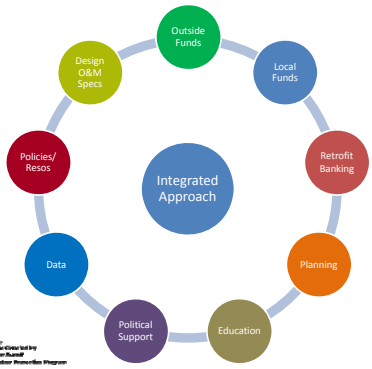
Current Approach to Making Projects Happen

- Multiple funding sources
- Opportunistic
- Water quality-focused grant apps
- Lack of coordination with transportation funding cycles
- Semi-integrated, stand-alone projects that are usually not part of a larger "grand plan"

What's a Better Approach?

- Integrate sustainability funding with transportation funding programs
- Develop long term, coordinated plans for integration and implementation
- Increase public knowledge to get support
- Emphasize the broader benefits of green infrastructure beyond water quality
- Combine local, regional, state, and federal efforts to make it work

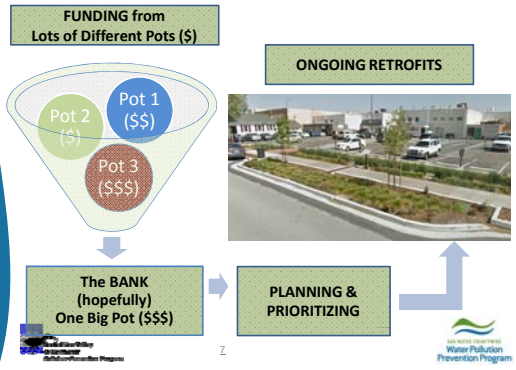
Integrated Approach



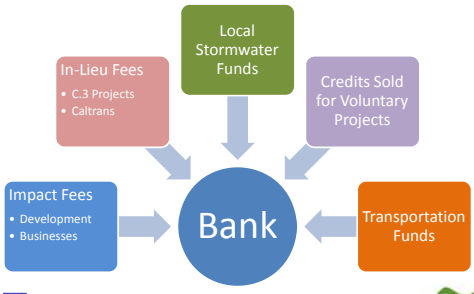
Potential Short Term Actions

- What makes sense for next five years?
  - Retrofit Planning Efforts – link to Prop 84 "GreenPlan Bay Area"
  - Green Street Policies, Resolutions, or Sustainable Streets Plans
  - Local Funding Options
  - Alternative Compliance/Banking Programs
  - Improve Design/Construction/O&M of Retrofit Projects
  - Work with Outside Funding Sources

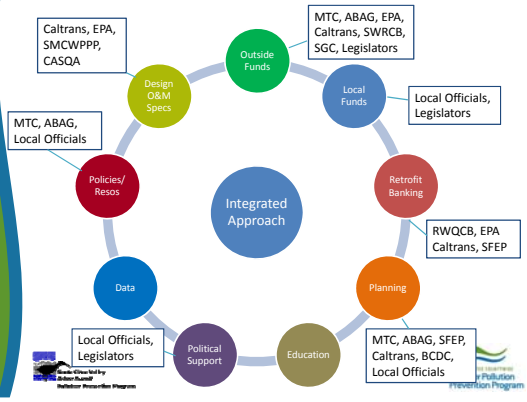
Local Funds - Banking Concept



Local Funds



Involvement of Other Agencies



Involvement of Other Agencies

- Outreach to MTC/ABAG, Caltrans, and other specific stakeholders
  - Example: Work with MTC/ABAG to get water quality elements in next Plan Bay Area update
  - Example: Work with legislators to get water quality funding into bond measures, etc.
- Concept of regional roundtable for focused dialogue with multiple stakeholders and development of comprehensive regional strategy

Integrated Green Streets Planning

City of Emeryville
2003-2013

MRP 2.0 Steering Committee
Green Streets Work Group

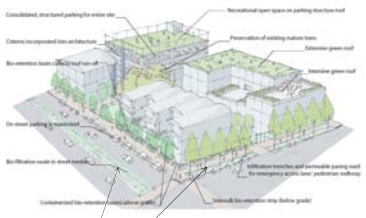
April 28, 2014
Peter Schultze-Allen, EOA

Overview of Steps Taken:

- Brownfields Success gets EPA Grant 2003
- Voluntary LID Guidelines Drafted 2004
- New Development LID Requirement 2005
- LID Ordinance adopted 2007
- New General Plan adopted with GS 2009
- Citywide Design Guidelines 2010
- New Pedestrian-Bicycle Plan 2012
- Bay-Friendly Green Streets in CIP Next

Stormwater Guidelines for Green, Dense Redevelopment

Stormwater Quality Solutions for the City of Emeryville
December 2005



Prepared by: Community Design + Architecture with
NelsonNygaard Consulting Associates
Philip Williams Associates

Green Streets Elements

The Stormwater Ordinance becomes an LID Ordinance

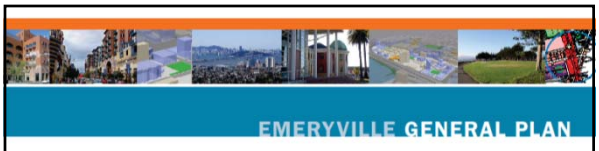
EMC: Title 6: Sanitation and Health
Chapter 13: Stormwater Treatment Design, Management, and Discharge Control Program
Article 3: Requirements for New Development

1. Creation of Stormwater Permit for New Development
2. Modification of Planning Application Packet and Process
3. 6-13.301. Site Design and Source Control Measures

All works of grading, paving, construction, reconstruction, or rehabilitation that create or replace impervious surface shall incorporate:

(a) Site planning that maximizes pervious surfaces and minimizes impervious surfaces; and

(b) Source control measures that prevent pollutant sources from contacting rainfall and stormwater, as specified by the City Engineer.



