



California Stormwater Quality Association
www.casqa.org

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FOR IMMEDIATE RELEASE

CASQA Recognizes San Mateo City Water Pollution Prevention Program *Awards Ceremony to Acknowledge Excellence in Stormwater Quality Management*

September 10, 2007 — The California Stormwater Quality Association will present an award to the San Mateo City Water Pollution Prevention Program for its 2006 Coastal Cleanup Day at the Stormwater Conference awards luncheon on Tuesday, September 11, 2007, being held at the Hilton Hotel in Costa Mesa.

SMCWPPP will receive the award for **Outstanding Stormwater News, Information, Outreach, and Media** for its community outreach and Cleanup Day efforts. SMCWPPP implemented a community outreach plan last year in which they gave away 3,000 reusable shopping bags throughout the region to reduce disposable plastic bag consumption and educate consumers. This first outreach effort also allowed SMCWPPP to promote Coastal Cleanup Day 2006 in San Mateo and obtain sponsorship from Whole Foods, one of the giveaway sites. San Mateo's Coastal Cleanup promotion resulted in a 60 percent increase in volunteers for 2006. 1,644 volunteers picked up 21,162 pounds of trash and recyclables along 57 miles of shoreline. Coastal Cleanup Day 2007 takes place on September 15.

"We decided to do this because trash that ends up in our parking lots and streets has the potential to make its way into our waterways via the stormdrains if it is not picked up. The cleanups were a chance for residents to find out first hand what types of trash are ending up in our waterways and why," said Sarah Pratt, county coordinator for Coastal Cleanup Day in San Mateo County..

Three other CASQA Stormwater Excellence award recipients include:

- **The Source Control/Programmatic BMP Implementation Award** will be presented to the Sacramento County Environmental Management Department for its commercial/industrial stormwater compliance program
- **The Outstanding Stormwater Research Project Award** will be presented to the Irvine Ranch Water District for the Cienega Selenium and Nitrogen Treatment System Project
- **The Treatment Control/Structural BMP Implementation Award** will be presented to the City of Santa Monica for its Westside Quality Improvement Project

"These projects embody the California Stormwater Quality Association's goals to advance stormwater quality management, science, and regulation. We recognize these projects for their success, innovation and dedication to the improvement of stormwater quality in California," said Jeff Endicott, awards committee chair.

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The CASQA awards program identifies and recognizes exemplary leadership, outstanding projects, activities and contributors to the field of stormwater quality management. CASQA awards are available to both public and private projects and individuals from public agencies and private businesses. Award candidates must be nominated by a CASQA member and are evaluated on demonstrated excellence, ingenuity, creativity, professionalism and documented results. Awards may be made at local, regional and statewide levels.

About CASQA

The California Stormwater Quality Association, founded in 1989, helps develop stormwater management policies and regulations in California. Through its efforts to improve stormwater management practices, CASQA is on its way to creating cleaner waterways and beaches throughout California.

The association collaborates with the Environmental Protection Agency, municipalities, special districts, and businesses to achieve effective stormwater quality management programs in California. Membership consists of individuals and groups from government agencies, businesses, science organizations, development groups, and construction groups. For more information about CASQA or to become a member, please visit www.casqa.com

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