1. PROGRAM ORGANIZATION

The MS4 Permit adopted October 25, 2002 by the SARWQCB designates the District as Principal Permittee; the County of Riverside, and the Cities of Beaumont, Calimesa, Canyon Lake, Corona, Hemet, Lake Elsinore, Moreno Valley, Murrieta, Norco, Perris, Riverside, and San Jacinto are designated as Co-Permittees. The responsibilities of the Principal Permittee and the Co-Permittees are defined in Section I of the Permit. Figure 1-1 illustrates the relationships between the regulatory agencies, the Principal Permittee, the Co-Permittees, and the other municipal stormwater permit areas in the County. Figure 1-2 depicts the permittees organizational structure.
**Program Management**

Section 1 – Program Organization

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**Figure 1-1. Organization Chart – Riverside County NPDES Municipal Stormwater Permits**

*Regional Water Quality Control Board

**Cities/Agencies located outside RCFC&WCD

\* Permit ORG.xla

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**Figure 1-1.** ORGANIZATION CHART – RIVERSIDE COUNTY NPDES MUNICIPAL STORMWATER PERMITS
Santa Ana MS4 Permittees – Organizational Chart

Management Steering Committee

Technical Committee

Financial Sub-Committee

Illicit Connections / Illegal Discharges
Municipal Facilities & Activities
Development Planning
Private Development Construction Activity
Industrial and Commercial Sources
Public Education and Outreach
Water Quality Monitoring

DAMP component

Develop DAMP section 4
Develop DAMP section 5
Develop DAMP section 6
Develop DAMP section 7
Develop DAMP section 8
Develop DAMP section 9
Develop DAMP section 10

Stand-alone document (if any)

Due to RWQCB

Develop Water Quality Management Plan (WQMP)

WQMP approved: Sept 2004

Complete DAMP due to SARWQCB not later than January 1, 2005

Figure 1-2. Permittee Organization
**Program Management**

**Section 1 – Program Organization**

*Management Steering Committee*

The Permittees established the Management Steering Committee to address Urban Runoff management policies for the SAR and SMR and to review and approve revisions to the DAMP and the SAR and SMR Implementation Agreements. In addition, the Management Steering Committee facilitates coordination with related water quality management programs and monitoring and establishes positions relative to legislative and regulatory initiatives. The Management Steering Committee consists of city managers or equivalent representatives from each of the Co-Permittees and an executive-level representative from the County. The District participates on the Management Steering Committee as Chair. The District provides staff support to the Management Steering Committee. The Management Steering Committee meets quarterly or as determined by the Chair. MSC meeting agendas and minutes are included in Appendix A.

The 2002 MS4 Permit requires that the Permittees form the MSC and that the MSC will meet at least quarterly or more frequently as determined by the chairperson. The MSC convened four times during the reporting period.

**Table 1-1** provides the record of attendance for the MSC meetings.

At the September 21, 2006 meeting, the MSC was briefed on the status of the permit renewal as well as the audits conducted by the Santa Ana Regional Board. The Committee was also briefed on the Lake Elsinore/Canyon Lake Nutrient TMDL agreement entered into by entities that were named in the TMDL as well as the general status of the TMDL. The Committee received an update on the Middle Santa Ana River Watershed Bacteria Indicator TMDL which included a discussion on the implementation agreement, and grant dollars obtained to conduct a monitoring source evaluation.

At the January 18, 2007 meeting, the MSC discussed on the status of the audits, expectations of the ROWD and status of the Compliance Assistance Program. The MSC was briefed on the cost sharing agreement for the Lake Elsinore/Canyon Lake TMDL and the continued effort to pursue grant dollars to address rising TMDL costs. Comments were requested from the cities for the draft Middle Santa Ana River TMDL agreement.

