



Executive Summary

The City of Del Mar (City) developed this Jurisdictional Urban Runoff Management Program in 2008 to meet the requirements of the Municipal Separate Storm Sewer System (MS4) Urban Runoff Discharge Permit (Permit) that was issued to the City, the County of San Diego (County), all other incorporated cities in the County, the San Diego Unified Port District, and the San Diego Regional Airport Authority by the California Regional Water Quality Control Board, San Diego Region (RWQCB). The Permit, NPDES Order No. R9-2007-0001, requires the copermittees to individually but collaboratively develop comprehensive programs to reduce and eliminate pollutants that are discharged from their storm drain systems to the receiving waters. These programs are compiled in one single document for each copermittee and it is called a Jurisdictional Urban Runoff Management Program (JURMP). In accordance with the requirements of the Permit, the City has revised the JURMP and updated it to provide a written account of the City's programs to comply with the latest requirements in the Permit.

As required by the RWQCB, the JURMP consists of focused programs also referred to as components that target a group of activities or areas for which Best Management Practices (BMPs) have to be implemented to protect urban runoff and water quality. The body of the JURMP is a narrative of the City's programs, including the following components organized as sections in the document:

- Development planning
- Construction
- Existing development
 - Municipal
 - Industrial and Commercial
 - Residential

- Illicit discharge detection and elimination,
- Education
- Public participation.

The JURMP includes appendices at the end of each section that contain ordinances, inventories, Stormwater Standard Manuals, resource documents, and forms to assist City staff and the public in complying with the requirements. The organization of this document enables the individual sections to be stand-alone documents that can be distributed to various sectors of the community and City staff. This JURMP document also emphasizes the annual reporting requirements which will enable the City, the public, and the interested agencies (RWQCB and State Water Resources Control Board) to assess the effectiveness of the various city programs and implement any modifications.

The Permit also requires the implementation of other programs such as the Watershed Urban Runoff Management Program, Regional Urban Runoff Management Program, and Receiving Water Monitoring and Reporting Program that are not included in the JURMP because they are implemented at a watershed or regional level by various copermittees in a collaborative arrangement, nevertheless, these larger scale program compliment the JURMP.

Jurisdictional Urban Runoff Management Program

Individual components of the JURMP provide a description of source identification procedures, minimum BMP requirements, BMP implementation, inspection and enforcement procedures for various sectors of the community to control pollutants in urban runoff. To summarize, the

JURMP document describes the City's Storm Water program, the latest changes in the City's processes, and the requirements for the various sectors of the community to fulfill in Permit requirements and effectively implement the City's program.

The JURMP meets the requirements of section D of the Permit, in order to reduce the discharge of pollutants from the Municipal Separate Storm Sewer System or MS4 to the Minimum Extent Possible (MEP), and prevent urban runoff discharges from entering the MS4 and causing or contributing to a violation of water quality standards. The organization of the JURMP is based on a regional format prepared by the copermittees and submitted to the RWQCB as a Permit compliance item.

The JURMP components or sections are summarized as follows:

Introduction

The introduction is provided as Section 1 and provides a general overview of the City of Del Mar, the history of the JURMP program and regulatory requirements.

