

# Summary of the CASQA Web Portal Surveys

Effectiveness Assessment Portal

2014 - 2016

California Stormwater Quality Association

April 2016



Funding for this project has been provided in full or in part through an agreement with the State Water Resources Control Board. The contents of this document do not necessarily reflect the views and policies of the State Water Resources Control Board, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.

# Memorandum

DATE: April 29, 2016

TO: Geoff Brosseau, CASQA  
Jon Van Rhyn, County of San Diego

COPY TO: Karen Ashby, LWA

**Airy Krich-Brinton**

707 4th Street, Suite 200  
Davis, CA 95616  
530.753.6400 x226  
530.753.7030 fax  
airyk@LWA.com

SUBJECT: **Summary of the CASQA Web Portal Surveys (2014-2016)**

---

The California Stormwater Quality Association (CASQA), with support from a Proposition 84 Stormwater Grant, developed a Web Portal in early 2015 to assist the stormwater community in obtaining and utilizing information relating to the assessment of stormwater program effectiveness<sup>1</sup>. The Web Portal provides a central repository for obtaining guidance, sharing data and information, and obtaining planning and assessment support. To determine whether the Web Portal is a valuable resource that is being utilized and how it is being utilized, CASQA conducted an initial survey of its members in May 2014 and a follow up survey in April 2016. The survey results related to the web portal functionality and content are summarized below.

## **SURVEY APPROACH AND QUESTIONS**

The initial survey was developed in three parts and administered in May 2014. Each part contained questions aimed at a different target audience: municipal stormwater program managers, regulators, and non-governmental organizations (NGOs)/third parties. The results were summarized in Appendix C of the *CASQA Effectiveness Assessment Baseline Report: Existing Practices and User Needs*, July 2014.

The 2016 follow-up survey was publicized and distributed to the CASQA general membership through a link to the online survey in a CASQAlert (April 15, 2016) (**Attachment A**).

An additional survey to identify training needs was publicized and distributed to the CASQA general membership through several announcements and a link to the online survey in CASQAlerts (November 11, November 24 and December 3, 2014) and in CASQA Bi-Weekly Updates (November 18 and December 1, 2014). Since this survey only asked three of the same questions as the initial and follow-up survey it is not included in some of the detailed analyses below.

---

<sup>1</sup> [https://www.casqa.org/effectiveness\\_assessment](https://www.casqa.org/effectiveness_assessment)

The follow-up survey (April 2016) obtained participant information and opinions about the web portal functionality and content using the following questions<sup>2</sup>:

1. *Rate your use of the CASQA Stormwater Effectiveness web portal.*
2. *If you are aware of and/or use the CASQA Stormwater Effectiveness web portal:*
  - a) *What do you find most useful about the Web Portal?*
  - b) *What do you think needs to be improved the most?*
3. Rate your use of the following resources:
  - a) A Strategic Approach to Planning for and Assessing the Effectiveness of Stormwater Programs, CASQA June 2015
  - b) Guidance for Assessing the Effectiveness of Municipal Storm Water Programs and Permits, State Water Resources Control Board (SWRCB), 2011
4. If you are aware of and/or use the 2015 CASQA Guidance Document:
  - a) What do you find most useful about the Guidance Document?
  - b) What do you think needs to be improved the most?
5. If you are aware of and/or use the SWRCB Guidance Document:
  - a) What do you find most useful about the Guidance Document?
  - b) What do you think needs to be improved the most?
6. Have you seen or used any other documents:
  - a) Monitoring to Demonstrate Environmental Results: Guidance to Develop Local Stormwater Monitoring Studies, Center for Watershed Protection, 2008
  - b) MS4 Program Evaluation Guidance Manual, EPA, 2007
  - c) Other documents
7. What functions are most critical for the Web Portal?<sup>3</sup>
8. Do you have anything else that you can share about what options should be incorporated as a part of the web portal functionality and/or content?<sup>3</sup>
9. What resources are most critical for the Web Portal?<sup>3</sup>
10. *Of the following, what training opportunities/webinars have you participated in?*
  - a) *CASQA Program Effectiveness Assessment and Improvement (PEAIP) Framework, April 30, 2015*
  - b) *CASQA Introduction to Strategically Planning and Assessing Stormwater Programs, June 22, 2015*
  - c) *CASQA Lessons Learned from Program Effectiveness Assessment Development and Implementation, December 2, 2015*

---

<sup>2</sup> The follow-up survey used a subset of questions from the initial survey and incorporated new questions which are indicated in italics. The new questions are primarily focused on the use of the web portal, which had not been developed at the time of the initial survey, and on recent training opportunities.

<sup>3</sup> This question was included on the December 2014 online training survey, which mainly assessed the training priorities and needs of the CASQA general membership.

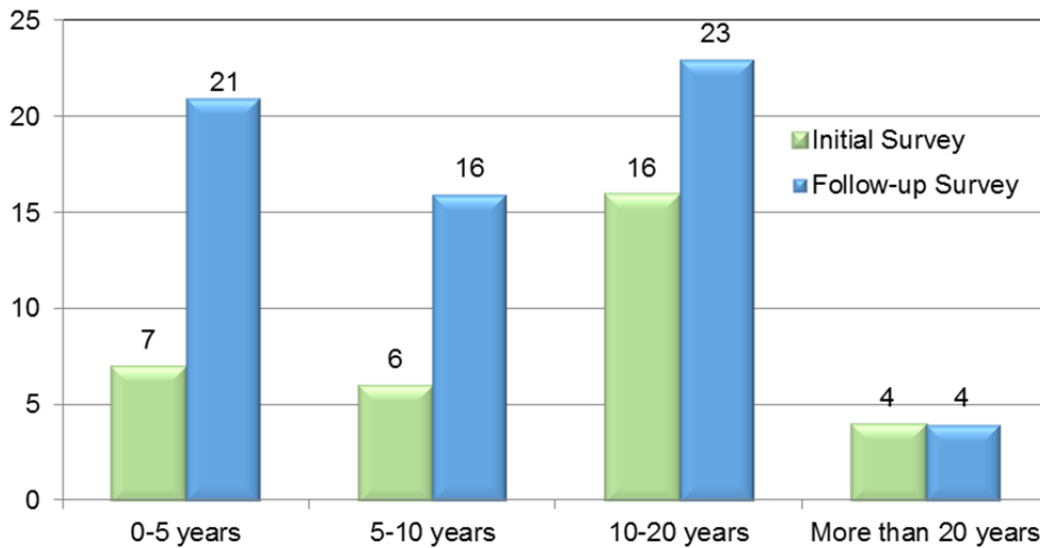
Detailed information about the survey responses is discussed below. These responses will be used to update the web portal in the future.