In the March 15, 2007 meeting, the MSC was informed that that County Building and Safety will be heading a new business licensing program for unincorporated Riverside County and a new classification of inspectors that are solely dedicated to commercial/industrial stormwater inspections. It was reported that the CAP program will continue to be implemented by County
Environmental Health in the incorporated portions of the county. The MSC was given a legislative update on pending legislation of a particular interest in stormwater, and the approval of Proposition 84 which allocates 5 billion dollar in bonds toward water quality projects. The MSC was also updated on the status update on the ROWD.

In the May 17, 2007 meeting, the MSC was briefed on Legislative Bill SCA 12 which would allow municipalities to charges for stormwater. The MSC was updated on the audits conducted by the Santa Ana Regional Board, the timely submittal of the ROWD, the draft General Construction Permit, the implementation activities in the Lake Elsinore / Canyon Lake TMDL, and the Middle Santa Ana River TMDL agreement. Finally, the MSC discussed a proposal to unify the 3 regional Permits (Santa Ana, Santa Margarita, and Whitewater). The MSC agreed not to unify the Permits at this time.
### TABLE 1-1. ATTENDANCE AT NPDES SANTA ANA/SANTA MARGARITA MSC MEETINGS

Attendance at FY 2006-2007 NPDES Santa Ana/Santa Margarita MSC Meetings  
And Future 2007 MSC Meetings  
**indicates the meeting is part of the 06/07 FY meeting attendance**

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Technical Committee

The original Santa Ana/Santa Margarita Combined NPDES Advisory Committee was formed shortly after the first Santa Ana MS4 Permit was issued in 1990. The Committee served as the primary forum for discussion of issues relating to development and implementation of the Permit's requirements. In 1994, the Santa Ana NPDES Advisory Committee and the Santa Margarita NPDES Advisory Committee were combined to reduce administrative overhead and to coordinate the activities between two areas that, at the time, had similar permit requirements. The Committee also provided an opportunity for open discourse between the Permittees, SARWQCB staff, and other interested parties. This Committee includes representatives from each of the Permittees and meets throughout the year on an ad-hoc basis, typically once each month. The decisions of this Committee are based on the consensus of the participating Permittee representatives.

The Committee was redesignated the "Technical Committee" with the 2002 MS4 Permit and charged with development of the SAR-DAMP and coordinating the implementation of the overall program. The Technical Committee has the focused assignment of providing technical support to facilitate coordination with related water quality management programs and monitoring and responding to new legislative and regulatory initiatives.

The Technical Committee consists of representatives formally appointed by the city manager or equivalent of each Permittee. The purpose of the Technical Committee is to coordinate the implementation of the DAMP and overall MS4 Permit compliance program. The Technical Committee members also provide technical assistance and support to facilitate coordination with related water quality management programs and monitoring and to respond to legislative and regulatory initiatives. The District chairs and provides staff support to the Technical Committee. TAC meeting agendas and minutes are included in Appendix A.

In summary meeting agendas have focused on implementation of the 2002 MS4 Permit requirements and coordination of various program elements. A majority of the meetings have particularly focused on the TMDL efforts, Storm Water Quality taskforce efforts, WQMP implementation, and efforts to pursue various grants. Table 1-2 provides the record of attendance for the Technical Committee meetings.
## Table 1-2. Attendance at FY 2005-2006 SA/SM Technical Committee Meetings

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- ✓: Attended Meeting
- X: Did Not Attend


Sub-committees

Work groups were established by the Technical Committee to oversee the development and implementation of the DAMP program components. The Work Groups include Permittee representatives and may also include industry representatives, representatives of environmental special interest groups, and other stakeholders as appropriate. Work Groups have been established to guide the following program components:

- Permit Renewal
- Construction Activities
- Industrial/Commercial Activities
- New Development/Re-development
- Public Education
- Municipal Facilities & Activities
- Monitoring & IC/ID
- Finance
- TMDL Compliance
- Other Key Meetings

In many cases multiple topics may be addressed in a single meeting. In addition the Permittees make extensive use of informal meetings via email and phone to transact business due to the difficulties of coordinating a large number of entities. Further, the priority work of most of these committees was completed with the submission of the DAMP. Please note that agendas and meeting notes are not commonly prepared for subcommittee meetings. When the meeting agenda was available they are provided in Appendix A.