Administrative and Legal Procedures

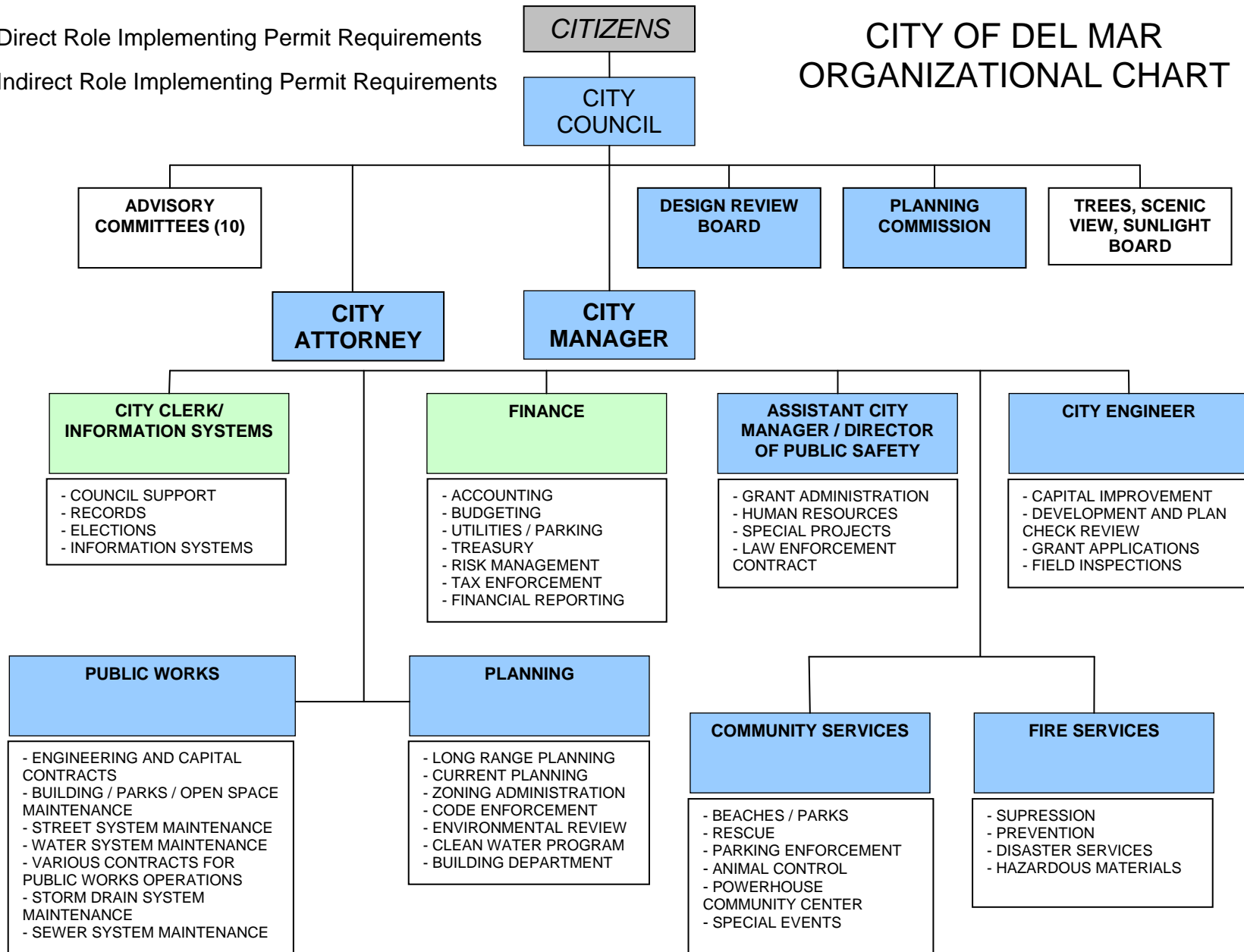
This section includes a description of the City's organization including departments, governing bodies, advisory committees and their roles and responsibilities under the JURMP.

This section also includes a description of the City's legal authority and legal authority certification. An overview of the Del Mar Municipal Code related to stormwater quality which is found in Chapter 11.30 – Stormwater Management and Discharge Control.

The various departments that play a direct role in implementing the Permit requirements and the JURMP are identified in the City's organization chart.

- Direct Role Implementing Permit Requirements
- Indirect Role Implementing Permit Requirements

CITY OF DEL MAR ORGANIZATIONAL CHART



Non-Storm Water Discharges

In Section 3, the City's Non-Storm Water Discharges are identified and defined. They include urban runoff sources or discharge types that are exempt from MS4 discharge prohibitions in the City of Del Mar. In other words, they are allowable discharges as long as pollutant levels are not causing or contributing to an exceedance of water quality standards in the receiving waters. As of 2008, the City of Del Mar has identified landscape irrigation, irrigation water, and lawn watering as sources of pollutants. But more importantly, the excessive flows that originate from these sources increase the flow in the storm drain system which allows for mobilization of pollutants through the storm drain system and into the receiving waters. In the absence of these excessive flows, any pollutants in the storm drain system would remain stationary and subject to removal by regular storm drain system maintenance and cleaning. Therefore, these irrigation and landscape over-watering activities, if they cause excessive discharges to the storm drain system, have been determined to have the possibility of discharging pollutants and are subject to BMPs. The minimum BMPs for these activities are summarized in Section 3.3 and apply to all existing development (residential, industrial/commercial, and municipal) where these sources are found. For new development and redevelopment planning (Section 4), BMPs to prevent over-irrigation runoff and discharges to the storm drain system will be addressed through low impact development and source control measures.

