



Ventura County Public Works Agency - Watershed Protection
formerly Watershed Protection District
Waste Discharge Identification (WDID) No. 4 56M1000326

Annual Report

**Regional Municipal Stormwater Permit Regulating
Municipal Separate Storm Sewer System (MS4) Discharges within
Los Angeles Region**

Order No. R4-2021-0105, NPDES No. CAS004004



Reporting Year 2023-2024

**Regional Phase I MS4 NPDES Permit
Order No. R4-2021-0105
NPDES No. CAS004004**

**Watershed Management Program Progress Report Form
Reporting Period 2022-2023**

1. Watershed Management Program

Ventura County Watershed Protection District is participating in development of Ventura Countywide Watershed Management Programs which were submitted to the Los Angeles Regional Water Quality Control Board on September 11, 2023.

**Regional Phase I MS4 NPDES Permit
Order No. R4-2021-0105
NPDES No. CAS004004**

**Annual Report Form
Reporting Year 2022-2023**

Sections 2-8 of this form include items to be reported individually by each Permittee for this reporting year unless otherwise indicated.

Permittee Name	Ventura County Watershed Protection District
Permittee Program Contact	Arne Anselm
Title	Deputy Director
Address	800 South Victoria Ave
City	Ventura
Zip Code	93009
Phone	805 654-3942
Email	Arne.Anselm@ventura.org

2. Legal Authority and Certification

Complete the items on this page.

2.1 Answer the following questions on Legal Authority [Order – VI.B.2].

Question	Yes	No
Is there a current statement certified by the Permittee’s chief legal counsel that the Permittee has the legal authority within its jurisdiction to implement and enforce each of the requirements contained in 40 CFR § 122.26(d)(2)(i)(A-F) and the Order?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Has the above statement been developed or updated within this reporting year? If yes, attach the updated legal authority statement to this report.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

2.2 Complete the required certification below [Attachment D – V.B.5].

“I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.”

Signature of either a principal executive officer, ranking elected official, or by a duly authorized representative of a principal executive officer or ranking elected official. A person is a duly authorized representative only if:

- a. The authorization is made in writing by a principal executive officer or ranking elected official.
- b. The authorization specifies either an individual or a position having responsibility for the overall operation of the regulated facility or activity such as the position of plant manager, operator of a well or a well field, superintendent, position of equivalent responsibility, or an individual or position having overall responsibility for environmental matters for the company. (A duly authorized representative may thus be either a named individual or any individual occupying a named position.)
- c. The written authorization is submitted to the Regional Board.

If an authorization of a duly authorized representative is no longer accurate because a different individual or position has responsibility for the overall operation of the facility, a new authorization will be submitted to the Regional Board prior to or together with any reports, information, or applications, to be signed by an authorized representative.

Signature: Jeff Palmer

Name: Jeff Palmer, PE

Title: Ventura County Watershed Protection District Director

Date: 11/26/2024

3. Program Expenditures

Complete the following items in this section.

3.1 Source(s) of funds used in this reporting year, and proposed for the next reporting year, to meet necessary expenditures on the Permittee's stormwater management program [Order – VI.C.2].

Implementation of Ventura County Watershed Protection District's stormwater management program as required by the Permit is funded by Benefit Assessment Program.

3.2 Complete the table below on program expenditures for this reporting year [Attachment D – VII.A.5]. Enter “0” for any fields that do not apply.

Category	Capital Expenditures ¹	Land Costs	Personnel Cost	Consultant (s) Cost	Overhead Costs	Construction Costs	Permit(s), Operation, and Maintenance (O&M) Costs	Total Expenditures for this Reporting Year	Program Budget for Next Reporting Year
(1) Program Management²	\$0	\$0	\$156,134	\$73,761	\$89,922	\$0	\$0	\$319,817	\$376,693
(2) NPDES MS4 Permit Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0*	\$0	\$0*
(3) Minimum Control	PIPP	\$0	\$0	\$20,155	\$77,902	\$0	\$0	\$98,057	\$174,216
	Industrial / Commercial Facilities Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Planning & Land Development Program³	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Construction Program	\$0	\$0	\$142,080	\$0	\$0	\$0	\$142,080	\$150,000

¹ Exclude land costs.

² Including but not limited to program management plans, mail, legal support, travel, conferences, printing, producing manuals and handbooks, annual/semi-annual reporting, development and maintenance of any electronic databases required by this permit including GIS, and other non-labor costs.

³ Including but not limited to environmental review, development project approval and verification, and permitting and licensing costs specific to the provisions of the Order that are beyond the scope of a normal plan review, permitting, and inspection process.

Category		Capital Expenditures ¹	Land Costs	Personnel Cost	Consultant (s) Cost	Overhead Costs	Construction Costs	Permit(s), Operation, and Maintenance (O&M) Costs	Total Expenditures for this Reporting Year	Program Budget for Next Reporting Year
	Public Agency Activities Program Channel inspections & cleanout	\$0	\$0	\$771,916	\$0	\$0	\$0	\$643,255	\$1,415,171	\$1,200,000
	IDDE Program	\$0	\$0	O&M budget*	O&M budget*	O&M budget*	\$0	\$0	O&M budget*	O&M budget*
	Additional Institutional BMPs / “Enhanced” MCMs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(4) Watershed Management Program Development⁴		\$0	\$0	\$28,896	\$113,343	\$0	\$0	\$0	\$142,239	\$154,520
(5)	Distributed Projects and Green Streets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Regional Projects	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

⁴ Include costs for development and/or revision of Implementation Plans (e.g., TMDL Implementation Plan, Watershed Management Programs including Reasonable Assurance Analysis). Specify which plans these are in Section 3.3.

