

# Request for Qualifications

## California Stormwater Quality Association (CASQA)



2019 Executive Program Committee Projects:  
Addressing Water Quality Priorities,  
Bacteria, Trash, Phase II Permit,  
Public Education, and POCs

Release: Wednesday, March 20, 2019  
Submittals Due: 5:00pm, April 15, 2019

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## Introduction

The California Stormwater Quality Association (CASQA) is pleased to announce this Request for Qualifications (RFQ) from consultants to conduct the 2019 Executive Program Committee Projects. The purpose of the RFQ is to identify the most qualified firm(s) to implement various projects in support of [CASQA's Vision](#) and CASQA's Annual Priorities. **To streamline the consultant selection process, six (6) projects are included in this single RFQ.**

**Firm(s) may opt to respond to one, several, or all of the following projects:**

- Project A: Water Quality Priorities
- Project B: Statewide Bacteria Effort
- Project C: Trash Control Measure Implementation Guidance
- Project E: Communicating the Value of Stormwater
- Project G: Phase II Permit Renewal Support
- Project X: Online Pollutant of Concern (POC) Reduction Guidance Manual

This RFQ is open to individual firms / consultants and to teams of firms / consultants. Interested consultants are invited to provide Statement of Qualifications (SOQs) in response to this RFQ. The SOQs will be reviewed and evaluated against criteria by selection groups (one for each project) designated by the CASQA Board of Directors.

**Each project will be evaluated separately and the most qualified firm or team will be selected for each project.** CASQA intends to establish a contract with the selected individual firms and/or teams of firms to provide the services described below. Note that CASQA may award up to six separate contracts (one contract for each of the projects), one contract (one contract for all six projects), or any variation thereof.

SOQs shall be submitted by firms that have a capable and demonstrable background in the type of work described below. Additionally, interested firms shall have sufficient, readily available resources in the form of trained personnel, support services, specialized consultants, and financial resources to carry out work without delay and within the specified budget.

Consultants will be expected to sign CASQA's Standard Agreement for Professional Consultant Services (Appendix A). Any exceptions to CASQA's Standard Agreement for Professional Consultant Services should be noted in consultants' transmittal letters for their Statements of Qualifications.

## Scope of Services

As this RFQ covers six (6) distinct projects, a short summary is provided below and the more complete scope of services for each project is included in Appendix B. The tasks identified in Appendix B are provided as guidance for preparing SOQs. The final scope of work(s) will be negotiated with the selected consultant(s).

Each project is expected to be initiated and/or implemented in 2019 (with more detailed timeframes in Appendix B). However, given that several projects may require additional work in the future (beyond the tasks provided here), the term of each contract may be up to three years from the notice to proceed.

No additional budget or work, beyond what is identified for each project, is guaranteed or implied. Regardless of the contract term, CASQA reserves the right to (1) limit the scope to the work as defined in this RFQ, (2) conduct additional RFQs/RFPs in the future for any additional work that results from these initial projects, and/or (3) utilize this RFQ process to award additional work, consistent with but in addition to the work identified in this RFQ, to the selected consultant(s) during the contract term.

**PROJECT A: WATER QUALITY PRIORITIES****2019 Budget: \$25,000****CASQA Subcommittee: Policy & Permitting Subcommittee**

The goal for this project is to develop a methodology that (1) identifies the most critical water quality priorities for stormwater and (2) identifies associated strategies for each priority. This information will be utilized in CASQA's annual prioritization process. For 2019, the methodology will be developed and applied (to allow the water quality priorities to be considered in the development of CASQA's 2020 Priorities).

**PROJECT B: STATEWIDE BACTERIA EFFORT****2019 Budget: \$50,000****CASQA Subcommittee: Policy & Permitting Subcommittee**

The goal for this project is to work with the State Water Board to establish and implement a statewide effort to address technical and regulatory issues related to bacteria, similar to the effort implemented to develop and adopt the Sediment Quality Objectives (SQOs). The statewide effort would include all stakeholders (State Water Board, Regional Boards, EPA, stormwater permittees, wastewater permittees, NGOs), working collaboratively through one unified process. It would replace the existing scenario where stormwater programs are addressing bacteria on a permit by permit (or even permittee by permittee) basis. The final desired outcome would be to collaboratively resolve the technical and regulatory challenges related to bacteria in order to sustainably achieve REC-1 objectives.