A schematic showing the relationships among the work groups and their expected final products is shown in Figure 1-2.

Permit Renewal

The Permittees established a workgroup to guide preparation of the ROWD to ensure that it fully met all of the requirements, including provisions specified in Section XVI of the 2002 Santa Ana Region NPDES MS4 Permit for Riverside County. This workgroup met on a bi-weekly or as needed schedule, through November 2006 and April 2007. The development of
the ROWD required a substantial investment of public agency time and resources. However, it was the goal of the workgroup to develop a strong consensus and thoroughly meet high expectations for the Permit renewal. This workgroup met on November 16, 2006; December 5 and 19, 2006; January 11 and 23, 2007; February 6, 20, and 27, 2007; March 6, 20, and 22, 2007; April 10 and 20, 2007; and May 2, 2007.

In addition to developing a comprehensive ROWD submittal, the workgroup worked to exceed Permit Reapplication submittal requirements by developing a redline Permit and DAMP that communicated a unified proposal for the next iteration of the Municipal MS4 permit. This sub-committee identified program enhancements and recommended revisions that would make the Permit work more cohesively with the DAMP. The goal of this effort was to create a more adaptive program, which improves the integrity of the DAMP and helps to facilitate consistent implementation. Furthermore, the redline Permit and DAMP included whole new sections and findings that addressed TDML compliance. The workgroup considered the current regulatory environment and applicable EPA rules and regulations to ensure that the proposed redline Permit and DAMP represented a thoughtful and comprehensive proposal which included good-faith commitments from the Permittees that will lead to protecting water quality in a productive and meaningful way.

This workgroup proactively set additional meetings with the Regional Board staff and at times the County of San Bernardino to discuss permits renewal strategies, timelines, expectations, and to comparatively assess the Riverside County Permit with other local permits. In addition to meeting numerous times as a workgroup, the workgroup also met with Regional Board staff on January 15 and 22, 2007 to ensure that the ROWD would be complete and meet or exceed Regional Board expectations and to discuss expectations for the Permit Renewal process. Representatives of this workgroup met with Regional Board staff on June 7, 2007 and again on June 20, 2007 to ensure that the Permittees provided an acceptable response to the Regional Board’s ROWD comment letter. San Bernardino representatives attended meetings hosted and facilitated by this workgroup on January 11, 2007; May 22, 2007; and June 7, 2007.

Construction Activities

The Construction Activities sub-committee met during previous reporting periods to develop several program elements including options for the electronic database, Annual Report
summary spreadsheet (MS Excel format), a template site inspection checklist, and site prioritization criteria. The sub-committee also developed a list of erosion control BMPs that is included in the Private Development Construction Activities section of the DAMP.

Members of this sub-committee convened on February 27, 2007 to identify enhancements that could be made to the portions of the 2002 MS4 Permit that relate to construction activities. This sub-committee identified enhancements and recommended revisions that would make the Permit work more cohesively with the DAMP. The suggested revisions were documented in a redline markup of the 2002 MS4 Permit and submitted as part of the 2007 ROWD submittal to the Regional Board.

Industrial/Commercial Activities

The Industrial/Commercial Activities sub-committee also met during previous reporting periods to address Permittee programs, documentation, and reporting to implement 2002 MS4 Permit provisions in IX.B. Options for processing of Riverside County Department of Environmental Health CAP inspection forms, facility prioritization for follow up inspections, documentation, and database were identified.

Members of this sub-committee met on December 19, 2006; February 6 and 20, 2007; and April 10, 2007 to identify enhancements that could be made to the portions of the 2002 MS4 Permit that relate to industrial/commercial activities. This sub-committee identified enhancements and recommended revisions that would make the Permit work more cohesively with the DAMP. The suggested revisions were documented in a redline markup of the 2002 MS4 Permit and submitted as part of the 2007 ROWD submittal to the Regional Board.

