

# Section 11

## Public Participation Component

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The program described in this section was developed pursuant to Section D.6 of the Permit and contains the information required, as specified in Section J.1.a.(3)(j) of the Permit.

### 11.1 Introduction

An active public participation element will promote the community's stewardship of the City's JURMP. The goal of the Public Participation Component is to develop mechanisms for public participation in the development and implementation of the JURMP. Public participation comes in two forms; participation in implementing the program and the necessary public feedback for improving the program.

Figure 10.1-1, at the end of this Section, illustrates some of the public participation inputs into the program and also where the program is reaching out for feedback.

### 11.2 Local Public Participation Elements

The implementation of the JURMP will have a significant impact on all citizens. The local public participation will include:

- **Public's Daily Activities.** The daily activity of the public at home and work will have the most impact to the success of implementing the JURMP. The JURMP is asking the public to focus on reducing pollutants discharging to the surrounding community by recycling, carpooling and reducing vehicular trips, reducing pesticide use, eliminating off site drainage, reducing pollution within the City right-of-way, and the numerous other BMPs outlined in the JURMP's sections.
- **Public Feedback.** The public is encouraged to provide comments to City staff or the Council during the implementation of all its operations.
- **Staff Feedback.** City staff is the public at work. Staff is encouraged to report violations and provide feedback on the implementation of the JURMP. City staff is the eyes and ears of the City, and can provide valuable information on which systems and programs are working and suggestions on improving the programs.
- **Education.** Through the Education Program, the public is encouraged to provide feedback. When fliers are distributed, they will include text to request readers to contact the City's Clean Water Program Manager with comments by mail, email, phone, or by fax. In addition annual Beach Cleanup or similar events provide the direct public participation that builds stewardship of the City MS4 and JURMP programs system.
- **Code Enforcement.** Code enforcement is involved in the first contact with the public and will be continually providing input and feedback on the implementation of the JURMP.
- **City Council Meetings.** The public regularly provides public testimony at the regular meetings, which is conveyed to staff for further actions.
- **City Public Workshops.** During the various workshops, participants will be requested to provide input and feedback on the implementation of the program.
- **Local Hotline.** The City will closely track all information received through the public hotline and consider appropriate suggestions and feedback.
- **BMP Implementation.** During the implementation of BMPs, feedback provided by the implementers will be passed along to the Clean Water Program Manager for follow-up.

- **Board and Commission Meetings.** Like Council meetings, at Board and Commission meetings, Citizens regularly provide public testimony at the regular meetings, which is conveyed to staff for further actions.

### 11.3 Regional Public Participation Elements

The implementation of the JURMP will have a significant impact on the citizens of the region. During the implementation of the JURMP, The regional public participation will include:

- **Project Clean Water.** The City actively participates in the County of San Diego's Project Clean Water. Project Clean Water consists of Technical Advisory Committees, Technical Workgroups and sub-committees. Participants to date represent a wide variety of experts, including representatives of federal, state and local agencies, industry, environmental groups, consulting firms, and academic and research institutions.
- **Copermittee Regional Management Meetings.** Copermittees meetings are generally open to the public and involve public participation. Attendees include a wide variety of experts, including representatives of federal, state and local agencies, industry, environmental groups, consulting firms, product vendors, general public, and academic and research institutions. Throughout the meeting, opportunities exist for local municipalities and the public to share the latest water quality events and information with the other the attendees. The meeting provides a venue to discuss the latest issues facing various Copermittees and provides valuable insight into the current issues being addressed regionally. The City representative conveys the relevant information back to the appropriate City Staff, Council and public.
- **Regional Board.** The Regional Board's meetings and other activities also provide for public participation. Attendees include a wide variety of experts, including representatives of federal, state and local agencies, industry, environmental groups, consulting firms, general public, and academic and research institutions. Throughout the meeting or other interactions, opportunities exist for local municipalities to share the latest water quality issues with the others. The City's representative conveys the relevant information back to the appropriate City Staff, Council and citizens.
- **Regional BMP Programs.** The City will utilize several Regional BMP Guidance Documents or Handbooks that will be fully supported by public participation during the development and implementation. Adjustments to these documents come about through the public's participation and input.
- **Environmental and Special Interest Groups.** The environmental and special interest groups provide a valuable component to the City JURMP participation program. Communication between the environmental groups and City representatives is a public participation element that promotes a relationship focused on improving the environment.
- **Regional Hotlines.** The hotlines provide a direct connection for public participation. The regional hotlines have worked well in the past and will continue to be utilized by the City as a participation element. Calls by the public to the regional hotline are referred to the City for resolution and provide an opportunity for public participation.
- **San Diego Association of Governments (SANDAG).** SANDAG meetings regularly address items which impact the City's MS4 and ultimately the receiving waters. Some meetings include public hearings, which encourage public participation on the related item. The City is an active participant in SANDAG and continually works with the other

elected officials and SANDAG staff on water quality issues related to JURMP Implementation.

- **Media.** The media serves to assist in mass public education on BMPs, it also promotes public participation and furthers stewardship of the City's MS4. Numerous articles and news briefs include details on how citizens can get involved. Additionally, editorials provide a venue for residents to presenting their views on water quality issues. Media is an important arm of public participation and keeps communication open between the citizens and the government staff.