## PARTICIPANT INFORMATION

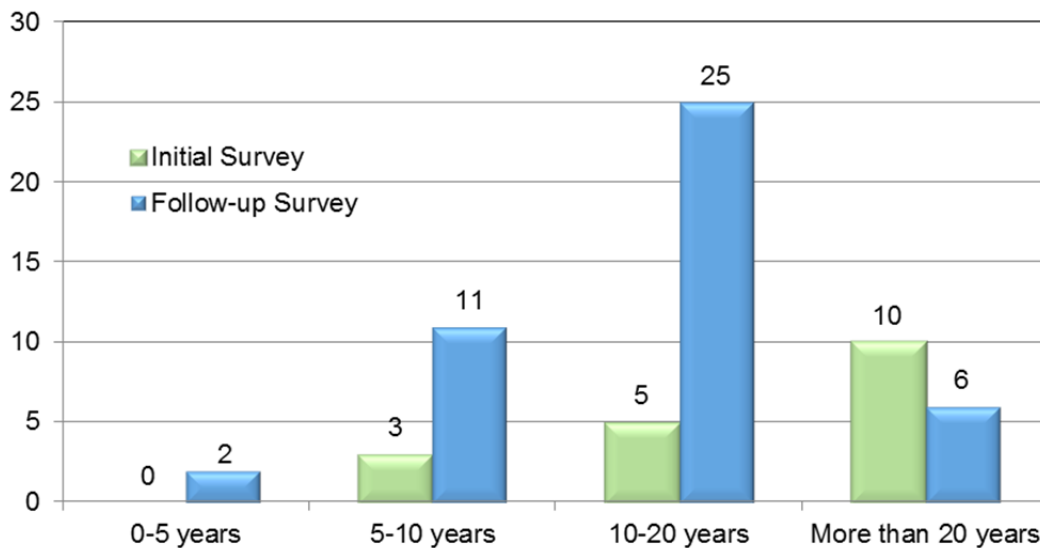
Overall, the 2016 follow-up survey received responses from a much larger number of Phase II programs. Most respondents to the follow-up survey represented stormwater programs which had been running 10-20 years, while most respondents to the 2014 initial survey represented programs in place for more than 20 years. Nine of the 64 respondents (14%) to the follow-up survey reported using the web portal frequently, while 26 (33%) had heard about it.

The responses to participant information received during the May 2014, December 2014, and April 2016 surveys are shown in the table below.

Self-Identified Participant Type	Initial Survey May 2014		Online Survey December 2014		Follow-up Survey April 2016	
	Number	Percent	Number	Percent	Number	Percent
MS4 Program Managers	18	62%	118	79%	46	71%
Phase I MS4	17		51		26	
Phase II MS4	1		67		20	
Regulators	9	31%	0	0%	7	11%
RWQCB	7		0		7	
SWRCB	1		0		0	
EPA	1		0		0	
NGO/Third Parties	2	7%	31	7%	11	17%
NGO	2		0		0	
Consultant or private contractor	0		31		11	
<b>Total Participants</b>	<b>29</b>		<b>149</b>		<b>64</b>	



**Number of years involved in municipal stormwater management (all respondents)**



**Number of years your affiliated Stormwater Program has been in place (MS4s only)**

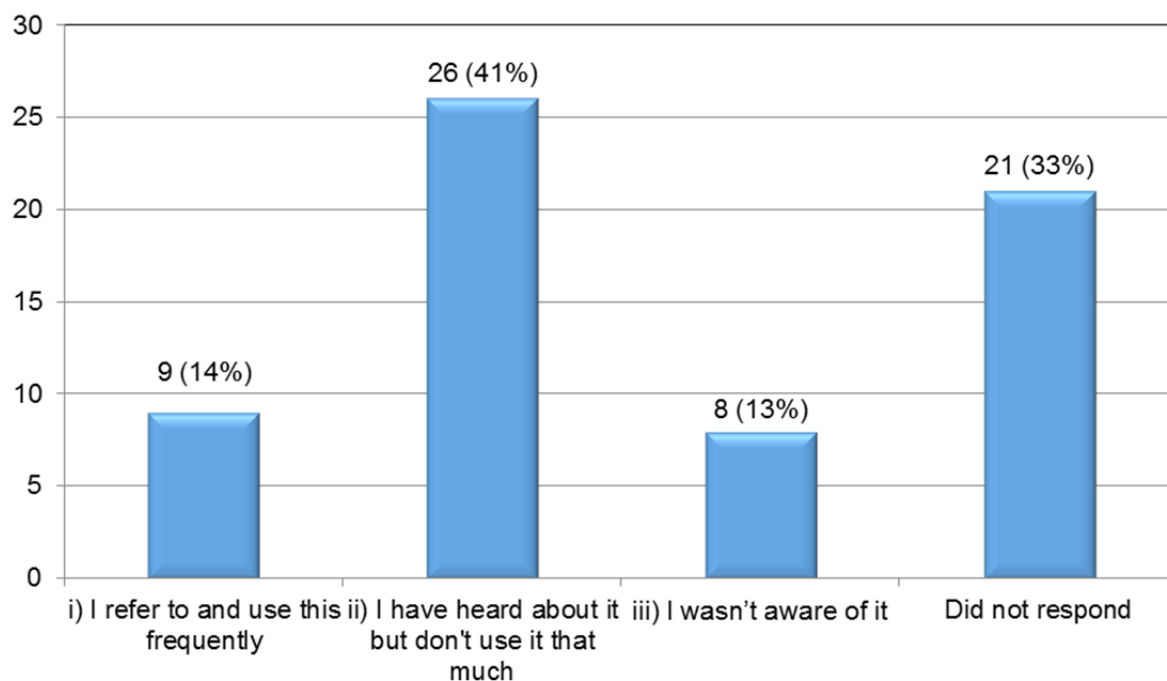
## COMPARISON OF SURVEY RESULTS

The overarching themes in the 2016 follow-up survey included:

- Respondents indicated that the **most important functions** of the web portal were obtaining Effectiveness Assessment-related documents, identifying when Effectiveness Assessment training opportunities are available, sharing information or asking questions through discussion groups, and viewing online training sessions for Effectiveness Assessment.
- The **least important functions** of the web portal were obtaining annual reports, information about permit requirements, and contact information for program managers. This differed from the initial survey responses, which indicated that obtaining other reports was the second most important function.
- The **most important resources** provided by the web portal was training on how to develop and conduct Effectiveness Assessments as well as highlighting key examples of assessments.

The specific results of the 2016 follow-up survey and comparisons with the 2014 initial survey and 2014 online training survey (where applicable) are detailed below.

### Question 1. Rate your use of the CASQA Stormwater Effectiveness web portal



This question was not asked in the initial survey, as the web portal had not yet been developed.

**Question 2a. What do you find most useful about the Web Portal?**

(If you are aware of and/or use the CASQA Stormwater Effectiveness web portal)

- Easy access to good, current information and updates, including the CASQA Newsflash,
- Access to training opportunities, QSP<sup>4</sup> registration and education,
- Information is well organized and clearly presented,
- Provides convenient uniformity of information and procedures used statewide,
- Access to Best Management Practices (BMP) handbooks,
- Good source of guidance for permit requirements, and specifically for non-traditional MS4s<sup>5</sup>,
- The web portal is not useful (three comments).

**Question 2b. What do you think needs to be improved the most about the Web Portal?**

- Add more entry-level education on stormwater regulation,
- Add assistance with appropriate LID<sup>6</sup> BMPs for planning priority projects,
- Currently it is not useful to MS4s in the Central Coast because of different local requirements,
- Improve the search capabilities and navigation to be more user-friendly, reduce the number of notices,
- Provide a comment section,
- Break down the guidance documents into accessible and searchable portions, and separate the templates and tools,
- Post PowerPoint presentations from CASQA conferences,
- Decrease the size and length of materials included,
- It needs no improvement (three comments).