EMERYVILLE GENERAL PLAN

CITY OF EMERYVILLE | Adopted: October 13, 2009
Amended: January 19, 2010
September 21, 2010
May 15, 2012
April 2, 2013

New Park is home of City's first Green Street

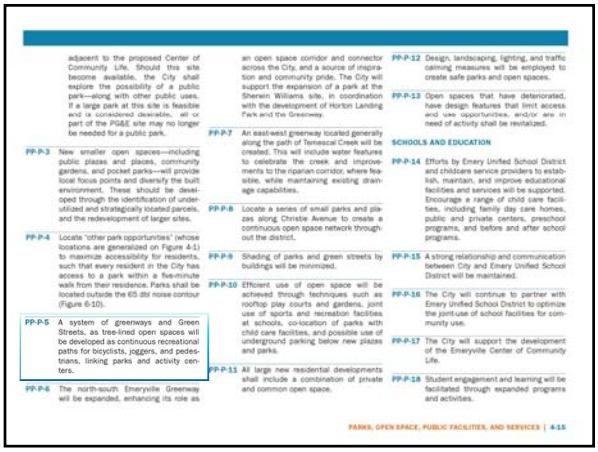
GP - Guiding Principles

- GP #3 – "Enhanced and Connected Open Space Network and Green Streets."
- Leveraged the desire of City residents and Councilmembers for more landscaping.
- Green Streets are "Primary Connections between major open space, activity centers and amenities within the City."
- Requires streetscape standards that combine complete and green streets.

GP – Elements

Green Streets are incorporated into the following Elements of the General Plan:

- Transportation
- Parks and Open Space
- Urban Design
- Sustainability



adjacent to the proposed Center of Community Life. Should this site become available, the City shall explore the possibility of a public park—along with other public uses. If a large park at this site is feasible and is considered desirable, all or part of the PG&E site may no longer be needed for a public park.

PP-P-3 New smaller open spaces—including public plazas and places, community gardens, and pocket parks—will provide local focus points and diversity the built environment. These should be developed through the identification of underutilized and strategically located parcels, and the redevelopment of larger sites.

PP-P-4 Locate "other park opportunities" (whose locations are generalized on Figure 4-1) to maximize accessibility for residents, such that every resident in the City has access to a park within a five-minute walk from their residence. Parks shall be located outside the 65 dbl noise contour (Figure 6-10).

PP-P-5 A system of greenways and Green Streets, as tree-lined open spaces will be developed as continuous recreational paths for bicyclists, joggers, and pedestrians, linking parks and activity centers.

PP-P-6 The north-south Emeryville Greenway will be expanded, enhancing its role as an open space corridor and connector across the City, and a source of inspiration and community pride. The City will support the expansion of a park at the Sherwin Williams site, in coordination with the development of Horton Landing Park and the Greenway.

PP-P-7 An east-west greenway located generally along the path of Temescal Creek will be created. This will include water features to celebrate the creek and improvements to the riparian corridor, where feasible, while maintaining existing drainage capabilities.

PP-P-8 Locate a series of small parks and plazas along Christie Avenue to create a continuous open space network throughout the district.

PP-P-9 Shading of parks and green streets by buildings will be minimized.

PP-P-10 Efficient use of open space will be achieved through techniques such as rooftop play courts and gardens, joint use of sports and recreation facilities at schools, co-location of parks with child care facilities, and possible use of underground parking below new plazas and parks.

PP-P-11 All large new residential developments shall include a combination of private and common open space.

PP-P-12 Design, landscaping, lighting, and traffic calming measures will be employed to create safe parks and open spaces.

PP-P-13 Open spaces that have deteriorated, have design features that limit access and use opportunities, and/or are in need of activity shall be revitalized.

SCHOOLS AND EDUCATION

PP-P-14 Efforts by Emery Unified School District and childcare service providers to establish, maintain, and improve educational facilities and services will be supported. Encourage a range of child care facilities, including family day care homes, public and private centers, preschool programs, and before and after school programs.

PP-P-15 A strong relationship and communication between City and Emery Unified School District will be maintained.

PP-P-16 The City will continue to partner with Emery Unified School District to optimize the joint-use of school facilities for community use.

PP-P-17 The City will support the development of the Emeryville Center of Community Life.

PP-P-18 Student engagement and learning will be facilitated through expanded programs and activities.

PARKS, OPEN SPACE, PUBLIC FACILITIES, AND SERVICES | 4-15

GOALS AND POLICIES

GOALS

CITY STRUCTURE

UD-G-1 **An identifiable city structure**— A city structure comprised of a vibrant, intense, and pedestrian-oriented core, and distinctive neighborhood centers and districts augmented with parks and connected by greenways and green streets.

UD-G-2 **A diversity of building types and scales**—Variation to reinforce the identity of individual districts and foster a variety of options for living and working, with continuity in development scale and character and careful transitions between densities and design typologies.

UD-G-3 **A walkable and pedestrian-scaled environment**—A network of streets and connections that expands circulation opportunities for pedestrians and bicyclists.

UD-G-4 **New parks**—Strategically located new parks and outdoor open spaces to enhance Emeryville's livability and pedestrian orientation.

UD-G-5 **Neighborhood Preservation**—Preservation of the existing small-scale residential quality of older neighborhoods.

UD-G-6 **Unique districts throughout the city.**

STREET GRID, CONNECTIONS, AND VIEWS

UD-G-7 **Expanded street grid**—A pedestrian and bicycle path system with extensions that improve connectivity throughout the city.

UD-G-8 **A safe, attractive, and connected pedestrian environment**—Throughout the city, but particularly in areas with high volumes of pedestrian activity.

UD-G-9 **An appealing and functional system of bridges and crossings**—Crossings at major barriers (e.g. freeways and rail lines). Protected public views of the San Francisco Bay and the East Bay Hills.

SKYLINE AND BUILDING BULK

UD-G-10 **A skyline with the tallest buildings concentrated in the central core**—The tallest buildings at the Powell Street/Christie Avenue area, with a gradual transition to lower building heights to the mid- to lower-scale development to the east and west.

UD-G-11 **Sky Exposure**—Building form and massing that furthers sky exposure for adjacent sidewalks and public spaces, especially in gathering places such as the core and neighborhood centers.

