City of Exeter

NPDES Phase II Storm Water Management Plan

Lead Agency:
City of Exeter
137 North F Street
Exeter, California 93221
Phone: (559) 592-3318
Fax: (559) 592-3516

Consultant:
Quad Knopf
P. O. Box 3699
Visalia, California 93278
Phone: (559) 733-0440
Fax: (559) 733-7821

September 2007

E03004

TABLE OF CONTENTS

Page No.

PART 1 INTRODUCTION

The Storm Water Management Plan (SWMP) provides a comprehensive five year plan designed to enhance and protect storm water quality in the City Farmersville. And its surrounding areas. The SWMP incorporates measurable goals, control measures and public programs to minimize the amount of pollutants discharged through the storm water system.

This SWMP was developed in conjunction with the state and federal requirements as part of a National Pollutant Discharge Elimination System (NPDES) Phase II General Permit administered by the State Water Resources Control Board (SWRCB).

As of March 10, 2003 the City of Exeter was listed as a Small Municipal Separate Storm Sewer System (MS4) under Attachment II of the State's Final NPDES Phase II General Permit. The SWMP requires that Minimum Control Measures (MCMs) are implemented in six categories: 1) Public Education and Outreach on Storm Water Impacts, 2) Public Involvement/Participation, 3) Illicit Discharge Detection and Elimination, 4) Construction Site Storm Water Runoff Control, 5) Post-Construction Storm Water Management in New Development and Redevelopment, and 6) Pollution Prevention/Good Housekeeping for Municipal Operations. The Storm Water Management Plan is also subject to change and will evolve over time as Best Management Practices are monitored and adapted to accommodate new measures.

1.1 Storm Water Management Plan Outline

Part 1 - Introduction. This section provides the origin of the SWMP, an introductory outline, a geographical setting, and a brief summary of the City's Storm Water Management Action Plan.

Part 2 -Regulatory Background and SWMP History. This section provides the regulatory context and requirements of the SWMP as part of the State's Phase II NPDES General Permit, a brief summary of the City's existing storm water system, and a preliminary timeline for submittal, adoption, and implementation of the SWMP and NPDES Phase II Permit.

Part 3 – Water Resources Description. This section describes existing groundwater resources, identifies the area flood history, and provides discussion of the City's storm water impacts.

Part 4- SWMP Management. This section identifies the strategy that was applied in creating the SWMP, the City's existing storm water protection efforts, departmental responsibilities, anticipated timeline for implementation, and impacts on budget and staff resources.

Part 5- SWMP Minimum Control Measures and Best Management Practices (BMP). This section defines each minimum control measure as a tool in directing and implementing a functional SWMP. To attain the measurable goals, BMPs have been designed in combination with each MCM. (See Appendix B.)

Part 6- SWMP Report and Monitoring System. New measures to monitor and report each BMP are phased for adequate management. An annual report will be conducted to review the effectiveness of each BMP described within the SWMP.

1.2 Community Setting

The City of Exeter is located in Tulare County in the central portion of the San Joaquin Valley. The City encompasses approximately 1,320 acres of land within an urban area boundary encompassing 3,075 acres. The City of Exeter is located approximately 7 miles east of Visalia, where State Route 65 (Kaweah Avenue) runs north and south through the Community.

According to the 2000 Census, there were 10,730 people residing within the City of Exeter. Past trends indicate that the population will increase at an average of 3 percent per year over the next five to ten years. There is currently approximately 37 miles of asphalt roads within the city limits.

The San Joaquin Valley climate is hot with dry summers and cool winters. The average temperature for July is 81 degrees Fahrenheit and 49 degrees Fahrenheit in January. However, it is not uncommon to exceed 100 degrees Fahrenheit in the summer months and drop below freezing in the winter months. The average rainfall is 11-12 inches per year. January through February are the months when the San Joaquin Valley "tule fog" rolls in, resulting in low visibility and relatively low temperatures. The terrain of the City is generally flat, with elevations from 375 feet to 405 feet.

The area represented by this SWMP is the area included in the City's Urban Development Boundary, as defined by the City's General Plan Update (City of Exeter General Plan 2002 - 2020, Map 1-2). The Boundary Areas are described pictorially in the Plan Boundary Vicinity Map and the USGS Boundary Map located in Appendix F.

The existing drainage infrastructure within the boundaries covered by the SWMP includes natural drainage channels, retention basins, natural vegetation, piping, and pump stations. The northwest limits of the city currently drains into a large retention basin known as the Brickyard. This site was once excavated by a brick manufacturer because of the highly clay content in the area. This low permeability will continue to serve as a water quality barrier and protect the ground waters below.

1.3 Storm Water Management Action Plan

The SWMP has been developed and implemented from the combined efforts of Exeter's departmental staff (see Appendix C) including: 1) Public Works, 2) Engineering, 3) Police & Fire 4) Planning, 5) Building, and 6) Clerk's Office. The first step in the SWMP development required a meeting with staff on the requirements and background of the NPDES Permit, and the requirements that would be imposed on the City under such a permit. The Minimum Control Measures were described, along with examples of Best Management Practices related to these Control Measures.

City of Exeter		
Public Works Department	Felix Ortiz	559-592-3318
Engineering Department	Quad Knopf, Inc.	559-733-0440

Police & Fire Department		559-592-3103
Planning Department	Collins Schoettler	559-592-9244
Building Department	Tulare County	559-685-2300
Deputy City Clerk	Sandra Guillen	559-592-9244

Through continued communication, the information provided to the Public Works Department staff on existing programs and systems already in place were incorporated into the SWMP. Felix Ortiz is currently the Public Works Manager and recreation director. Due to the size of the community, this served as a benefit to the City because he is also in charge of construction inspections and post-construction compliance.

The department staff information was followed up with individual department interviews. The interviews were aimed toward determining the following:

- The City's existing storm drainage infrastructure system;
- The functional responsibilities of each department;
- The legal authority of each department; and
- The existing activities that may be used toward BMP implementation.

The information provided by City Staff was organized and disseminated for SWMP development. Then the Regional Water Quality Control Board (RWQCB) was contacted to obtain feedback permit requirements. The SWMP was then distributed to City personnel for their internal review and comment, to the RWQCB for review and comment, and to the public via a public information meeting for presentation of the SWMP. Once finalized, the SWMP will be presented to the Board of Supervisors for adoption.

PART 2 REGULATORY BACKGROUND AND SWMP HISTORY

2.1 Regulatory Action

The Federal Water Pollution Control Act (also referred to as the Clean Water Act (CWA)) was amended in 1972 to regulate discharge of pollutants to waters of the United States. Such discharge is unlawful from any point source without a National Pollutant Discharge Elimination System (NPDES) permit. The 1987 amendments to the CWA added §402(p), which established a framework for the regulation of storm water discharges under the NPDES Program.

In 1990, Phase I of the U.S. Environmental Protection Agency's (EPA) storm water program was established under the CWA. Phase I relies on National Pollutant Discharge Elimination System (NPDES) permit coverage to address storm water runoff from 1) "medium" and "large" municipal separate storm sewer systems (MS4s) serving populations of 100,000 or greater, 2) construction activity disturbing 5 acres of land or greater, and 3) ten categories of industrial activity.

On December 8, 1999, the Phase II Final Rule was established. The Phase II program requires operators of MS4s in urbanized areas serving populations greater than 25,000 and less than 100,000, and operators of small construction sites disturbing 1 acre or more, to implement programs and practices in order to control pollutants in storm water runoff. Such requirements are implemented through the use of the NPDES permitting system. The Phase II NPDES Program is intended to reduce adverse impacts to water quality by implementing minimum control measures on unregulated storm water discharges that have the potential to cause increased environmental degradation.

Below is a list of environmental problems typically associated with discharges from MS4s in urbanized areas and discharges resulting from construction activities:

- Development in urbanized areas substantially increases impervious surfaces, such as city streets, driveways, parking lots, and sidewalks, which results in concentrated pollutants settling until a storm event washes them into nearby storm drains.

- The use of pesticides, fertilizers, oils, litter, and sediment increase storm water pollution.

- The illicit connections of sanitary sewers result in fecal coliform bacteria entering the storm sewer system. Storm water runoff transports these via storm sewer systems then discharges them into waterways. These discharges contribute to a significant loss of fish, spawning and wildlife habitats, aesthetic value, and contamination of drinking water supplies and recreational waterways threatening public health.

- Sedimentation runoff from construction sites contaminates local water bodies, particularly small streams. Construction activities yield pollutants such as pesticides, petroleum products, construction chemicals, solvents, asphalts, and acids that can contaminate storm water runoff.

2.2 SWMP History and Goals

The City of Exeter is a rural community that thrives on water resources to maintain a viable agricultural economy. Within the City, the Public Works Department has made efforts to manage storm water runoff both directly and indirectly through existing storm water management tools. Throughout the development of the SWMP various discoveries were found on current storm water Best Management Practices (BMPs).

The City will use the existing storm water management activities that are incorporated in the Storm Drain Master Plan. Additional BMPs will be incorporated to accompany the Phase II Minimum Control Measures and increase the level of storm water protection to eliminate any further illicit discharges. The SWMP is a working, living document intended to update the existing Storm Drain Master Plan. This SWMP will assist, direct, and support City staff with implementing best management practices to protect storm water quality.

The SWMP is to be effective when the RWQCB approves this plan. City staff will be able to coordinate and develop most requirements within the first four years of the SWMP term. During the first year, the City will continue to apply their existing storm water protection activities and initiate a report that includes site assessments relative to implementation of BMPs. New BMPs will be explored to their maximum potential to determine if they are satisfactory in reducing storm water pollution. Once they are set in place, their financial impacts will be examined. The City will then evaluate the impacts of each BMP on an annual basis through findings that determine feasibility and modifications to the current budget and staffing.

Measures of BMP effectiveness may begin once each BMP is implemented and/or functional. An annual report prepared by the Storm Water Task Manager shall include findings which evaluate each BMP's effectiveness. The report shall review all aspects of current State and Federal Regulations against those applied to the SWMP, and outline necessary alterations to the SWMP. By the end of the five-year permit term, the City anticipates to have a comprehensive, practical, and effective SWMP that may be utilized to begin the next five-year term under NPDES permit regulations.

It is important to mention the potential impacts of pollution reduction to other agencies or entities within the City. These Agencies include:

- Tulare County Resource Management Agency
- Tulare County Association of Governments (TCAG)
- School Districts within the City
- Consolidated Peoples Ditch Company (Locust Grove)

PART 3 WATER RESOURCE DESCRIPTION

3.1 Groundwater

Exeter is located near the eastern edge of the San Joaquin Valley of California, a flat northwest-southeast basin approximately 450 miles long and 50 miles wide. Specifically, the Kaweah River System and several of its lesser tributaries fan out across the Valley floor. Historically, Exeter has been subject to periodic flooding from natural waterways, which deposited layers of sediment. These sediments make up the productive agricultural soils that surround the area today.

Exeter currently obtains its water supply from groundwater. Groundwater in the Exeter area is contained in an unconfined aquifer lying beneath the City. The groundwater supply is recharged by rain and snowfall in the Sierra Nevada range, and from rainfall on the Valley floor to a lesser degree. Other sources of groundwater recharge in the area include percolation from storm water basins, local waterways, and agricultural irrigation. The depth of groundwater in the area ranges from seventy to ninety feet, depending on the year and season.

3.2 Water System

The Exeter water system currently provides water service to developed areas within the City limits. There are five operating wells, currently pumping an average of 2.0 million gallons of water per day. There are three above ground water storage tanks, two of which are 200,000-gallon tanks and one 10,000-gallon tank. These tanks and wellhead hydropneumatic tanks provide water pressure to the City's entire water system. With future growth demands, it has been estimated that the City will require a pumping capacity of between 2.9 and 3.2 million gallons per day by the year 2025 (City of Exeter General Plan EIR 2002, Section 4.061). There is presently a sixth well under construction.

The Exeter Water Master Plan of 1975 indicated there was 11,610 steel pipes less than 6 inches in diameter, 32,070 feet of A.C. and C.L. lines less than six inches in diameter, 86,130 feet of A.C. or C.L. lines six inches or larger in diameter, and 3,950 feet of steel lines six inches or larger in diameter. Most of these lines were installed in 1911 at the time the original water system was constructed. The City began a major water main replacement project in the Fall of 2003.

3.3 Flood History

There are some areas surrounding Exeter that lie within the 500-year flood zones as defined by the Federal Emergency Management Agencies Flood Insurance Maps. This is an area of minimal flooding, and the City has not experienced significant flooding events in recent years. The floodplain impedes or places building restrictions upon development in this area.

