



San Joaquin Valley Stormwater Quality Partnership

www.sjvswqp.org

January 24, 2018

City of Tracy
3900 Holly Drive
Tracy, CA 95376

Conference Call Dial-in-Number: 857-232-0157

Meeting ID: 495872

1. Host: As the host push the * key (PIN: 3862)
2. Participant: Say Your name then push #
3. To record the meeting press 5*
4. To end the call press 78*

1. Welcome / Introductions: See Sign In Sheet

2. Additions, deletions, New Items/Information

New position:

Kat Garcia – Program Manager III City of Stockton

3. Approval of Minutes from previous meeting:

There are no minutes for the December 2017 Strategic Planning Meeting at the Port of Stockton as this is a meeting where plans for the following year are made at the time of the discussion.

The 2018 meeting schedule was chosen and posted to the website. Patterson was not in attendance and needs to change their month if at all possible. Here is the schedule:

January 24, 2018 – Tracy
February 28, 2018 – San Joaquin County
March 28, 2018 – Manteca
April 25, 2018 – ~~Newman~~ Patterson
May 23, 2018 – Lodi
June 27, 2018 – ~~Patterson~~ Newman
July 25, 2018 – Ripon
August 22, 2018 – Stanislaus County
September 26, 2018 – Escalon
October 24, 2018 – Ceres
November 28, 2018 – Riverbank

The conference call recording, SJVSWQP Mtg Jan 2017, created on 1/24/2018 has been made available for dial-in access.

To listen to this recording by telephone please dial 1-302-202-1115 and enter Recording ID: 50744239 when prompted for it.

Some recording features are available to you once you're listening.



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- 1 will pause
- 2 will rewind 1 minute
- 3 will forward 1 minute

This service is provided by the folks at www.freeconferencecalling.com.

4. Facilitator Information: Lisa Smith and Kathy Grant

A lively discussion was initiated during the annual Strategic Planning Meeting at the Port of Stockton in December by Koosun during his power point presentation. It is his firm belief that the Partnership needs a chairperson for the Partnership as well as facilitators for the Annual Planning Subcommittee in order for the Partnership to continue to grow and move ahead. He believes that meetings need to be ran by a single entity and someone who can keep the meeting running and ensure that everyone is heard. He stated that many of the partners have talked with him outside the meetings and feel that they are not included in decisions and that we need to make sure that any discussions be conveyed to everyone, even those who are not in attendance. Further that many of those who no longer attend felt this way. It was also discussed that because this is a voluntary group, it needs to be on everyone to step up and perform and not just a single entity. That is why the Host City was determined to be the one responsible for their meeting and the notes in previous meetings. More discussion ensued and through voluntary acceptance, Lisa Smith and Kathy Grant would become the new Co-Chairs of the sub-committee meetings and would report out monthly on any new items, issues and discussions of ongoing items, events.

Stephanie informed the group that she would be taking a step back from this group after last month's statements from Koosun Kim during our December meeting and some following discussion with one of the Member City's. It was stated that Koosun had received "many" phone calls from members stating that they felt that several in our group had become a "league of their own" and that they did not feel the meeting was beneficial to them any longer. Stephanie stated that since she is the one who generally disseminates the meeting information, she wanted to make sure that the problem was not her after running these meetings since 2004. She would step away and potentially allow the "many" members the opportunity to come back to the meeting if this was the case.

A lot of discussion was held about this topic and those members who were attending the meeting as well as on the phone stated that they did not want Stephanie to back away as she provided a lot of valuable information and that they believed it was in the best interest of this partnership that she continue to come and be a leading member of this group. Further, that if member agency's felt that they were being excluded or that there were issues, they needed to bring it to this meeting instead of to only one person so that it could be discussed openly amongst all members and a solution could be formed amongst all members. Stephanie agreed to continue to come however stated clearly that because these meetings are a value to the Phase II's she would step away to allow others the opportunity to get the assistance they needed from this group if indeed 'many' members were not coming due to this "league" mentality.