⁵ If a Permittee is implementing a project collaboratively, the Permittee should only include the portion of the project cost that it is assuming.

Category		Capital Expenditures ¹	Land Costs	Personnel Cost	Consultant (s) Cost	Overhead Costs	Construction Costs	Permit(s), Operation, and Maintenance (O&M) Costs	Total Expenditures for this Reporting Year	Program Budget for Next Reporting Year
	Other Structural BMPs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(6) Trash Compliance	Trash TMDL⁶ a) Full Capture Devices (FCDs) in Ramona & Las Posas Basins b) MFAC costs are included in (⁸) Others - TMDLs Monitoring & Reporting	\$0	\$0	\$0	\$0	\$0	\$0	O&M budget*	O&M budget*	O&M budget*
	Discharge Prohibitions - Trash⁷	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(7) Monitoring	Monitoring Plan Development⁸	\$0	\$0	\$24,348	\$30,925	\$0	\$0	\$0	\$55,273	\$19,438
	Outfall and Receiving Water Quality Monitoring	\$5,831	\$0	\$115,829	\$164,536	\$920	\$0	\$0	\$287,116	\$461,979

⁶ Includes full capture, partial capture, and institutional controls used to comply with trash TMDLs.

⁷ Includes full capture, partial capture, and institutional controls used to comply with Statewide Trash Provisions.

⁸ Includes costs to develop and/or revise monitoring plans (e.g., TMDL Monitoring Plan, IMP, CIMPs, non-stormwater screening and monitoring program). Specify which plans these are in Section 3.3.

Category	Capital Expenditures ¹	Land Costs	Personnel Cost	Consultant (s) Cost	Overhead Costs	Construction Costs	Permit(s), Operation, and Maintenance (O&M) Costs	Total Expenditures for this Reporting Year	Program Budget for Next Reporting Year
BMP Effectiveness Monitoring	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Regional Studies⁹	\$0	\$0	\$43,565	\$128,862	\$0	\$0	\$0	\$172,427	\$258,086
Special Studies¹⁰	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(8) Other¹¹ - TMDL Monitoring & Reporting	\$0	\$0	\$0	\$132,763	\$0	\$0	\$0	\$132,763	\$236,000
TOTAL	\$5,831	\$0	\$1,302,923	\$722,092	\$90,842	\$0	\$643,255	\$2,764,943	\$3,030,932

3.3 Additional Information: Please add any additional comments on stormwater expenditures below.

Notes:

- (1) Program Management – Includes expenditures and budgeted amounts for Consultant and Personnel costs for Funding Feasibility Study
- (2) Monitoring – Regional Studies includes SMC/SCCWRP membership costs
- (3) Other – Includes expenditures as TMDL responsible party

⁹ Includes costs to comply with Part X (Regional Studies) of the Attachment E-MRP.
¹⁰ Includes costs to comply with Part XI (Special Studies) of the Attachment E-MRP.
¹¹ Enter costs in this table but specify what this “Other” category consists of in Section 3.3.

** Additional resources including personnel and contractors were expended in FY2023-24 and budgeted for FY2024-25 (“O&M budget”), but determination of exact MS4 compliance costs is not possible as it is also mixed with response efforts to other types of public complaints and O&M activities.*

4. Non-Stormwater Discharge Prohibitions

Complete the following items in this section.

4.1 Provide an assessment of the effectiveness of the Permittee’s control measures in effectively prohibiting non-stormwater discharges into the MS4 to the receiving water [Order – III.A].

Watershed Protection District works collaboratively with ten incorporated Cities and County to ensure effective discharge prohibition of non-stormwater discharges from the city and unincorporated areas.

4.2 Describe sources of non-stormwater discharges determined to be a NPDES permitted discharge, a discharge subject to CERCLA, a conditionally exempt non-stormwater discharge, or entirely comprised of natural flows [Order - III.A.2].

None in 2023-24 reporting year. In prior years, examples of the above discharge categories would include ag discharge subject to Conditional Waiver or rising groundwater.

4.3 Check all that apply [Order – III.A.4].

There has been non-stormwater discharge(s) to an ASBS	<input type="checkbox"/>
The non-stormwater discharge(s) to the ASBS caused or contributed to an exceedance receiving water limitations, WQBELs, water quality objectives in Chapter II of the Ocean Plan, or an undesirable alteration in natural ocean water quality in an ASBS	<input type="checkbox"/>
Additional BMPs were implemented to address the exceedances above	<input type="checkbox"/>

4.4 If you had non-stormwater discharge(s) to an ASBS that caused or contributed to an exceedance receiving water limitations, WQBELs, water quality objectives in Chapter II of the Ocean Plan, or an undesirable alteration in natural ocean water quality in an ASBS, describe what additional BMPs were implemented to address these exceedances. How effective were those BMPs in addressing the exceedances? [Order - III.A.4.b]

N/A

4.5 Did you develop and implement procedures to ensure that a discharger, if not a named Permittee in this Order, fulfilled the requirements of Part III.A.5.a.i-vi? If so, provide a link to where the procedures may be found or attach to this Annual Report [Order – III.A.5.a].

The VCWPD continued to implement a program to permit authorized discharges directly into its MS4 system. Permits are required for all direct connections to VCWPD facilities. The permit conditions require dischargers to notify the VCWPD in advance of scheduled discharges and to comply with all applicable regulations. Permit application is available at <https://vcca.ventura.org/>.