Development Planning

The Development Planning component of the JURMP is found in Section 4 and meets the requirements of section D.1 of the Permit and sets out to achieve the following:

- To reduce development project discharges of pollutants from the MS4 to the MEP
- To prevent development project discharges from the MS4 from causing or contributing to a violation of water quality standards
- To manage increases in runoff discharge rates and durations from development projects that are likely to cause increased erosion of stream beds and banks, silt pollutant generation, or other impacts to beneficial uses and stream habitat due to increased erosive force.

To meet these goals and requirements, the City completed several tasks as described in the Permit:

- Review and recommended revisions of the Community Plan
- Review of the Environmental Review Process (CEQA)
- Review and update of the requirements for all land development projects, including ministerial and discretionary projects
- Review and update of the Standard Urban Stormwater Mitigation Plan (SUSMP) requirements for priority projects
- Update conditioning of projects to incorporate BMPs.

The Community Plan revisions were prepared and submitted to the Planning Commission and the City Council as part of the JURMP updates. The environmental review process was evaluated and no changes were deemed necessary. The ministerial and discretionary project review process was updated to require applicants to identify source control and low impact development design BMPs for their projects as part of the approval process. The City also defined the Water Quality Sensitive Areas (WQSAs) more clearly to locate priority projects,

based on the Permit definition. Development and redevelopment project applicants are informed of the classified of priority projects and are required to evaluate the implementation of source control, low impact development design, and treatment controls BMPs applicable to their projects to reduce pollutants to the WQSAs and minimize or reduce the impact on receiving waters. To accomplish this, several process improvements are presented as part of the SUSMP. One major component of this part of the JURMP is additional guidance for applicants provided in the County of San Diego Low Impact Development Handbook (December 2007). The City will also require applicants with priority projects to develop and submit to the City a plan for long-term maintenance of the selected and installed BMPs so that they are effective in reducing pollutants to the maximum extent practicable for the life of the project. The updates to the City's SUSMP are an interim step to a final revision which will include provisions to reduce downstream erosion and hydromodification as a result of new development. The final requirements are in the process of being developed by the copermittees and will apply in the entire San Diego region. Those updates are not due to be incorporated, according to the Permit, until 2009.

Construction

The Construction Component of the JURMP meets the requirements of section D.2 in the Permit to address water quality issues during the construction phase of project development. This component is presented in Section 5 of the JURMP. The requirements are aimed at reducing construction site discharges of pollutants, including sediment to the storm drain system to the maximum extent practicable; and preventing construction site discharges, mostly from erosion and material handling activities, from entering the storm drain system and causing or contributing to a violation of water quality standards. The major changes in the internal process include increased documentation and tracking of construction projects through coordination between City departments. The construction site BMPs used in the last few years continue to apply and are not changed significantly, except for treatment control of sediment for severe cases of erosion.

Existing Development

This component of the JURMP meets the requirements of section D.3 to reduce existing development discharges of pollutants from the storm drain system to the MEP by providing guidance on BMPs and outlining the City's procedures to verify compliance of high priority facilities within each category. BMP and compliance verification by the City mainly takes place through inspections, complaints, water quality monitoring in the storm drain system, and referrals. Existing development is categorized into three groups as follows:

Municipal

This sub-section focuses on the Municipal sector of existing development to meet the requirements of section D.3.a in Permit and to address water quality issues during the operation of municipal facilities and activities. This component describes the BMPs and requirements that need to be met for each municipal area and activity conducted by municipal staff or by contractors working on municipal properties or projects. The JURMP provides detailed information for compliance and annual reporting requirements. A summary of the municipal component areas and activities and their applicability in Del Mar is summarized in the table below.