The most significant waterway within the City is Outside Creek which distributes to the Kaweah River System. This Creek is located about one mile west of the City, and no longer accepts effluent from the City's wastewater treatment plant. Another surface water system in the City of

Exeter is the Locust Grove Ditch. This ditch is managed by the Consolidated People's Ditch Company, and accepts storm water discharges from the City of Exeter during periods of low flow (City of Exeter General Plan EIR 2002, Section 4.071).

PART 4 SWMP ORGANIZATION

4.1 SWMP Strategy

The purpose of the City of Exeter SWMP is to implement management tools known as "Best Management Practices" (BMPs). These are designed to reduce the discharge of pollutants from the municipal separate storm sewer systems (MS4s) to the "maximum extent practicable, (MEP" to protect water quality, and satisfy the appropriate water quality requirements of the Clean Water Act. The target objective will be gauged using a series of Measurable Goals, which also are contained in the SWMP.

The City of Exeter has been collecting material and encouraging input from departmental staff. Through individual interviews and coordinating informational meetings, this SWMP has been developed to meet both City and State regulations. Some of these are already existing and in place, and while some of these will be amended new practices shall also be developed with the input and review of departmental staff. The City Log Book will be mentioned through, and will be the center of, the data recording processes. The City will determine if this can be an electronic or hard copy database but it will be essential to the management of the plan.

As enforcement will be critical, documentation and follow-up will be instituted immediately. Departmental staff that encourages compliance through the permitting process already applies to certain measures. Enforcement will come through ordinance(s) already in place under the General Plan, as well as future ordinances if the City decides this level of regulation is necessary.

Measurable goals and associated timelines ranging from one to five years have been designed for each BMP developed under the six Minimum Control Measures. Mechanisms have been developed for BMP effectiveness to be tracked and measured. For example, illicit discharges may be called in and documented in the City's logbook. The number of calls or notifications through the 24 hr. Hotline may be measured, and the areas where discharges have occurred, may be documented.

The SWMP will be reviewed on an annual basis (or as necessary) over the Permit term of five years based upon staff documentation and evaluation of BMP effectiveness.

4.2 Department Framework

The SWMP requires effective communication and coordination between various departments to implement this plan successfully. The following departmental functions are noted as related to the SWMP:

1) **Public Works Department**: This Department protects and promotes the health of the community by providing environmental health and sanitation services and programs in solid waste management, housing, recreation areas, water supply, wastewater collection and treatment/disposal, land use and development; and vector control. This Department seeks to protect and enhance the public's health through the control of potentially harmful materials, organisms, energies and conditions in the environment.

Consultation and enforcement activities assure maintenance of standards sufficient to meet local environmental health and sanitation needs. The Public Works Department also maintains, repairs, and constructs, roads and bridges within maintenance districts, and in City service areas.

2) **Engineering Services:** The Engineering Department is responsible for all aspects of site plan review, new construction, and development, with the exception of roads and bridges. Due to the limited size, budget, and development of Exeter, the City currently retains a Contract City Engineer, which is Quad Knopf, Inc.

The Water Conservation division provides for regular maintenance of certain natural watercourses within the City. Ditch (Locust Grove Ditch) clearing activities are performed in partnership with the irrigation district. The division also makes recommendations to the Board for various public works projects to prevent or minimize flooding. The primary responsibilities of the Special District Services division involves the maintenance of City operated Maintenance Districts and Service Areas which provide water and/or sewer facilities.

4) **Planning Department**: The Planning department is in charge of the preparation and updating of a comprehensive, long-term, general plan for the land use and physical development of the City's future growth needs. Presently, Exeter contracts with Collins Schoettler to provide their planning needs. Their review includes land use zoning and subdivision enforcement within Exeter city limits. They are also responsible for the administration of the California Environmental Quality Act of 1970 in accordance with the guidelines issued by the State Secretary of Resources. All permits are processed and reviewed through their firm to ensure code compliance and consistency with the current City zoning ordinances and General Plan.

3) **Building Department:** The Building Department (Tulare County Resource Management Agency) is responsible for enforcement of current building codes and building construction inspection services within the City. Exeter is in an agreement with Tulare County to have them provide this service for their city. The duties include processing and issuing permits for grading, demolition, residential and commercial construction, mechanical, plumbing and electrical installations. The County's enforcement of building codes includes abatement procedures and notices of violation.

5) **Administrative Services**: This Department is responsible for maintaining operational planning related to technology, and providing an efficient and stable technology infrastructure for the City's information and telecommunication needs. This department assists the various City Departments with information sharing, universal program development, and other integration/interface issues.

A Resource Management Responsibility Matrix is included in Appendix C to show the existing framework. As shown on the organization chart, the City departments all fall under the main title, Resource Management Agency (RMA).

4.3 SWMP Responsibility Matrix

Certain existing activities performed by departmental staff play a part in reducing storm water pollution to the Maximum Extent Practicable (MEP) and eliminating prohibited non-storm water discharges. The following activities are broken down by department:

- **Engineering Department**

  - Standard Plans Development: The City of Exeter currently uses the revised 1982 Improvement Standards to accommodate any necessary provisions required by current regulations

  - Plan check fees and grading permits: The City Planning and Engineering departments have an existing process that allows for review of grading plans and issuing of grading permits. This existing process already accommodates construction site runoff control, as referenced in MCM 4 and 5. These include the development of runoff control standards and a requirement for submittal of a Storm Water Pollution Prevention Plan (SWPPP). Enforcement of these will be part of the grading permit inspection and building permit inspection process.

- **Public Works Department**

  - City Cleanups: Continuing with the existing program with alternative sentencing of individuals to remove garbage and trash from the street rights-of-way, BMP 2-3 describes how this will be integrated into the Storm Water Management Plan.

  - Waste Oil Program: The existing oil recycling program for local households and businesses will continue, and BMP 3-6 describes how this will be integrated into the Storm Water Management Plan.

  - Illegal Dumping: There is an existing coordinated effort between the Exeter Police Department and Public Works that recognizes that illegal dumping is a problem which needs to be addressed on a systematic basis. Complaints are currently logged, however repeat violators will need to be tracked. BMP 3-3 describes how this will be integrated into the Storm Water Management Plan.

  - Inlet and Culvert Cleaning: The City Public Works Department operates equipment that maintains the inlets and culverts within City street rights-of-way. This program is conducted on an as-needed basis and before winter storms as described in BMP 6-2.

  - Flood Control: The existing flood control program maintains ditches, local conveyance facilities, etc. These are primarily natural drainage paths outside street rights-of-way. The program consists of weed control and garbage collection. BMP 2-4 is an existing program based on these flood control maintenance practices.

- **Police and Fire Departments**

  - Hazardous Materials Spill Response: The Police and Fire Departments currently respond and contact the Tulare County Environmental Health Department to implement the Emergency Response Plan to all hazardous waste material spills as required by State and Federal laws. BMP 3-3 provides details on how this program affects the SWMP.

  - Sewage Spill Response: The Exeter Police Department contacts the Public Works Department for all breaks in existing sewer lines. Tulare County is contacted as additional resources are needed. BMP 3-3 represents this existing program for responding and reporting sewage spills.

- **Planning Department**

  - GIS: There are existing GIS personnel in the City Planning Department who maintain Planning-related database information. BMP 3-2 describes plans for updating the storm sewer map and potential to further developed GIS database for tracking of storm water management activities.

  - Public Education and Outreach Programs: There are existing programs on various topics that distribute public information during community events. Storm water public outreach shall be incorporated into the existing programs. (MCM-1)

- **Administrative Department**

  - Web Design: The City of Exeter currently has an active website associated with the Chamber of Commerce. A link representing information and education on storm water pollution and prevention shall be added to the website. This BMP tool is recommended as described in BMP 1-2 of the Storm Water Management Plan.

- **City Tax Collector**

  - Storm Water Insert: The City water system billings are generated and sent out once a month. A storm water insert shall be printed and sent out with the billings for no additional postage cost to the City, as described in BMP 1-1 of the Storm Water Management Plan.

A SWMP Resource Management Responsibility Matrix is provided in Appendix C outlines the proposed department framework for the SWMP. An MCM Task Manager is yet to be determined.

4.4 SWMP Timeline

The BMP Matrix found in Appendix B provides an outline of each BMP with its prescribed implementation schedule. The measurable goals and implementation schedules are designed to promote progress toward satisfying a portion of one or more Minimum Control Measures. For example, report generation and queries are incorporated into reports and associated data such that it may be reviewed on an annual basis.

To be successful, the BMP Matrix will be used as a management tool by department staff and the MCM Task Manager for annual planning and reporting activities. Planning and reporting activities are described further in Section 6.

4.5 Implementation and Interaction with Other Agencies

The BMP Matrix in Appendix B initiates certain practices to be a cooperative effort between adjacent communities and other agencies. To accommodate the regulatory stature intentions of the SWMP, public awareness, commitment, and contributions are necessary for a successful Storm Water Management Program. Utilizing existing resources is the most effective way to accomplish community involvement. Through ideas and experience of other organizations, whether municipal, civic, volunteer, or otherwise, we can broaden and enhance outreach activities. This SWMP attempts to achieve such collaboration whenever appropriate or applicable.

4.6 Budget/Staff Resources and Legal Authority

The SWMP has been designed to have a minimal impact upon the City's financial and staffing resources. It is understood that their budget is insufficient to even accommodate programs and operations not related to the regulations stipulated under this permit. Specific activities and events may be performed cooperatively with outside organizations. This is explored in the SWMP to assist additional financial and/or staff burdens within the SWMP.

There are various resources that may provide legal authority to enforce the SWMP. Such resources include the Federal CWA, the California Water Code, California Environmental Quality Act (CEQA), Subdivision Map Act, Porter-Cologne Act, and City Ordinances. Aside from the formal, legal resources listed herein, the City intends on continuing certain enforcement practices at the ground level, such as stopping construction or withholding and/or suspending permits until compliance is reached.

Felix Ortiz is currently working as the Public Works Director and is also in charge of Recreation. Due to the small size of this, community development is limited. Felix also works as a construction inspector and will be responsible for construction site NPDES compliance and post construction inspections. This is a very critical component of the SWMP for the City of Exeter because the staff training dynamic in Exeter will be much different then what the RWQCB may see for larger cities with more staff.

PART 5 SWMP MINIMUM CONTROL MEASURES AND BEST MANAGEMENT PRACTICES

5.1 Minimum Control Measures

Best Management Practices (BMPs) have been selected for the City representing activities specific to Exeter's needs. They are intended to meet each Measurable Goal within the City's budget and staff limitations. The matrix that has been prepared outlines activities and practices that are designed to fulfill each MCM. It should be noted that some BMPs are not easily quantifiable or predictable, although a concerted effort has been made toward developing ways to measure their effectiveness.

Under Permit requirements, the SWMP is to, "*Describe measurable goals and timetables for implementation in the following six program areas (Minimum Control Measures). Each Minimum Control Measure below is followed by a brief description of the proposed Best Management Practices satisfying its requirement*."

MCM – 1: Public Education and Outreach on Storm Water Impacts

Per General Permit requirements, this MCM states that, "*The Permittee must educate the public in its permitted jurisdiction about the importance of the storm water program and the public's role in the program*."

BMP 1-1: Mailers – Develop bilingual inserts addressing Storm water and the Public's role and City Storm Water Hotline information and include it in one utility mailing per year. This insert will be sent to all names with water bills in September of each year. (Approx. 2300 households) A supplemental annual survey will be mailed also through the utility mailer striving for approximately one-tenth of the residents completion. The return of surveys will be evaluated and recorded in the City Log Book for evaluation and annual reporting and evaluation.
(Target date: Year 2)

BMP 1-2: Website – Enhance the website to include storm water. Add Storm Water section explaining NPDES Phase II, with City contacts and Storm Water Hotline information. Five hits per year will be the goal for the first year with re-evaluation annually for improvements. Results shall be recorded in the City Log Book. http://www.exetercityhall.com
(Target date: Year 3)

BMP 1-3: Presentations – School and public presentations will be made to students and citizen groups regarding storm water pollution. A survey will be utilized at the close of the presentations to evaluate

the understanding and its effectiveness of reaching the audience. CSET will be utilized for school presentations.