This question was not asked in the initial survey, as the web portal had not yet been developed.

---

<sup>4</sup> Qualified Stormwater Pollution Prevention Plan (SWPPP) Practitioner

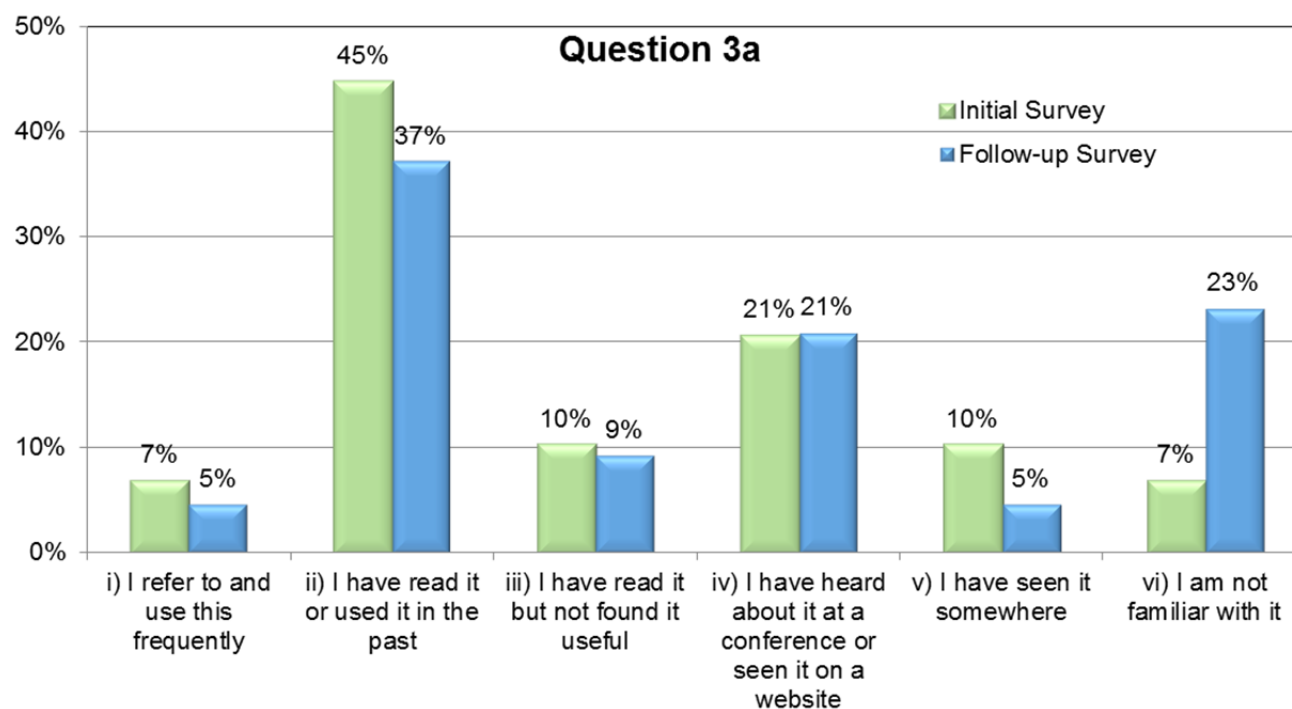
<sup>5</sup> Municipal Separate Stormwater Sewer System

<sup>6</sup> Low Impact Development



### Question 3a. Please rate your use of the CASQA Guidance Document<sup>7</sup>

Response	Initial Survey		Follow-up Survey	
	#	%	#	%
i) I refer to and use this frequently	2	7%	2	5%
ii) I have read it or used it in the past	13	45%	16	37%
iii) I have read it but not found it useful	3	10%	4	9%
iv) I have heard about it at a conference or seen it on a website	6	21%	9	21%
v) I have seen it somewhere	3	10%	2	5%
vi) I am not familiar with it	2	7%	10	23%



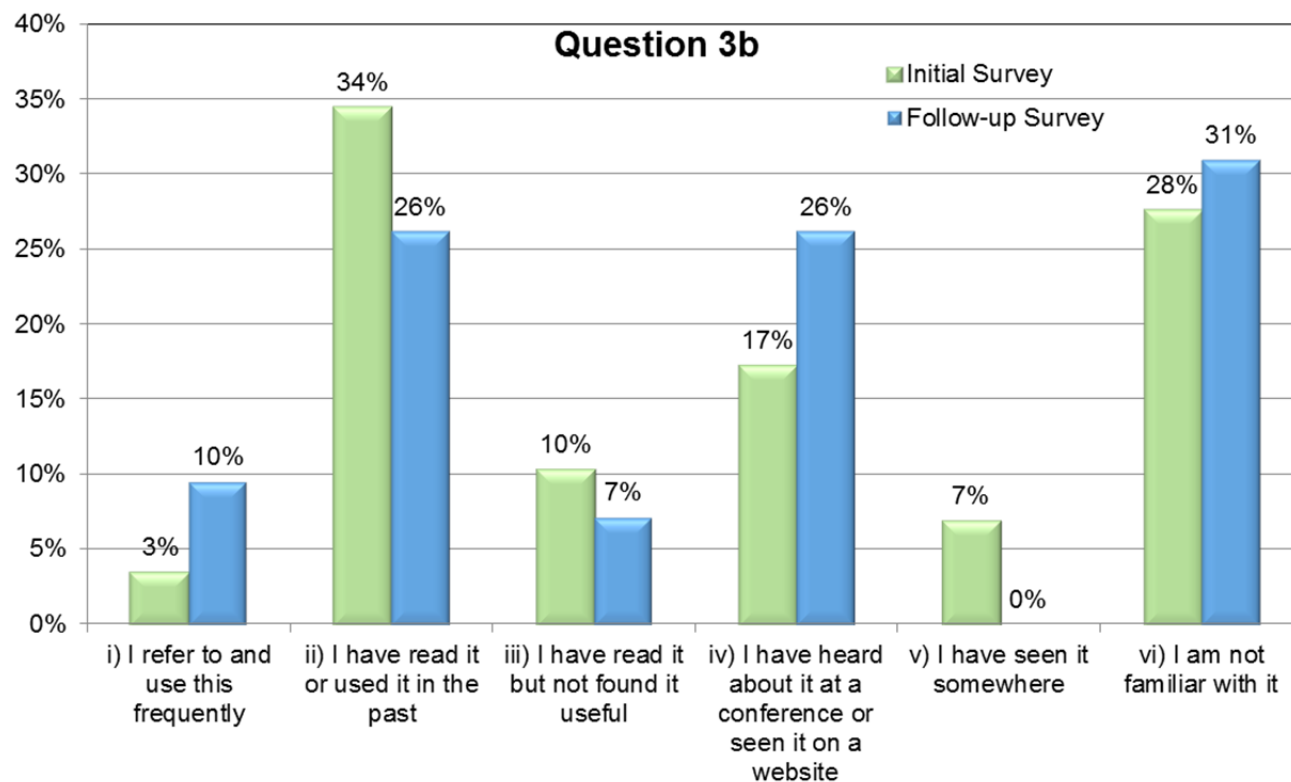
A larger percentage of respondents were unfamiliar with the CASQA guidance document in the 2016 follow-up survey than in the initial 2014 survey, and slightly lower percentages reported using it frequently or having used it in the past. This may be because the guidance document referred to in the 2016 survey has been available for less than a year while the guidance document referred to in the 2014 survey was issued in 2007, making it more likely that agencies would have been exposed to it through multiple conferences or trainings.