4.6 Did you organize and maintain records of all notifications, local permits, and non-stormwater discharges greater than 100,000 gallons in an electronic database? (Yes or No) [Order – III.A.5.b]

Yes

4.7 Did you determine that any of the conditionally exempt non-stormwater discharges, with the exception of essential non-stormwater discharges, identified per Part III.A.5.c of the Order is a source of pollutants that causes or contributes to an exceedance of applicable receiving water limitations and/or water quality-based effluent limitations? If so, how many of the conditionally exempt non-stormwater discharges in Part III.A.3.b of the Order did you determine to be sources of pollutants that caused or contributed to an exceedance of receiving water limitations or WQBELs? If you made that determination, which type(s) of non-stormwater discharges in Part III.A.3.b were sources of pollutants? [Order – III.A.6]

No

4.8 If you answered yes to the question 4.7 above, check all that apply [Order – III.A.6].

Effectively prohibit the non-stormwater discharge into the MS4	<input type="checkbox"/>
Impose conditions in addition to those in Table 5 of the Order, subject to approval by the Los Angeles Water Board Executive Officer, on the non-stormwater discharge such that it will not be a source of pollutants	<input type="checkbox"/>
Require diversion of the non-stormwater discharge to the sanitary sewer	<input type="checkbox"/>
Require treatment of the non-stormwater discharge prior to discharge to the receiving water	<input type="checkbox"/>

5. Non-Stormwater Outfall Screening and Monitoring

Complete the following items in this section.

5.1 Complete the tables below regarding your Non-Stormwater Outfall-Based Screening and Monitoring Program [Attachment E – VII].

Receiving Water	No. of Outfalls within your Jurisdiction	No. of Outfalls Screened during this Reporting Year	No. of Screening Events During This Reporting Year	Outfalls with Significant Non-Stormwater Discharges ¹²			
				Total Confirmed	Total Abated	Total Attributed to Allowable Sources ¹³	Total Being Monitored
<i>Arroyo Conejo</i>	5	0	0	0	0	0	0
<i>Arroyo Santa Rosa</i>	2	0	0	0	0	0	0
<i>Arroyo Simi</i>	19	0	0	0	0	0	0
<i>Arrundell Barranca</i>	2	0	0	0	0	0	0
<i>Calleguas Creek</i>	3	0	0	0	0	0	0
<i>Channel Islands Harbor</i>	1	0	0	0	0	0	0
<i>Conejo Creek</i>	2	0	0	0	0	0	0
<i>Ormond Lagoon /Waterway</i>	1	0	0	0	0	0	0
<i>Pacific Ocean</i>	1	0	0	0	0	0	0
<i>Pole Creek</i>	1	0	0	0	0	0	0
<i>Potrero Creek</i>	1	0	0	0	0	0	0
<i>Revolon Slough</i>	2	0	0	0	0	0	0
<i>Santa Clara River</i>	15	0	0	0	0	0	0
<i>Sespe Creek</i>	3	0	0	0	0	0	0
<i>Tsumas Creek</i>	1	0	0	0	0	0	0
<i>Ventura River</i>	13	0	0	0	0	0	0
Total	72	0	0	0	0	0	0

Method of Abatement	Total No.
Low Flow Diversion (LFD)	N/A
Illicit Discharges Eliminated	N/A
NPDES Permitted	N/A
Retention	N/A
Discharge No Longer Observed	N/A
Other (describe in Section 5.3)	N/A

5.2 Los Angeles County Permittees: N/A

5.3 Additional Information. If desired, provide additional information regarding Non-Stormwater Outfall Screening and Monitoring.

The Watershed Protection District completed the analysis determining the number and location of the Watershed Protection District's Major Outfalls subject to non-stormwater outfall screening and monitoring as required by the Permit within the reporting period. No screening events occurred during the reporting period.

6. Minimum Control Measures (MCM) - Please see attached 2010 Permit MCM Forms for applicable sections.

New minimum control measures (MCMs) as defined in the 2021 Regional MS4 Permit will become effective after the Ventura County Watershed Management Programs are approved by Los Angeles Regional Water Quality Control Board. For this reporting year, MCMs are reported in the attached 2010 Permit's Annual Report Forms.

Complete the following items in this section.

6.1 General Provisions [Order – VIII.A.3]

Did you train all your employees in targeted positions (whose interactions, jobs, and activities affect stormwater quality) on the requirements of the Minimum Control Measures in this Order, or did you ensure contractors performing privatized/contracted municipal services are appropriately trained to: (a) Promote a clear understanding of the potential for activities to pollute stormwater, (b) Identify opportunities to require, implement, and maintain appropriate BMPs in their line of work? (Yes or No)

Yes

6.2 Public Information and Participation Program [Order - VIII.D]

Complete the following item regarding the Public Information and Participation Program.

6.2a) Summarize opportunities created for public engagement in stormwater planning and program implementation to raise public awareness of stormwater program benefits and needs (e.g., *Don't Trash California* campaign). Note whether activities were performed by the jurisdiction or as part of a watershed, regional, or county-wide group [VIII.D.3.a].

Please see Attachment B – 2024 Countywide PIPP Annual Report for more detailed information regarding the Countywide Public Outreach Program. Activities noted in Section 6.2 all refer to Countywide Program efforts.

Sagent developed four (4) unique die-cut stickers to be dispersed to local, public organizations at key points throughout the contract year to foster a "collect them all" engagement style and promote awareness of Community for a Clean Watershed.