The original goal will be to present to 1 of the 5 various schools and one community meeting each year. The number of classes, people in attendance, agenda and/or topics discussed will be recorded in the City Log Book and used for tracking and measurement of effectiveness.
(Target date: Year 3) (See BMP 2-1)

BMP 1-4: Retail handouts – Distribute brochures at hardware stores, nurseries, and City Hall identifying landscape and personal/residential storm water mitigations citizens can do around the home and everyday to help. These flyers will cover storm water information including but not limited to illicit discharges, illegal dumping, public reporting, home, and landscape maintenance. Using the City Log Book the number (±100) and location of the distributed flyers (±5 retail locations) will be the monitoring and rated for effectiveness.
(Target date: Year 3)

BMP 1-5: Pet waste – Install informational signs at parks and supply pet waste pick up bags. Information regarding the impact pet waste has on storm water quality and the importance of pet waste pick up will also be posted. Visual inspection and the number of bags will be monitored to gauge the BMP's effectiveness. Data should be recorded in the City Log Book. The signs and bags will be installed at 4 of 11 parks during the first year.
(Target date: Year 1)

MCM - 2: Public Involvement/Participation

Per General Permit requirements, this MCM states that, "*The Permittee must comply with all State and local notice requirements when implementing a public involvement/ participation program*."

BMP 2-1: Ordinance – The City will adopt SWMP ordinances which will ultimately encompass, enhance and enforce the City's position on its SWMP. The ordinance will also provide a tiered enforcement system. (education, notification, citation and fine) The ordinance will address public and private erosion, sediment, non-sediment controls, construction and post construction issues, and non-storm water discharges, along with authoritative tiered enforcement information. This ordinance will be supported by additional specific ordinances for specific storm water issues. Additional detail is provided in specific ordinances as reflected in BMPs 3-1, 4-1 and 5-

1. State and Local requirements will be met within these ordinances and they will be presented to the community and stakeholders through public notice and meetings. State/Local requirements will be followed.
(Target date: Year 1)

BMP 2-2: Inlet Stenciling – Stencil storm drain inlets, culverts, headwalls, and other drainage structures for City-maintained storm drain structures. City staff and volunteers will be utilized for annual stenciling. The approach will define a timeline for stenciling existing structures as well as requirements for new and future structures to be stenciled at installation. It is estimated the ± 200 inlets plus other storm water structures may take 2 to 3 years to get all marked. (approx. 33% annually) The number of structures stenciled annually will be recorded for evaluation in the City Log Book and used in annual reporting.
(Target date: Year 3)

BMP 2-3: City Clean-up – Employees and citizens will participate in a biannual clean up days. Using volunteer groups and private citizens, the city street clean ups will continue. Repeating these events and reporting areas of greatest need will create a priority list to help focus future events. Utilizing length of streets and number of structures covered and quantity of debris gathered will evaluate the efficiency along with the number of participants and or groups involved. Data should be recorded in the City Log Book.
(Target date: Ongoing)

BMP 2-4: Annual Waterway Clean-up – In conjunction with the Ditch Company, volunteers will be enlisted to cleanup local drainage waterways. This program will continue measuring the lineal coverage made (estimated 2000 lineal feet) and number of bags accumulated per event. Recording results in the City Log Book from the events will expose priority locations for the future. The decreasing numbers in areas needing clean-up and debris collected as the community gets behind the programs will act as its ultimate goal. The first year will require establishing the baseline in which to compare.
(Target date: Ongoing)

BMP 2-5: Survey – A public survey directed toward information and knowledge of storm water systems will be given. The City will randomly select 1 percent of its residents to be surveyed. Each year thereafter an additional "targeted" 1 percent will be surveyed. These "targeted" residents will be chosen from data gathered from the annual report, up to 5 percent of City residents maximum. The effectiveness will be

measured by the responses received and comparisons to previous years results and all data will be recorded in the City Log Book.
(Target date: Year 1)

BMP 2-6: County Fair – The booth at the annual county fair will be coordinated with TCAG. The booth was first started in 2004. The purpose of the booth will be to educate the public regarding the local storm drain systems and the impacts of pollutants. The community's knowledge of storm water issues and the effectiveness of the public programs will be evaluated using a questionnaire. Quantify and record the number of questionnaires filled out. Results should be tabulated and shared with local communities for recording and inclusion in the annual report.
(Target date: Year 1)

BMP 2-7: Right-of-Way Clean-up – The community is involved in a program obtaining labor through an alternate sentencing program. This program will continue collecting trash and debris along the right-of-ways, recording; when, where, and how much was collected in the City Log Book. Because this program will be scheduled sporadically with law enforcement the only goal recognized at present is hopefully reducing the need for the program.
(Target date: Ongoing)

MCM - 3: Illicit Discharge Detection and Elimination

Per General Permit requirements, this MCM states that, "*The Permittee must adopt and enforce ordinances or take equivalent measures that prohibit illicit discharges. The Permittee must also implement a program to detect illicit discharges*."

The definition of an illicit discharge is any discharge to a municipal separate storm sewer that is not composed entirely of storm water except discharges pursuant to a NPDES permit (other than the NPDES permit for discharges from the municipal separate storm sewer) and discharges resulting from fire fighting activities. Illicit discharges constituents or pollutants of concern include the following: oil and grease, suspended solids, metals, gasoline, pesticides, and pathogens.

Certain discharges are considered as non-storm water discharges or flows, and are however deemed as authorized discharges. The following types of discharges are authorized unless they first come into contact with pollutants prior to discharge:

- water line flushing
- landscape irrigation
- diverted stream flows
- rising groundwaters

- uncontaminated groundwater infiltration (as defined at 40 CFR S35.2005(20)) to separate storm sewers
- uncontaminated pumped groundwater
- discharges from potable water sources
- foundation drains
- air conditioning condensation
- irrigation water
- springs
- water from crawl space pumps
- footing drains
- lawn watering
- individual residential car washing
- flows from riparian habitats and wetlands
- de-chlorinated swimming pool discharges

It should be noted that certain above-listed non-storm water discharges may be determined by the RWQCB to be significant sources of pollutants to waters of the State or physically interconnected MS4, or threaten water quality standards, at which point the City will be notified and the said discharge(s) would be removed from this authorized non-storm water discharge list.

BMP 3-1: Ordinance – Adopt specific ordinance giving the City authority to enforce and track illicit discharge and detection. Enforcement will include a tiered system (education, notification citation and fine) and can be included in the City's ordinance. State and local requirements will be followed.
(Target date: Year 2) (see BMP 2-1)

BMP 3-2: Storm Water Map – The City will adopt a storm water map utilizing GIS and deriving it from the Storm Drain Distribution and Facility System Map and the Storm Drain Service Areas Map. (Appendix F) Establishing a program to track and address complaints of illicit fluid and illegal dumping. Included in the map will be all outfalls and any receiving waters locations and names. Using this in conjunction with the City Log Book will make evident, areas of concern, which will be assessed in accordance with the new City SWMP. Record keeping will establish the baseline in which to reduce the complaints and provide data for focusing education and enforcement of the SWMP. The first years goals will be to capture the data and review quarterly. Future years will formulate the data into a plan and a way to improve knowledge and reduce non-compliance annually.
(Target date: Year 2)

BMP 3-3: Illicit Discharges and Dumping – Various city departments (Police, Fire, Public Works and Tulare County Environmental Health Dept.) will establish in the City Log Book a means to track and enforce the

prohibition of illicit discharges, illegal dumping, sewage spills and hazardous waste spills, using the website, new ordinance(s) and a Priority Action List. Training coordinated between the City Departments, and Public Works establishing inspection procedures to investigate these complaints needs to be defined and provided to all Departments involved. This will be critical for proper handling and recording. Prioritization will occur through many avenues of City reporting, inspections, public complaints, industry and type of business targeting, and response to corrective measures will also play an integral part in creating the Priority Action List. This portion of the log will include but not be limited to; record of spill, response, result and or the enforcement action. Actively retain and record areas of concern and or deviations from the SWMP in the City Log Book. This log will be maintained by the Public Works office. The purpose will be the central location for ALL City departments to archive data beneficial to the effectiveness, enforcement and overall compliance of the SWMP. It will be an internal document which will be used as reference through many of the Minimum Control Measures applied. The Priority Action List will be reviewed annually and task assigned for action.
(Target date: Year 2)

BMP 3-4: 24-hour Hotline – The City will establish a 24-hour Emergency Response Dispatch Hotline System. This will be advertised locally once a year by inserting information in the utility billings and on the website (See BMP 1-1 and 1-2). Public Works will be backed up by the City Police Department dispatch center for 24-hour emergency response system for public reporting and recording of illicit discharges and dumping. The Priority Action List will support data such as locations, responses, enforcements and actions taken as a result and will be evaluated in accordance with the new city ordinance which will be a tiered plan to allow for different effects for different issues, and distinguishing the repetition of the problems. All responses will be logged for evaluation on the Priority Action List and in the City Log Book. The calls will be transferred to the police after regular business hours.
(Target date: Year 3)

BMP 3-5: City Staff Training – The City shall provide training programs for building and construction inspectors, and any other related municipal staff, regarding illicit discharge control measures and requirements. At present there are no significant contributors within city limits. Training and knowledge of non-storm water "authorized discharges" shall be watched for and any change recorded. Seminars and attendees will be logged and submitted with annual reports. Inspection procedures/checklists will be developed and will include

a section to help detect non-storm water discharge or illegal dumping. Explanation of new ordinances and their tiered enforcement mechanism will assist staff involved with city support. Training will occur at a minimum of one session per year.
(Target date: Year 3)

BMP 3-6 Waste Oil Collection program – Continue to publicize the existing program which allows the drop off of oil, paints, batteries, and other household hazardous wastes at established sites. Publicize with print, radio public events. Continue to support program and track volume. Monitor the volume and traffic at the disposal sites, with a goal of 10% increase in volume. Additional goal of increase in participation based upon record keeping and annual reporting can reflect growth in storm water knowledge in the community.
(Target date: Ongoing)

MCM - 4: Construction Site Storm Water Runoff Control

Per General Permit requirements, this MCM states that, *"The Permittee must develop a program to control the discharge of pollutants from construction sites greater than or equal to one acre in size within its permitted jurisdiction. The program must include inspections of construction sites and enforcement actions against violators."*

Since the city contracts their Building Department tasks to Tulare County and Tulare County is a MS4 system, the training and education for both entities will be shared. Some collaboration will occur between the city and the county to uniform Best Management Practices so they can be interchanged between both agencies. Also recording and reporting practices will need to be similar in order to be preformed seamlessly between Exeter and Tulare County.

BMP 4-1: Ordinance – Develop and adopt a specific ordinance giving the city authority to require control of erosion, sediment, and other construction pollutants. Require developers to submit NOI and develop SWPPP prior to local approval of plan. Tiered enforcement will be defined and proper state and local requirements will be followed regarding notice and presentation to community and stakeholders.
(Target date: Year 2) (see BMP 2-1)

BMP 4-2: BMP Standards – The City will review the CASQA BMP handbooks and adopt BMP standards from this source or an equivalent source by the end of the first year. Construction Site BMP Standards include gravel beds, sand bags, and silt fences, etc. All BMPs are to be included relative to erosion and sediment control, tracking, wind erosion, post-construction, non-storm water and waste management. The approved construction standards will be provided to all

developers and addressed with the building permit process on all projects of one acre or more. Logging the number of permits pulled requiring the process and the location of the site will further establish storm water education and add areas of concern to the over all plan. The City Log Book should be updated with this information and reviewed annually at a minimum.
(Target date: Year 1)

BMP 4-3: Industry Education – Use the project review (site plan) committee process as an opportunity to educate developers regarding the NPDES Phase II requirements. The City will advise developers of any approved construction BMP standards, new criteria and revised process for submittal. The updated process for plan approval will require verification of the NOI / Storm Water Pollution Prevention Plan. Determination will be left to the city's discretion whether a WPCD must be included in the permit set, or if confirmation of the WDID number will be adequate. Exposure to the tiered enforcement should be made known and recording of the projects coming through the review needs to be part of the City Log Book data collection process. Logging developers exposed to the process and regulations should be recorded. Organize ongoing refresher programs for continuous learning.
(Target date: Year 2)

BMP 4-4: Staff Procedures – Director of Public Works is the primary building inspector, also. Develop inspection and checklists to be used in the field and during plan review must be established. The CASQA standards will be utilized to provide standards and guidelines (see BMP 4-2). Training 100% of inspectors in the first year is the goal. Training will occur annually. Record attendance and an evaluation form will be used to monitor the program. Data recorded in the City Log Book. (Target date: Year 2)

BMP 4-5: Staff Training – Conduct training sessions bi-annually. A training program on storm water quality control measures will be created for building and construction inspectors and any other related municipal staff regarding new municipal water quality control measures and requirements and enforcement procedures. The CASQA standards will be utilized to provide standards and guidelines and shall be on record within the City Log Book for reference (see BMP 4-2). Felix Work with TCMG to provide outreach materials to professionals. (such as inclusion on training programs) Recording attendance and using an evaluation form for monitoring the program. All municipal staff should be updated annually at a minimum, with new staff receiving training within the first 6 months of their start date. Improved field results are the ultimate goal of this measure.