**PROJECT C: TRASH CONTROL MEASURE IMPLEMENTATION GUIDANCE****2019 Budget: \$20,000****CASQA Subcommittee: Policy & Permitting Subcommittee**

The goal for this project is to provide guidance to CASQA member agencies to aid with successful planning and implementation of Track 1 and Track 2 approaches as well as stormwater trash control measures, including both full capture systems and other trash controls, in response to the Statewide Trash Amendments.

**PROJECT E: COMMUNICATING THE VALUE OF STORMWATER****2019 Budget: \$30,000****CASQA Subcommittee: Public Information and Public Participation Subcommittee**

The goal for this project is to develop a strategy and phased detailed action plans that outline the steps that need to be taken to elevate public awareness, understanding, and appreciation of the value of stormwater in California.

**PROJECT G: PHASE II PERMIT RENEWAL SUPPORT****2019 Budget: \$20,000****CASQA Subcommittee: Phase II Subcommittee**

The goal for this project is to provide technical and regulatory support necessary to negotiate modifications to the Phase II Permit.

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<sup>1</sup> Project letter designations relate to the list of projects evaluated during the 2019 Prioritization Process and are included here for internal cross-reference purposes.

## PROJECT X: ONLINE POLLUTANT OF CONCERN (POC) REDUCTION GUIDANCE MANUAL

**2019 Budget: \$54,000**

**CASQA Subcommittee: Board of Directors**

The goal for this project is to create an online pollutant reduction guidance manual for one POC. The manual would be organized around the elements of a POC reduction strategy and populated with or hyperlinked to the key information in the body of knowledge for that POC. The manual would effectively 'tell' the current story of the efforts to reduce the POC. Having the key information compiled in one place and organized in a framework will assist MS4 program managers to develop reduction strategies and select best management practices in a consistent way based on the most current information and it will help managers new to a particular POC to 'get-up-to-speed' quickly and efficiently on the same information experienced managers are using.

### RFQ Schedule

- RFQ release: Wednesday, March 20, 2019
- Questions due to [info@casqa.org](mailto:info@casqa.org): Wednesday, March 27, 2019
- Responses to questions provided on the [CASQA website](#): Monday, April 1, 2019
- SOQs due: 5:00 PM, Monday, April 15, 2019
- Board of Directors approval of consultant selection: Wednesday, May 8, 2019

### Submittal Format and Process

**FORMAT** – As this RFQ provides the option to respond to one, several, or all of the projects, the page limit will be based upon the number of projects in the response. The total allowable number of pages in the SOQ PDF file are as follows (note, individual section page limits are detailed below).

- 1 Project: PDF = 12 pages max
- 2 Projects: PDF = 17 pages max
- 3 Projects: PDF = 22 pages max
- 4 Projects: PDF = 27 pages max
- 5 Projects: PDF = 32 pages max
- 6 Projects: PDF = 37 pages max

Each SOQ shall include the following sections, with page limits for each section specified below:

- **Transmittal letter (2 pages max)** – Provide a cover letter indicating interest in being selected to conduct the project(s) and identify which projects are included in the response. Include basic contact information for the individual responsible for the SOQ and to whom correspondence should be addressed, including name, title, address, telephone number, and email address. Include a statement affirming the consultant has sufficient, readily available resources in the form of trained personnel, support services, specialized consultants, and financial resources to carry out work without delay and within the specified budget. Include a statement affirming that the identified key staff will actively work on the project. Include any exceptions to CASQA's Standard Agreement for Professional Consultant Services in the transmittal letter.
- **For Each Project in the Response (5 pages max per project):**
  - **Understanding and Approach** – Describe the consultant's understanding of the needs of CASQA with respect to the work of the relevant subcommittee and to the project. Include a

description of the approach(es) consultant proposes to use to address the scope of services, including an organizational chart identifying firm's proposed project manager and key staff for providing services to address the Scope of Services.

- **Firm Qualifications and Experience** – Provide a detailed description of the firm's qualifications and experience providing services relevant to the needs of the identified subcommittee and the project. Descriptions should include the details of providing the same or similar services to municipal stormwater clients, including client and contact information, task, project, or program name, description of services provided, years of service, budget, and roles of key staff.
  - **Staff Qualifications and Experience** – Provide descriptions of the specific qualifications and experience of the key staff proposed to provide services.
  - **References** – Provide three references, which should be for as recent and as relevant experience as possible. For each reference, provide contact information, and a brief description of services provided, years of service, budget, and roles of key staff.
- **Proposed Fee Schedule (2 pages max)** – Provide consultant's current standard fee schedule indicating fees for labor by staff or position, other direct costs, and fees and any indirect costs. Indicate how often / when schedule is updated.
  - **Resumes (3 pages max):** Provide brief resumes of key staff.