Sagent researched and connected with local libraries, museums, universities, and community centers from December 2023 to February 2024, and twelve (12) unique locations were eager to participate in the sticker initiative. The following organization agreed to partner with the Ventura County for a Clean Watershed in handing out branded stickers to their visitors in an effort to spread awareness for Community for a Clean Watershed and promote environment-friendly messaging:

- *E.P. Foster Library*
- *Albert H. Soliz Library*
- *Avenue Library*
- *Moorpark City Library*
- *Museum of Ventura*
- *Agricultural Museum of Ventura*
- *Ventura College*
- *Oxnard College*
- *California State University of Channel Islands*
- *Boys & Girls Club of Greater Ventura*
- *Boys & Girls club of Simi Valley*
- *Thousand Oaks Community Center*

After connecting and partnering with these organizations, Sagent identified key dates throughout the contract year to release each sticker. Sagent strategically focused on 4-5 of the previously mentioned locations for each release, ensuring county-wide coverage, maximum reach and ample sticker quantity per rollout. See section Materials and Creative Development for creative details regarding the sticker design process.

As of June 30, 2024, two (2) out of the four (4) stickers have been released, in which each release was accompanied by a social media ad and a website pop-up, directing people to each of the 4-5 locations with stickers. For the first round of stickers, released on April 22, 2024, Sagent conducted an A/B test on social media to gauge which social media ad style (graphic or photo-style) would perform best. The A/B test revealed marginal (1.2%) preference for the graphic-style social ads (6.2F) based on reach. Given this result, Sagent utilized the graphic-style social media ad for the following sticker release on June 22, 2024, and will continue this strategy for the remaining two releases. The graphic-style website pop-up will continue to run for each sticker release, as impressions were significant for the first two releases at 9,306 and 2,582 impressions, respectively. The higher number of impressions for the first pop-up can be attributed to the simultaneous running of the Clean Watershed Spring 2024 campaign (see Attachments for website pop-up creative).

Separately, we supported the promotion of activities surrounding Earth Day, Coastal Cleanups and other sponsored events of the PIPP Committee members and community through our social media channels.

Sagent continues to strive to meet at least 5 million impressions per year to educate the general public about stormwater quality. When the contract agreement with VCSQMP was signed, Sagent anticipated paid media expenses to increase over time. As a result, Year 2 accommodated an increased paid media budget by 23%. This increase allowed the development of a media plan that maximized impressions using a mix of digital, radio, and

outdoor ads in both English and Spanish. This multi-faceted approach aims to increase awareness and promote behavior change in Ventura County regarding stormwater management.

The media plan was carefully negotiated to maximize target reach and frequency within a limited budget, even as inflation led to higher media costs. Over the past few years, Sagent has tracked significant increases in website traffic during paid media flights. This insight informed the decision to extend the media campaign into multiple flights, optimizing the budget and minimizing message fatigue.

Geographical distribution across Ventura County was a key consideration, ensuring broad coverage, including adequate outreach to the Hispanic market. By strategically placing ads in high-traffic areas and on popular platforms, the campaign effectively reached diverse audiences throughout the county.

By continuing to employ this multi-channel approach, VCSQMP aims to maintain and potentially exceed its goal of 5 million impressions annually, fostering greater public awareness and encouraging proactive behaviors to protect and enhance stormwater quality in Ventura County.

- 6.2b) Summarize educational activities and public information activities to facilitate stormwater and non-stormwater pollution prevention and mitigation. What pollutants were targeted? What audiences were targeted? Note whether activities were performed by the jurisdiction or as part of a watershed, regional, or county-wide group [VIII.D.3.b].

Please see Attachment B – 2024 Countywide PIPP Annual Report for more detailed information regarding the Countywide Public Outreach Program. Activities noted in Section 6.2 all refer to Countywide Program efforts.

As part of the 23-24 Communications Plan, VCSQMP continued its outreach to schools for the “What in the Watershed?” Bingo, a Ventura County-specific bingo game customized to youth. In addition to the English versions, Sagent prepared Spanish versions of both elementary and high school bingo cards for students, families and teachers.

To continue the bingo card paid outreach from the 2022-2023 fiscal year, Sagent directly contacted 19 school districts across Ventura County. Conejo Valley Unified School District and Ojai Valley Unified School District were very receptive to receiving materials. In total, 24 schools received flyers. In addition, VCSQMP hand-delivered 492 English flyers and 50 Spanish flyers to students at Mira Monte Elementary School in Ojai, California

. In addition to continued bingo card outreach, Sagent developed four (4) unique die-cut stickers to be dispersed to local, public organizations at key points throughout the contract year to foster a “collect them all” engagement style and promote awareness of Community for a Clean Watershed.

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After connecting and partnering with these organizations, Sagent identified key dates throughout the contract year to release each sticker. Sagent strategically focused on 4-5 of the previously mentioned locations for each release, ensuring county-wide coverage, maximum reach and ample sticker quantity per rollout. See section Materials and Creative Development for creative details regarding the sticker design process.

For the 2023-24 year, VCSQMP maximized existing creative for the paid media campaign. "Every Litter Bit Matters" and "Enjoy and Protect" continued to be utilized, with slight adaptations for specific media tactics (6.2B).

VCSQMP translated the "What in the Watershed?" bingo cards for Spanish-speaking audiences.

Sagent utilized AI software to conceptualize several designs for the Ventura County Clean Watershed sticker campaign. Sagent presented these concepts to the PIPP committee and, upon agreement on top 4 designs, passed them along to an in-house graphic designer to refine creating—resulting in four (4) unique die-cut stickers to be released at key points throughout the contract year. This fostered a "collect them all" approach to promote awareness of Community for a Clean Watershed.