Creating the baseline and logging results and improvements will demonstrate its effectiveness.
(Target date: Year 2)

BMP 4-6: Priority Action List / Designates – Inspect 100% of construction sites per year. Using the storm water map specified in BMP 3-2, areas of concern will be assessed in accordance with the new City SWMP. All inspections will be recorded in City Log Book for reference in providing enforcement, and violation histories for a priority list. As priority sites are identified, inspections shall occur on a regular basis during the wet season. Assessing priority sites can include but are not limited to; violations, types of business and vicinities in the community. The use of the tiered ordinances will assist in measuring the performance of the Construction Industries willingness to comply and efforts learn and embrace the SWMP.
(Target date: Year 3) (see BMP 4-1)

BMP 4-7: 24-hour Hotline System – The City will establish a 24-hour Emergency Response Dispatch Hotline System. This will be advertised locally once annually by inserting information in the utility billings (See BMP 1-1 and 3-4). Public Works will be backed up by the City Police Department dispatch center for 24-hour emergency response system for public reporting and recording of construction related discharges. The Priority Action List will support data such as locations, responses, enforcements and actions taken as a result and will be evaluated in accordance with the new city ordinance which will be a tiered plan to allow for different effects for different issues, and distinguishing the repetition of the problems. All responses will be logged for evaluation on the Priority Action List in the City Log Book. The calls will be transferred to the police after regular business hours.
(Target date: Ongoing)

MCM –5: Post-Construction Storm Water Management in New Development and Redevelopment

Per General Permit requirements, this MCM states that, "*The Permittee must educate the public in its permitted jurisdiction about the importance of the storm water program and the public's role in the program*."

BMP 5-1: Ordinance – Adopt specific ordinance giving the City authority to enforce and track post-construction, runoff from development within the community, both public and privately controlled. Enforcement will include a tiered system (education, notification, citation and fine) and can be included in the City's ordinance. Proper state and

local requirements will be followed regarding notice and presentation to community and stakeholders.
(Target date: Year 2) (see BMP 2-1)

BMP 5-2: BMP Standards – Develop standards and require standards in 100% of new development plans. The CASQA standards will be utilized to provide standards and guidelines (see BMP 4-2 and 4-6). Effectiveness will be evaluated by the review of new plans in through the city and the effectiveness of the BMPs in the field. Record in the City Log Book, Building Permits and site inspection to provide data for evaluation and improvements.
(Target date: Year 3)

BMP 5-3: Industry Outreach – Provide outreach materials to the Developers during site plan review process. (BMP 4-3) The CASQA standards will be utilized to provide standards and guidelines (see BMP 4-2). This will be used to reach new and existing developers in the community to local ordinances and provision in post-construction management required in this area.
(Target date: Year 3)

BMP 5-4: Training – Conduct post-construction storm water training. Training sessions will be conducted bi-annually. A training program on storm water quality control measures will be created for building and construction inspectors and any other related municipal staff regarding new municipal water quality control measures and requirements and enforcement procedures. The CASQA standards will be utilized to provide standards and guidelines (see BMP 4-2). Recording attendance and an evaluation form will be used to monitor the program. All municipal staff should be updated annually at a minimum, with new staff receiving training within the first 6 months of their start date.
(Target date: Year 2)

BMP 5-5: Attachment 4 – The City will establish a system that implements and records Attachment 4 requirements/standards, enforcements and tracks them and their maintenance while providing outreach and technical assistance to developers and designers. The City Log Book will be utilized in tracking maintenance, procedures and activities. Available for annual reporting.
(Target date: Year 5) (see BMP 2-1, 4-2, 4-3 and 4-4)

MCM – 6: Pollution Prevention/Good Housekeeping for Municipal Operations

Per General Permit requirements, this MCM states that, "*The Permittee must examine its own activities and develop a program to prevent the discharge of pollutants from these*

activities. At a minimum, the program must educate staff on pollution prevention, and minimize pollutant sources."

BMP 6-1: City Inventory and Plan – City Facilities and Corporate Yard shall evaluate their facilities and activities and establish programs to be done on a scheduled basis, insuring proper long-term maintenance and operations. Implementing proper BMPs for the activities preformed in the designated areas will become part of the activity themselves. City Log Book will be kept of the facilities cleaned/maintained, clean inlets, culverts, and other drainage facilities with City rights-of-ways. Utilizing the map (see BMP 3-2) the number of structures served can be evaluated for schedule, maintenance and timeframe required to keep them fully functional, with the master requirement of addressing all structures once annually. It is critical that the first year be geared toward creating a baseline in which to measure and improve from, also locations, type of clean up and plan designated will track and measure its effectiveness.
(Target date: Year 1)

BMP 6-2: Facility Records – Keeping records in the City Log Book of what type of processes and waste is removed will enable the facilities to adjust activities, BMPs and schedules, to best protect and serve the program. All facilities and structures will be inspected annually at a minimum. Data supports priority locations for more often inspections. The first evaluation (BMP 6-1) can provide the baseline from in which to improve with a goal of a 10% reduction in priority locations or hotspots per year. The map should be utilized (see BMP 3-2) for assisting in the annual reporting and focus on where to address for the most improvements.
(Target date: Year 2)

BMP 6-3: Street Sweeping – The City will continue to implement the Street Sweeping schedules. Streets swept monthly. Approximately 37 miles total of streets throughout the city. Schedules differ by city location and are determined by priority targeted areas. Maintaining clean streets and protecting the environment is the objective. Tracking the number of miles per month swept, and the volume and type of debris collected, will be the data used for annual reporting and evaluation.
(Target date: Ongoing)

BMP 6-4: Litter Control – Public trash receptacles will be located on outfall map (see BMP 3-2) and reviewed for proper placement in location to storm water inlets. Properly located cans can improve the efforts immediately. The city wants to increase the number of trash receptacles and amount of trash and recyclables recovered. Adding

10 trash cans and recycling containers through city parks should increase both by 20% minimum. Staff will continue with visual inspections, record keeping and evaluating the amount, and/or volume annually to determine the need for additional receptacles in specific areas.
(Target date: Year 3)

BMP 6-5: Staff Training – Training for Municipal Staff will be provided and training seminars will be conducted for all municipal staff to convey the approach to the SWMP and how to reduce or eliminate storm water pollution from their activities. Education on Best Management Practices is critical. Training will be performed annually, and on an as needed basis so that all staff is up to date within 6 months of hire. Attendees are encouraged to comment during the training or through the Priority Actions List (City Log Book) process any ideas for improvements etc., The attendees and training content will be recorded and reported annually.
(Target date: Year 3)

BMP 6-6: Annual Report – An annual Administrative Report to the Regional Water Quality Control Board concerning the effectiveness and implementation of BMPs within the SWMP will be prepared. The City shall identify areas of focus by way of inspection of facilities and activities. Corrective actions will be developed for preventing or reducing pollutant runoff from municipal operations. Manuals will be developed outlining standard operation procedures with the addition of BMP implementations during municipal activities in all City facilities. This City annual report summation will improve the reporting to the RWQCB and provide more detail for direction as well as determine areas of future improvement.
(Target date: Year 1)

The Best Management Practices Matrix can be found in Appendix B. Each is associated with a specific Minimum Control Measure. Within the Matrix you will find the following elements:

- Minimum Control Objective
- Best Management Practice
- Implementation Method
- Measurable Goal
- Estimated Timeline for complete Implementation

PART 6 SWMP PERFORMANCE AND EFFECTIVENESS EVALUATION

6.1 Staff Performance Evaluation

An annual Department review will be conducted measuring the progress, feedback and effectiveness of all BMPs. The staff review will address the following criteria:

- Effectiveness: Is the BMP set up appropriately for City staff? Is there a better way of tracking/reporting? Is there a more appropriate staff person to handle part or all of the BMP responsibilities?

- Cost effectiveness: A rough cost-benefit analysis for each BMP scrutinized by staff, the public, or a regulatory agency will be encouraged so that determinations may be made as to what, if any, changes should be made.

- Implementation: Is the BMP implementation schedule adequate/appropriate or does the schedule need to be modified? Why?

- Pollution Removal: Is the BMP effective in improving storm water quality?

- Regulatory compliance: Is the BMP compatible with environmental regulation?

6.2 Annual Planning and Reporting

Annual planning will be performed in the following manner:

- Reports for tracking various BMPs will be generated, collected, and provided to MCM Task Manager.
- Assess each BMP against the SWMP's measurable goals perceived effectiveness, actual effectiveness, and financial impact.
- Coordinate meetings between the MCM Task Manager and department staff to discuss where certain BMPs should be modified, and why.

Annual reporting to the RWQCB is required to:

- Document and identify BMP's actual time versus SWMP implementation time.
- Provide a revised implementation schedule based upon the previous year's SWMP development and the projected year's progress.
- Describe the effectiveness of implemented BMPs and the criteria used to measure progress.
- Provide a list of BMPs that should be amended or incorporated in the revised SWMP.

The MCM Task Manager will be responsible for any and all interactions and reporting with the RWQCB.

APPENDIX A

SWMP ACRONYMS AND TERMS

SWMP Acronyms and Terms

BMPs	Best Management Practices - Physical, structural, and/or managerial practices that, when used singularly or individually or in combination, prevent or reduce pollution of storm water
City	City of Exeter
CWA	Clean Water Act, Phase I and Phase II NPDES programs fall under this legislation
EPA	United States Environmental Protection Agency
MCM(s)	Minimum Control Measure(s) - Measures required under the NPDES Permit for storm water management and protection
Measurable Goals	Definable tasks or accomplishments associated with implementing best management practices
MEP	Maximum Extent Practicable - Standard of evaluating permit compliance
MS4	Municipal Separate Storm Sewer System
NPDES	National Pollutant Discharge Elimination System - Section 404 of the Federal Clean Water Act
NOI	Notice of Intent - Notice to Regional Water Quality Control Board of an entity's intention to apply for an NPDES Permit
Phase II	Second stage of State and Federal storm water permit regulations
Plan	Document providing organization, management activities, goals, strategy and direction for the activities associated with this effort
RWQCB	Regional Water Quality Control Board
SWMP	Storm Water Management Plan - Required to accompanies NPDES Permit application under State and Federal regulations
SWPPP	Storm Water Pollution Prevention Plan
TCAG	Tulare County Association of Governments

APPENDIX B

BEST MANAGEMENT PRACTICES MATRIX

CITY OF EXETER
NPDES PHASE II PERMIT
Storm Water Management Plan
Best Management Practices (BMPs)

BMP NO.	BMPS	Implementation Time Frame YEAR 1	2	3	4	5	MCM OBJECTIVE	IMPLEMENTATION	MEASURABLE GOALS	RESPONSIBLE PARTY
MCM - 1 PUBLIC EDUCATION AND OUTREACH ON STORM WATER IMPACTS										
1-1	Develop Inserts - Storm water quality bilingual message to be distributed in residents' water bills once annually.	0%	**100%**	100%	100%	100%	*The public education and outreach plan has the following objectives: 1) Change public perception and attitudes toward the drainage problems in the City of Farmersville, 2) Raise public awareness about storm drainage pollution and its impact on the City of Farmersville water resources, 3) Educate the community about specific pollutant sources and what the public can do to reduce drainage pollution, 4) Seek out public involvement (volunteer groups) in pollution prevention programs.*	Insert flyer tailored to address storm water education. The insert will be printed on the back of the existing utility bill. This mailing will go out to the entire City (population ± 9168), including areas outside of the permit boundary annually, based on utility billing addresses.	The effectiveness of insert will be measured by selecting a random sample of residents on the mailing list to survey.(10%) These residents will also be mailed a feedback questionnaire. Success will be 1/10th of those surveyed returned for evaluation.	Public Works Director (Felix Ortiz)
1-2	Develop and/or enhance City website - Develop a Storm Water section with City contacts and hotline information. Storm Drain education and the NPDES Phase II Plan being the target to Public and Staff.	0%	0%	**100%**	100%	100%		The Administrative and Planning Departments will work together to enhance the City website (www.exeterchamber.com), including a storm water section to describe the NPDES Phase II Plan, permitting process & hotline information.	The effectiveness of the web page will be measured by a web counter recording the number of visitors to the section. The goal for the web page will be 5 hits per year and monitored annually for evaluation.	Public Works Director (Felix Ortiz)
1-3	School Visits and Public Education - Presentation to students and citizen groups regarding storm water pollution.	0%	50%	**100%**	100%	100%		The City will coordinate with adjacent comunities and the Regional Water Quality Control Board to bring a storm water quality speakers to 1 of the 5 various schools and one community meeting each year.	The effectiveness of the BMP will be measured by a brief quiz/survey distributed to audience immediately following the presentation, with a goal that at least 80% of the surveys are returned to the speaker.	Public Works Director (Felix Ortiz)
1-4	EPA's Landscape maintenance and General Storm Water Retail Handouts	0%	0%	**100%**	100%	100%		Distribute handouts at the hardware store, nursery and City events, replenished as required.	Roughly 100 handouts will be distributed to each designated retailer and the number and times replaced will be recorded and monitored. City will track number distributed in their office. Number of flyers distributed will be logged for monitoring purposes.	Public Works Director (Felix Ortiz)
1-5	Establish pet waste control display and pick up bags in Parks.	**100%**	100%	100%	100%	100%		Install a sign that references the City of Exeter's pet waste ordinance and provide pick-up bags at 4 of 11 parks.	The effectiveness of the pet waste control display will be measured by tracking the number of bags distributed and by surveying the parks crew to see if there has been a noticeable change in the amount of pet waste seen or collected. Time frame for remaining parks will be determined from data gathered the previous year.	Public Works Director (Felix Ortiz)