**PROCESS** – SOQs shall be submitted in electronic format (PDF) only to CASQA at [info@casqa.org](mailto:info@casqa.org) by **5:00 PM, Monday, April 15, 2019**. Late or incomplete SOQs will not be considered. Complete SOQs submitted timely will be reviewed and evaluated.

## Evaluation and Selection Process

CASQA will use the following process to evaluate, identify, and select a consultant(s) for the project(s).

**Responsiveness Review** – CASQA will conduct an initial review of SOQs to ensure they are responsive to the requirements of this RFQ. If an SOQ does not include sufficient information to allow CASQA to evaluate the SOQ in any of the selection criteria below, the SOQ may be considered non-responsive.

**Evaluation Process, including selection criteria** – SOQs determined to be responsive to this RFQ will be evaluated according to the following criteria:

- Understanding needs of CASQA and its member agencies
- Qualifications and experience of firm providing the same or similar services
- Qualifications and experience of key staff in providing same or similar services
- Demonstrated ability to provide timely services
- Reasonableness of fee schedule
- Overall quality, clarity, and completeness of submittal

**Notification** – CASQA will notify consultants submitting SOQs whether or not they have been selected for the project.

## Reserved Rights

CASQA reserves the right to reject any and all SOQs. CASQA reserves the right to determine an SOQ is non-responsive to this RFQ and stop the evaluation of such an SOQ. CASQA reserves the right to decline to enter into a contract with a consultant for any reason that CASQA, in its sole discretion, determines.

# Appendix A



## CASQA's Standard Agreement for Professional Consultant Services

(provided upon request)

# Appendix B



## Scope of Services 2019 EPC Projects

## Project A: Water Quality Priorities

2019 Budget: \$25,000

CASQA Subcommittee: Policy & Permitting Subcommittee

### Background:

This project implements Vision Action 2.2, Objectives 3 and 4. This project has been identified as "Mission Critical" for 2019 and will likely impact CASQA's efforts over the next several years. As detailed in the Vision:

#### Action 2.2 - Articulate Stormwater Program Priorities

**Goal - Ensure the most critical water quality issues associated with stormwater are identified and corresponding strategies developed to address the issues.**

**Objective 3:** Identify priorities of the region or state by considering impacts on beneficial uses, maximum benefit of the water body, water use opportunities, and other considerations that affect prioritization. Prioritize pollutants based on considerations.

**Objective 4:** Collectively develop strategies for high priority stormwater program issues. Such strategies may include developing consistent permit requirements, modifying Basin Plans, and providing guidance to support technical and regulatory issues.

### Desired Outcome:

- Develop a methodology that (1) identifies the most critical water quality priorities for stormwater and (2) identifies associated strategies for each priority. This information will be utilized in CASQA's annual prioritization process.
- For 2019: The methodology will be developed and applied (to allow the water quality priorities to be considered in the development of CASQA's 2020 Priorities).

### Scope:

- **Task 1: Develop the Methodology:** This task will develop a methodology for the following (1) identification of the most critical water quality issues for stormwater and (2) identification of the strategies associated with each identified priority. This methodology will be an approach that can be implemented in future years, as needed. In considering water quality priorities, both current needs (existing challenges), as well as opportunities to mitigate future issues, will be included in the methodology. As this effort will inform CASQA's prioritization process, the methodology will also include considerations such as timeframes (how long a strategy would take to implement), likelihood of success, and associated resource needs (ballpark estimates). The methodology will also consider the factors identified in Objective 3.
- **Task 2: Identify Most Critical Water Quality Issues:** Applying the methodology devised under Task 1, this task will identify the most critical water quality issues. The task will be completed in time to be part of CASQA's prioritization process (identification of 2020 Priorities).
- **Task 3: Identify Strategies for Most Critical Water Quality Issues:** Applying the methodology under Task 1, this task will identify the strategies for each priority. The task will be completed in time to be part of CASQA's prioritization process (identification of 2020 Priorities).

### Products:

- Methodology to identify most critical water quality issues and associated strategies
- Identification of most critical water issues and associated strategies (for consideration in the development of CASQA's 2020 Priorities)

**Schedule:**

- Task 1: June 2019
- Task 2: August 2019
- Task 3: August 2019

## Project B: Statewide Bacteria Effort

2019 Budget: \$50,000

CASQA Subcommittee: Policy & Permitting Subcommittee

### Background:

This project implements Vision Action 2.2, Objective 5.