The designs depicted animals local to Ventura County performing an action beneficial to the watershed (such as disposing of litter or recycling) to raise awareness on watershed-friendly practices in an endearing manner. The final designs included a duck carrying a full recycling bin, a whale carrying a bucket of discarded straws, a seagull with a bag of recyclables, and a frog with a recycle bin and a backpack.

The Kids' Corner page underwent several updates to make it more engaging and educational for young visitors. Two (2) new games were created through Sporcle: "Can you name every watershed in Ventura County?" and "Can you name the top 20 watershed pollutants in Ventura County?" These interactive games were both linked and embedded directly on the page, providing a fresh, fun and educational experience.

In addition to these new games, old and outdated content was removed to keep the page current and relevant. New content from other watershed protection agencies across the country was added, including popular games like "Watershed Agent" and "Rock your Watershed!" These additions helped to broaden the educational scope of the Kids' Corner page and increase engagement from web traffic.

To further enhance the appeal of the games, new graphics were developed to mimic the appearance of mobile apps. This visual update encourages more youth to click links to games, making them more engaging than simple text hyperlinks.

On a monthly basis, Sagent prepared videos, informational and humorous, utilizing CapCut templates to piggyback on trending memes and Canva to promote proper watershed behaviors with original content. To accompany the original video content, Sagent recommended reposts from like-minded accounts. Reposts not only reduce labor time – they also capitalize on already successful content in the name of public awareness.

Meme-style videos performed extremely well, with the top three (3) posts combined receiving 136 interactions, reaching 2582, and gaining 2634 impressions. In comparison, the top three (3) original video posts combined received 17 interactions, reached 1099, and had 104 impressions. Prioritizing meme-style content not only boosted engagement, but it was also highly popular with the younger demographic, which was a key target demographic in the communications plan.

However, VCSQMP's PIPP committee expressed a desire to shift targeting priorities to focus on the older homeowners' demographic, as this demographic most directly impacts program funding requests and could be less enthusiastic about the tonal shift. Following this feedback, Sagent adjusted the social strategy to discontinue meme-style content and prioritize informational video content to cater to this demographic.

In the 2023-2024 fiscal year, the @cleanwatershed Instagram account gained 47 followers, equaling a 5% increase and hitting the followership growth goal set forth in the communications plan. The Facebook page experienced a slight decrease in followers, by about half a percent, which reflects Sagent's goal to focus efforts towards creating Instagram-oriented content. Instagram is a top platform for young adults, ages 25-44 years, which is a key target demographic for the Clean Watershed program.

- 6.2c) In selecting targeted pollutants for public information/education topics, did you consider the proper management and disposal of (1) vehicle wastes (e.g., used oil, used tires); (2) household waste materials (i.e., trash and household hazardous waste, including personal care products, pharmaceuticals, and household cleaners); (3) pesticides, herbicides, and fertilizers; (4) green waste; and (5) animal wastes? (Yes or No) If no, what other materials were considered? [VIII.D.3.b.i]

Please see Attachment B – 2024 Countywide PIPP Annual Report for more detailed information regarding the Countywide Public Outreach Program. Activities noted in Section 6.2 all refer to Countywide Program efforts.

Sagent created monthly Facebook and Instagram content calendars with videos, images, posts, and stories. Topics addressed general messages about stormwater, main pollutants of concern (POCs) and proper behaviors, highlighting the work of the PIPP Committee member cities, rain/stormwater posts, and key events.

- 6.2d) Which of the following methods were selected to distribute public information/educational materials? [VIII.D.3.b.ii]

Category	Yes	No
Internet-based platforms (e.g., stormwater websites, social media websites and applications)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Commercial points-of-purchase (e.g., automotive parts stores, home improvement centers/ hardware stores/ paint stores, landscape / gardening centers, pet shops)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Schools (K- 12)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Radio/television	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Community events	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (specify) – Please see Attachment B	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- 6.2e) Did you document and track information on the implemented Public Information and Participation activities including activity, date(s), method of dissemination, targeted behavior, targeted pollutant, targeted audience, culturally effective method(s), other information necessary for the metrics identified in Part VIII.D.4.a of the Order, and metric for measuring effectiveness? (Yes or No) [VIII.D.4.b]

Yes. Please see Attachment B – 2024 Countywide PIPP Annual Report for more detailed information regarding the Countywide Public Outreach Program. Activities noted in Section 6.2 all refer to Countywide Program efforts.

- 6.2f) What metrics did you use to measure the effectiveness in achieving the objectives of the Public Information and Participation Program? Considering those metrics, is your Public Information and Participation program effective? Explain [VIII.D.4.a].

Please see Attachment B – 2024 Countywide PIPP Annual Report for more detailed information regarding the Countywide Public Outreach Program. Activities noted in Section 6.2 all refer to Countywide Program efforts.

In addition to continued bingo card outreach, Sagent developed four (4) unique die-cut stickers to be dispersed to local, public organizations at key points throughout the contract year to foster a "collect them all" engagement style and promote awareness of Community for a Clean Watershed.

For the first round of stickers, released on April 22, 2024, Sagent conducted an A/B test on social media to gauge which social media ad style (graphic or photo-style) would perform best. The A/B test revealed marginal (1.2%) preference for the graphic-style social ads (6.2F) based on reach. Given this result, Sagent utilized the graphic-style social media ad for the following sticker release on June 22, 2024, and will continue this strategy for the remaining two releases.

The VCSQMP "Community for a Clean Watershed" website (www.cleanwatershed.org) content was updated as needed and analytics were monitored to direct improvements. Overall, during permit year 2023-24, there were an estimated 16.7k active users –up 90.8% from last fiscal year, and a total of 17,429 website sessions. While it is standard to see engagement decrease as total visits increase, CleanWatershed.org still saw a 76.7% increase in engagement – demonstrating marketing efforts are reaching target audiences more and content on the website is resonating for visitors.