BMP NO.	BMPS	Implementation Time Frame YEAR 1	2	3	4	5	MCM OBJECTIVE	IMPLEMENTATION	MEASURABLE GOALS	RESPONSIBLE PARTY
MCM - 2 PUBLIC INVOLVEMENT/PARTICIPATION										
2-1	City Ordinance - Multi-faceted Storm Water Ordinance to enhancement and enforcement of SWMP Minimum Control Measures and BMPs	**100%**	100%	100%	100%	100%	Local and State requirements will be met within these guidelines and it will be presented to the community through public notice and meetings. The success of the SWMP depends on securing support from City elected officials, citizens, business groups and County staff. To secure this support, we need to implement a plan that not only informs these audiences of the urban runoff concerns, but also asks them to participate in the development of the SWMP. The objectives of the plan will be to : 1) Raise public awareness about the drainage problems in the City of Exeter through public involvement in the SWMP, and 2) Involve the public in the development and implementation of the SWMP to secure public "buy in" and support for the SWMP.	Adopt an ordinance to enhancement and enforcement of SWMP Minimum Control Measures and BMPs. Includes multi-faceted issues and tiered enforcement measures. Presneted through state and local requirements to stakeholders and public.	Review of non-compliances and follow-up information will measure the effectiveness of the BMP.	Public Works Director (Felix Ortiz)
2-2	Storm Drain Stenciling - The City will sponsor a storm drain stenciling program for the City storm drain structures.	0%	50%	**100%**	100%	100%		When signing and restriping is performed, existing storm drain inlets (approx. 200), culverts, headwalls, and other drainage structures will be stenciled. A stenciling standard will be developed by the City to be used for the annual stenciling program. New structures will be marked at installation.	The effectiveness of this program will be measured by recording stenciled structures. Obtaining annual targets will confirm 100% completion by year 3. A logging procedure will track new structures to the system and process. Maintenence will be determined as completion is accomplished.	Public Works Director (Felix Ortiz)
2-3	City Cleanups - City employees and citizens will clean up trash bi-annually as a area or neighbhood event.	**100%**	100%	100%	100%	100%		Continue this existing cleanup activity, including roadways, culverts, hillsides, neighborhood and other areas etc.	The effectiveness of this program will be measured by the quantity of garbage removed each day or event. Locations of City cleanups will be recorded for evaluation and reference for determination of the next events location.	Public Works Director (Felix Ortiz)
2-4	Waterway Cleanup - Local Ditch Co. cleans local drainage waterways annually.	**100%**	100%	100%	100%	100%		Ditch Co.inconjunction with volunteers will continue to annual clean up of waterways within the City.	The effectiveness of this program will be measured by recording the linear feet of waterway cleanup on an event and annual basis, with a minimum length of 2,000 lf. each year. Number of bags of debris collected will be recorded. Documentation will be completed and kept following each cleanup activity and reviewed annually for assessment.	Public Works Director (Felix Ortiz)
2.5	Survey - The City will develop a survey which will provide information about knowledge of the storm drain system and will provide an evaluation and assessment tool.	**100%**	100%	100%	100%	100%		The city will develop a survey to be mailed out to approximately 1% of the population in the city and areas outside of the permit boundary.	The effectiveness of the survey will be measured by the responses received.	Public Works Director (Felix Ortiz)
2-6	Annual participation in booth @ County Fair (w/ storm water questionnaire - started in 2004)	75%	**100%**	100%	100%	100%		200 questionnaires filled out each year	Number of questionnaires filled out each year and feedback regarding the public knowledge of storm water issues.	Public Works Director (Felix Ortiz)
2-7	Right-of-Way Clean-up	**100%**	100%	100%	100%	100%		Existing program implemented in conjuction with law enforcement. Using offenders as labor to collect trash and debris along right-of-ways.	Recording when, where and how much was collected will provide data for priority action areas. Ultimate goal will be to reduce the amount collected by 10% each time and ultimately reduce the need for the program.	Public Works Director (Felix Ortiz)

BMP NO.	BMPS	Implementation Time Frame YEAR 1	2	3	4	5	MCM OBJECTIVE	IMPLEMENTATION	MEASURABLE GOALS	RESPONSIBLE PARTY
MCM - 3: ILLICIT DISCHARGE DETECTION AND ELIMINATION										
3-1	City Ordinance - Discharges, (includes Illicit, Illegal Dumping, Sewage Spills and Hazardous Waste Spills) - Multi-faceted ordinance to enhancement and enforcement of SWMP Minimum Control Measures and BMPs. Prepare and submit ordinance for Council approval. Ordinance will include tiered approach including: 1) Education, 2) Notification, 3) Citation, and 4) Fines. Presented following state and local requirements.	50%	**100%**	100%	100%	100%	Minimize storm water pollution reaching waters of the United States through identification of illicit discharge sources. Develop a plan to locate and prioritize areas of concern and address non-storm water discharges and illegal dumping.	Multi-faceted ordinate to enhancement and enforcement of SWMP Minimum Control Measures and BMPs specifically directly toward illicit discharge and detection	Review of non-compliances and follow-up action information will measure the effectiveness of the BMP.	Public Works Director (Felix Ortiz)
3-2	Storm water drainage map and program developed to record and prioritize areas of concern and establish corrective action.	50%	**100%**	100%	100%	100%		Develop map and program to provide for tracking the system and discharge complaints. At a minimum, the map will include the location of all outfalls, approximate limits of watersheds and the names and locations of all waters that receive storm water discharge. Data will assist in determining prioritity action locations.	The effectiveness of the measure will be judged by the number of entries made and the corrective actions gathered annually. Quarterly reviews will be used to sort data to formulate priority locations and improvement plans. Reduction in entries by 3% the first year will be the first measure. Continued reductions is the continued goal.	Public Works Director (Felix Ortiz)
3-3	Discharge, and Spills - A combination of the Police, Fire, and Public Works Departments will have personnel available to respond to spills and dumping from facilities and prevent release to receiving waters.	50%	**100%**	100%	100%	100%		Continuing, yet advancing the existing practice of responding to these specific spills. Citizens shall contact the Police Department, which will in turn notify the Public Works, Fire Department and the Tulare County Environmental Health Department to have essential personnel to address the calls. Training and coordination between agencies in inspection procedures and investigation responses should be uniform and consistent for comparable data. (See BMP 3-5)	The effectiveness of this program will be measured by immediate response, and reporting in conjunction with the Priority Action List & the tiered ordinances for enforcement. Record situation and action required in the City Logbook for review and reporting. (See BMP 3-5)	Public Works Director (Felix Ortiz)
3-4	24-hour Hotline Dispatch Emergency Response System	33%	66%	**100%**	100%	100%		The City has established a hotline to provide a way for the public to take an active role in protecting water quality. It will be publicized through utility billings once a year and on the website. (BMP 1-1 & 1-2)	The effectiveness of the hotline will be measured by the number and types of calls received. Critical information obtained on each call should be; location, responses and enforcements, for further and annual review.	Public Works Director (Felix Ortiz)
3-5	Train City employees involved in program (SWMP) and develop inspection procedures/checklists	**33%**	75%	**100%**	100%	100%		Develop checklist for inspectors and procedures to detect illicit discharges or illegal dumping. Train building and construction inspectors and other related municipal staff; with annual courses and refreshers. Track & evaluate reports.	Review of non-compliances and follow-up information as a means to measure the effectiveness of the BMP. Train building and construction inspectors (all in Year 1) and other related municipal staff (Year 2); with refreshers, (1 per year). Develop checklist for inspectors and procedures to detect illicit discharges or illegal dumping. (Year 1) Track & evaluate reports.	Public Works Director (Felix Ortiz)
3-6	Waste Oil Collection Program	**100%**	100%	100%	100%	100%		Continue the existing program allowing drop off of non-desirable waste (i.e. oil paints, and hazardous household products) at locations in the community. Add Publicizing and monitoring the program.	Continue the support of the program but add the monitoring and recording of volume and disposal sites with a goal to increase the volume by 10% with publicity and general growth in storm water knowlegde in the community.	Public Works Director (Felix Ortiz)

BMP NO.	BMPS	Implementation Time Frame YEAR 1	2	3	4	5	MCM OBJECTIVE	IMPLEMENTATION	MEASURABLE GOALS	RESPONSIBLE PARTY
MCM - 4: CONSTRUCTION SITE STORM WATER RUNOFF CONTROL										
4-1	City Ordinance - Construction Site - Adopt a storm water ordinance and establish source control & pollution prevention standards and enforcement procedures, to enhancement the SWMP Minimum Control Measures and BMPs. Ordinance will include tiered enforcement approach including: 1) Education, 2) Notification, 3) Citation, and 4) Fines. Presented following state and local requirements.	50%	**100%**	100%	100%	100%	In the absence of appropriate management controls, construction sites can release significant amounts of sediments and other pollutants into a drainage system. The objective of the construction site runoff control plan is to provide the City of Farmersville means to manage and control discharges from construction sites.	The City will develop and adopt an ordinance requiring construction site storm water controls on construction projects. A multi-faceted ordinance to enhancement and enforce the SWMP Minimum Control Measures and BMPs specifically directly toward construction sites and activities.	Review of non-compliances and follow-up action information will measure the effectiveness of the BMP.	Public Works Director (Felix Ortiz)
4-2	Adopt Construction Site BMP Standards - BMP Standards applicable to construction disturbing sites >1 acre.	**100%**	100%	100%	100%	100%		Review CASQA BMP standards, or equivilent and adopt as City Standards. Require BMP standards as part of the site plan review and building permit process. 100% of all grading permit applications shall include SWPPP, and City staff shall inspect 100% of all construction sites each year	Verification of Standard BMPs usage will be identified. Site visits and field inspections will assist in evaluating the implementation and preformance review of the standard BMPs to be used to this area and for this community's needs. Maintaining data in the City Logbook, recording the number of permits submitted, location and the site visit / inspection findings will measure effectiveness.	Public Works Director (Felix Ortiz)
4-3	Construction Industry Education - Informing stakeholders and those involved in the building industry	50%	**100%**	100%	100%	100%		Provide education through the site plan review process to developers per project. Provide standards information (BMP 4-2) Advisement of the Ordinance and the teired enforcement process should be shared.	Record in the City Logbook developers educated through the site plan review process. Record who has been advised of the Ordinance and updated on procedures and processes. These 2 steps satisfy the first 2 steps of the teired enforcement of the ordinances. Recording this data will be used to determine the effectivness and understanding within the industry in this community.	Public Works Director (Felix Ortiz)
4-4	Establish Staff procedures	50%	**100%**	100%	100%	100%		Develop checklist to be used in plan reviews, procedures and field inspections. Use aprroved BMP standards as guideleines. Provide procedures list to all building inspectors in the first year, other related staff the following. Train and provide updates and refreshers annually.	The procedures can be measured by the ease of understanding and how well theprocedures are used or implemented. An evaluation form can be given to staff using the procedures for criticing and improvement suggestions. Review periodically and for annual reporting.	Public Works Director (Felix Ortiz)
4-5	Staff Training for Building Inspectors and Municiple Staff	50%	**100%**	100%	100%	100%		Conduct construction storm water training for Building and Construction inspectors. Storm water quality controls (Proceduress, BMP 4-2) shall be provided.	The effectiveness of the training will be measured by the number of attendees (all City staff by year 2) and through an evaluation form given to each attendee and by site inspection.	Public Works Director (Felix Ortiz)
4-6	Priorty Action List and Designates	0%	50%	**100%**	100%	100%		The city will develop procedures for assessing areas. Construction sites will be reviewed during permitting. Developers will be educated as to the requirements for construction activities and all sites will be inspected. The City Logbook will be utilized for recording data regarding understanding and compliance of regulations A Prioty Action list will be created from that data	The priority action list will be created and used to evaluate the success of the industry, site and developers. The type and number of violations will be recorded along with the enforcements given and actions taken to evaluate the effectiveness of the education and industry willingness to comply. A reduction of 5% annually will be the first benchmark.	Public Works Director (Felix Ortiz)