#### Action 2.2 - Articulate Stormwater Program Priorities

**Goal - Ensure the most critical water quality issues associated with stormwater are identified and corresponding strategies developed to address the issues.**

**Objective 5: Develop and deliver comments and testimony on technical, regulatory, and legal aspects of priority issues.**

Bacteria has been identified as one of the most critical water quality issues for 2019. This project has been identified as "Mission Critical" for 2019.

**Desired Outcome:** The goal is to work with the State Water Board to establish and implement a statewide effort to address technical and regulatory issues related to bacteria, similar to the effort implemented to develop and adopt the Sediment Quality Objectives (SQOs). The statewide effort would include all stakeholders (State Water Board, Regional Boards, EPA, stormwater permittees, wastewater permittees, NGOs), working collaboratively through one unified process. It would replace the existing scenario where stormwater programs are addressing bacteria on a permit by permit (or even permittee by permittee) basis. The final desired outcome would be to collaboratively resolve the technical and regulatory challenges related to bacteria in order to sustainably achieve REC-1 objectives.

**Scope:** This project is scoped as a two-phase effort, with Phase I being the focus of this RFQ. Phase I will focus on establishing the statewide effort. Phase II (not a part of the scope of services at this time, but provided here for context) will focus on implementing the statewide effort. For FY 2019, it is anticipated that the bulk of Phase I will be developed (acknowledging that the timeline will be influenced by the need to coordinate with State Water Board staff and other agencies). The Executive Director / Assistant Executive Director will be directly engaged in Phase I efforts.

### Phase I: Establish the Statewide Process

1. **Interview Stormwater Agencies:** The purpose of this step is to ensure that the existing efforts of stormwater permittees are identified and can be leveraged in establishing the overall scope/charge for the statewide effort. Stormwater permittees throughout the state should be included.
  - Identify efforts currently underway (or are planned)
  - Identify challenges (regulatory, technical, timeframes), and potential solutions, those agencies have identified
2. **Define the Problem(s) – Regulatory and Technical:** The purpose of this step is to identify, from the stormwater community's perspective, the regulatory and technical challenges related to bacteria. For example: How significant are the health issues associated with bacteria/pathogens?
  - Consideration should be given for inland vs. coastal issues (identify if the issue is applicable inland, coastal, or both).
3. **Assist in Developing and Defining the Process:** The purpose of this step is to work with the Executive Director / Assistant Executive Director in establishing the statewide process. Assistance would potentially support the following:

- Discuss intent of the statewide effort with State Water Board staff (and as needed, Regional Water Board(s) staff)
  - Discuss the various existing efforts at State Water Board and how they can be streamlined and/or coordinated with this effort
  - Develop the structure for the statewide effort and ensure other stakeholders (EPA, wastewater, NGOs) are included
  - Utilize the Sediment Quality Objectives (SQOs) process as a model (Science Panel, Advisory Committee, Facilitator)
  - The structure should be clearly documented to ensure buy-in from all stakeholders and long-term viability of the effort
4. **Define the Charge / Scope of Work for the Statewide Effort:** The purpose of this task is to clearly define the charge / scope of the statewide effort. This step will require working with State Water Board staff at a minimum. Depending upon how the process is developed, the charge / scope for the statewide effort may also require working with Regional Board staff, wastewater community, NGOs, and others.
5. **Consider Compliance Options:** As many stormwater agencies are already subject to Bacteria TMDL compliance timelines, the purpose of this task is to determine if there are any options that would support those agencies compliance needs (if they participate in this bigger picture, coordinated effort to resolve the most challenging issues related to bacteria). Note this task would focus on identifying options and would not involve negotiating compliance on behalf of permittees.

## PHASE II: Implementation of the Statewide Bacteria Effort

The effort for this phase will be defined after Phase I is implemented. At this time, Phase II is not part of the scope of services for this RFQ, but is provided here for context.

### Products:

- Tech Memo: Summary of existing stormwater permittee efforts
- White Paper: Identification of Stormwater's Technical / Regulatory Challenges Related to Bacteria
- Charge / Scope of Work for the Statewide Effort
- Tech Memo: Compliance Options

### Schedule:

- July 2019: Tech Memo (Summary of existing stormwater permittee efforts)
- September 2019: White Paper (Identification of Stormwater's Technical / Regulatory Challenges Related to Bacteria)
- September 2019: Tech Memo (Compliance Options)
- December 2019 (Potentially): Charge / Scope for the Statewide Effort
- Throughout 2019: assistance with developing / defining the statewide process

## Project C: Trash Control Measure Implementation Guidance

Budget: \$20,000

CASQA Subcommittee: Policy & Permitting Subcommittee

### Background:

This project implements Vision Action 2.5, Objective 2.