UD-G-12 **Uninterrupted sunlight**—During designated periods on all major parks.

STREETSCAPES AND BUILDING-TO-STREET INTERFACE

UD-G-13 **Streets that support multiple functions**—Streets designed for all types of users, including pedestrians, bicyclists, public transit, and automobiles.

UD-G-14 **Streets as an extension of Emeryville's open space network**—Opportunities to linger, stroll, and gather.

UD-G-15 **Development along streets that offers a rich visual experience**—Development that is engaging to pedestrians, is unobstructed by parking facilities, and contributes to street life, vitality, and safety.

NEIGHBORHOOD CENTERS

UD-G-16 **Focal nodes throughout the city**—Neighborhood Centers that act as centers for local services and amenities, and build upon the character and identity of surrounding districts.

UD-G-17 **A walkable and connected city**—Neighborhood centers and other amenities in proximity to employees and residents throughout the city.

IDENTITY AND GATEWAYS

UD-G-18 **A city identity**—An identity that distinguishes Emeryville for the community and its visitors.

UD-G-19 **High-quality**—Design and construction that respects existing architecture, but creates new signature places.

5-36 | Emeryville General Plan

POLICIES

Implementing actions supporting each policy are described in Chapter 8: Implementation Program.

CITY STRUCTURE

Citywide

UD-P-1 The City shall strive to accentuate activity and presence at the street level, particularly along pedestrian-oriented corridors and in residential areas.

UD-P-2 Parks and open space is required with new development, consistent with Figure 4-1 in the Parks, Open Space, Public Facilities and Services chapter.

UD-P-3 Parks and open space shall be accessible and available to the public through site design standards for minimum size/dimensions, visibility, and location along public rights-of-way, particularly Green Streets (Figure 5-3).

UD-P-4 New development will be required to extend the street grid or pedestrian connections wherever possible.

AREAS AND DISTRICTS

Bayfront and Peninsula

UD-P-5 The tallest buildings and highest development intensities in the city shall be located within the Powell Street/Christie Avenue core, with the exception of the northwest and southwest corners of the city.

UD-P-6 A new neighborhood center around the intersection of Powell Street and Captain Drive will be oriented to support views of the Bay

UD-P-7 A high-intensity mixed-use core will be located near Powell Street and Christie Avenue, and built to the street edge to maintain a vibrant pedestrian-oriented district.

UD-P-8 Improve streetscape treatments, open space connections, and extension of the street grid through Powell Street Plaza.

Central Emeryville

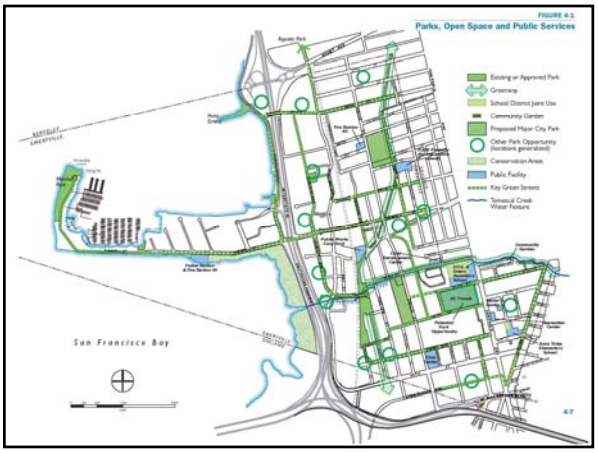
UD-P-9 The overall scale and uses of the industrial district shall be preserved.

UD-P-10 In the Industrial district, transitions will be designed between industrial and residential uses, creating visual continuity through building materials and design, while allowing landscaping or other buffers between uses. Increased fenestration and ground-floor entries will be required to maximize pedestrian safety and visibility.

UD-P-11 A pedestrian and bicycle-friendly mixed-use district will be developed in North Hollis, consistent with the policies and guidelines defined in the North Hollis Area Urban Design Program.

Regardless of land use or development type, new development must interface with the public realm of streets and open space to create a safe, connected, and vibrant Emeryville.

URBAN DESIGN | 5-37



5.5 STREETSCAPES AND BUILDING-TO-STREET INTERFACE

Streetscapes

Multi-Functionality

Streets are central to an area's identity, movement, and pedestrian experience. Regardless of the method of transportation used, visitors, residents and workers must travel on streets. The way these are treated physically has an impact on the perception of the area as a whole. Street design can incorporate a wide variety of elements, ranging from benches to paving to tree grates, or even signage. Many of these detailed elements can be grouped into larger categories such as pavement and sidewalk width, landscaping, stormwater management, parking, medians and sidewalk amenities. An effective street design includes enclosure and street wall, continuity, character, relationship between pedestrians and traffic, shade and light.

Many of Emeryville's streets already contain the basic elements of good design, and improvements such as those along Park Avenue, and San Pablo Avenue are providing a higher standard for clear, attractive streetscapes. As new development occurs throughout the city, there are several challenges and opportunities for street design:

- **Design for pedestrians.** Currently, walking in Emeryville can be a challenge—while there are areas within the city that are specifically designed for pedestrian movement, such as the Bay Street area, they are often surrounded by vehicle-oriented streets and development. Emeryville is envisioned to greatly increase its population and non-residential development in the next 20 years, with an increase in the number of visitors and employees in the city on a daily basis. The regional retail districts and the neighborhood centers will need wider sidewalks, well-defined crosswalks, and street design and traffic signalization that gives priority to pedestrians.
- **Unified planting palette to knit districts together.** Distinctive streetscapes with unified tree planting and landscaping promote continuity, distinction, and identity. This is especially critical for major streets that traverse the city. Currently, San Pablo Avenue acts as a key gateway and identifier for the City, with its distinct planting and streetscape design. Other key streets in the city would benefit from this—in particular, Hollis Street and 40th/Shellmound Streets; as well as those streets identified as Green Streets. In addition, landscaping will help to fulfill stormwater management goals. Implementing Bay Friendly Landscaping practices, including planting native and drought-tolerant plants can help to manage stormwater runoff in wet months, while conserving water in dry months.
- **Multi-functionality.** With the increase in population and related traffic, many streets will need to be designed to do more than just handle traffic flow. They must provide for increased on-street parking in the residential areas and neighborhood centers, ensure smooth transit flow, allow safe and convenient pedestrian routes and small public plazas, and accommodate bicycle facilities on selected streets (see Chapter 3: Transportation). Moreover, streets should be accessible to all users, including children, seniors, persons with disabilities, workers and residents.

