

**MEETING MINUTES
NPDES TECHNICAL ADVISORY COMMITTEE**

Date and Location: January 17, 2019, 2:00 – 3:30 p.m.
City of Irvine, City Hall, Conference Room L102
1 Civic Center Plaza, Irvine, CA

ITEM # 1 Introductions

Amanda Carr, TAC Chair, County of Orange
Jim Merid, TAC Member, 2nd District, City of Huntington Beach
Keith Linker, TAC Alternate, 4th District, City of Anaheim

ITEM # 2 Approval of November 16 TAC Meeting Minutes

The November 16, 2018 meeting minutes were presented to the Technical Advisory Committee (TAC). Mr. Linker noted that the “Outcome: Direction supported” on Item 4, Update on the Shared Cost Fund for Work in Response to the Trash Provisions, was vague and could be misinterpreted. After rereading through the main text of the minutes, the TAC agreed that the minutes do not need to be edited. Going forward, the outcomes should have more specific text.

TAC Recommended Action: Approve the November 16, 2018 meeting minutes.

Motion: Approve meeting minutes.
Outcome: Approved unanimously.

ITEM # 3 Selection of TAC Chair

a) Amanda Carr, County of Orange, OC Environmental Resources

The TAC members were given the opportunity to select the Chair to serve the 2019 term.

TAC Recommended Action: Affirm County of Orange representative as Chair or select new Chair to serve the 2018 term.

Motion: Approve Amanda Carr, County of Orange as Chair.
Outcome: Approved unanimously.

ITEM # 4 Public Education Program Overview

a) Jennifer Tabanico, Action Research

Ms. Tabanico presented an overview of the Orange County (OC) Stormwater Program’s public education efforts to comply with the Santa Ana Region and San Diego Region municipal separate storm sewer system (MS4) permits. She described how H₂OC took a two-pronged approach to education: traditional information delivery efforts (the foundational campaign) and behavior change initiatives delivered at the community level, also known as the community-based social marketing (CBSM) approach (action campaigns). The CBSM approach is a five-step data-driven process, which provides insight into changes in behavior, knowledge, and awareness overtime. Program goals include (1) demonstrating an increase in reach and awareness of H₂OC through impressions; (2) building long-term engagement with a new goal to gain a following of 4,000; and (3) demonstrating that the audience took action to practice a BMP through

development of an action campaign. In an effort to meet these goals, the H₂OC brand was updated and created as an umbrella brand under which all other program elements, such as the Overwatering is Out action campaign, would reside. Ms. Tabanico clarified to the TAC that the new, cohesive brand was service marked rather than trademarked. She also demonstrated how the H₂OC website was also updated to serve as the single hub for subject-matter resources and noted that various website and social media metrics are tracked, so adjustments to the website and posts could be made accordingly.

In addition to enhancing the Overwatering is Out action campaign, two new action campaigns focused on pesticides and trash were created based on Permittee input. Ms. Tabanico described the process of developing the Trash Action Campaign, which began in May 2018 with efforts to understand the situation by identifying site types and study types. Efforts to develop the Pesticide Action Campaign began in January 2019. Ms. Carr noted that the Non Toxic Neighborhood movement is underway and may not be compatible with the Pesticide Action Campaign. Jenna Voss, County of Orange, added that the Public Education team has taken the first steps by scheduling a meeting with OC Environmental Resources, Agricultural Commissioner. In response, Ms. Carr said that the group should also consider commercial applicators, even though they are trained by Agricultural Commissioners annually.

Ms. Voss thanked Amanda Aprahamian, County of Orange for leading public education rebranding efforts thus far and introduced Andrew McGuire as her replacement.

Ms. Carr suggested that this same presentation be given to the Santa Ana and San Diego Regional Water Quality Control Boards (Water Boards). Ms. Voss agreed and noted that Action Research will obtain much more data in the coming months to demonstrate and continuously improve program effectiveness. James Fortuna, County of Orange, also added that the County mentioned the progress of H₂OC at their last meeting with the Santa Ana Water Board.

Chris Crompton, County of Orange, suggested based on feedback at a San Diego Regional Board meeting on public education that all County and City contacts be included on the website. Cindy Rivers, County of Orange, responded that South OC Permittee contacts are on the Project Cleanwater website, San Diego County's Regional Clearinghouse.