#### Action 2.5 – Establish Guidance/Tools to Support Sustainable Stormwater Programs

**Goal - Ensure technical and regulatory guidance is provided to support sustainable stormwater programs.**

**Objective 2: Develop guidance for regulatory priorities. Pending the results of Action 2.2, it may be necessary to provide guidance to develop site specific objectives, develop technology based effluent limits, characterize natural sources, support a high flow suspension, or develop wet weather standards.**

This project has been identified as “Important” for 2019 as trash has been identified as one the most critical water quality issues for Phase I and Phase II municipal stormwater programs.

### Desired Outcome:

Provide guidance to CASQA member agencies to aid with successful planning and implementation of Track 1 and Track 2 approaches as well as stormwater trash control measures, including both full capture systems and other trash controls, in response to the Statewide Trash Amendments.

### Scope:

#### Municipal Guidance Document for Implementation of Trash Control Programs (CASQA Only Funding)

- **Task 1. Literature Review and Survey** - Conduct a literature review (this may extend outside of California) and survey of Phase I and Phase II municipalities in California to identify the range of trash control measures (full capture systems, partial capture systems, and other actions such as institutional controls) that are planned and those that have been successfully implemented and address trash to a level of full capture or equivalent. To the extent that the information is available, identify the associated costs of implementing and maintaining trash controls, including planning, capital, and on-going costs.
- **Task 2. Draft Guidance Document** - Develop a draft guidance document that summarizes the information obtained during Task 1 and provides guidance on the steps that public agencies should take to prioritize/strategically implement the trash controls and identify and implement feasible and cost-effective trash control measures to achieve full capture or equivalency. Guidance may be based on successful implementation experiences in the Los Angeles and SF Bay Area regions, and other pertinent urban areas within and outside of California.
- **Task 3. Final Guidance Document** - Develop a final guidance document that incorporates and addresses comments provided by the CASQA Policy & Permitting Subcommittee, Executive Program Committee, and/or Board of Directors.

**Products:** Guidance document that includes potential approaches that may be used by municipalities to strategically plan for and implement the trash control measures including demonstrated successful trash control measures and associated costs of planning, implementation, and operations and maintenance.

**Web-Based Trash Control Training (Optional Services – Only if Additional Funding is Secured)**

- **Task 4. Web-based Training Module** – Based on the final guidance document, develop presentation and training materials needed to successfully develop a web-based training module on Trash Control Measure Implementation. The training module will include: 1) planning for trash control measures; 2) Siting, designing, installing/constructing and maintaining full capture systems; 3) identifying and implementing full capture equivalent control measures; and 4) evaluating progress towards trash reduction goals.

**Products:** A web-based training module on trash control measure planning and implementation.

**Schedule:**

- |                                         |                                       |
|-----------------------------------------|---------------------------------------|
| 1. Literature Review and Survey         | 3 months following notice to proceed  |
| 2. Draft Guidance Document              | 6 months following notice to proceed  |
| 3. Final Guidance Document              | 8 months following notice to proceed  |
| 4. (Optional) Web-based Training Module | 12 months following notice to proceed |

## Project E: Demonstrate the Value of Stormwater to the Public

**Budget: \$30,000**

**CASQA Subcommittee: Public Information and Public Participation Subcommittee**

**Background:** This effort, termed "Vision Action 3.0," is a necessary precursor to Vision Actions 3.1 and 3.2. Public education is one of the key components of the overall CASQA Vision. Public support is needed for so much of everything that we do in stormwater, from funding local stormwater programs to ensuring the successful implementation of multi-benefit projects, public support is vital. In order to gain that support, public awareness, understanding, and appreciation of the value of stormwater is necessary.

### Action 3.0- Develop a strategy and phased action plans to elevate public awareness, understanding, and appreciation of the value of stormwater in California.

**Objective 1:** Develop a strategy to elevate public awareness, understanding, and appreciation of the value of stormwater in California.

**Objective 2:** Create phased detailed action plans

**Desired Outcome:** A strategy and phased detailed action plans that outline the steps that need to be taken to elevate public awareness, understanding, and appreciation of the value of stormwater in California.

#### Scope:

- Task 1: Develop a strategy that outlines the steps needed to be taken to elevate public awareness, understanding, and appreciation of the value of stormwater in California. Clarify the issues needed to be addressed "Who? What? When? Where? How, and Why's?" and develop messaging.
- Task 2: Upon CASQA BOD review and approval of the strategy, develop detailed action plans to elevate public awareness, understanding, and appreciation of the value of stormwater in California. Action plans may need to use a phased approach.