<sup>7</sup> 2014 Initial Survey: *Municipal Stormwater Program Effectiveness Assessment Guidance*, CASQA, May 2007

2016 Follow-up Survey: *A Strategic Approach to Planning for and Assessing the Effectiveness of Stormwater Programs*, CASQA, June 2015

### Question 3b. Please rate your use of the SWRCB Guidance Document<sup>8</sup>

Response		# Responses	
		Initial Survey	Follow-up Survey
i)	I refer to and use this frequently	1	4
ii)	I have read it or used it in the past	10	11
iii)	I have read it but not found it useful	3	3
iv)	I have heard about it at a conference or seen it on a website	5	11
v)	I have seen it somewhere	2	0
vi)	I am not familiar with it	8	13



A slightly larger percentage of respondents were unfamiliar with the SWRCB Guidance in the 2016 follow-up survey than in the initial 2014 survey, but more respondents reported using it regularly (7% more) in 2016. Interestingly, the percentage of those responding that they had used it in the past was 8% lower in 2016 than in 2014. This may be related to the larger proportion of Phase II communities participating in the 2016 survey.

<sup>8</sup> 2014 Initial Survey and 2016 Follow-up Survey: *Guidance for Assessing the Effectiveness of Municipal Storm Water Programs and Permits*, State Water Quality Control Board (SWRCB), 2011

## Question 4a. What do you find most useful about the CASQA Guidance Document?

Initial Survey (2007 Guidance Document)	Follow-up Survey (2015 Guidance Document)
<ul style="list-style-type: none"> <li>Provides introduction to using performance metrics (<i>MS4 Program Managers, Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Provides a comprehensive discussion of EA for program development</li> </ul>
<ul style="list-style-type: none"> <li>Provides a structured, overall framework for clear, measurable EAs (<i>MS4 Program Managers, Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>The document is easy to understand and contains useful, detailed information</li> </ul>
<ul style="list-style-type: none"> <li>Provides approaches/strategies to help MS4s more easily assess their programs (<i>MS4 Program Managers, Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>The document is well organized and contains useful graphics and diagrams and fact sheets</li> </ul>
<ul style="list-style-type: none"> <li>Assists MS4s and Regulators in understanding the level of assessment that can be performed for, as well as the potential outcomes from, different program elements (i.e., Fact Sheets for Program Elements) (<i>MS4 Program Managers, Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Contains useful examples of methods to quantify outcomes, how to complete an EA assessment at each outcome level, and how to track program performance and permit compliance</li> </ul>

## Question 4b. Within the CASQA Guidance Document, what do you need to be improved the most?

Initial Survey (2007 Guidance Document)	Follow-up Survey (2015 Guidance Document) [a]
<ul style="list-style-type: none"> <li>Specific guidance for planning, incorporation into a stormwater program, and conducting assessments (<i>MS4 Program Managers</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Needs more emphasis on higher outcome levels (4-6)</li> </ul>
<ul style="list-style-type: none"> <li>Accounting for limitations regarding which outcome levels can be achieved (<i>MS4 Program Managers</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Needs more direct measurement and references to pollution reduction as a result of program implementation</li> </ul>
<ul style="list-style-type: none"> <li>Consistency with increased EA requirements in some MS4 Permits (<i>Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Needs to include the role of spatial analysis for prioritizing program implementation</li> </ul>
<ul style="list-style-type: none"> <li>Real-life examples of successful use, to serve as models (<i>MS4 Program Managers, Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Should provide entry level education on stormwater regulations, and on appropriate LID BMPs for planning priority projects</li> </ul>
<ul style="list-style-type: none"> <li>More detailed information on pollutants of concern (<i>MS4 Program Managers</i>)</li> </ul>	<ul style="list-style-type: none"> <li>It needs to be more accessible, succinct and shorter</li> </ul>
<ul style="list-style-type: none"> <li>Guidance on pollutant load quantification (<i>MS4 Program Managers, Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>It does not meet the Central Coast Regional Water Board requirements</li> </ul>
<ul style="list-style-type: none"> <li>Clarifying differences between outcome levels 4, 5, and 6, as well as utility in distinguishing them (<i>MS4 Program Managers</i>)</li> </ul>	
<ul style="list-style-type: none"> <li>Focusing on the goal of improved water quality (OL6), rather than program implementation (OL1) (<i>MS4 Program Managers</i>)</li> </ul>	

[a] Five responses indicated that no improvements were necessary.

Some of the comments on the 2007 CASQA Guidance Document appear to have been addressed by the 2015 Guidance Document. For example, it was suggested in the initial 2014 survey that an improvement to the 2007 Guidance Document would be adding ‘more real life examples of successful use.’ One of the positive comments in the 2016 follow-up survey was that the 2015 Guidance Document ‘contained useful examples’.

**Question 5a. What do you find most useful about the SWRCB Guidance Document?**

Initial Survey	Follow-up Survey
<ul style="list-style-type: none"> <li>Provides an introduction to using performance metrics (<i>Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>The ease of use, organization, readability and shorter length</li> </ul>
<ul style="list-style-type: none"> <li>Effectively outlines the issues and concepts for effective assessments (<i>MS4 Program Managers</i>)</li> </ul>	<ul style="list-style-type: none"> <li>It specifies the need for quantifiable measures of program improvement, including loading analysis</li> </ul>
<ul style="list-style-type: none"> <li>Provides a structured approach for effective assessments (<i>Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>It contains fact sheets for Program Elements</li> </ul>
<ul style="list-style-type: none"> <li>Provides monitoring outcomes, measures, and methods that can be used to determine whether proper monitoring and assessment is occurring (<i>NGOs/Third Parties</i>)</li> </ul>	<ul style="list-style-type: none"> <li>It provides insight into what the RWQCBs will accept</li> </ul>
<ul style="list-style-type: none"> <li>Provides some additional specificity on some topics as compared to the CASQA Guidance Manual (<i>MS4 Program Managers</i>)</li> </ul>	

**Question 5b. Within the SWRCB Guidance Document, what do you think needs to be improved the most?**

Initial Survey	Follow-up Survey <sup>[a]</sup>
<ul style="list-style-type: none"> <li>Needs to provide more detail and an implementation perspective (<i>MS4 Program Managers</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Needs more emphasis on higher outcome levels (4-6)</li> </ul>
<ul style="list-style-type: none"> <li>Consistency with increased EA requirements in some MS4 Permits (<i>Regulators</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Needs to include the role of spatial analysis for prioritizing program implementation</li> </ul>
<ul style="list-style-type: none"> <li>More detailed guidance on effective assessment measures, indicators of effectiveness, outcomes (<i>MS4 Program Managers, NGOs/Third Parties</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Should provide entry level education on stormwater regulations, and on appropriate LID BMPs for planning priority projects</li> </ul>
<ul style="list-style-type: none"> <li>Use measures and indicators that are simple and easy to use, track, and report (<i>MS4 Program Managers</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Update the document to reflect the SWRCB's decision on receiving water limits in the LA Permit.</li> </ul>
	<ul style="list-style-type: none"> <li>Include case studies and references to pollutant reductions such as break pad RAAs.</li> </ul>
	<ul style="list-style-type: none"> <li>Include a connection between program implementation and pollutant reduction</li> </ul>
	<ul style="list-style-type: none"> <li>It does not meet the Central Coast Regional Water Board requirements</li> </ul>

[a] Three responses indicated that no improvements were necessary.