BMP NO.	BMPS	Implementation Time Frame YEAR 1	2	3	4	5	MCM OBJECTIVE	IMPLEMENTATION	MEASURABLE GOALS	RESPONSIBLE PARTY
MCM - 4: CONSTRUCTION SITE STORM WATER RUNOFF CONTROL										
4.7	24-hour Hotline Dispatch Emergency Response System (BMP3-4 but directed toward Construction)	**100%**	100%	100%	100%	100%		The City has established a hotline to provide a way for the public to take an active role in protecting water quality. Special sorting of data will be provided for Construction related complaints It will be publicized through utility billings once a year and on the website. (BMP 1-1 & 1-2)	The effectiveness of the hotline will be measured by the number and types of calls received. Critical information obtained on each call should be location, responses and enforcements for further and annual review.	Public Works Director (Felix Ortiz)

BMP NO.	BMPS	Implementation Time Frame YEAR 1	2	3	4	5	MCM OBJECTIVE	IMPLEMENTATION	MEASURABLE GOALS	RESPONSIBLE PARTY
MCM 6 - POST-CONSTRUCTION WATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPEMENT										
5-1	City Ordinance - Post Construction - Adopt a storm water ordinance and establish post construction pollution prevention standards and enforcement procedures, to enhancement the SWMP Minimum Control Measures and BMPs. Ordinance will include tiered enforcement approach including: 1) Education, 2) Notification, 3) Citation, and 4) Fines. Presented following state and local requirements.	0%	**100%**	100%	100%	100%	Educate public employees and developers of the water quality issues associated with improper post-construction controls. Establish standards and enforcement measures as required to maintain compliance and protect water quality.	The City will develop and adopt an ordinance directed toward post construction storm water controls. Multi-faceted ordinance to enhance and enforce the SWMP Minimum Control Measures and BMPs specifically directly toward post construction BMPs and good housekeeping. Review CASQA BMP standards, or equivilent and adopt as City Standards.	Review of non-compliances and follow-up action information will measure the effectiveness of the BMP.	Public Works Director (Felix Ortiz)
5-2	Establish technical criteria, guidence and design review for structural, non-structural and post BMP standards.	0%	0%	**100%**	100%	100%		Develop new and redevelopment BMP standards as part of the plan review process, and required standards in 100 % of new and re-development plans, also used as guidelines by developers, contractors, and owners.	City Logbook will provide the source to record data. 100% of plans submitted shall include City-approved new development BMP standards. The effectiveness of the implementation will be visual inspection. Continually reducing the non-compliance in the field and the improvment in BMP implimentation will reflect its effectiveness. 5% annual reduction is the objective	Public Works Director (Felix Ortiz)
5-3	Industry Outreach - Providing informaion and handouts to inform stakeholders and those involved in the building industry	0%	0%	**100%**	100%	100%		Provide education through the site plan review process to developers per project. Provide City standard BMP handouts (BMP 4-2) Provide exposure to the new ordinance (BMP 5-1)	Record in the City Logbook developers educated through the site plan review process. Record who has been advised of the Ordinance and updated on procedures and processes. These 2 steps satisfy the first 2 steps of the teired enforcement of the ordinance. Recording this data will be used to determine the effectivness and understanding within the industry in this community and willingness to comply	Public Works Director (Felix Ortiz)
5-4	Staff training - Train department staff invovled with maintaining, implementing and tracking post-construction requirements and conditions of approval.	50%	**100%**	100%	100%	100%		Conduct post construction storm water training for staff bi-annually. Reference to City standard BMPs. Storm water quality controls (Procedures, BMP 4-2) shall be provided. Training provided annually for updates.	The effectiveness of the training will be measured by the number of attendees (all City staff by year 2) and through an evaluation form given to each attendee and by site inspection.	Public Works Director (Felix Ortiz)
5-5	Attachment 4 Outreach - Provide outreach and guidance to the development community through site plan review process and include Attachment 4 requirements in discussion and requirements.	0%	0%	**100%**	100%	100%		Develop and implement system to address post-construction runoff, including enforcement measures. (BMP 2-1)	Procedures established and number of attendees and records of sessions	Public Works Director (Felix Ortiz)

BMP NO.	BMPS	Implementation Time Frame YEAR 1	2	3	4	5	MCM OBJECTIVE	IMPLEMENTATION	MEASURABLE GOALS	RESPONSIBLE PARTY
MCM - 6: POLLUTION PREVENTION/GOOD HOUSEKEEPING FOR MUNICIPAL OPERATIONS										
6-1	City Facilities - Inspect, Inventory and Plan	**100%**	100%	100%	100%	100%	Evaluate current municipal opportunities and develop a plan to educate City employees regarding storm water quality. Develop procedures for evaluating opportunities and establishing BMP's.	Inspect and inventory all City Facilities. Using the City Logbook identify facilities and activities that have established goodhouskeeping programs and others requiring new implimentation. Long-term operations, maintenance and continued inprovement in storm water quality is the objective.	Establishing goodhousekeeping and BMPs for all city facilities and activites. All facilities in compliance in the first year. Improvements in current plans and processes to be the long term measurements.	Public Works Director (Felix Ortiz)
6-2	City Facility Records (City Logbook)	50%	**100%**	100%	100%	100%		All facilities, activities and structures to be inspected annually. Central data location allows for recording data for different types of process and waste removed from facilities for reference in implementing improvements.	Data supports Prioirity Action list. Storm Water Map (BMP 3-2) should be utilized. 10% reduction in Priority locations and hotspots identified at City Facilities the first year, with 2% reduction annually.	Public Works Director (Felix Ortiz)
6-3	Street Sweeping	**100%**	100%	100%	100%	100%		Continue Street Sweeping. Record data in the City Logbook of miles of street swept and on what schedule. This can assist in adjustments and detecting areas of focus. Data also used in annual reporting.	Identifing hotspots and waste data can provide information for adjusting schedules. Improve schedule management by 5% based on areas of need.	Public Works Director (Felix Ortiz)
6-4	Litter Control	20%	50%	**100%**	100%	100%		Verifiy present placement. Locate receptacles on Storm Water Drain Map (BMP 3-2) Increase the number of trash receptacles in public locations.	Proper placement of exsiting receptacles can make immediate improvements. The effectiveness of the litter control will be measured by the amount of trash recovered. Location anaylis can assist in determine the location for the new units. 110% incease in amounts collected. Reduction the amounts of trash in storm water collected from downtown area.	Public Works Director (Felix Ortiz)
6-5	Training- Municipal Staff	0%	50%	**100%**	100%	100%		Conduct training for municipal staff on the basic storm water overview and provide more targeted training for specific job duties. Training will be imperative for BMPs to be implemented and improved upon. Training required once annually (refreshers) and offered to provide new hires training within 6 months of hire. Employees are encourged to submit suggestion for improvement at any time through the City Logbook process.	The effectiveness of the training will be measured by the number of attendees and through an evaluation form given to each attendee.	Public Works Director (Felix Ortiz)
6-6	Annual Administrative Report - Report compiled by City staff and presented to the Regional Water Quality Control Board	33%	50%	**100%**	100%	100%		The report will include a summary of the various BMPS outlined in the above table, and their relative effectiveness as shown by logs, and other measurable goals, and will be submitted to the Board on an annual basis in June.	This BMP will be measured by the resopnse received from the Regional Water Quality Control Board	Public Works Director (Felix Ortiz)

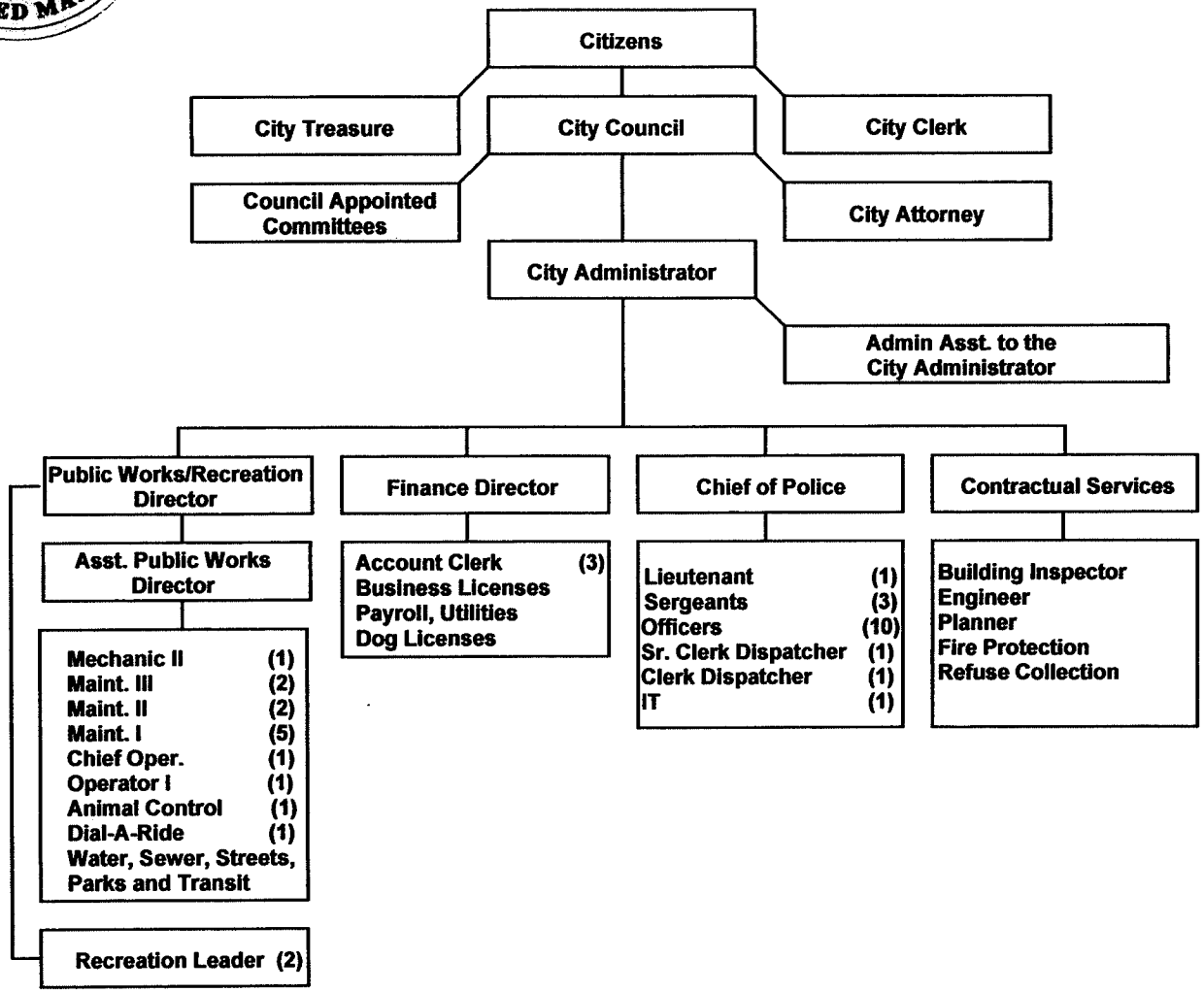
APPENDIX C

RESOURCE MANAGEMENT RESPONSIBILITY MATRIX AND ORGANIZATIONAL CHART

City of Exeter Storm Water Management Plan
Responsibility Matrix Chart

EPA Minimum Control Measures	**Minimum Control Measure I** Public Education and Outreach	**Minimum Control Measure II Public Involvement/ Participation**	**Minimum Control Measure III** Illicit Discharge Detection and Elimination	**Minimum Control Measure IV** Construction Site Storm Water Runoff Control	**Minimum Control Measure V** Post Construction Storm Water Management	**Minimum Control Measure VI** Pollution Prevention/ Good Housekeeping for Municipal Operations
Responsible Department	Administration, Public Works Planning and City Tax Collector		Public Works Police Fire	Engineering Public Works Planning		Engineering Administration Public Works Planning Police
Activities	Public Facilities and Outreach Mass Mailing Storm Water Website Media Campaign School and Public Visits Public Involvement/Participation Public Meetings Storm Drain Stenciling Public Training		Illicit Connection Detection Illicit Discharge Documentation Illicit Discharge Ordinance Telephone Reporting Hazardous Waste and Sewage Spill Response Waste Oil Collection	Construction Site Storm Water Runoff Control Construction SITE BMP Standards Construction SWPPP Regulatory Ordinance City Staff Education Telephone Reporting Post Construction Storm Water Management New Development BMP Standards City Development Standards Manual Regulatory Ordinance		Insert and Culvert Cleaning and Storm Drain Maintenance Waterway and Drainage Facilities Maintenance Program Waste Disposal Training Program Employee Feedback Program City Cleanups Annual Waterway Cleanup