New Development/Redevelopment

The New Development/Redevelopment sub-committee met during previous reporting periods to implement 2002 MS4 Permit provisions in VIII. This sub-committee focused on finalizing the WQMP for re-submittal to the SARWQCB in August 2004. The WQMP was approved by the Regional Board in September 2004. Additionally, the sub-committee directed development of training agendas for employees prior to implementation, coordinated preparing for actual implementation beginning on January 1, 2005, and composed the
Development Planning Section 6 of the revised DAMP. This committee met on May 23, 2005 to work toward compiling frequently asked questions to ensure that the intent of the WQMP was documented and to ensure consistent implementation of the WQMP. The group intends to meet approximately quarterly to continue its work including the development of expanded treatment control BMP design guidance with focus placed specific BMPS to address the TMDL impairments. On March 28, 2006 this committee met to inform the Regional Board about a future proposal for the public maintenance of BMPs for new development.

Members of this sub-committee met on December 19, 2006; February 27, 2007; and March 6 and 20, 2007 to identify enhancements that could be made to the portions of the 2002 MS4 Permit that relate to new development activities. This sub-committee identified enhancements and recommended revisions that would make the Permit work more cohesively with the DAMP. The suggested revisions were documented in a redline markup of the 2002 MS4 Permit and submitted as part of the 2007 ROWD submittal to the Regional Board.

Additionally, the Permittees are continuing to participate in regional effort through agencies like the Stormwater Monitoring Coalition (SMC) and Southern California Coastal Watershed Research Project (SCCWRP) to further new development standards. The Permittees are working with the SMC to develop a regional low impact development manual and with SCCWRP to develop tools to address hydromodification impacts from development.

Public Education

The Riverside County NPDES Permittees have established an ongoing watershed based public education and outreach program known as the “Only Rain Down the Storm Drain” pollution prevention program. The specific objectives of the public education program include:

- Fostering a broad public awareness of water pollution concerns;
- Increasing public acceptance of pollution prevention activities to curtail everyday human behaviors that contribute to water quality problems;
- Educating/informing the general public, regulators and key local government and state decision makers on Urban Runoff conditions in Riverside County; and
- Promoting stewardship of local water resources.
The “Only Rain Down the Storm Drain” program implements the public awareness objectives by focusing on three areas of pollutant reduction/prevention:

- Public Behavior;
- Proper Management of Pollutants; and
- Business Specific Education Outreach.

In addition, when attempting to make use of the finite resources available to the Public Education Program, the Permittees use these management goals to ensure that resources are used effectively:

- Focusing on pollutants of concern specific to each watershed region;
- Coordinating public education efforts with adjacent storm water management programs and other related education programs to share resources, coordinate outreach efforts, and avoid costly duplication of effort; and
- Adapt public education programs and objectives, based on effectiveness analysis, to address changing MS4 programs and objectives.
- Acquired CDM as an independent party to review the effectiveness of the NPDES training and provide recommendations to ultimately improve the effectiveness of the programs. This study was completed August 2006.

This committee functions mostly as a virtual committee, doing most of its work via email. In addition, members of this group met on March 6 and 20, 2007 to identify enhancements that could be made to the portions of the 2002 MS4 Permit that relate to public education activities. This sub-committee identified enhancements and recommended revisions that would make the Permit work more cohesively with the DAMP. The suggested revisions were documented in a redline markup of the 2002 MS4 Permit and submitted as part of the 2007 ROWD submittal to the Regional Board.