As streetscape improvements are implemented, Emeryville's street network will become a realm for public activity with improved sidewalk treatments, seating, distinctive lighting, and public art, as well

Streets should be designed for multiple uses and types of users, by providing pedestrian facilities, such as unobstructed sidewalks, street lamps and benches; bicycle lanes and facilities; and vehicular parking.

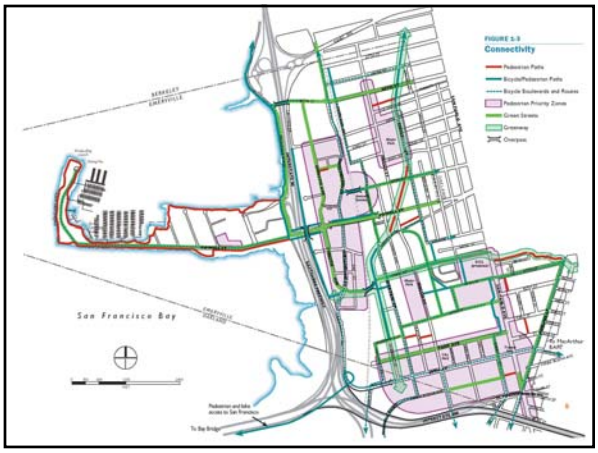
URBAN DESIGN | 5-19

Streetscape Goals

- Multi-functional
- Safe for All Users
- Beautify the City
- Complete and Green
- Manage Stormwater (quality and flooding)
- Bay Friendly Landscaped
- Connectivity: Complete/Green Street Network
- Conserve Water

Building Off the General Plan

- Moving to more specific requirements using the principles, goals and actions called for in the General Plan
- Setting the stage for the Pedestrian and Bicycle Plan



Street Landscaping

- Green Streets – Define "Desirable"
- Impervious Surface Reduction
- Planter Strip Expansion
- Street Tree Rootable Soil Volume Minimums
- Bay Friendly Landscaping Principles
- Benefits of Environmental Services
- Building "The Network"


STREET LANDSCAPING

A-11 Design streetscapes that provide distinction, identity, and unified cohesive appearance.

A-12 Select tree species that enable sunlight to filter along most streets in the winter, while providing appropriate shade during summer. (The City will establish a unified planting palette to define corridors and promote continuity, distinction, and identity.)

A-13 Design generous planting strips in the landscaping/street furniture area, where feasible. Support the development of large healthy trees and tree canopies by reducing concrete area and other barriers to root growth, using City standards for compost and mulch, and rootable soil volumes.

A-14 Follow the City's Stormwater Guidelines for Green, Dense Redevelopment, which includes measures such as bioretention basins, biofiltration swales, cisterns integrated into the architecture, and/or green roofs, to meet stormwater treatment thresholds.

A-15 Follow Bay-Friendly Landscaping guidelines. These guidelines represent a whole systems approach to the design, construction and maintenance of the landscape in order to support the integrity of the San Francisco Bay watershed. Key components include:

- Reducing waste and using materials that contain recycled content.
- Nurturing healthy soils with mulch and compost while reducing fertilizer use.
- Conserving water, energy and topsoil.
- Using Integrated Pest Management to minimize chemical use and prevent pollution.
- Reducing stormwater runoff.
- Creating wildlife habitat.

DESIRABLE

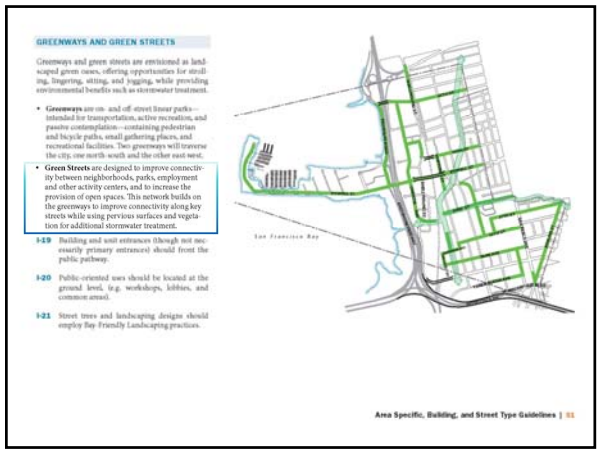
UNDESIRABLE

DESIRABLE

"Street trees are a simple intervention that is almost universally of value to walkability."

- Kevin Klinkenberg

General Guidelines | 11


GREENWAYS AND GREEN STREETS

Greenways and green streets are envisioned as landscaped green oases, offering opportunities for strolling, lingering, sitting, and jogging, while providing environmental benefits such as stormwater treatment.

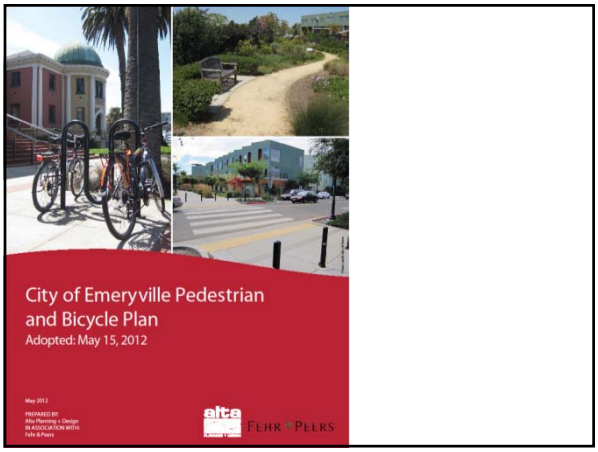
- **Greenways** are on- and off-street linear parks—intended for transportation, active recreation, and passive contemplation—containing pedestrian and bicycle paths, small gathering places, and recreational facilities. Two greenways will traverse the city, one north-south and the other east-west.
- **Green Streets** are designed to improve connectivity between neighborhoods, parks, employment and other activity centers, and to increase the provision of open spaces. This network builds on the greenways to improve connectivity along key streets while using pervious surfaces and vegetation for additional stormwater treatment.