Also, it was discussed that Koosun also stated that in the December meeting and to this other agency after that meeting, that many of the member agency's felt that during a meeting, a decision should not be made



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until everyone, including those who were not in attendance either by phone or by person, could weigh in on that topic. Therefore, if a discussion was had at a meeting, no action could be taken or vote until the following month. Those in attendance today were not in agreement with this and stated that many times, a decision about an item cannot wait until the next month and therefore did not agree with that decision. Meetings are held monthly and if a partnership could not be in attendance, then it was understood that they could get the meeting minutes to find out what occurred in their absence.

5. NPDES Phase II Regulatory Update – Karen Ashby

a. TMDLs – adoption and comments

Karen let us know that the Phase II TMDL Amendment was adopted by the State Waterboard. See attached CASQA PH II Subcommittee meeting notes. CASQA did get a few changes in however not all. Most importantly, if you are a responsible party (RP) to a TMDL that has reached its final attainment, then you have to be in compliance already with the final numeric limit. If the RP cannot meet the final numeric limit, then they must request a time schedule order from the Waterboard. The TMDLs do not go into effect immediately and Karen believes that it was delayed to January 2019 to give those RPs the time needed to request these time schedule orders or to attempt to come into compliance.

b. Delta RMP – meeting cancelled due to death of Brock Bernstein.

c. CEC's

Karen stated that it is continuing to move forward with a combined pilot study between POTWs and Stormwater. Also, we are trying to keep this study in the Delta RMP so that no additional cost is incurred.

d. New Phase II Permit - State Board said that a draft will be out in early 2018 and adopted late 2018 early 2019.

e. Trash Amendment Provision – Regional multi-benefit treatment controls guidance documents presented by CASQA to the State Board, 5 or 6 of them, have been included and are considered as full trash capture system. The language included in the draft was a bit problematic and has been resolved since. Now waiting on the fact sheets to be posted on the Trash Implementation page of the Waterboard. Still waiting on Gayleen to implement it. Existing FTCS must be signed by a Prof. Engineer stating it meets the criteria. Phase II's, by Dec 2018, additional information is required to be submitted on your Track I or Track II implementation plan. It is unsure how this is going to happen with Liz as the only staffer for stormwater.

6. SJVSWQP Collaborations, Resources and Leadership

The next discussion was regarding the Annual Planning Committee. Dagmara asked for clarification as to the start and end date of the committee. It was stated that the time period to serve on this committee is from July 1 to June 30 of each year coinciding with the permit year. This allowed the group to plan, implement, carry out and follow up on the Regional Training each year. Further it was decided that this



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committee would also follow up and report out on certain tasks as assigned during their term. For instance, in Item 8, the committee will be looking to see if there are any trainers providing the 2 day onland visual assessment that would be willing to come and train a large group in our area and perhaps the partnership as a whole could benefit. Also, they will be looking into media options for compliance. The group also will be reaching out to those Agency members who have not been attending to determine if there is a problem and what could be done to get them coming back.

7. Membership Fee

A discussion was had at the last meeting in December and has been discussed in several meetings last year as to what the annual fee is used for. It is to cover the cost of the website and any materials for printing, copying, etc. One of the items brought up is that currently the Port of Stockton is the “banker” for this item however, Rita will be retiring early 2019 and a new Partner will need to take this over which includes the invoicing as well as collecting the fees and dispersing them. The Port is currently paying the annual website fee and the Go Daddy domain fees which are being reimbursed to them through these fees. All partners need to determine if they have the capability to provide this service no later than June 2018. This partner needs to have the account in place no later than August 2018. Please check with your finance department to determine if you are able to provide this service.

A suggestion was that perhaps we hire someone to do this for us? It was decided that perhaps because this is such a small amount perhaps someone might not want to do it. Also, the person would need to be insured, bonded, etc for the City to pay it for accountability. It really needs to be one of the partners or a non-profit. SJC, Kelly is going to check with the non-profit they use for Coastal Cleanup to see if they would take it on. Also, discussed was perhaps the Planning committee can discuss various ways to outreach for this group. Not all can access Facebook or other social media due to restrictions. Reese suggested maybe a linkedin.