Some of the improvements suggested in the initial and follow-up surveys were the same for the CASQA and SWRCB Guidance Documents, including the need to address Central Coast Water Board requirements, provide introductory information on stormwater regulations, and defining the role of spatial analysis.

**Question 6. Have you seen or used any other documents? List them.**

Initial Survey	Follow-up Survey
<ul style="list-style-type: none"><li>• Other agency documents mostly from the east coast such as Virginia.</li></ul>	<ul style="list-style-type: none"><li>• CASQA Municipal Stormwater Program Effectiveness Assessment Guidance, 2007</li></ul>
<ul style="list-style-type: none"><li>• CASQA BMP Handbook</li></ul>	<ul style="list-style-type: none"><li>• BMP guidance manuals</li></ul>
<ul style="list-style-type: none"><li>• San Diego's 2011 Long-Term Effectiveness Assessment (LTEA) Final Report</li></ul>	<ul style="list-style-type: none"><li>• Illicit Discharge Detection and Elimination a Guidance Manual for Program Development and Technical Assessments Center for Watershed Protection, Oct. 2004</li></ul>
<ul style="list-style-type: none"><li>• Monitoring to Demonstrate Environmental Results: Guidance to Develop Local Stormwater Monitoring Studies, Center for Watershed Protection, 2008</li></ul>	<ul style="list-style-type: none"><li>• Using Smart Growth Techniques as Stormwater Best Management practices, US EPA</li></ul>
<ul style="list-style-type: none"><li>• MS4 Program Evaluation Guidance Manual, EPA, 2007</li></ul>	<ul style="list-style-type: none"><li>• Measurable Goals Guidance for Phase II Small MS4s, USEPA</li></ul>

It may be useful to include links to the EPA guidance documents mentioned by these respondents on the web portal.

## Question 7. What functions are most critical for the Web Portal?

In both the initial and follow-up surveys, respondents most frequently selected the functions of obtaining Effectiveness Assessment-related documents, sharing information and asking questions through discussion groups, identifying when Effectiveness Assessment training opportunities are available, and viewing online training sessions for Effectiveness Assessment. The functions of identifying training opportunities and sharing information both increased in priority from 2014 to 2016.

The question was worded slightly differently in the 2014 online training survey, and different responses were requested (“rank each selection in order of most important (1) to least important (8)”). However, the online training survey responses also indicate that the most important function for the web portal is related to guidance for developing the Effectiveness Assessments. The next highest priority function was obtaining examples of how other stormwater programs are performing their evaluations.

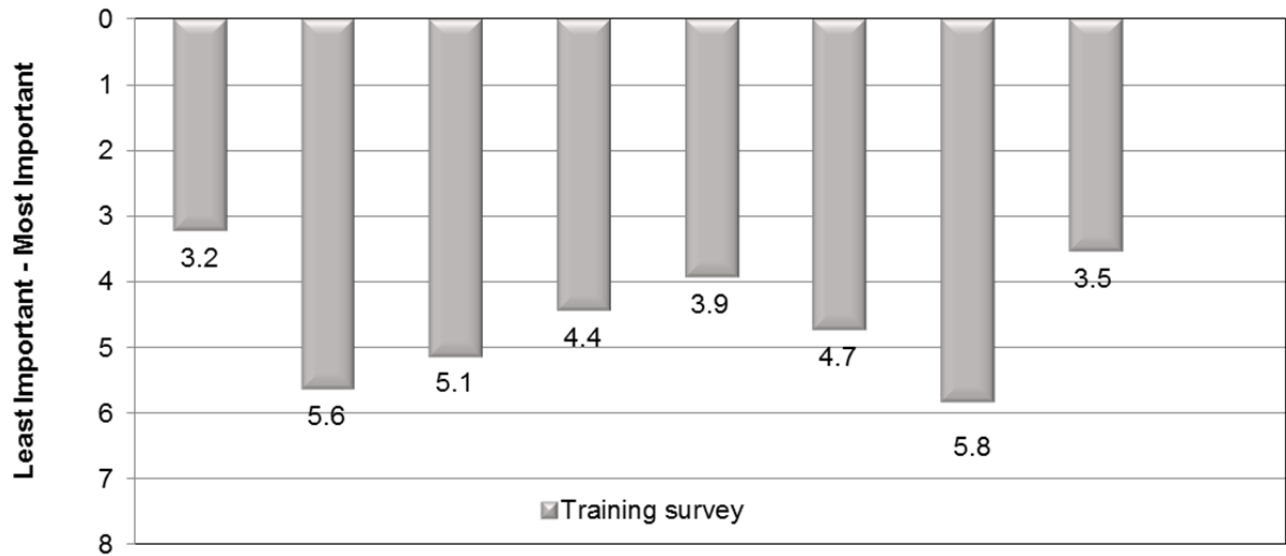
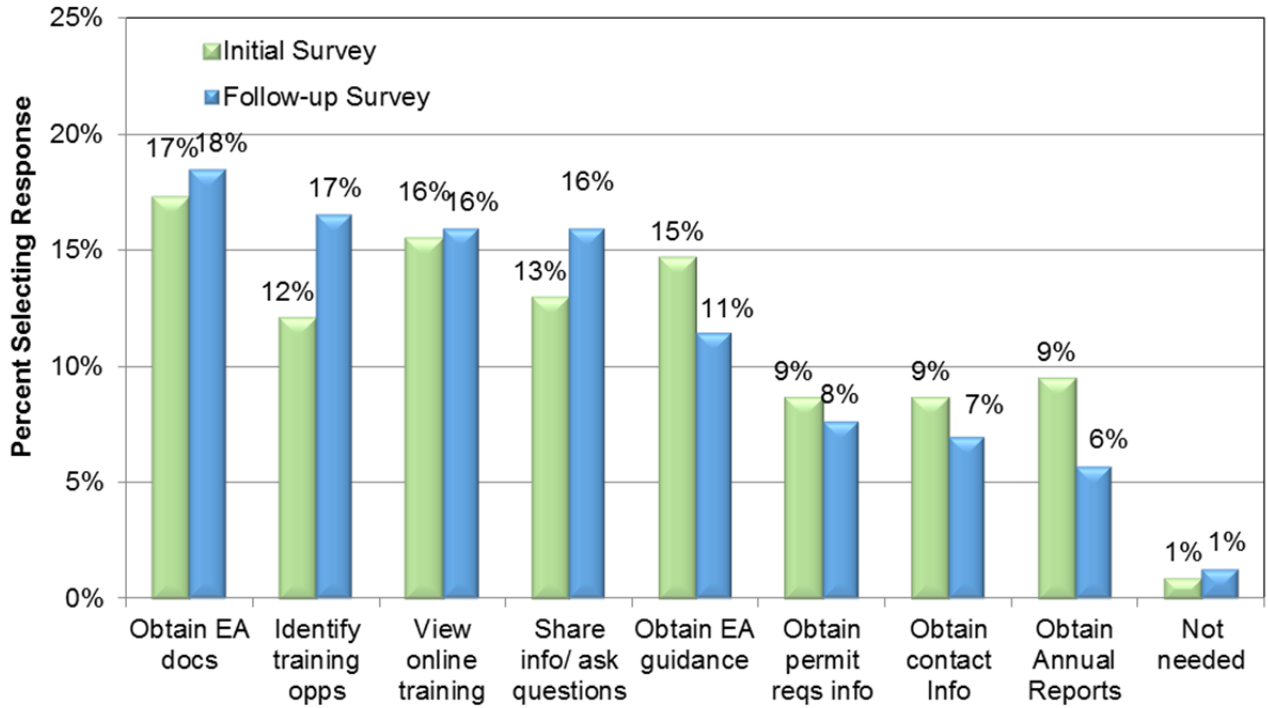
The responses from three surveys are shown in the table and graphs below.