Sagent conducted a website audit in January 2024 to determine areas for improvement on the Cleanwatershed.org website. Following the audit, Sagent enhanced the user experience and engagement on the "Community for a Clean Watershed" website by incorporating fresh content, interactive elements, and improving search engine visibility, while continuing to monitor and analyze website performance. Through Google Analytics and Looker Studio, ongoing website monitoring took place throughout the 2023-2024 fiscal year.

The Program launched an Instagram account, @cleanwatershed, in January 2020 to reach new social media audiences. The Program's Instagram audience is younger than Facebook, primarily 25-44 years old. However, like Facebook, VCSQMP's audience on the platform is primarily female. The goal of Instagram as a tactic is to educate audiences about Ventura County watersheds, pollutants of concern, and proper behaviors for preventing stormwater pollution. An emerging competitor to TikTok – Instagram Reels – was a large focus of Sagent's efforts in the 2023-24 year. These are short-form videos that appear in a separate tab of Instagram's interface. Reels are unique because they are served outside of an account's existing follower base, opening the door to new impressions.

Instagram does not allow links in its posts. To support clicks through to the website, Sagent maintained a Linktree on Instagram – a simple tool that allows for the addition of multiple links in the CCW Instagram Bio.

Over the period, 57 posts were published. As of June 30, 2024, @cleanwatershed Instagram account had 444 followers – up 5% from the last report. As mentioned previously, this reflects Sagent’s strategy to build more content catered to the Instagram userbase.

In the 2023-24 fiscal year, the Program’s Instagram content saw an increase in organic reach – up 100% from the previous report. Since Reach is bolstered through engagement and algorithm preference, this is a strong indication that content posted during this reporting period is very successful.

In the 2023-2024 fiscal year, the @cleanwatershed Instagram account gained 47 followers, equaling a 5% increase and hitting the followership growth goal set forth in the communications plan. The Facebook page experienced a slight decrease in followers, by about half a percent, which reflects Sagent's goal to focus efforts towards creating Instagram-oriented content. Instagram is a top platform for young adults, ages 25-44 years, which is a key target demographic for the Clean Watershed program.

Even though it is no longer a formal requirement through the NPDES permit, Sagent continues to strive to meet at least 5 million impressions per year to educate the general public about stormwater quality. When the contract agreement with VCSQMP was signed, Sagent anticipated paid media expenses to increase over time. As a result, Year 2 accommodated an increased paid media budget by 23%. This increase allowed the development of a media plan that maximized impressions using a mix of digital, radio, and outdoor ads in both English and Spanish. This multi-faceted approach aims to increase awareness and promote behavior change in Ventura County regarding stormwater management.

6.2g) Additional Information. If desired, provide additional information regarding implementation of the Public Information and Participation Program.

Please see Attachment B – 2024 Countywide PIPP Annual Report for more detailed information regarding the Countywide Public Outreach Program. Activities noted in Section 6.2 all refer to Countywide Program efforts.

Since the 2017/18 Permit Year the Program has contracted with environmental rap superhero, Mr. Eco and his EcoHero Show to perform school-wide assemblies for elementary school students in Ventura County. The presentations are designed to inspire the next generation of eco-friendly citizens through choreographed dance, video, and lyrics about environmental issues. Each song has a call-and-response aspect to the chorus and kids and teachers are encouraged to dance and sing along. Mr. Eco’s songs “Litterbug”, “Bag Monster” and “EcoHero Anthem” were selected to be performed at the assemblies because of their anti-littering and waste messages that encourage kids to take action against pollution at school and at home. A total of ten Whole School Assemblies and 4 Classroom Presentations were successfully scheduled and performed, reaching 3,542 students. A year end recap is provided in Attachment B.

Understanding Ventura County's water resources are limited, and that water wasted down the gutter will also transport pollution, the Program teamed up with Ventura County water purveyors to develop a waterwise landscaping website (www.venturacountygardening.com). There the user will find information on how to design and install a water-wise garden, and irrigation methods and equipment that will help water a landscape more efficiently, along with suggestions on how to easily and effectively maintain a garden. The website includes a directory of drought-tolerant plants and example gardens. Special additions were made to include rain gardens, permeable pavement options, and rain barrels. In spring 2019 the Program led an effort to update the site to be mobile-friendly and have a new look and feel. The

new website landing page also highlights stormwater and links to the Community for a Clean Watershed website, www.cleanwatershed.org. In the 2023/24 Permit Year there were 7,363 website visits.

The Permit requires the Permittees to individually and collectively organize community-oriented educational activities and events and to participate in countywide events focusing on stormwater quality. The main countywide event for the stormwater program is Coastal Cleanup Day. Our Coastal Cleanup Day is part of international coastal cleanup day and is an annual trash pickup event held on the third Saturday each September. Volunteers typically spend three hours of their Saturday morning picking up litter from beaches, parks, and local waterways. The 29th Annual California Coastal Cleanup Day included cleanups at 22 locations countywide with approximately 2,100 volunteers participating in Ventura County.

Search Engine Optimization - Regular analyses of Search Console keyword searches were performed to align website content with common online queries. This ensured that the website remained relevant and easily discoverable by users searching for information related to stormwater management and watershed protection.

6.3 Industrial and Commercial Facilities Program [Order – VIII.E]

Complete the following items regarding the Industrial and Commercial Facilities Program.