Rita also wanted to remind everyone that the December meeting lunch is provided by the Port not through these fees.

It was discussed that at the annual strategic planning meeting or maybe even semi-annually an accounting of what has been paid in and paid out should be presented to the partnership.

8. Upcoming Municipal and Contractor Training

Onland Visual Assessment – Trash Training

- March, April, or May 2018 30 per class and CASQA members will be taken first.

OVTA Trainings:

CASQA is sponsoring Trash Full Capture Equivalency and On-Land Visual Trash Assessment (OVTA) Trainings for municipalities and non-traditional MS4s as they prepare to meet the requirements of the Trash Amendments. Over the next several months, four 2-day trainings will be held throughout California (Southern California, Central Coast, Sacramento Area, and North Bay Area).



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Module 1 / Day 1: Includes both a classroom and field component with a focus on the process of conducting OVTAs on streets/sidewalks and land areas such as parking lots. This module is tailored for staff managing the assessment program and/or conducting field assessments.

Module 2 / Day 2: A classroom training, focused on (1) using OVTA results to develop baseline trash generation maps, (2) designing, developing, and implementing an OVTA program, and (3) calculating load generations associated with full capture systems and other trash control actions.

[View the draft agenda \(subject to change\)](#)

READ THIS FIRST BEFORE REGISTERING

- Registration is limited to 30 attendees for each training.
- Registration is open to CASQA members first (first-come, first-served).
- CASQA Members: \$295 / 2-Day training
- If space remains available, registration will open to non-members one week before the first date of each training.
- Non-Members: \$660 / 2-Day training
- Please read the important notes in the grey sidebar **before** clicking the button to register.
- Registration is for both days (no one-day registrations). Registrants can opt to have one person attend both modules, or one person attend Module 1 and a different person attend Module 2.
- At the time of registration it is required to indicate the following:
 - Training date / location
 - Name of the attendee for each module of the 2-day training (can be the same or different names)
- Registration fee includes lunch
- Credit card is the only payment option. We do not accept check payments.
- Refund Policy: There are no refunds for attendees, but substitution of an attendee is allowed without charge or deadline.

Locations and Dates (4)

Southern California (2-Day Training)

Deadline to register: Thursday, March 1 - 5:00 PM (no onsite registration)

- Module 1: Tuesday, March 6 - 9:00 AM - 4:00 PM
- Module 2: Wednesday, March 7 - 9:00 AM - 4:00 PM
- Ovitt Family Community Library (Meeting Room): 215 East C Street, Ontario, CA 91764 [map](#)
- Maximum Attendees: 30

Central Coast (2-Day Training)

Deadline to register: Thursday, March 15 - 5:00 PM (no onsite registration)

- Module 1: Tuesday, March 20 - 9:00 AM - 4:00 PM
- Module 2: Wednesday, March 21 - 9:00 AM - 4:00 PM
- San Luis Obispo Library (Community Room): 995 Palm Street, San Luis Obispo, CA 93401 [map](#)



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- Maximum Attendees: 30

Sacramento Area (2-Day Training)

Deadline to register: Friday, March 23 - 5:00 PM (no onsite registration)

- Module 1: Wednesday, March 28, 9:00 AM - 4:00 PM
- Module 2: Thursday, March 29, 9:00 AM - 4:00 PM
- Rancho Cordova City Hall (American River Room - South): 2729 Prospect Park Drive, Rancho Cordova, CA 95670 [map](#)
- Maximum Attendees: 30

North Bay Area (2-Day Training): PENDING CONFIRMATION

Deadline to register: Friday, April 6 - 5:00 PM (no onsite registration)

- Module 1: Wednesday, April 11 - 9:00 AM - 4:00 PM
- Module 2: Thursday, April 12 - 9:00 AM - 4:00 PM
- Finley Community Center (Willow Room): 2060 West College Avenue, Santa Rosa, CA 95401 [map](#)
- Maximum Attendees: 30

Regional SWPPP Trainings in 2018

- Hutchins Street Square – May 17, 2018

Please reach out to anyone who you think would make a good presenter. Topics: Trash, IDDE, BMPs, Inspection Readiness. General Permit Compliance topics. Pass their info onto the committee.