Municipal Component Organization and Summary

Municipal Areas and Activities Categories	Applicable in Del Mar	Municipal Areas and Activities Included in this Category
6.2 O&M of MS4 and Structural Controls	YES	All structures and pipes that make up the MS4
6.3 Management of Pesticides, Herbicides, and Fertilizers	YES	All
6.4 Sweeping of Municipal Areas	YES	All city streets, alleys and parking facilities
6.5 Infiltration from Sanitary Sewer to MS4 / Preventive Maintenance	YES	All sanitary sewer structures and pipes, including pump and lift stations
6.6 Roads, Streets, Highways, and Parking Facilities	YES	All city streets, alleys and parking facilities
6.7 Flood Management Projects and Flood Control Devices	NO	Not Applicable
6.8 Areas Tributary to 303(d) Water Body Segments / Adjacent or Discharging to ESAs	YES	All facilities or activities located within the drainage basins discharging to the latest 303(d) listed water bodies that have the pollutants of concern
6.9 Active or Closed Municipal Landfills	NO	Not applicable
6.10 Publicly Owned Treatment Works	NO	Not applicable
6.11 Solid Waste Transfer Facilities	NO	Not applicable
6.12 Land Application Sites	NO	Not applicable
6.13 Corporate Yards	YES	Includes the City's only public yard
6.14 Household Hazardous Waste Collection Facilities	NO	Not applicable
6.15 Municipal Airfields	NO	Not applicable
6.16 Parks and Recreational Facilities	YES	All parks, beaches and other community event facilities
6.17 Special Event Venues	YES	All parks, beaches and other community event facilities
6.18 Power Washing	YES	Citywide and applicable to all municipal activities or areas
6.19 Fire Services – Non-emergency Fire Fighting	YES	Non-emergency fire fighting training and associated maintenance conducted at parks or fire stations

Although the area and activity categories remain almost the same as the previous Permit, the inspection, recordkeeping and BMP maintenance obligations imposed on the City have increased for most of them. There are two areas and activities, Special Event Venues and Power Washing, which are newly listed in the Permit and will now require City staff to demonstrate that BMPs are being implemented. In both of these cases, BMPs have been implemented for a number of years, but the City is now required to implement documentation to support compliance and annual reporting responsibilities.

Industrial and Commercial

The sub-section focuses on the Industrial and Commercial business sector in Del Mar, and outlines the requirements for existing development as required in section D.3.b of the Permit, to address water quality stormwater during the operation of Industrial and Commercial businesses.

The section describes BMPs to be implemented by industrial and commercial businesses, inspection frequencies and procedures to be met by City staff, and how to manage enforcement activities.

The Permit requires that the City prepare an inventory that at a minimum includes the following sites/sources:

- **Automobile repair, maintenance, fueling, or cleaning;**
- Airplane repair, maintenance, fueling, or cleaning;
- Boat repair, maintenance, fueling, or cleaning
- Equipment repair, maintenance, fueling, or cleaning;
- Automobile and other vehicle body repair or painting;
- Mobile automobile or other vehicle washing;
- **Automobile (or other vehicle) parking lots and storage facilities; viii.**
- **Retail or wholesale fueling;**
- Pest control services;
- **Eating or drinking establishments, including food markets;**
- Mobile carpet, drape or furniture cleaning;
- Cement mixing or cutting;
- Masonry;
- Painting and coating;
- Botanical or zoological gardens and exhibits;
- Landscaping;
- Nurseries and greenhouses;
- Golf courses, parks and other recreational areas/facilities;
- Cemeteries;
- Pool and fountain cleaning;
- Marinas;
- Portable sanitary services;
- Building material retailers and storage;
- **Animal service facilities;** and
- Power washing services.

The JURMP contains the City's stationary business inventory of all the facilities in Del Mar that fall into these categories (applicable categories are shown in bold above) and the minimum BMPs that are required to be implemented based on the facility's category. As of 2007, the inventory included three grocery or convenience stores (food markets), 28 food establishments (restaurants, coffee shops, etc.), seven automotive service business (including repair shops and parking lots), and five animal service facilities. The commercial business program will expand to include mobile businesses that provide services in Del Mar by working collaboratively with the other copermittees over the next two years to develop a method to identify mobile businesses, educate them about the minimum BMPs that apply to them, permitting them (as needed), and conduct inspections to verify compliance with the prescribed BMPs and the City ordinances. During this interim period, the City's JURMP includes BMPs that are applicable to mobile businesses and will continue to advance the program with a focus on full compliance. Examples of mobile businesses include: auto detailing, carpet cleaning, minor home repair and maintenance (painting, landscaping, etc.), power washing, and pool/fountain servicing). The City's Clean Water Program staff will be responsible for maintaining an up-to-date inventory, implementing the JURMP, conducting yearly inspections that were previously conducted on the average every three years, and maintaining all the documentation to demonstrate compliance and prepare the required annual report. The JURMP Industrial and Commercial component outlines the specific details to meet compliance with these requirements.