Major revisions to the Public Education program including implementation of the billboard campaign and updates to the Public Education Material are approved through this group.
The Municipal Facilities & Activities sub-committee met with priority on developing an approach to meeting the 2002 MS4 Permit requirements in Provision XI and reviewing annual reporting items such as a description of criteria for MS4 inspections and maintenance. Provision XI elements that required a status or report are addressed in Section 8 of this report. The Municipal Facilities Strategy (MFS), initially a requirement of the 1996 MS4 Permit, has been reviewed and revised, and has been incorporated as Section 5 "Permittee Facilities and Activities" in the revised DAMP.

Members of this group met on February 6, 20 and 27, 2007 to the identify enhancements that could be made to the portions of the 2002 MS4 Permit that relate to municipal facility compliance activities. This sub-committee identified enhancements and recommended revisions that would make the Permit work more cohesively with the DAMP. The suggested revisions were documented in a redline markup of the 2002 MS4 Permit and submitted as part of the 2007 ROWD submittal to the Regional Board.

Monitoring

The Monitoring sub-committee met to develop the revision of the area-wide Consolidated Monitoring Program (CMP) and consider specific requirements for each of the three MS4 Permits issued to Riverside County Permittees. This committee has been meeting through the Lake Elsinore and Middle Santa Ana River TMDL taskforces. The purpose has been to assist in the development of the TMDL monitoring programs.

The Monitoring sub-committee also met during previous reporting periods to implement 2002 MS4 Permit provisions. On January 31, 2006 District staff met with the District’s Information Technology staff to improve the web interface for NPDES complaints. This complaint database compiles complaints collected through the 800-number NPDES complaint phone number provided in public education material distributed throughout the watershed. The improvements to this database improved our ability to locate complaints in a GIS environment and to enter and track the data, the database will ultimately help in identifying Illicit Connections and Illegal Discharges that may have impacted our monitoring data and receiving water quality.

Members of this group met on January 23, 2007 to the identify enhancements that could be made to the portions of the 2002 MS4 Permit that relate to monitoring activities. This sub-
committee identified enhancements and recommended revisions that would make the Permit work more cohesively with the DAMP. The suggested revisions were documented in a redline markup of the 2002 MS4 Permit and submitted as part of the 2007 ROWD submittal to the Regional Board. In addition representatives from this workgroup met with Regional Board staff on June 7 and 20, 2007 to discuss the Regional Board’s ROWD comments which primarily pertained to monitoring requests from the Regional Board.

Finance

As previously described, the MSC directed the formation of a Finance Sub-committee. The sub-committee reviews current funding sources and examines potential funding options for program compliance. There have been no changes in regulations that warranted meeting of this sub committee in the 2005-2006 fiscal year; however the District has been closely tracking the progress of the Los Angeles County Funding work group and other local efforts to develop additional funding streams for NPDES programs. In addition the District and Permittees have been coordinating with the other stakeholders on several grant opportunities that will assist with addressing TMDL impairments.

TMDL Committees

The Permittees in conjunction with other TMDL stakeholders have been working to address the urban runoff contribution to impaired waterbodies. The Permittees have met through existing Taskforces and independently, as necessary, for this purpose. The following paragraphs summarize the Permittees participation in various TMDL and Watershed related efforts

Lake Elsinore / Canyon Lake TMDL taskforce

The Lake Elsinore / Canyon Lake TMDL taskforce worked with SAWPA to complete the Taskforce agreement, creating strategies for TMDL compliance, and successfully pursued grant opportunities to help fund the activities required by this TMDL. This committee has met formally and informally during the reporting period on the following dates: July 11, 2006; August 22, 2006; September 20, 2006; November 9, 2006; January 16, 2007; February 27, 2007; March 20, 2007; April 16, 2007; May 29, 2007.
In addition several Permittees also participate in the Lake Elsinore and San Jacinto Watersheds Authority (LESJWA) meetings which were attended by this committee on September 19, 2006; October 23, 2006; November 27, 2006; January 22, 2007; February 26, 2007; and April 23, 2007.