### Survey Results and Comparison

Response option	Initial Survey		Follow-up Survey		Training Survey <sup>[a]</sup>
	#	%	#	%	
Obtain <b>Effectiveness Assessment-related documents</b> to see how to develop and/or focus an Effectiveness Assessment for a stormwater program	20	17%	29	18%	3.2
Identify when Effectiveness Assessment <b>training opportunities</b> are available	14	12%	26	17%	5.6
View <b>online training</b> sessions for Effectiveness Assessment	18	16%	25	16%	5.1
<b>Share information</b> or <b>ask questions</b> of other agencies/program managers through discussion groups	15	13%	25	16%	4.4
<b>Obtain step-by-step</b> Effectiveness Assessment application <b>guidance</b>	17	15%	18	11%	3.9
<b>Obtain information</b> about permit requirements throughout the state (have permits available)	10	9%	12	8%	4.7
Obtain <b>contact information</b> for MS4 stormwater program managers in the state	10	9%	11	7%	5.8
Obtain <b>Annual Reports</b> to see how MS4s are evaluating their stormwater programs	11	9%	9	6%	3.5
I don't think that we need a web portal	1	1%	2	1%	N/A

[a] These are averages of the individual responses. The responses ranked each option in the order of most important (1) to least important (8). A lower average value indicates higher importance.

## Most Critical Functions



**Question 8. Do you have anything else that you can share about what options should be incorporated as a part of the web portal functionality and/or content?**

Initial Survey	Online Training Survey	Follow-up Survey
<ul style="list-style-type: none"> <li>The Web Portal should primarily serve those who need to conduct EAs. (Regulators)</li> </ul>	<ul style="list-style-type: none"> <li>Better understanding of Regional and State Board expectations with respect to PEAIP, annual report, and other submittals</li> </ul>	<ul style="list-style-type: none"> <li>The web portal should work seamlessly across all platforms (desktop PC, laptop, tablet, and smartphone)</li> </ul>
<ul style="list-style-type: none"> <li>The Web Portal should be current with permit requirements and terminology. (MS4 Program Managers)</li> </ul>	<ul style="list-style-type: none"> <li>Comments provided by State and/or Regional Board staff as they relate to Annual Reports and other effectiveness related submittals</li> </ul>	<ul style="list-style-type: none"> <li>Provide explanations of technical guidance for non-technical or generalist people</li> </ul>
<ul style="list-style-type: none"> <li>Clear, well-defined EA criteria are needed so everyone has a similar understanding of how they can be applied. (MS4 Program Managers)</li> </ul>	<ul style="list-style-type: none"> <li>Templates and easy to use tools for Effectiveness Assessment and examples of effective programs</li> </ul>	<ul style="list-style-type: none"> <li>Provide an online venue (like a blog) where questions and responses can be posted</li> </ul>
<ul style="list-style-type: none"> <li>Standardized information (e.g., load reductions) would be helpful (MS4 Program Managers)</li> </ul>	<ul style="list-style-type: none"> <li>Performance data for BMPs and/or completed studies on BMP performance</li> </ul>	<ul style="list-style-type: none"> <li>Provide materials used for permit compliance, such as outreach and inspection forms</li> </ul>
<ul style="list-style-type: none"> <li>Include a BMP effectiveness rating area for pollutants of concern that can be populated with information and reviews from users of specific BMPs (MS4 Program Managers)</li> </ul>	<ul style="list-style-type: none"> <li>Providing information on tools for integrated assessments and identifying the highest outcome level that could be achieved for different program elements</li> </ul>	<ul style="list-style-type: none"> <li>Include materials for non-traditional MS4s such as the PEAIP Framework</li> </ul>
<ul style="list-style-type: none"> <li>Include the ability to search by pollutant and by load reduction that is achievable (MS4 Program Managers)</li> </ul>		<ul style="list-style-type: none"> <li>The portal should maintain consistency in the Effectiveness Assessment requirements between various regions</li> </ul>
		<ul style="list-style-type: none"> <li>Include post-construction BMP implementation (private and public) practices and lessons learned</li> </ul>
		<ul style="list-style-type: none"> <li>Concern regarding redundant requirements. Uploading annual reports should not be required, nor should permits be posted due to possible version control issues.</li> </ul>

Responses to this question in the 2016 follow-up survey reiterate the interest in information-sharing and access to a range of documents and materials to assist with Effectiveness Assessment.



## Question 9. What resources are most critical for the Web Portal?

In both the initial and follow-up surveys, the most important resource selected by respondents was obtaining basic training, followed by focused training on key aspects of developing and conducting an Effectiveness Assessment. In the initial survey, training on how to develop the permit language and/or considerations for EAs was considered important, but was not offered as an option in the follow-up survey.

The question was worded slightly differently in the 2014 online training survey, and different responses were requested (“rank each selection in order of most important (1) to least important (5)”). However, the online training survey responses also indicate that the most important resource for the web portal is obtaining basic training, followed by focused training on key aspects of developing and conducting an Effectiveness Assessment.