9. New Business

Shopping ad – see attached. The planning committee will reach out and get some costs for this.

10. Next Meeting (Date: Wed. Feb 28th, 2018 Location: San Joaquin County – Public Works)

Danielle will be talking about Coastal Cleanup at this meeting. A discussion was brought up about how many partners do not have waterways that are accessible. Risk has to be figured in and perhaps outreach to schools to participate in a land cleanup around the schools which might help with trash requirements. Show that schools are cleaning up around them. Stephanie reminded group that surveys of residents throughout the County say they do not live near a waterbody. Also that they still do not know the difference between a stormdrain system and a sewer system.

CASQA PHASE II SUBCOMMITTEE NOTES – DECEMBER 20, 2017

TMDL – Attachment G Update

Approved at December 19th SWRCB Meeting.

https://www.waterboards.ca.gov/water_issues/programs/stormwater/phase_ii_municipal.shtml.

One key change was to extend the effective date from July 1, 2018 to January 1, 2019. An amended document was provided during the meeting.

https://www.waterboards.ca.gov/board_info/agendas/2017/dec/121917_4_cs1.pdf. Waterboard staff have been encouraged to post the revised document as soon as possible.

Karen Ashby provided an update on the discussion with CASQA and the State Board with regards to attachment G and three main requests:

- 1) CASQA urged the board to allow for compliance schedules as opposed to TSOs. They requested that the permit be amended to allow small MS4s to receive the same amount of time via compliance schedules that was allowed to others when the TMDL was first adopted, or be amended to develop a watershed management plan that allows the MS4 to be considered to be in compliance with an outdated TMDL. *Regional board staff agreed to lengthen the effective date to allow for municipalities to work with their regional board to determine the method forward via TSO and/or Basin Plan amendment or some other mechanism.*
- 2) Board argued the use of compliance schedules were not appropriate for TMDL implementation. This is a legal policy with varied viewpoints. Additional conversations are needed in order to be incorporated into policy.
- 3) CASQA had many red-lined changes. Time at the meeting break was provided to allow further discussion with staff the changes requested. Two –Three changes were made and other changes were determined they were not needed.

In general, municipalities are encouraged to work with your regional boards during the next year to determine the best paths forward.

MUNI-OPS VIDEO

The sub-subcommittee has reviewed and commented on the Good Housekeeping script and Corp Yard Inspections. A teaser preview will be available at the January 11th CASQA quarterly meeting. It is anticipated that the first video will be available in March/April and others will follow accordingly. The video will be available on the www.casqa.org website for anyone to upload.

2018 PERMIT REISSUANCE

Bill Hereth expects to start developing the draft document in early 2018 with adoption in 2019.

SB231 – Update provided by Geoff Brosseau

A working group has been formed between 15-20 folks including CASQA, Coastkeepers, Water Foundation, SCI (utility), League of Cities, Heal the Bay, etc. The objective of the working group is to find a cohesive/connected way for a test case and to prohibit the negative effects and to

utilize an approach that incorporates a sanitary sewer benefit, that uses building blocks and test cases for a firm foundation to build upon.

Geoff asked that if any municipality was looking at beginning the process of a stormwater utility to contact him directly to ensure a coordinated effort.

TRASH - Update provided by Geoff Brosseau

As part of the multi-benefit treatment controls, CASQA has been in discussion with SWRCB on the development of guidance documents for the design of Full Capture Systems (FCS). They are working on 5-6 information sheets on the BMPs. There is still concern about the screen requirement that the flow rate was not consistent with what was proposed in the trash amendment.