I-19 Building and unit entrances (though not necessarily primary entrances) should front the public pathway.

I-20 Public-oriented uses should be located at the ground level, (e.g. workshops, lobbies, and common areas).

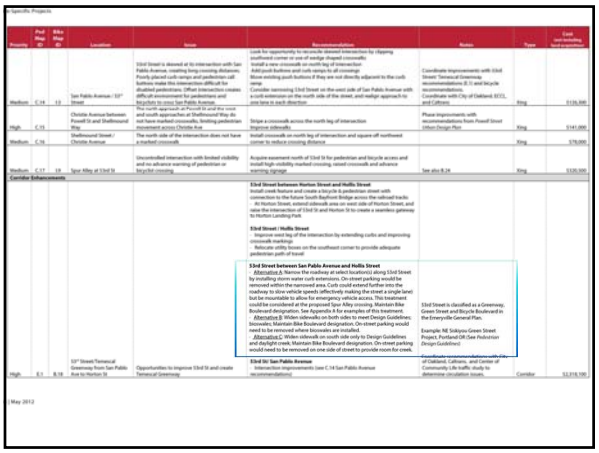
I-21 Street trees and landscaping designs should employ Bay-Friendly Landscaping practices.

Area Specific, Building, and Street Type Guidelines | 51



Green Street Projects in Plan

- The List of Projects in the Ped-Bike plan includes Green Street improvements on specific street segments
- Describes Specific Measures such as Stormwater Curb Extensions with loss of on-street parking spaces
- Estimated project costs for a total of $20 million in needed projects City-wide



Project Implementation

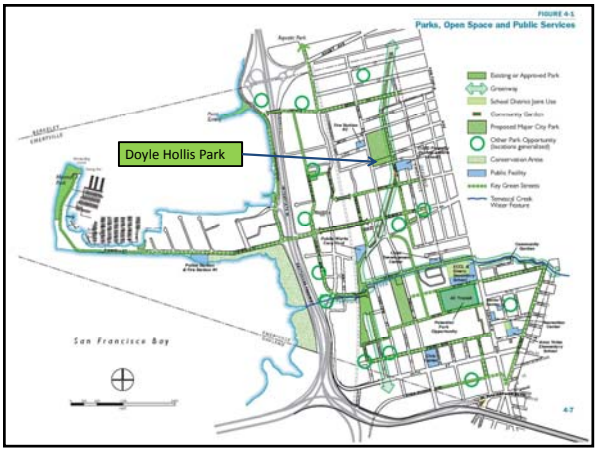
The various plans are implemented when:

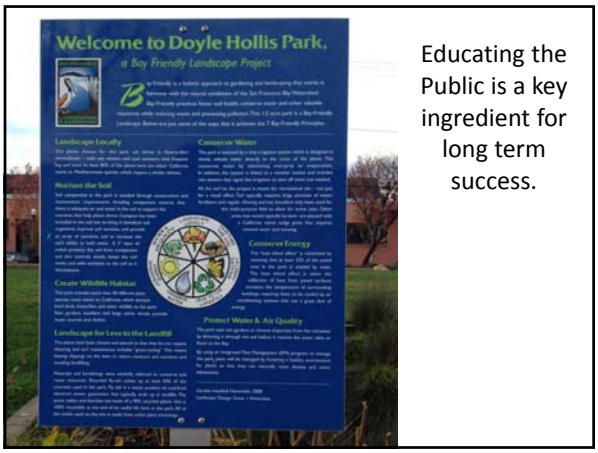
a. Municipal projects are identified for inclusion in the Capital Improvement Project (CIP) list

b. Private Project planning and building permit applications are reviewed for compliance with City plans, codes, ordinances, resolutions or policies

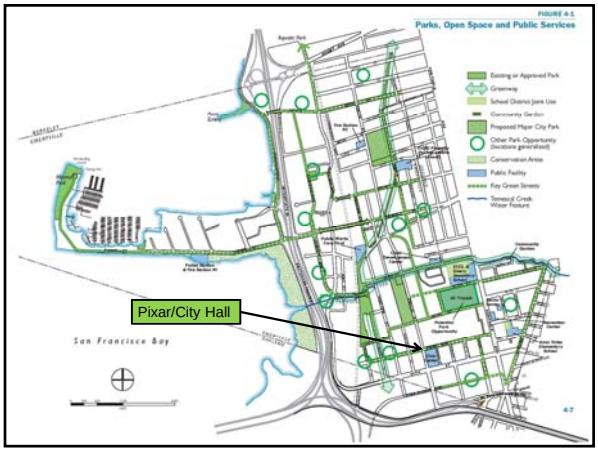
Green Street Projects

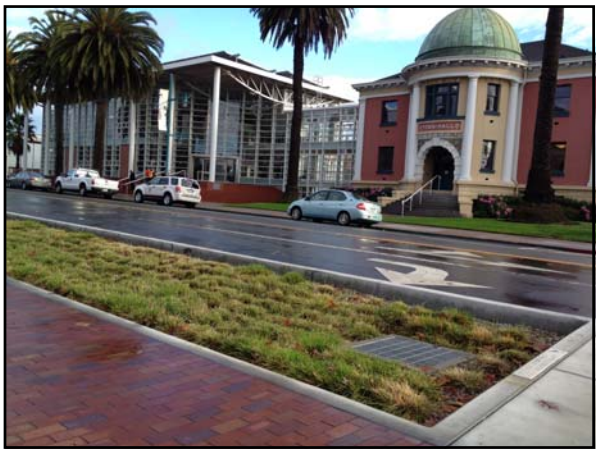
- Doyle Hollis Park - Bioretention Areas
- Pixar/City Hall - Stormwater Curb Extension
- Adeline Street - Stormwater Curb Extensions
- Powell Street Flooding – Bioretention Areas
- San Pablo Stormwater Spine - Mini-Rain Park
- Emery Unified School District – Bioretention