**Products:** A strategy and phased detailed action plans that outline the steps that need to be taken to elevate public awareness, understanding, and appreciation of the value of stormwater in California.

**Schedule:** Will commence upon execution of a contract, with immediate effort in 2019.

## **Project G: Phase II Permit Renewal Support**

**Budget: \$20,000**

**CASQA Subcommittee: Phase II Subcommittee**

### **Background:**

This project implements Organizational Goal 2 (permit support).

The Statewide Small MS4 Permit (Phase II Permit) will likely be renewed in early 2020. During 2019, Phase II permittees will need to work closely with the State Water Board on potential modifications to the permit. CASQA has historically been the voice for these permittees, as CASQA can bring its strength of knowledge and experience statewide, which is difficult to achieve at the individual permittee level.

### **Desired Outcome:**

Provide technical and regulatory support necessary to negotiate modifications to the Phase II Permit.

### **Scope:**

- Develop and work with working groups (sub groups of the Phase II Subcommittee) to review and provide suggested revisions on sections of the current general permit
- Compile all comments into a user-friendly format
- Identify key issues and strategies for effective discussions with State Water Board staff
- Work with Subcommittee Co-Chairs to support permit discussions / negotiations with State Water Board staff
- Review and comment on any proposed permit language proposed by State Water Board staff

### **Products:**

- Develop a user-friendly review and comment template (e.g., excel spreadsheet) that assists in the initial review process with working groups
- Develop cover letter / tech memo that identifies key issues for discussion with State Water Board staff
- Any formal follow-up correspondence to State Water Board staff
- comment on any proposed permit language proposed by State Water Board staff

### **Schedule:**

- Schedule is TBD and contingent upon State Water Board's timeline

## Project X: Online Pollutant of Concern (POC) Reduction Guidance Manual

**Budget: \$54,000**

**CASQA Subcommittee: Board of Directors.** As the scope of the project cuts across multiple CASQA Subcommittees, the project will be overseen by the Board of Directors and executive management with an Advisory Committee comprised of representatives from the relevant subcommittees: BMPs, Construction, Effectiveness Assessment, Industrial, Monitoring & Science, Watershed Management and Impaired Waters, and Website.

### Background:

This project implements Vision Action 2.5, Objective 1.

#### Action 2.5 – Establish Guidance / Tools to Support Sustainable Stormwater Programs

**Goal – Ensure technical and regulatory guidance is provided to support sustainable stormwater programs.**

**Objective 1: Update CASQA BMP Handbooks.** As new information becomes available and technical advances take place, the CASQA BMP Handbooks will need to be updated. Such updates should coincide with the updates of the relevant permits and permitting approaches.

This project was first proposed in 2012<sup>2</sup> in response to discussions between CASQA and senior management of several Regional Water Boards regarding a mutual interest in providing a reference document / website that could assist MS4 program managers and Regional Water Board staff in developing reduction strategies and selecting best management practices (BMPs) for pollutants of concern. A POC is a constituent present in stormwater runoff and measured at levels in a receiving water significant enough for a water quality regulatory agency to:

- List the receiving water as impaired under section 303(d) of the Clean Water Act,
- Determine a total maximum daily load (TMDL) must be developed,
- Adopt a policy or an amendment to a water quality control plan, or
- List the constituent as a constituent of emerging concern (CEC).

A POC reduction strategy:

- Identifies and quantifies, to the extent possible, the **source(s)** of the pollutant;
- Characterizes the pollutant's chemical, physical, and biological **properties** and identifies how environmental conditions (e.g., sediment, groundwater) affect the form of the pollutant and how the form(s) affects the effectiveness of the BMP(s);
- Identifies and quantifies, to the extent possible, the **pathway(s)** of the pollutant from the source(s) through stormwater to the receiving water(s);
- Identifies the source(s) and the pathway(s) that may offer the **best opportunity(ies)** for pollutant reduction efforts;
- Identifies the **BMP(s)**<sup>3</sup> for that opportunity(ies);
- Identifies the **method(s) for assessing BMP effectiveness** and quantifies, to the extent possible, the expected pollutant reduction(s); and
- Identifies **data and analysis needs** for any of the elements above, if any.

The elements of a POC reduction strategy are sequentially arranged in a framework from sources to receiving water with feedback loops (see generalized framework). The key information in the collective body of knowledge for the

<sup>2</sup> Funding was allocated in 2014 and has been carried forward to the current FY.

<sup>3</sup> A strategy for reducing a pollutant can include a single type of BMP or a system of BMP types.