Organizational Chart



APPENDIX D

HOTLINE DATA SHEET – SAMPLE

SWMP
STORM WATER QUALITY CONTROL HOTLINE DATA SHEET

Entered By: _(designate employee)__ Date: _(recv'd)_____ Source: ☐ Call
☐ Inspection
☐ Review

Call into: Hotline
Department _(Dept title)_____ Received by: _ (person)__
_____

Information:
Name of caller: ___(not required)__
Address: ___(not required)__
Phone: ___(not required)__
Follow up date:_____ Issue corrected date:_____ Violation issued: _____

Type of Issue:

☐ Illegal Dumping – Trash	☐ Construction Site
☐ Illicit Discharge - Residential	☐ Public Parks / Areas
☐ Illicit Discharge - Commercial	☐ City Maintenance
☐ Household Hazardous Waste	☐ Public Utilities
☐ Water Conservation (Runoff)	☐

General Description:

Identify, per SWMP, the MCM that best describes this topic: X box

Public Participation	Illicit Discharge	Construction	Pollution Prevention
☐ Fall Drop Off	☐ Mapping GIS	☐ Planning & Site	☐ Street Sweeping
☐ Flyers	☐ Restaurants	☐ Permit	☐ Basins
☐ Signage	☐ Auto Repair	☐ Developer	☐ Sewer System
☐ Events	☐ Auto Supply	☐ Tradesmen	☐ Septic
☐ Stenciling	☐ Hotline	☐ Stenciling	☐ Waste Management
☐ Bark Parks		☐ Homeowner	☐ Ditches, Creeks or Rivers
☐ Household Haz Mat		☐ Hotline call	
☐ Water Conservation			
☐ Illegal Dumping – Trash			

APPENDIX E

SAMPLE FIELD PROGRAM INVENTORY PROCEDURES AND BMP CHECKLIST

WORKSHEET 1

Facility Name: Site Address:
Contact Name: Phone:

1. **ACTIVITIES** – In the table below, check each activity present at the site and evaluate it potential of pollutant discharge (PPD): 1=high potential, 2=medium potential, 3=low potential

2. **BMP EFFECTIVENESS** – In the table below, provide an effectiveness rating using the provided scale.

ACTIVITY AND BMP CHECKLIST

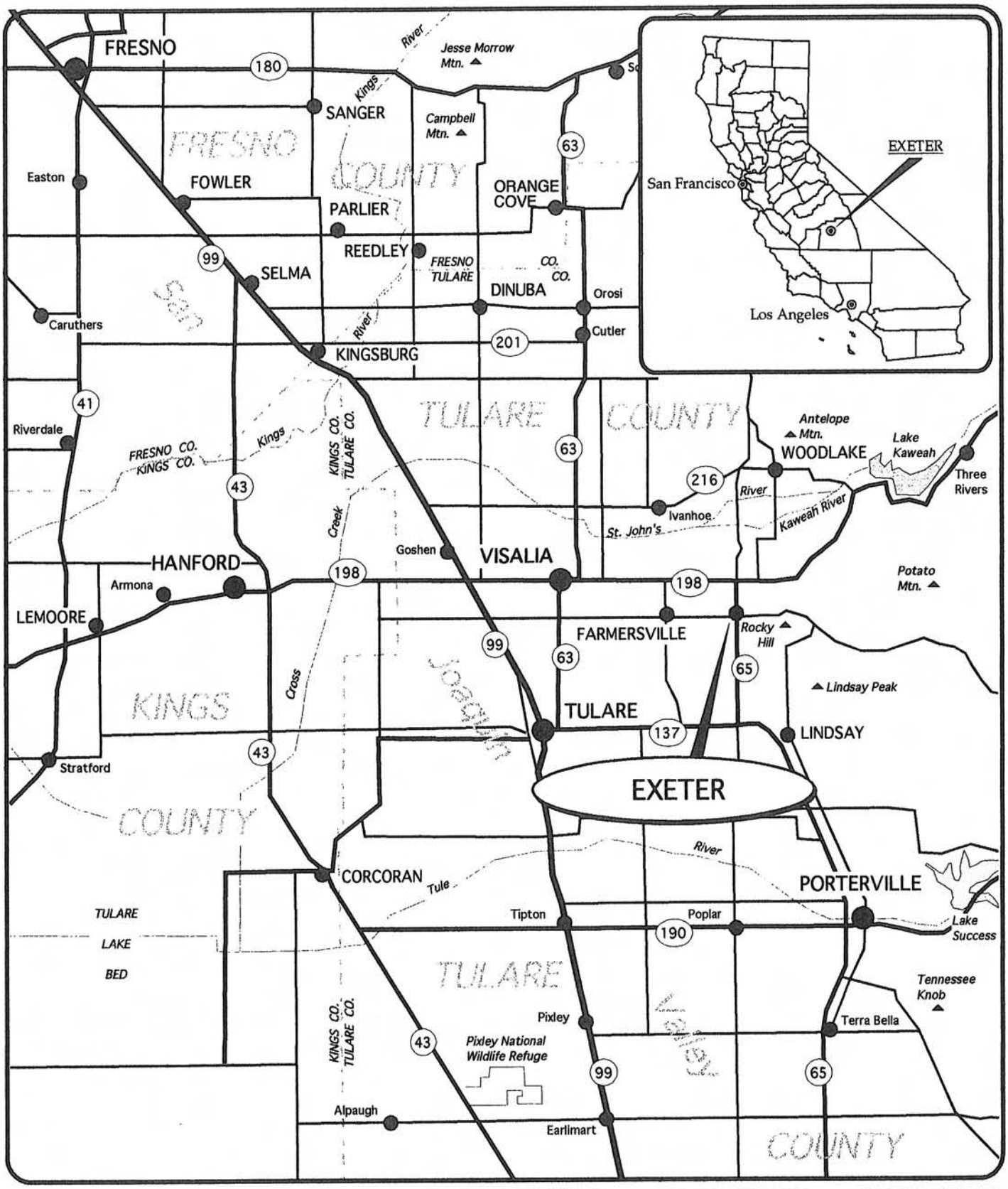
	APPLICABLE ACTIVITY Yes	No	PPD	EFFECTIVENESS RATING*	
A. VEHICLE AND EQUIPMENT FUELING BMPs employed: ▪ Employees trained in proper fueling and cleanup procedures. ▪ "Shut-off" valves installed on nozzles. ▪ "Topping off" of fuel tanks is discouraged. ▪ Absorbent materials used on spills as opposed to hosing down. ▪ Drains labeled within the facility boundary, by stencil to indicate whether they flow to an oil/water separator, directly to the sewer, or to a storm drain. ▪ Fueling area designed to prevent storm water runoff and spills. ▪ Fueling area covered with an overhanging roof structure.	☐	☐	☐	① ② ③ ④ ⑤	
B. VEHICLE AND EQUIPMENT WASHING/STEAM CLEANING BMPs employed: ▪ Vehicles and equipment are washed at an off-site commercial washing location whenever possible ▪ On-Site washing area is clearly marked as a wash area. ▪ Signs are posted stating that only washing is allowed in wash area and that discharges to the storm drain are prohibited. ▪ Trash containers are provided in wash area. ▪ A map on on-site storm drain locations exists to avoid discharges to the storm drain system.	☐	☐	☐	① ② ③ ④ ⑤	
C. **VEHICLE AND EQUIPMENT MAINTENANCE AND REPAIR** BMPs employed: ▪ Idle equipment is stored under cover. ▪ Drip pans are used for leaking vehicle/equipment. ▪ Vehicle maintenance area is designed to prevent storm water pollution (area contains berming and appropriate drainage routing). ▪ Signs are painted on storm drain inlets to indicate that they are not to receive liquid or solid wastes. ▪ The work area is covered to limit exposure to the rain.	☐	☐	☐	① ② ③ ④ ⑤	
D. **OUTDOOR LOADING/UNLOADING OF MATERIALS** BMPs employed:	☐	☐	☐	① ② ③ ④ ⑤	
E. OUTDOOR CONTAINER STORAGE OF LIQUIDS BMPs employed:	☐	☐	☐	① ② ③ ④ ⑤	
F. OUTDOOR PROCESS EQUIPMENT OPERATIONS AND MAINTENANCE BMPs employed:	☐	☐	☐	① ② ③ ④ ⑤	
G. OUTDOOR STORAGE OF RAW MATERIALS BMPs employed: ▪ Materials are stored inside when feasible. ▪ All outside storage areas are covered with a roof or enclosed to prevent stormwater contact. ▪ Outdoor storage containers are kept in good condition. ▪ Lids are secured on waste barrels and containers. ▪ Drums are stored in a secure area where unauthorized persons cannot gain access.	☐	☐	☐	① ② ③ ④ ⑤	
H. WASTE HANDLING AND DISPOSAL BMPs employed:	☐	☐	☐	① ② ③ ④ ⑤	
I. BUILDING AND GROUNDS MAINTENANCE BMPs employed:	☐	☐	☐	① ② ③ ④ ⑤	
J. PARKING/STORAGE AREA MAINTENANCE BMPs employed: ▪ Parking and storage areas are kept clean and orderly. ▪ Site is designed to allow sheet runoff to flow into biofilters (vegetated strip and swale) and/or infiltration devices. ▪ Rooftop drains are arranged to prevent drainage directly onto paved surfaces. ▪ Lot is designed to include semi-permeable hardscape.	☐	☐	☐	① ② ③ ④ ⑤	
K. OVER WATER ACTIVITIES BMPs employed:	☐	☐	☐	① ② ③ ④ ⑤	
L. OTHER (describe):	☐	☐	☐	① ② ③ ④ ⑤	

*No BMPs used and stormwater pollution likely (2) Some BMPs used but not effective (3) Some BMPs used and moderately effective
(4) Source control BMPs used and very effective/structural BMPs needed (5) All necessary BMPs used and very effective