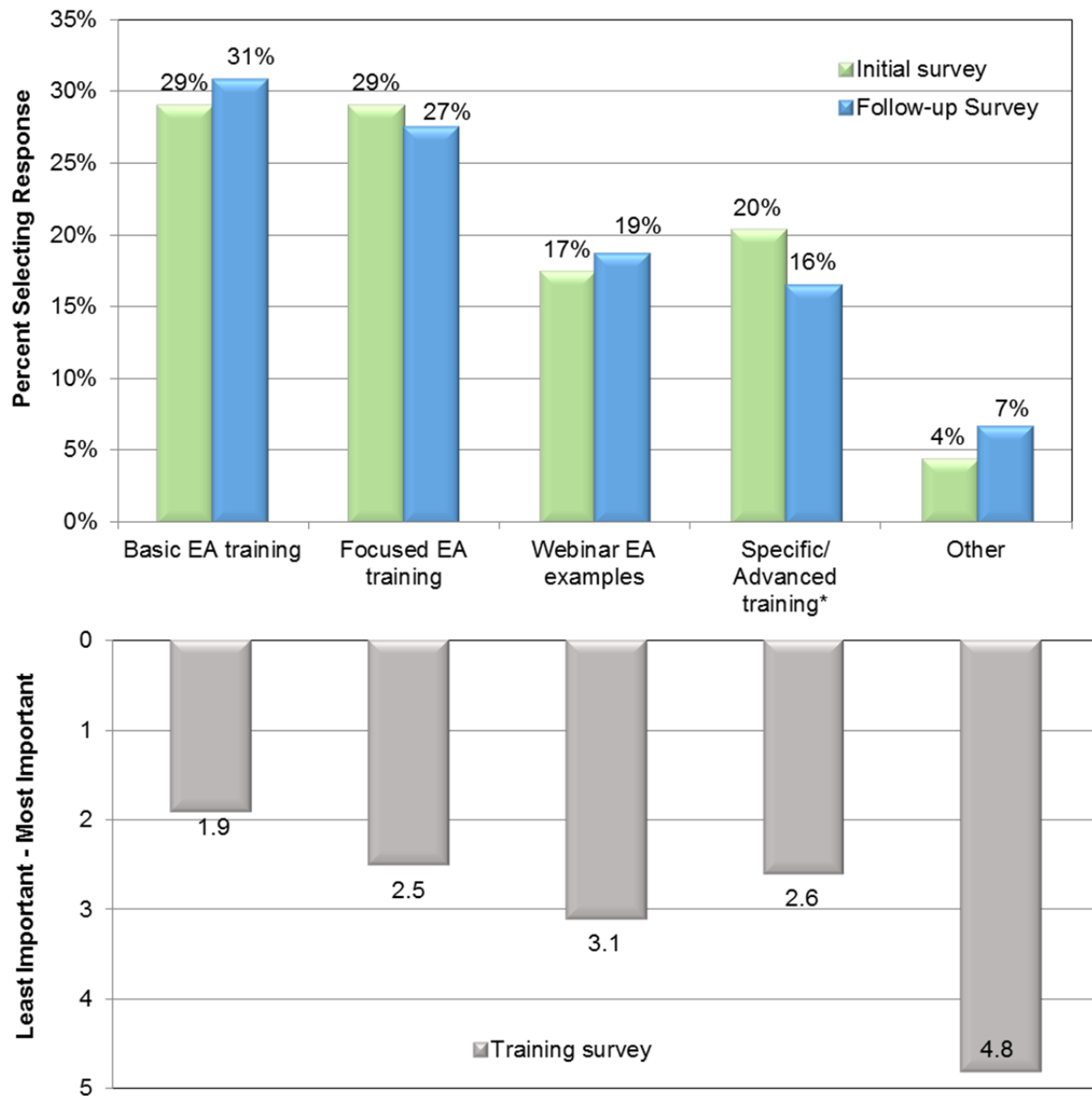
The responses are shown in the table and graphs below.

### Survey Results and Comparison

Response option	Initial Survey		Follow-up Survey		Training Survey <sup>[a]</sup>
	#	%	#	%	
Basic "101" type training on how to develop and conduct an Effectiveness Assessment	20	29%	28	31%	1.9
Focused training on key aspects of developing/conducting an Effectiveness Assessment	20	29%	25	27%	2.5
Webinar to highlight examples of key Effectiveness Assessments conducted throughout the state	12	17%	17	19%	3.1
Specific training for Phase II communities			15	16%	2.6
Training on how to develop the permit language and/or considerations for EAs	14	20%			
Advanced training					
Other	3	4%	5	7%	4.8

[a] These are averages of the individual responses. The responses ranked each option in the order of most important (1) to least important (5). A lower average value indicates higher importance .

### Most Critical Resources

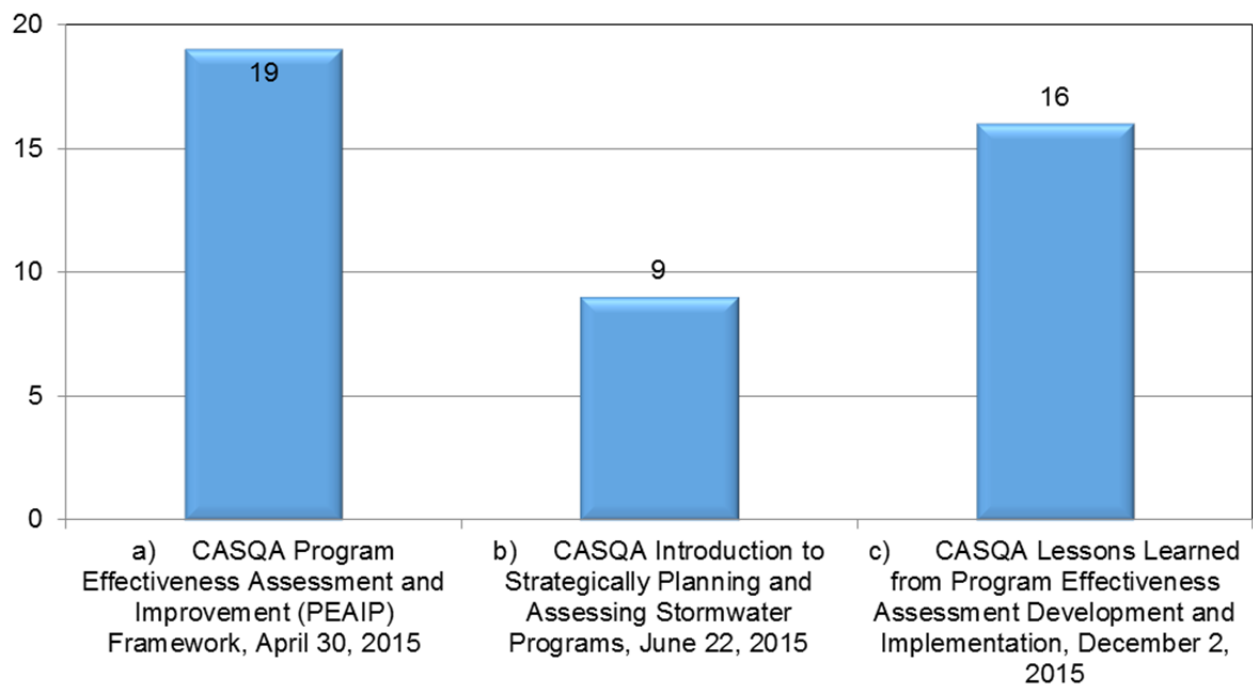


\* The initial survey offered the choice "Training on how to develop the permit language and/or considerations for EAs." The follow-up survey offered "Specific training for Phase II communities." The online training survey offered "Advanced training."