POC is organized around those same elements. This arrangement facilitates informed decision-making at every step (element) in the process and regular adaptive management.

In those earlier discussions, Regional Water Board management noted that there are challenges to writing NPDES permits that address POCs (e.g., nexus to receiving water limitations, total maximum daily load (TMDL) allocations) – not the least of which is the lack of an agreed-upon source defining BMP removal effectiveness for pollutants in various settings. Regardless of the approach used, numeric limits or BMP implementation, there is no common resource describing what control strategies will be effective or even whether the POC can be controlled, let alone reduced. This deficiency has become increasingly important to address as TMDLs are incorporated into permits.

**Desired Outcome:**

Create an online pollutant reduction guidance manual for one POC. The manual should be organized around the elements of a POC reduction strategy and populated with or hyperlinked to the key information in the body of knowledge for that POC. The manual should effectively ‘tell’ the current story of the efforts to reduce the POC. The information and guidance must be in an accessible format that is relatively easy to update. Having the key information compiled in one place and organized in a framework will assist MS4 program managers to develop reduction strategies and select best management practices in a consistent way based on the most current information and it will help managers new to a particular POC to ‘get-up-to-speed’ quickly and efficiently on the same information experienced managers are using.

Additionally, create as a handy and helpful accessory to the online guidance manual, a POC-specific fact sheet that could be used for in-house staff trainings, business inspections, or public outreach. The POC fact sheet would be updated annually or more frequently if a major development made the current fact sheet significantly out-of-date. The POC fact sheet should be organized around the elements of the POC reduction strategy and should provide an at-a-glance summary of the general status of the elements of the reduction strategy (i.e., sources, properties, pathways, control measures (i.e., BMPs), and effectiveness assessment). As applicable, the control measures would include source controls including “true” source controls and operational source controls (e.g., municipal O&M activities), and treatment controls or a combination of thereof. As the selection of best management practices would be based on POC and not on activity as is the case with the CASQA BMP Handbooks, the online manual should be designed to be applicable to all three permit types (construction, industrial and commercial, and municipal) and to the extent there are any differences, the manual should be populated or hyperlinked to information and guidance for all three scenarios.

**Scope:** The project is scoped as a pilot effort designed to establish all of the basic elements of an online guidance manual and to flesh it out with as much information and guidance as the budget and any in-kind contributions will allow for one POC. Doing so will help prove the project concept and provide as complete an example as possible. The subject POC is to be determined by CASQA prior to the project start. Future project proposals are expected to add POCs and other elements (e.g., multi-POC approaches). The scope of work will be conducted via the following tasks in close coordination with CASQA executive management and the Advisory Committee:

- **Task 1. Compile Body of Knowledge** – Compile and organize information about the given POC relevant to each of the elements of the reduction strategy framework. Review both published and grey literature and interview individuals familiar with the POC and efforts to reduce it. Document the compilation effort and results in a memo that includes lessons learned and recommendations.

*Products: Body of knowledge; Task memo*

- **Task 2. Design and Create Framework** – Based on the key information in the body of knowledge compiled in Task 1, design the reduction strategy framework for the given POC. For each element and for the overall framework, include connections to related projects or programs (e.g., potentially CASQA BMP Handbooks, SCCWRP BMP Effectiveness Database, CASQA Effectiveness Assessment System, CASQA Source Contribution Tools and Methodologies Database, ITRC Stormwater Best Management Practices

Performance Evaluation). Working with CASQA's web design firm, Project 6, create the reduction strategy framework online. Document the framework design and creation effort and results in a memo that includes lessons learned and recommendations.

*Products: Reduction strategy framework (Draft and Final); Task memo*

- **Task 3. Create Manual** – Add the body of knowledge information to the reduction strategy framework by creating content or posting or hyperlinking information from the body of knowledge to the relevant element(s) of the framework. Document the manual creation effort and results in a memo that includes lessons learned and recommendations.