The revised sheets should be available late January, early February. Geoff notes that new FCS must be signed off by a Professional Engineer. Pre-qualified FCSs do not need approval.

Training – CASQA board will meet on January 10 to approve trash training. Training is anticipated for March/April. There was concern raised on the call about having the training earlier to ensure that municipalities would be able to assess during the rainy season and dry season before the December 2018 deadline for the implementation plan.

Future Conference Call Topics

- Urban Pesticide Amendment (February 21) – Dave Tamayo
- Construction Subcommittee PCR approval – Sandy Mathews

Next meeting: Wednesday, January 17th 2:30-4:00

Supermarket Ads

Reach The Hub of Your Community

Targeted • Repetitive • Low Cost Per Impression • Effective





Why Choose Supermarkets to Advertise?

LOCATION:

Supermarket Advertising puts your name and message in the ... HUB OF YOUR COMMUNITY. Small businesses and local supermarkets share valuable customers! In fact, 85% of small business customers live within 5 miles of their location. These are the same customers within a 5 mile radius that the local supermarket attracts.

EXPOSURE:

The average grocery store has over 20,000 customers per week.

REPETITION:

The Average shopper will visit the supermarket 3-4 times per week and spend an average of 30-45 minutes in the store per visit.

TARGETING:

For your ad to work you must target the people most likely to use or buy your product or service...those geographically closest or demographically relevant.



Exposure + Repetition + Targeting = Increased Business

Leverage Your Advertising ... Supermarkets already Spend Millions of Dollars on

- Television
- Newspapers
- Radio
- Direct Mail



... and other forms of advertising To draw
YOUR FUTURE customers into their store.

Your ad dollar is piggybacking on the ability of big supermarkets to draw local customers who will see your featured business, day in and day out.



Compare Advertising Rates & Effectiveness



Direct Mail, Val-Pak or Money Mailer...

will guarantee that your ads will be placed in the mailboxes of your customers.



The Local or Regional Newspaper...

will guarantee that your ad will be placed on the driveways or front porches of your customers.



Local Television...

will guarantee that your commercial will be broadcast to the family rooms and living rooms of your customers.



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Your advertising choices should be analyzed on a cost-per-thousand or CPM basis.

How much does it cost to reach 1,000 of your customers?

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Val-Pak or Money Mailer \$40 to \$50 CPM

Local/Regional Newspaper \$15 to \$18 CPM

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Safeway Header Sample

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the finest local growers in
the fresh area so you can enjoy
around.

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Meineke Ahwatukee - Print Coupon

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Offer expires 10-31-09
Coupon must be presented at time of estimate.



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cars and light trucks. Not
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- Outstanding Full Color Artwork
- Lowest Cost per Impression (CPM- Cost per Thousand Impressions)



Choose your coverage

20%, 40%,
60%, 80% or 100%
of total carts

Shopping Cart Position

Aisle Directory Ad

Ad Size:

5.5" w x 7.8" H

20% to 100% Coverage
in increments of 20%



Front Facing Ad

Ad Size:

11.25" w x 8.25" H

20% to 100% Coverage
in increments of 20%



Header Directory Ad

Ad Size:

4.5" w x 2.5" H

100% coverage
Only one advertiser per store
allowed in this space



Client Testimonials

“I signed up and in just a couple of stores to start and in 6 mos. my patient numbers grew 25%. I have more people recognizing my name and my clinics. I am now in 10 stores and trying to get more!”

-Dr. Hoang Le, D.D.S., Dentist

“I am coming up on my one year anniversary. It is an awesome concept, and a great way for me to put my business name and face in front of people everyday, especially the local people in the community. It has made for great conversation with my existing customers, as well as letting “newcomers” know that I am here. Everybody needs groceries, and when people shop, I am shopping with them. I believe it’s been one of the most effective ways I’ve used my advertising dollars.”

-Lora Strobel, American Family Insurance agent

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-M. Howarth, Fine Lines Auto Collision Center

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-John Ingram, John Eagle Honda