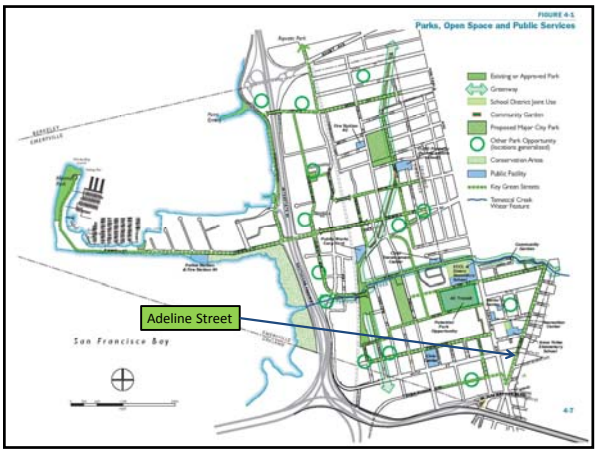


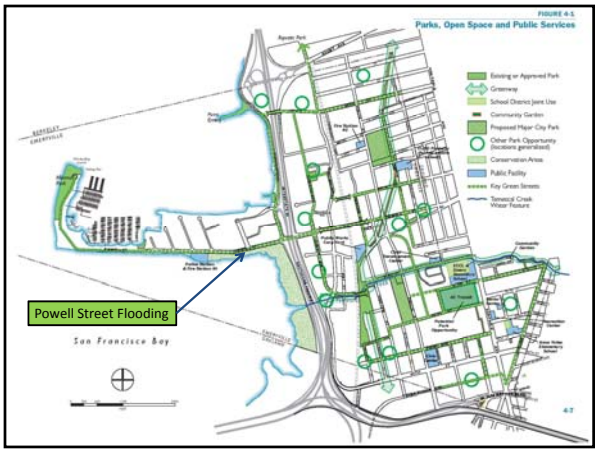


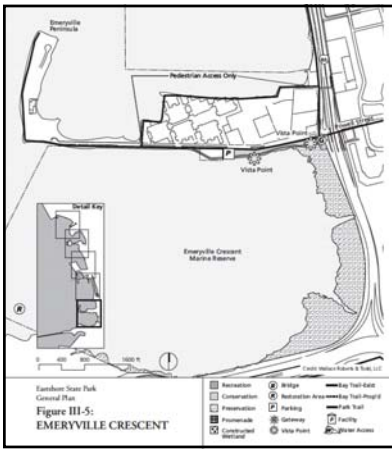
Educating the Public is a key ingredient for long term success.





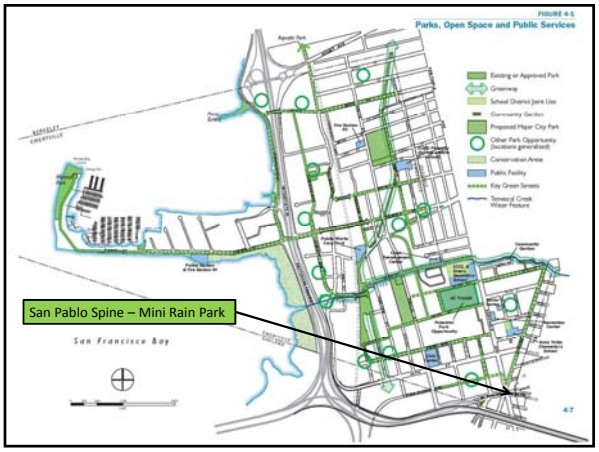


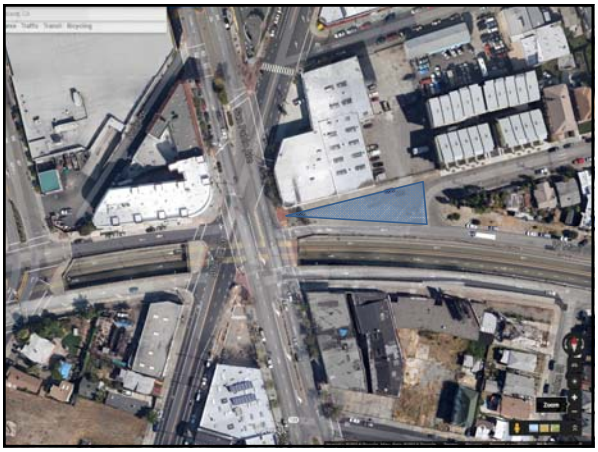


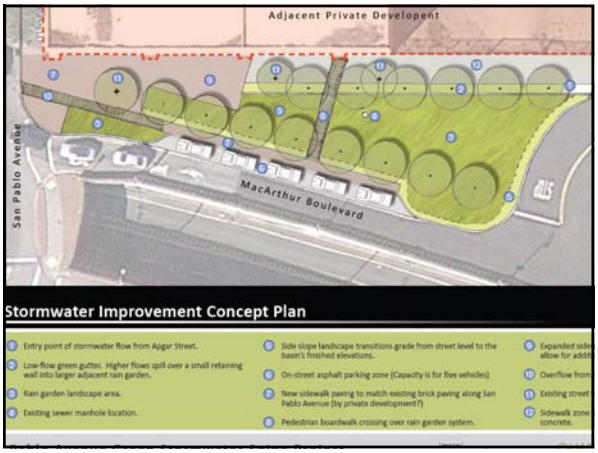


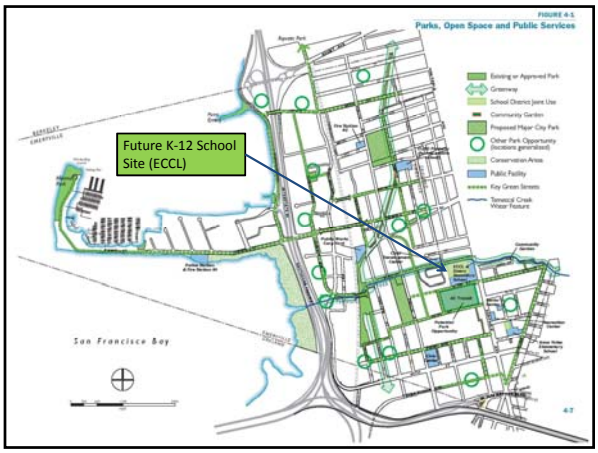
Localized Flooding on Powell Street on the Emeryville Peninsula generated plans for a green streets project