APPENDIX F

AREA MAPS

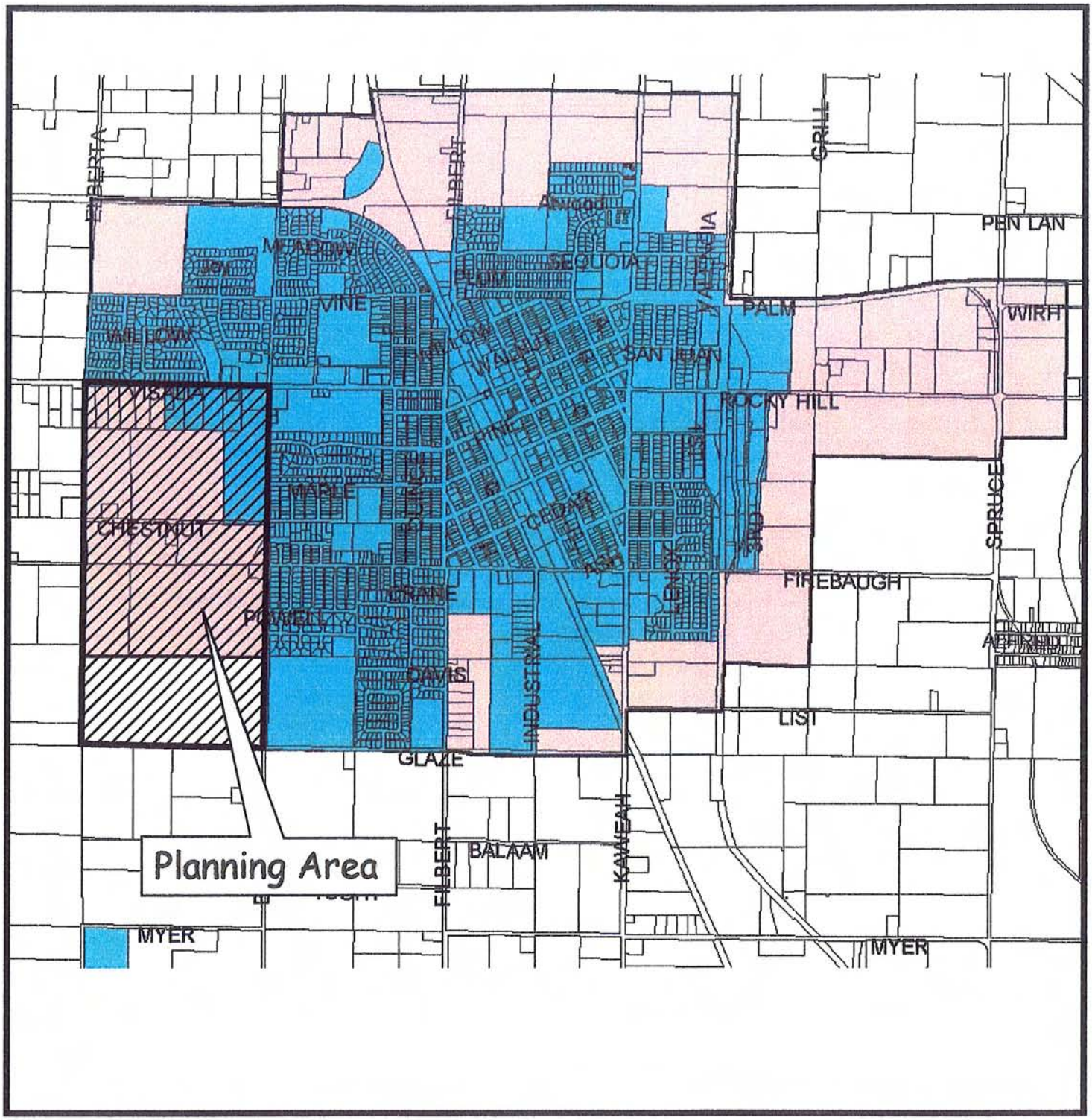
Regional Location
Planning Area
Stormwater Drainage
Land Use Element



SOUTHWEST EXETER SPECIFIC PLAN

Regional Location

Exhibit 1



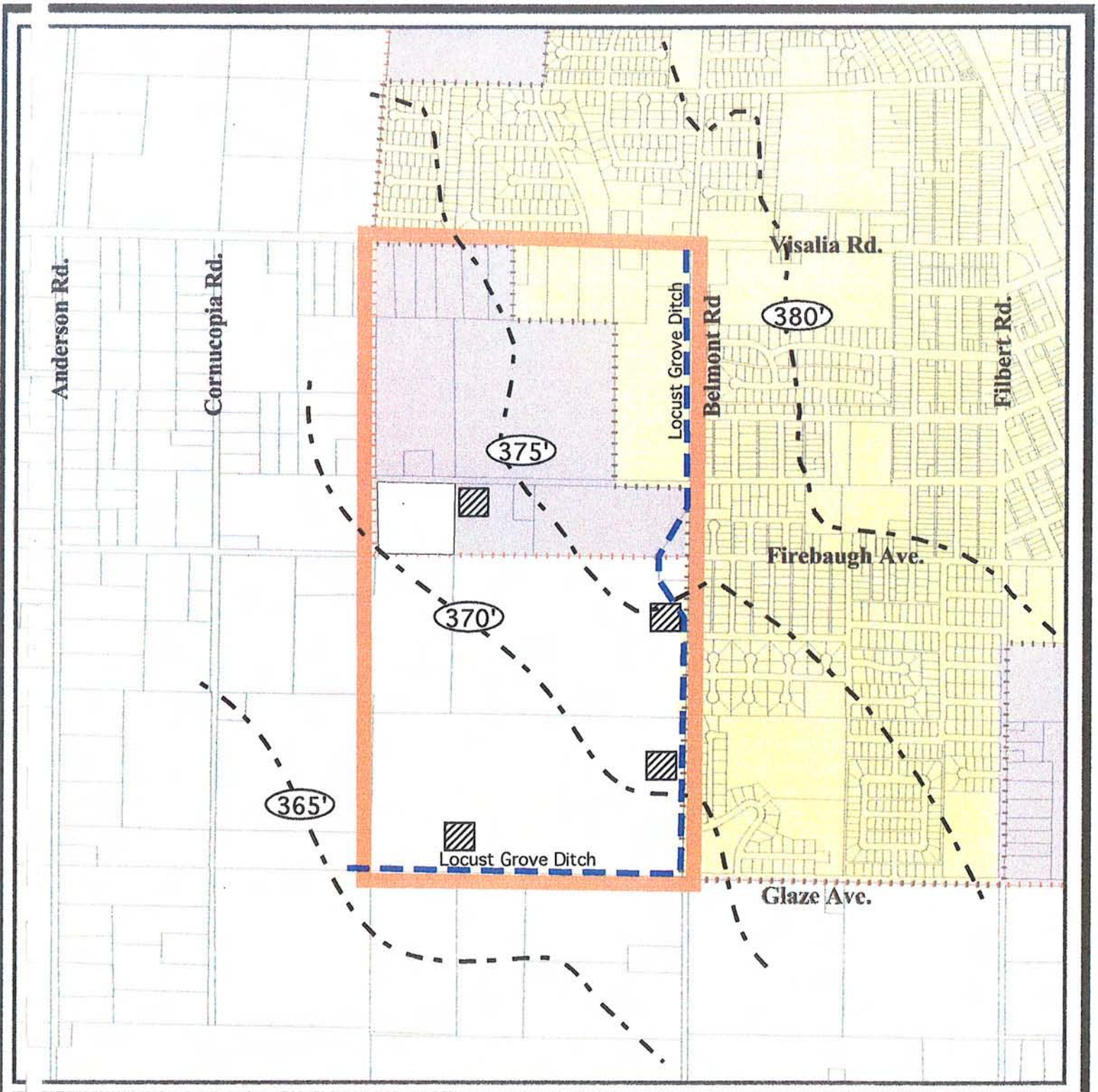
Planning Area

- City Limits
- Sphere of Influence/UAB
- Specific Plan Area

SOUTHWEST EXETER SPECIFIC PLAN

Exhibit No. 2

Collins & Schoettler Planning Consultants



Stormwater Drainage

- Proposed park/pond
- Locust Grove Ditch
- Elevation line
- Specific Plan Boundary
- Existing city limits
- Specific Plan Boundary

SOUTHWEST EXETER SPECIFIC PLAN

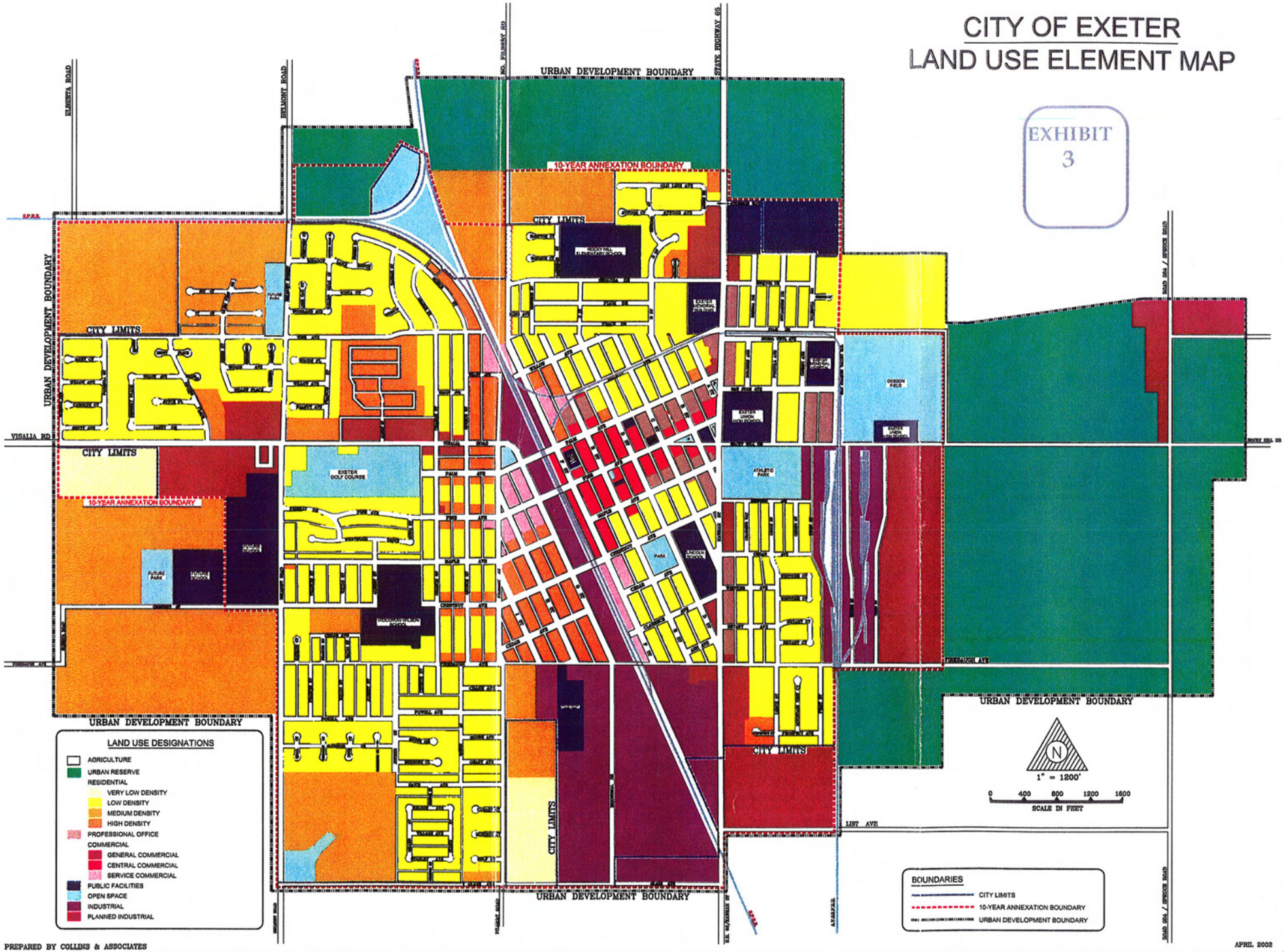
Exhibit No. 9

N W E S 500 0 500 Feet

Collins & Schoettler
PLANNING CONSULTANTS
1002 West Main Street • Visalia, CA • 93291

CITY OF EXETER
LAND USE ELEMENT MAP

EXHIBIT
3



PREPARED BY COLLINS & ASSOCIATES

APRIL 2002

APPENDIX G

SELECTED BMPS

Selected BMP List

BMP	Description
TC-10	Infiltration Trench
TC-11	Infiltration Basin
TC-12	Retention/Irrigation
TC-20	Wet Pond
TC-22	Extended Detention Basin
TC-30	Vegetated Swale
TC-31	Vegetated Buffer Strip
TC-32	Bioretention
TC-40	Media Filter
TC-50	Water Quality Inlet
TC-60	Multiple Systems
MP-20	Wetland
MP-40	Media Filter
MP-50	Wet Vault
MP-51	Vortex Separator
MP-52	Drain Insert
SC-10	Non-Stormwater Discharges
SC-11	Spill Prevention, Control, and Cleanup
SC-20	Vehicle and Equipment Fueling
SC-21	Vehicle and Equipment Cleaning
SC-22	Vehicle and Equipment Repair
SC-30	Outdoor Loading/Unloading
SC-31	Outdoor Container Storage
SC-32	Outdoor Equipment Maintenance
SC-33	Outdoor Storage of Raw Materials
SC-34	Waste Handling and Disposal
SC-41	Building and Grounds Maintenance
SC-43	Parking/Storage Area Maintenance
SC-50	Over Water Activities
SC-60	Housekeeping Practices
SC-61	Safer Alternative Products
SC-70	Road and Street Maintenance
SC-71	Plaza and Sidewalk Cleaning
SC-72	Fountain and Pool Maintenance
SC-73	Landscape Maintenance
SC-74	Drainage System Maintenance
SC-75	Waste Handling and Disposal
SC-76	Water and Sewer Utility Maintenance

Engineering

Planning

Land Surveying

GIS/GPS

Biology

5110 W. Cypress Avenue
Visalia, California 93277
(559) 733-0440

6051 N. Fresno Street, Suite 200
Fresno, California 93710
(559) 449-2400

5080 California Avenue, Suite 400
Bakersfield, California 93309
(661) 616-2600

9600 Prototype Court
Reno, NV 89521
(775) 324-1212

One Sierragate Plaza, Suite 270c
Roseville, California 95678
(916) 784-7823

Quad Knopf