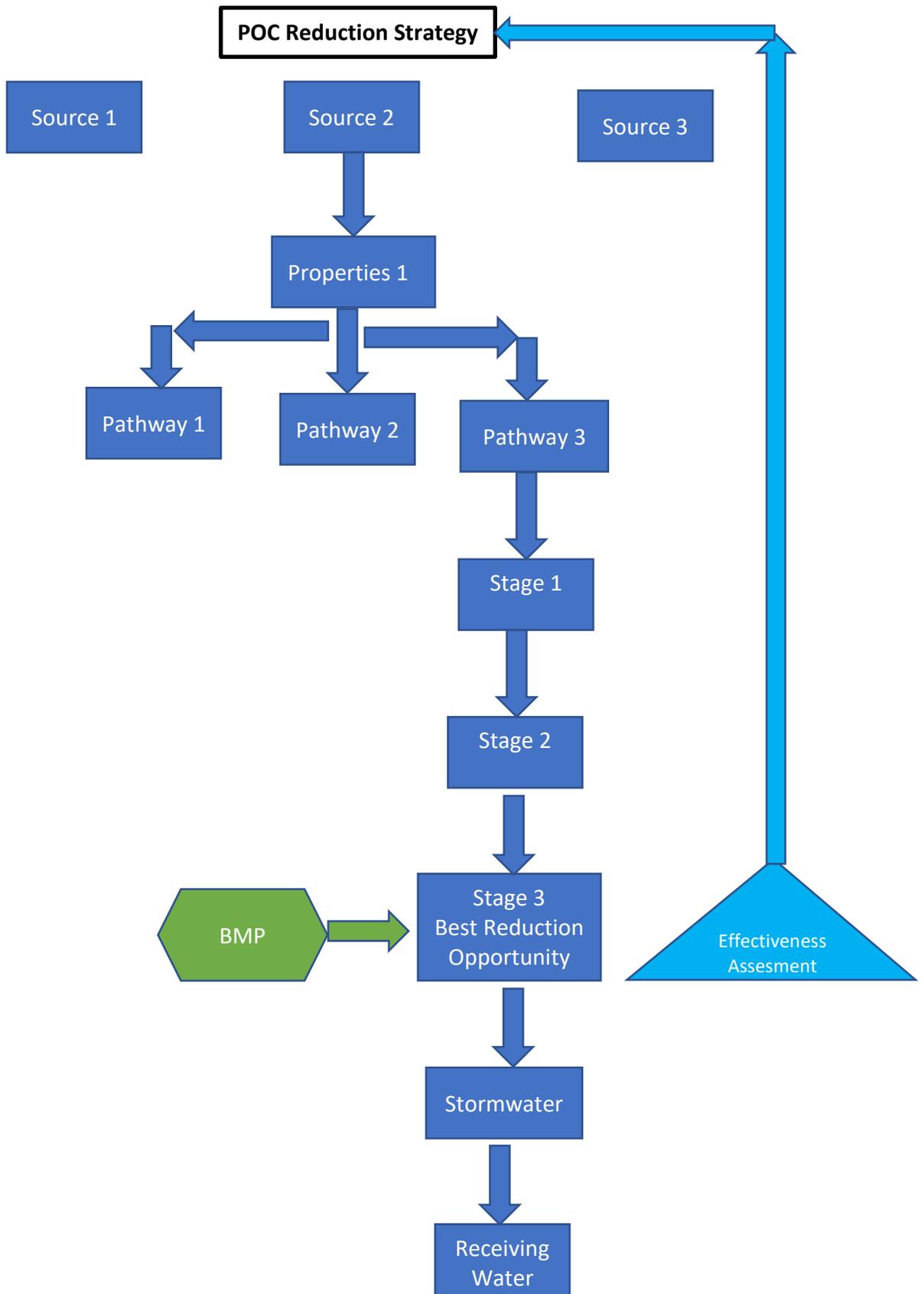
*Products: Reduction guidance manual (Draft and Final); Task memo*

- **Task 4. Create Fact Sheet** – Create the POC fact sheet as the Reader's Digest version of the story 'told' by the guidance manual. The fact sheet should be organized around the elements of the POC reduction strategy and should provide an at-a-glance summary of the current general status of the elements of the guidance manual. Document the fact sheet effort and results in a memo that includes lessons learned and recommendations.

*Products: Fact Sheet (Draft and Final); Task memo*

#### **Schedule:**

- |                             |                                       |
|-----------------------------|---------------------------------------|
| • Compile Body of Knowledge | 3 months following notice to proceed  |
| • Design Framework          |                                       |
| ○ Draft                     | 2 months following notice to proceed  |
| ○ Final                     | 4 months following notice to proceed  |
| • Create Framework          |                                       |
| ○ Draft                     | 6 months following notice to proceed  |
| ○ Final                     | 8 months following notice to proceed  |
| • Create Manual             |                                       |
| ○ Draft                     | 10 months following notice to proceed |
| ○ Final                     | 12 months following notice to proceed |
| • Create Fact Sheet         |                                       |
| ○ Draft                     | 10 months following notice to proceed |
| ○ Final                     | 12 months following notice to proceed |



**Generalized POC Reduction Strategy Framework: Example**