**Middle Santa Ana River (MSAR) TMDL**

The MSAR TMDL Taskforce met to develop strategies to develop and comply with for the Middle Santa Ana River TMDL. This committee has worked with other stakeholders to final a taskforce agreement and process agreement. Stakeholders were able to obtain a $600,000 grant to conduct an Urban Source Evaluation Plan (USEP) to help comply with Task 4 of the TMDL. Permittees have also actively participated in a BMP pilot study for this TMDL, by offering or identifying BMP testing locations and providing comments on the overall methodology and direction of the study. Formal and informal meetings for compliance of this TMDL include: July 17, 2006; October 3, 2006; November 30, 2006; January 18, 2007; February 1, 2007; March 1, 2007; March 21, 2007; April 19, 2007; May 31, 2007.

In addition, the Storm Water Quality Taskforce (SWQTF) was created to review the recreational beneficial uses of the Santa Ana watershed. The goal of the SWQTF is to effectively direct the limited funding sources allocated for TMDL compliance toward the activities that would result in the greatest measurable benefits toward attaining beneficial uses. The SWQTF met on the following dates: July 17, 2006; October 3, 2006; November 30, 2006; January 18, 2007; February 1, 2007; March 1, 2007; March 21, 2007; April 19, 2007; May 31, 2007. The SWQTF and MSAR TMDL Taskforce meeting are coordinated.

**SMC – SCCWRP**

The District participates in the Stormwater Monitoring Coalition (SMC) on behalf of the Permittees. The SMC includes representatives from the Los Angeles, San Diego and Santa Ana Regional Boards and each of the Principal Permittees in Southern California (i.e., the counties of Los Angeles, Orange, San Bernardino, San Diego and Ventura), and other interested municipalities. The overall goal for the SMC is to establish a Southern California stormwater research and monitoring agenda that would focus on improving stormwater monitoring science, coordinate data collection efforts, and evaluating the effects of stormwater discharges to receiving waters specific to Southern California. **Appendix A** contains the SMC Annual Report, which highlights activities completed during the past fiscal year. Meetings attended were held on: September 11, 2006; December 5, 2006; March 6,
This committee has participated in the following meetings to help obtain grants for TMDL implementation:

- August 25, 2006 - San Jacinto Integrated Regional Watershed Management (IRWM) plan meeting
- September 15, 2006 - San Jacinto IRWM plan meeting
- November 2, 2006 - San Jacinto IRWM plan meeting
- November 11, 2006 - San Jacinto IRWM plan meeting
- January 11, 2007 - San Jacinto IRWM plan meeting
- February 21, 2007 - San Jacinto IRWM plan meeting
- March 27, 2007 – Santa Ana Watershed IRWM plan meeting
- May 14, 2007 – San Jacinto IRWM plan meeting
- June 19, 2007 – San Jacinto IRWM plan meeting

This Permittees’ participation and cooperation with other stakeholders in the pursuit of grant opportunities has resulted in several successful grant projects for TMDL compliance. The following are a list of grants were able to be procured with the help of committee participation:

- Proposition 40 grant for Lake Elsinore TMDL
- Proposition 40 grant for Middle Santa Ana River TMDL
- Proposition 50 IRWM planning grant for San Jacinto Watershed
- A second Proposition 40 grant for the "Lake Elsinore Recharge Pipeline" project and the Lake Elsinore TMDL

As previously discussed, a workgroup developed a redline Permit and DAMP which included whole new sections and findings that addressed TDML compliance. The ROWD workgroup met on December the 19, 2007; February 20 and 27, 2007; March 6 and 20, 2007 to update the DAMP. The workgroup considered the current regulatory environment and applicable EPA rules and regulations to ensure that the proposed redline Permit and DAMP represented a thoughtful and comprehensive proposal which included good-faith commitments from the Permittees that will lead to protecting water quality in a productive and meaningful way.
The Permittees work closely to coordinate with CASQA. The Permittees at a minimum participated in following CASQA meetings September 25-27, 2007; November 17, 2006; January 12, 2007; March 8, 2007; March 27, 2007; and May 11, 2007.