### Other Responses to Question 9

Initial Survey	Online Training Survey	Follow-up Survey
<ul style="list-style-type: none"> <li>Training on basic EA and development of permit language could be provided as a part of the CASQA conference. <i>(MS4 Program Managers)</i></li> </ul>	<ul style="list-style-type: none"> <li>Developing the PEAIP</li> </ul>	<ul style="list-style-type: none"> <li>Stay flexible, allow the resources provided by the portal to change over time</li> </ul>
<ul style="list-style-type: none"> <li>Development of permit language seems to have no place in a portal. <i>(Regulators)</i></li> </ul>	<ul style="list-style-type: none"> <li>Watershed level coordination between permittees (e.g., industrial and Phase II)</li> </ul>	<ul style="list-style-type: none"> <li>Include additional follow-up on the corrective action taken after the assessment has been completed</li> </ul>
<ul style="list-style-type: none"> <li>Include clear, downloadable examples of key EAs conducted throughout the state <i>(Regulators)</i></li> </ul>	<ul style="list-style-type: none"> <li>Behavior change techniques</li> </ul>	<ul style="list-style-type: none"> <li>Add video tutorials</li> </ul>
	<ul style="list-style-type: none"> <li>Tools and techniques based on pollutants of concern</li> </ul>	<ul style="list-style-type: none"> <li>Be succinct, links to hundreds of pages is not useful</li> </ul>
	<ul style="list-style-type: none"> <li>Program design to facilitate Effectiveness Assessment</li> </ul>	
	<ul style="list-style-type: none"> <li>Cost of evaluation methods</li> </ul>	

### Question 10. Of the following, what training opportunities/webinars have you participated in?



This question was not asked in the initial survey.

## **CONCLUSIONS AND RECOMMENDATIONS**

In general, responses to the initial and follow-up surveys were similar and consistent, with the critical function of obtaining Effectiveness Assessment-related documents and resource of obtaining basic Effectiveness Assessment training. The key difference is that the priority of identifying training opportunities and sharing information has increased since the initial survey.

There were several comments requesting that the portal be tailored to include information pertinent to three additional audiences:

- Stormwater programs in the Central Coast, as the Central Coast Regional Water Board requirements differ from those in other regions;
- Non-Traditional MS4s, and
- Newcomers to the stormwater program, who could use more explanation of the technical guidance and introductory training on the regulations.

**Attachment A**  
**California Stormwater Quality Association (CASQA)**  
**Stormwater Program Effectiveness April 2016 Follow-up Survey**

**Introduction**

The California Stormwater Quality Association (CASQA) has implemented a Proposition 84 Stormwater Grant Program project to develop a web portal focusing on effectiveness assessment of municipal stormwater programs. The web portal is a central venue where users can obtain guidance, share data and information, and obtain planning and assessment support.

To help us understand how the web portal and/or guidance materials developed by CASQA are being used, we are distributing a survey to municipal stormwater program managers, regulators, and interested third parties. Please take a few moments to answer the questions below. Your individual responses will be kept confidential (information provided in the final survey report will be grouped) and will assist us in future refinements of the web portal.

Please direct any questions to Karen Ashby at [karena@lwa.com](mailto:karena@lwa.com) or (530) 753-6400 x232. Thank you in advance for your participation.

**Participant Information**

1. Participant Name
  - a. Title
  - b. Number of years involved in municipal stormwater management
  - c. Phone Number
  - d. Email
2. **For Companies/Firms** – state name of Organization
3. **For MS4 Programs Only** - Type of MS4 Program
  - a. Phase I MS4
  - b. Phase II MS4
  - c. Number of years your stormwater program has been in place
    - i. 0-5
    - ii. 5-10
    - iii. 10-20
    - iv. > 20
4. **For Non-Governmental Organizations Only**
  - a. Name of Organization
5. **For State/Federal Regulatory Agencies Only** – Type of Agency
  - a. EPA
  - b. SWRCB
  - c. Regional Board (specify the Region)

**Attachment A**  
**California Stormwater Quality Association (CASQA)**  
**Stormwater Program Effectiveness April 2016 Follow-up Survey**

**Familiarity, Knowledge, and/or Current Usage of CASQA/State Water Board and/or Other Effectiveness Assessment Resources**

**Please rate your use of the following resources:**

1. CASQA Stormwater Effectiveness web portal **\*\*New\*\***  
[https://www.casqa.org/effectiveness\\_assessment](https://www.casqa.org/effectiveness_assessment)
  - a. I refer to and use this frequently
  - b. I have heard about it but don't use it that much
  - c. I wasn't aware of it
  - a. If you are aware of and/or use the CASQA Stormwater Effectiveness web portal:
    - i. What do you find most useful about the web portal?
    - ii. What do you think needs to be improved the most?
2. *A Strategic Approach to Planning for and Assessing the Effectiveness of Stormwater Programs*, CASQA June 2015 **\*\*Updated\*\***
  - i. I refer to and use this frequently
  - ii. I have read it or used it in the past
  - iii. I have read it but not found it useful
  - iv. I have heard about it at a conference or seen it on a website
  - v. I have seen it somewhere
  - vi. I am not familiar with it
  - a. If you are aware of and/or use the CASQA Guidance Document:
    - i. What do you find most useful about the Guidance Document?
    - ii. What do you think needs to be improved the most?
3. *Guidance for Assessing the Effectiveness of Municipal Storm Water Programs and Permits*, State Water Resources Control Board (SWRCB), 2011
  - vii. I refer to and use this frequently
  - viii. I have read it or used it in the past
  - ix. I have read it but not found it useful
  - x. I have heard about it at a conference or seen it on a website
  - xi. I have seen it somewhere
  - xii. I am not familiar with it
  - a. If you are aware of and/or use the SWRCB Guidance Document:
    - i. What do you find most useful about the Guidance Document?
    - ii. What do you think needs to be improved the most?
4. Have you seen or used any other documents (check all that you are aware of and/or have used):
  - d. *Monitoring to Demonstrate Environmental Results: Guidance to Develop Local Stormwater Monitoring Studies*, Center for Watershed Protection, 2008
  - e. *MS4 Program Evaluation Guidance Manual*, EPA, 2007
  - f. *Other documents (please specify exact titles and provide links or specific references if available).*

**Attachment A**  
**California Stormwater Quality Association (CASQA)**  
**Stormwater Program Effectiveness April 2016 Follow-up Survey**

**Options for Web Portal Functionality and Content that have the Greatest Interest and Utility for Participants**

1. What functions are most critical for the web portal (check all that apply)?  
Users should be able to:
  - a. Obtain contact information for MS4 stormwater program managers in the state
  - b. Share information or ask questions of other agencies/program managers through discussion groups
  - c. Obtain information about permit requirements throughout the state (have permits available)
  - d. Obtain EA-related documents to see how to develop and/or focus an EA for a stormwater program
  - e. Obtain Annual Reports to see how MS4s are evaluating their stormwater programs
  - f. Identify when EA-training opportunities are available
  - g. Obtain step by step EA application guidance
  - h. View online training sessions for EA
  - i. I don't think that we need a web portal
2. Do you have anything else that you can share about what options should be incorporated as a part of the web portal functionality and/or content?

**Training Priorities and Participation**

1. What resources are most critical for the web portal (check all that apply)?
  - a. Basic "101" type training on how to develop and conduct an EA
  - b. Focused training on key aspects of developing/conducting an EA
  - c. Webinar to highlight examples of key EAs conducted throughout the state
  - d. Specific training for Phase II communities
  - e. Other (specify)
2. Of the following, what training opportunities/webinars have you participated in (check all that apply)? <https://www.casqa.org/resources/stormwater-effectiveness-assessment/presentations>  
**\*\*New\*\***
  - a. *CASQA Program Effectiveness Assessment and Improvement (PEAIP) Framework*, April 30, 2015
  - b. *CASQA Introduction to Strategically Planning and Assessing Stormwater Programs*, June 22, 2015
  - c. *CASQA Lessons Learned from Program Effectiveness Assessment Development and Implementation*, December 2, 2015