TAC Recommended Action: Receive and file.

Outcome: Received and filed.

ITEM # 5 Preview of FY 2019-20 NPDES Stormwater Program Shared Costs Budget

a) Cindy Rivers and James Fortuna, County of Orange, OC Environmental Resources

Mr. Fortuna began the budget preview presentation with a brief history of the budget and a summary of the fiscal year (FY) 2019-20 budget, which is proposed to increase 5.36 percent from last FY. Referencing the budget versus expenditures table displaying years 2015 to 2020, Mr. Fortuna noted the surplus has decreased over the years. Ms. Rivers explained that some increases in budgeted amounts, such as equipment costs and consultant services, are attributed to implementation of the South OC Watershed Management Area Water Quality Improvement Plan (WQIP), which was approved in June 2018. The WQIP identifies goals, strategies, and schedules to address pathogen health risk, unnatural water balance, and channel erosion, and planned efforts for FY 2019-20 were presented. Mr. Merid asked if the budgeted amount for OC Stormwater Tools is a one-time cost to which Grant Sharp, County of Orange, replied that there is an existing three-year contract with Geosyntec (Sitka Technologies as subcontractor); however it is an open source platform, so there is no "vendor lock" associated with it.

Additionally, Mr. Merid expressed interest in the current expenditures for FY 2018-19. Mr. Fortuna noted that the accounting doesn't catch up until the end of the FY, so OC Public Works Accounting's expenditures are not currently reflective of actual expenditures. Alex Waite, City of Tustin, also requested that budgets and expenditures related to the OC Stormwater Training Framework be included in the breakout. In preparation for the joint meeting with the City Managers Association Water Quality Committee, Mr. Linker suggested that the County forecast explanations for the budget increase.

Ms. Carr noted that while the overall budget has increased, items that were normally budgeted conservatively, such as legal services and Trash Provisions-related support services, have decreased. South OC WQIP efforts will also have applicability in North OC. If the OC Stormwater Program continues governance under the Implementation Agreement as written, programmatic costs will ebb and flow between the two regions. Ms. Carr asked the TAC to think about future budgets and program governance. Chris Crompton, County of Orange, also added that although there is year-to-year budget inequity between the regions, there is long-term equity.

TAC Recommended Action: Review and provide feedback on the draft budget for subsequent approval consideration at the May 7th TAC meeting.

Outcome: County staff will include current FY 2018-19 expenditures and training breakout on budget versus expenditures table.

ITEM # 6 Update on North OC Use of OC Stormwater Tools

Mr. Fortuna informed the TAC that the County of Orange and City of Tustin will conduct a pilot project to demonstrate use of OC Stormwater Tools' water quality asset inventory and rapid assessment module as a potential data management platform for North OC. The asset inventory module is currently only used by South OC Permittees as part of a WQIP special study. The pollutant load reduction modeling and reporting modules are being developed and planned, respectively. Though there is no regulatory deadline to implement this tool in North OC, there would be collective and individual values in using the tool countywide. The trash module is currently being developed and will be used countywide.

TAC Recommended Action: Receive and file.

Outcome: Received and filed.

ITEM # 6 Written Reports

Mr. Merid inquired on who leads the efforts related to the Commission on State Mandates test claims. Ms. Carr replied that Dave Burhenn of Burhenn & Gest LLP is the legal point person.

TAC Recommended Action: Receive and file.

Outcome: Received and filed.

ITEM # 7 TAC Member Comments

No TAC member comments.

ITEM # 8 Public Comments

No public comments.

ITEM # 9 Adjournment

Chair, Amanda Carr adjourned the meeting.

OTHERS IN ATTENDANCE

County Representatives

Chris Crompton, County of Orange
Grant Sharp, County of Orange
Cindy Rivers, County of Orange
James Fortuna, County of Orange
Jacqueline Sedighi, County of Orange
Amanda Aprahamian, County of Orange
Jenna Voss, County of Orange
Jennifer Tabanico, Action Research
Joey Schmitt, Action Research

Permittee Representatives

Alex Waite, City of Tustin
Thomas Lo, City of Irvine
Paul Tran, City of Cypress