6.3a) Watershed-Based Inventory:

Question	Yes	No
Have you updated your watershed-based inventory or database of all industrial and commercial facilities within your jurisdiction that are critical sources ¹⁴ of stormwater pollution identified in Part VIII.E.2 of the Order (inventory shall be updated at least once every 2 years)?	<input type="checkbox"/>	<input type="checkbox"/>

6.3b) If you answered yes to question 6.3a above, what is the total number of facilities in your inventory list?

N/A

6.3c) If you answered no to question 6.3a above, when will you update the inventory list?

N/A

6.3d) Commercial Facilities [VIII.E.3]:

¹⁴ Part VIII.E.2.a of the Regional MS4 Permit summarizes “critical sources” to be tracked.

Question	Response
In implementing the Outreach Program, how many commercial facilities did you reach out to during this reporting year?	N/A
In implementing the Business Assistance Program, how many commercial facilities did you assist during this reporting year?	N/A
How many commercial facilities did you inspect during this reporting year?	N/A
Of the commercial facilities inspected during this reporting year, how many were the first, second, third, etc. round of inspections? For example, report x number of first-round inspections, y number of second-round inspections, z number of third-round inspections, etc. Each round of inspections corresponds to the requirement to conduct an inspection every two years.	N/A
How many of the total commercial facility inspections had stormwater violation(s) during this reporting year?	N/A

6.3e) Industrial Facilities [VIII.E.4]:

Question	Response
How many facilities from question 6.3b are industrial facilities with SIC codes that require enrollment in the IGP? (in this reporting year)?	N/A
How many industrial facilities did you report to the Los Angeles Water Board as non-filers during this reporting year?	N/A
In implementing the Business Assistance Program, how many industrial facilities did you assist during this reporting year?	N/A
How many Industrial facilities did you inspect during this reporting year?	N/A
Of the industrial facilities inspected during this reporting year, how many were the first, second, third, etc. round of inspections? For example, report x number of first-round, y number of second-round, and z number of third-round, etc. Each round of inspections corresponds to the requirement to conduct an inspection every two years.	N/A
How many of the total industrial facility inspections had stormwater violation(s) during this reporting year?	N/A

6.3f) Enforcement Actions: Describe the number and nature of any enforcement actions taken related to the industrial and commercial facilities program [VIII.E.6].

N/A

6.3g) Additional Information. If desired, provide additional information regarding implementation of the Industrial and Commercial Facilities Program.

N/A

6.4 Planning and Land Development Program [VIII.F]

Complete the following items regarding the Planning and Land Development Program.

6.4a) Priority Development Projects: Complete the table below for Priority Development Projects as of the end of this Reporting Year [VIII.F.1].

Development Type	Number of Priority Development Projects Completed During This Reporting Year	Number of Priority Development Projects In-Progress
New Development	N/A	N/A
Redevelopment	N/A	N/A

6.4b) Use of Alternative Compliance Measures for Priority Development Projects. Provide the number of Priority Development Projects completed during this Reporting Year that utilized alternative compliance measures per Part VIII.F.4.b of the Order.

Category	Number of Projects
On-site Biofiltration	N/A
On-site Flow-based BMPs	N/A
Off-site Infiltration	N/A
Groundwater Replenishment Projects	N/A
Off-site Retrofit Projects	N/A
Other	N/A

6.4c) Exemptions to Priority Development Project Performance Requirements. If the Permittee is implementing an approved Local Ordinance Equivalence or an approved Regional Stormwater Mitigation Program per Part VIII.F.1.c, describe the area covered by these exemptions; and the number and names of Priority Development Projects that were exempted from the Order's Priority Development Project Structural BMP Performance Requirements.

N/A

6.4d) Priority Development Project Greater Than 50 Acres. If applicable, provide information on any Priority Development Projects with a project area greater than 50 acres that were completed during this Reporting Year or are currently in-progress. Information should include the name and location of the project(s) and whether the project(s) are new development or redevelopment.

N/A

6.4e) Hydromodification Management: If applicable, provide information on the name, location, and nature of any projects requiring hydromodification controls that were completed or in-progress within this Reporting Year [VI.F.2].

N/A

6.4f) Exemptions to Hydromodification Controls: Are there any areas where assessments of downstream channel conditions and proposed discharge hydrology indicate that adverse hydromodification effects to beneficial uses of Natural Drainage Systems are unlikely, per Part VIII.F.2.b? If so, what are the numbers and names of the New Development and Redevelopment projects exempt from implementation of hydromodification controls?

N/A

6.4g) Tracking, Inspection and Enforcement of Post-Construction BMPs: Describe the number and nature of any enforcement actions taken related to the planning and land development program [VIII.F.3.c.v]. **Provide information for 6.4g in Section 6.4h**

Question	Yes	No
Does your program implement a GIS or other electronic system for tracking Priority Development Projects and Hydromodification Management Projects that at a minimum contains all the information required by Permit?	<input type="checkbox"/>	<input type="checkbox"/>
Does your program inspect all Priority Development Projects and Hydromodification Management Projects upon completion of construction and prior to issuance of occupancy certifications to ensure proper installation of post-construction BMPs?	<input type="checkbox"/>	<input type="checkbox"/>

6.4h) Additional Information. If desired, provide additional information regarding implementation of the Planning and Land Development Program.

N/A

6.5 Construction Program [Order – VIII.G] Please see applicable 2010 MCM Annual Report Forms attached.

Complete the following items regarding the Construction Program.

6.5a) Complete the table below. Only report numbers for sites less than 1 acre.