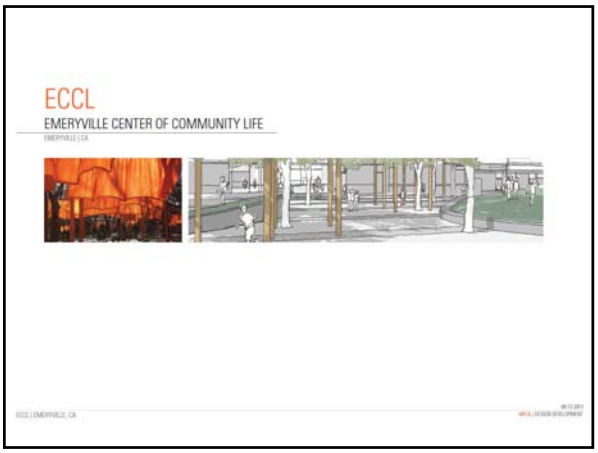

Powell St


Parks, Open Space and Public Services
San Pablo Spine – Mini Rain Park
San Francisco Bay

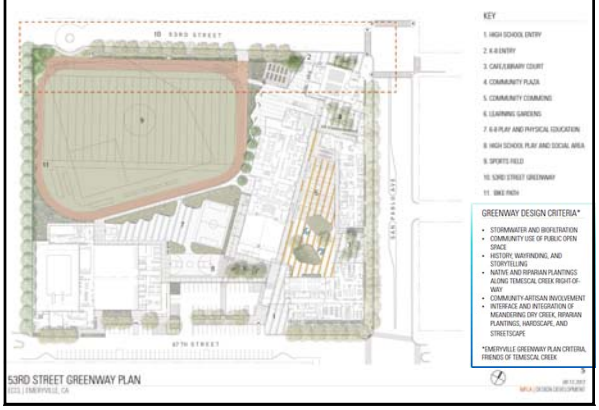



Adjacent Private Development
San Pablo Avenue
MacArthur Boulevard
Stormwater Improvement Concept Plan





Greenway on 53rd Street - Green Streets on 53rd and 47th St.



Where to Start in My Jurisdiction?

1. Which Plans are coming up? Bike, Pedestrian, Streetscape Design, General or Specific Area plans?
2. LID Resolution or Ordinance?
3. Green Streets Resolution?
4. Stormwater Permitting Process: Improvements Needed or Planned?
5. Community Outreach – San Mateo's Taste and Talk Series is a good example.

Contact Information:

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Potential Stakeholders for Green Infrastructure Roundtable

Federal Agencies

Partnership for Sustainable Communities

- EPA
- Department of Transportation
- Housing and Urban Development

EPA Region IX

Regional - Plan Bay Area Foursome

Metropolitan Transportation Commission (MTC)
Association of Bay Area Governments (ABAG)
Bay Conservation and Development Commission (BCDC)
Bay Area Air Quality Management Distict (BAAQMD)

State Agencies

State Water Resources Control Board (SWRCB)
San Francisco Bay Regional Water Quality Control Board (RWQCB)
Strategic Growth Council
Department of Water Resources (DWR)
Natural Resources Agency
Department of Transportation (Caltrans)

Local Agencies

Key cities/counties/flood control districts

Non-Governmental Organizations

California Stormwater Quality Association (CASQA)
Bay Area Stormwater Management Agencies Association (BASMAA)
San Francisco Estuary Partnership (SFEP)
San Francisco Estuary Institute (SFEI)
Public Policy Institute of California (PPIC)
Natural Resources Defense Council (NRDC)
San Francisco Bay Restoration Authority
Save the Bay
San Francisco Baykeeper
ReNUWIt – Engineering Research Center for Reinventing the Nation's Urban Water Infrastructure
SPUR
Pacific Institute
Key Chambers of Commerce

Potential Funding Sources/Agencies With Low Impact Development/Green Infrastructure Focus

CA Strategic Growth Council

Sustainable Communities and Climate Change Reduction

- Urban Greening Grants (Proposition 84 Bond Funds (~$90 million)
- Sustainable Communities Planning Grants (Prop 84) ($90 million)
- Sustainable Communities Strategy Implementation ($100 million proposed in Governor's 2014-15 budget)

CA State Water Resources Control Board

Protection of Rivers, Lakes, and Streams

- Proposition 84 Stormwater (~$90 million)

CA Department of Water Resources

- Integrated Regional Water Management Plan (Prop 84 Bond Funds, $472 million proposed in Governor's 2014-15 budget)

CA Department of Forestry

- Urban Forestry projects ($50 million proposed in Governor's 2014-15 budget)

CA Department of Transportation

- ~$14 million proposed in Governor's 2014-15 budget for active transportation projects and environmental mitigation
- $100 million per year proposed for Caltrans to meet TMDLs statewide, will require partnerships with local agencies

U.S. EPA

- San Francisco Bay Water Quality Improvement Fund (~ $5 million per cycle)
- Beach Grants
- Clean Water State Revolving Funds
- Section 319 Grants
- Community Action for Renewed Environment (CARE Grants)

U.S. Department of Transportation

- Transportation Alternatives Program (formerly Transportation Enhancement)

U.S. Department of Housing and Urban Development (HUD)

- Sustainable Communities Regional Planning Grants

U.S. Forest Service

- National Urban and Community Forestry Program (*seeks to establish sustainable urban and community forests, by encouraging communities of all sizes to manage and protect their natural resources, which, if well managed, improves the public's health, well-being, economic vitality, and creates resilient ecosystems for present and future generations*.)