Residential

The sub-section focusing on the Residential sector of existing development in the City of Del Mar is very important since it represents the largest portion of overall land use and potentially the largest source of pollutants like pesticides, fertilizers, bacteria, sediment, and nutrients. This program was developed with the intent to reduce residential discharges of pollutants to the storm drain system to the maximum extent practicable and prevent residential discharges to the storm drain system from causing or contributing to an exceedance of water quality standards. The Residential component aims to improve the water quality of the beaches and lagoons that surround Del Mar by reducing the impact from stormwater and runoff. The program specifies best management practices (BMPs) and pollution prevention methods for residential areas and activities that occur within the City. Residents are required to implement these BMP and pollution prevention methods pursuant to the City's stormwater Ordinance, DMMC 11.30. The City will inform the residents of Del Mar of the required minimum BMPs for residential areas and activities and enforce the implementation of these practices, as appropriate.

The City of Del Mar evaluated all residential areas and activities, and identified the areas and activities that pose a high threat to water quality. The City staff evaluated all residential activities that have the potential to occur within the City of Del Mar, as required by section D.3.c.(1) of the Permit, the evaluation considered, at minimum, the following high priority residential activities:

- Automobile repair, maintenance, washing, and parking,
- Home and garden care activities and product use (pesticides, herbicides, fertilizers),
- Disposal of trash, pet waste, green waste, and household hazardous waste (e.g., paints, cleaning products), and
- Any other residential source that the City determines may contribute a significant pollutant load to the storm drain system.

The next step included an evaluation of potential *high threat to water quality* activities identified by the Copermittee Regional Residential Outreach Workgroup (source: Project Clean Water (PCW) website) and a review of the high priority residential activities identified in the 2002 City of Del Mar JURMP. The evaluation concluded that the residential activities in the 2002 JURMP are similar to those identified by the Copermittees through the Regional Residential Outreach Workgroup, and that few modifications are needed in the 2008 JURMP. In order to comply with the Permit and reduce discharges of pollutants from the storm drain system to the maximum extent practicable, City staff identified the following residential activities which have the potential to pose a high threat to water quality within Del Mar:

- Automotive and Equipment Maintenance
- Vehicle Washing
- Irrigation Practices/Management
- Irrigation System Testing
- Landscape Maintenance
- Fertilizer Application
- Pesticide Application
- Pet Waste Disposal
- Power Washing
- Septic System Maintenance
- Sewer System Maintenance
- Minor Home Maintenance, Repair and Upgrades

The Residential component of the JURMP outlines the BMPs that are applicable to these areas and activities whether conducted by residents or contractors hired by residents in order to meet the Permit requirements and advance water quality efforts in this sector of the community.

The Residential component also includes other pollution prevention and reporting program elements that indirectly improve water quality in the community including the household hazardous waste program, complaint hot line calls, investigations by City staff of illegal discharges and spills, educational outreach, and as a last resort enforcement.

Illicit Discharge Detection and Elimination

This component of the JURMP meets the requirements of section D.4 in order to detect and eliminate illicit discharges of pollutants from the storm drain system to the maximum extent practicable, as required in the NPDES Permit.

The City's program aims to actively seek and eliminate illicit discharges to the storm drain system is comprised of several programs participated in and implemented by the City. In general, illicit discharges to the storm drain system are any discharges not composed entirely of storm water (for example: storm water containing pollutant or non-stormwater discharges) unless they are authorized under an NPDES Permit or specifically permitted by the City as described in JURMP Section 3 - Non-Stormwater Discharges. For the most part, the programs that the City implements to detect and eliminate illicit discharges are part of the City's other JURMP components, such as those that relate to the inspection and enforcement of municipal, industrial, commercial, residential, and construction activities, since they all contribute to the identification of illicit discharges and their elimination. Often, when an illicit discharge is detected during one of these programs, it can be eliminated before it affects receiving water.

In a comprehensive approach to the problem of illicit discharges, the City also participates in and conducts programs to detect illicit discharge within the storm drain system and at the receiving waters. The City participates in a regional receiving water monitoring program required by the Permit and detailed in the Copermittees' San Diego Region Receiving Waters Monitoring Program. The City will also participate in the MS4 Outfall Monitoring and Source Identification Monitoring programs implemented at the regional level, starting late 2008, and continue to conduct the Dry Weather Monitoring program. Each of these programs is focused on the identification of non-storm water illicit discharges.

Also extremely important to the detection of illicit discharges are the municipal staff and public reporting hotlines. The programs are directly supported by a very informed and engaged public and city staff familiar with urban runoff discharges and they serve as the best source for the timely detection of illicit discharges.

The programs conducted by the City as part of its illicit discharge detection and elimination effort are described in various locations within this document and specifically in the Illicit Discharge Detection and Elimination Program found in Section 9 of the JURMP.