C/CAG AGENDA REPORT

Date: July 17, 2014

To: Stormwater Committee

From: Matthew Fabry, Program Coordinator

Subject: Update on Potential Changes to MRP Potable Water Discharge Permitting

(For further information or questions contact Matthew Fabry at 650 599-1419)

SUMMARY

The State Water Resources Control Board (State Board) and the San Francisco Bay Regional Water Quality Control Board (Regional Board) have released draft statewide and regional general permits, respectively, for discharges of potable water to receiving water bodies. Recently, the Regional Board put its effort on hold to allow the State Board's process to proceed. Both proposed permits may impact municipalities that are already regulated for potable water discharges under the Municipal Regional Permit. Attached is a summary of these permitting efforts, the timeline for providing public comment, and recommended comment topics.

ATTACHMENTS

Summary of draft potable water discharge permit issues, timeline, and issues for public comment.

Regional and State Water Board Potable Water Discharge General Permits

Status Report for Municipal Water Purveyors

INTRODUCTION

Water districts or public/private water purveyors are responsible for developing water supplies and providing drinking water to their communities and customers in accordance with statutory requirements of the federal Safe Drinking Water Act and the California Health and Safety Code. Mandatory system-development and system maintenance activities (such as hydrant flushing or storage tank draining) to comply with these requirements often result in surface water discharges, either via storm drain systems or directly to receiving waters such as creeks or San Francisco Bay.

Discharges of potable water and treated drinking water can have constituents of concern for surface water quality. Most notably, the California Department of Public Health requires surface water that is treated for public distribution to have a chlorine residual, for prevention of re-growth of bacteria while in the distribution system. Although chlorine at these levels is safe for humans to consume, it is potentially toxic to aquatic life if not managed correctly via Best Management Practices (BMPs).

NPDES PERMITTING AND IMPLICATIONS

Clean Water Act section 402 requires that most discharges of pollutants to surface waters be regulated by a National Pollutant Discharge Elimination System (NPDES) permit. Large and small municipalities have Municipal Separate Storm Sewer System (MS4) NPDES permits for discharge of stormwater runoff to surface waters.

Potable water discharges have been effectively managed under MS4 permits since the late 1990s using industry standard BMPs. The San Francisco Bay Municipal Regional Permit (MRP) Provision C.15.b.iii establishes as Conditionally Exempted Non-Stormwater Discharges planned, unplanned and emergency discharges from potable water systems. This provision was carefully crafted as part of the development of the MRP and represented a substantial ramp-up in level of effort compared to previous Bay Area MS4 permits. All Bay Area Phase I MS4s that are also water utilities began implementation of the MRP monitoring, data collection, notification, and reporting program requirements in October 2009.

Currently, discharges from several Bay Area water purveyors not owning or operating MS4 systems (such as EBMUD) are not covered by the MRP or another NPDES permit. These water purveyors have been working with San Francisco Bay Regional Water Quality Control Board (SF-RWB) staff for the last two years to develop a new NPDES General Permit to provide them with Clean Water Act coverage. The Region 5 RWB also began development a regional community water system potable water discharge NPDES general permit. In parallel over approximately the past year, the State Water Resources Control Board (SWB) has been working to develop a multi-regional and most recently a statewide general NPDES permit for potable water discharges. The SWB permit requirements appear significantly less complex and onerous than those in the SF-RWB permit. However, similar to the SF-RWB permit, a major concern is that the SWB permit includes a proposed chlorine effluent limit associated with Minimum Mandatory Penalties of $3,000 per exceedance.

RWB VERSUS SWB PERMITTING SCHEDULES

The SF-RWB staff released their Tentative Order (TO) for their Drinking Water Systems General Permit for public comment on May 8, 2014. SMCWPPP submitted a comment letter by the June 23, 2014 deadline. The City of San Carlos and San Mateo County also submitted comment letters.

The SWB staff released their version of a draft Drinking Water Systems General Permit for public comment on June 6, 2014. As currently written, the SWB permit if adopted would supersede (terminate) coverage under similar RWB Orders. The SWB's stated intent in the issuance of the statewide NPDES permit is to provide consistent and efficient regulation of discharges from existing drinking water systems statewide. On July 1, 2014 the SF-RWB issued a notice of postponement for the SF-RWB TO process.

Key dates as they stand now are shown below. The SWB has extended their comment period based on the request of various agencies and have scheduled several stakeholder workshops. The SWB issued a Revised TO on July 3, 2014 and held a Stakeholder Meeting in Oakland on July 9th. In a parallel effort the SWB staff are developing a new tiered fee structure for drinking water agencies seeking coverage under this General Permit. There may be a draft of the fee structure by August.

SWB Statewide Permit

1. Comments due noon August 19
2. Stakeholder Meeting in Sacramento July 21
3. Stakeholder Meeting in Southern California July 23
4. Public Hearing August 5
5. SWB Permit Adoption Hearing September 23

MRP IMPACTS

The SWB permit will allow municipal stormwater permittees to simply file a notice of non-applicability if their potable water discharges are already being effectively regulated by RWBs under their existing stormwater permits, such as is the case under the MRP. There is uncertainty if the SF-RWB permit indicates the potential impacts on the upcoming reissuance of the MRP.

COMMENTING ON THE PERMIT DURING THE PUBLIC COMMENT PERIOD

SMCWPPP will be preparing a draft comment letter on the SWB TO on behalf of their MRP Permittees that are water purveyors. Highlights from the letters include:

- The Permittees appreciate the SWB draft permit excluding them from the proposed Statewide Potable Discharge General Permit, as there is no desire or need for a second NPDES permit and the associated additional annual permit fees, administrative costs and potential exposure to Mandatory Minimum Penalties.
- The Permittees request that the proposed chlorine and turbidity WQBELs be replaced with benchmarks.

Municipal water purveyors may also wish to individually submit comments to the SWB by the August 19 deadline.