Education

The Education component of the JURMP meets the requirements of section D.5 in order to educate municipal employees, developers and contractors, business owners, the general public, and other priority groups.

The City's summary of educational efforts for all the sectors is described in this component. Included are programs to educate residents and business about the newest stormwater permit requirements, BMPs, and the City's processes. The Education component also includes the elements of the City employee training and education program to promote a high level of knowledge and awareness to staff on the requirements of the Permit and how to perform their jobs in a manner that is consistent with the various JURMP components.

The education program will address the following target communities:

- Municipal Departments and Personnel
- Construction Site Owners and Developers
- Industrial Owners and Operators
- Commercial Owners and Operators
- Residential Community, General Public, and School Children

The City of Del Mar currently has a number of handouts which are used to educate the target communities about the various topics relating to storm water and urban runoff pollution. Clean Water Program staff will update these materials in collaboration with the Regional throughout the next permit cycle. As new materials are developed, copies will be presented in the City's JURMP Annual Report.

Del Mar's stormwater education efforts will also include participation and support of the Regional Residential Education Program as mentioned above, which is organized and led by the City and County of San Diego, and will coordinate mass media efforts for the region with consistent messages to the wider audience across jurisdictional lines. The goal is to raise the citizenry's level of awareness and knowledge on water quality impacts from daily activities, and ultimately modify behaviors that are detrimental to the goals of the JURMP.

Public Participation

This component of the JURMP meets the requirements of section D.6 in order to allow for and promote public participation in the implementation of the City's JURMP. The Public Participation component provides guidance to City staff, residences and businesses, to the methods available to raise issues or concerns (positive or negative) about the updating, development, and implementation of all the JURMP components.

The public participation avenues available in Del Mar include but are not limited to:

- Public workshops and seminars
- Public comment periods on various documents, including the JURMP
- City Council and other meetings of local governing bodies
- Contact directly with city elected officials and other appointees
- Contact and communication (verbal or written) with the City Manager, Department Directors, and City staff
- Filing of complaints through the City's internet website or in person both verbally or in writing

Fiscal Analysis

The Permit requirement for the Fiscal Analysis is part of the Regional Urban Runoff Management Program, and requires that the Copermittees collectively develop a standardized method and a format to annually conduct and report a fiscal analysis of their urban runoff management programs in their entirety (including jurisdictional, watershed, and regional activities). According to the Permit, this standardized method is to include:

- a. Identification of the various categories of expenditures attributable to the urban runoff management programs, including a description of the specific items to be accounted for in each category of expenditures.
- b. Identification of the expenditures that contribute to multiple programs or were in existence prior to implementation of the urban runoff management program.
- c. Identification of a metric or metrics to be used to report program component and total program expenditures.

The Copermittees will prepare a standardized fiscal analysis method by January 31, 2009 that will allow the City of Del Mar to perform the review and annual reporting as required in Section 3.G.3 starting on January 31, 2010.

The fiscal analysis included in the City's JURMP Annual Reports will need to address each of the Copermittees' urban runoff management programs in their entirety, including jurisdictional, watershed, and regional activities. The fiscal analysis will provide the Copermittee's urban runoff management program budget for the current reporting period. The fiscal analysis will also include a description of the source(s) of the funds that are proposed to be used to meet the necessary expenditures, including legal restrictions on the use of such funds.

Program Effectiveness Assessment

This component of the JURMP meets the requirements of section I in order to assess the effectiveness of the City's JURMP. This component was developed in coordination with the copermittees, and will serve to perform an assessment of the JURMP's effectiveness across

all the components both in qualitative and quantitative terms as part of the City's JURMP Annual Report submitted to the RWQCB.

Reporting

This component of the JURMP meets the requirements of annual reporting provided in section J in order to document the activities and progress of the program performed during the calendar year. This documentation will enable in assessing the effectiveness of the program. The City's JURMP includes the annual reporting requirements in

JURMP Modification

This component of the JURMP meets the requirements of annual reporting provided in section K in order to document the modifications made to the JURMP based on annual review of the progress of the program. Modifications to the JURMP will be incorporated, as appropriate, into the Annual Reports or other deliverables required or allowed under the Permit. This section in the JURMP will serve to track the changes and document the most recent updates. Any mandated changes by the RWQCB as a result of Annual Report review, audits or inspections will also be documented in this section, along with the Permit section to which the requirement applies.