Question	Response
How many new sites of less than one acre commenced their activities during this reporting year?	N/A
How many sites of less than one acre did you inspect during this reporting year?	N/A
How many (if any) of the sites from the previous question had a BMP violation [VIII.G.4.b]?	N/A

6.5b) Complete the table below. Only report numbers for sites 1 acre or greater and construction sites less than 1 acre that are part of a common plan of development totaling 1 acre or greater.

Question	Response
What is the date of the latest update made to the site inventory [VIII.G.5.b]?	6/30/24
How many new sites of 1 acre or greater commenced their activities during this reporting year?	N/A
How many sites of 1 acre or greater did you report to the Los Angeles Water Board as non-filers [VIII.G.5.a]?	N/A
How many post-construction plans were reviewed during this reporting year [VIII.G.5.a]?	N/A
How many of the plans from the previous question were approved during this reporting year?	N/A
How many (if any) sites of 1 acre or greater did you inspect during this reporting year [VIII.G.5.c]?	N/A
How many (if any) of the inspected sites were in violation of construction BMPs?	N/A
How many (if any) of the inspected sites were in violation of post-construction plans?	N/A
How many of the sites from the previous two questions were reported to the Los Angeles Water Board along with an inspection report?	N/A

6.5c) Enforcement Actions: Describe the number and nature of any enforcement actions taken related to the development construction program [VIII.G.6].

N/A

6.5d) Additional Information. If desired, provide additional information regarding implementation of the Construction Program.

6.6 Please see applicable 2010 MCM Annual Report Forms attached.

6.7 Public Agency Activities Program [VIII.H] Please see applicable 2010 MCM Annual Report Forms attached.

Complete the following items regarding the Public Agency Activities Program.

6.6a) Answer the following questions regarding the Public Agency Activities Program.

Question	Response
Did you maintain an updated inventory or database of all your owned or operated (i.e., public) facilities and activities within your jurisdiction that are potential sources of stormwater pollution? [VIII.H.2]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
For the above inventory, what is the date of the latest update [VIII.H.2.c]?	N/A
How many treatment control BMPs including post-construction control treatment BMPs do you own? [VIII.H.2.b.v]	N/A
For the above, how many inspections were conducted during this reporting year? [VIII.H.3.e]	N/A
How many storm drain inlets do you own?	0
How many of the above are labeled with a legible “no dumping” message? [VIII.H.6.c.i]	N/A
Did you inspect the legibility of all the stencils or labels nearest each inlet prior to the wet season during this reporting year? [VIII.H.6.c.ii]	N/A
If yes for the above, how many illegible stencils and labels were recorded?	N/A
For the illegible stencils and labels recorded above, how many were re-stenciled and re-labeled within 180 days of inspection? For those not re-stenciled and re-labeled, explain why not. [VIII.H.6.c.iii]	N/A
Did you visually monitor owned open channels and other drainage structures for trash and debris at least annually? [VIII.H.6.d.i]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
How many miles of open channels do you own?	144
Did you remove trash and debris from your open channels a minimum of once per year before the wet season? [VIII.H.6.d.ii]	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
How many parking lots exposed to stormwater do you own that meet either criteria listed in Part VIII.H.9?	N/A
Did you inspect Permittee-owned parking lots exposed to stormwater that meet either criteria listed in Part VIII.H.9 at least twice per month?	N/A

Question	Response
For the above, how many inspections were conducted during this reporting year? [VIII.H.9]	N/A
For the owned parking lots exposed to stormwater, how many cleanings were conducted in total for this reporting year? [VIII.H.9]	N/A

6.6b) Street Sweeping: Complete the table below [VIII.H.8].

	Total Miles of Street ¹⁵ in Priority Category	Frequency of Street Sweeping (e.g., Twice a Month, Monthly, Annually)	Additional Notes
Priority A	N/A	N/A	N/A
Priority B	N/A	N/A	N/A
Priority C	N/A	N/A	N/A

6.8 Illicit Discharge Detection and Elimination (IDDE) Program [Order – VIII.] **Please see applicable 2010 MCM Annual Report Forms attached.**

Complete the following items regarding the Illicit Discharge Detection and Elimination Program.

6.7a) IDDE Investigations: Complete the table below. Include illicit discharges detected through other inspection programs.

	Number of Reported Illicit Discharges	Number of Investigations	Number Eliminated	Number Permitted or Exempt	If Not Eliminated or Permitted / Exempt, Explain.
Illicit Discharges	3	3	2	0	Watershed Protection Inspection Team were unable to resolve one Illicit Discharge report due to the dumping occurring on private property. Property owner has a no trespassing sign, and contact/access to the property was not secured during the reporting period.

¹⁵ Permittees shall report the length of street swept in the “total miles of street” and/or “total curb miles of street”, depending on data availability.

- 6.7b) Enforcement Actions: Describe the number and nature of any enforcement actions taken related to illicit discharge detection and elimination program [*Order – VIII.1.7*].

Please see attached 2010 MCM form.

- 6.7c) What means were provided to the public for public reporting of illicit discharges and other water quality impacts from stormwater and non-stormwater discharges into or from MS4s? [*VIII.1.6*]

Category	Yes	No
Telephone hotline	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email address	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web-based form / reporting portal	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>

- 6.7d) Did you document all public reports of illicit discharges and track all investigations? If no, explain why. [*Order – VIII.1.8*]

Yes.

- 6.7e) Additional Information. If desired, provide additional information regarding implementation of the Illicit Discharge Detection and Elimination Program.

(Provide information within this space)

7. Trash Reporting

Complete the following items in this section.

7.1 Trash TMDL Permittee Compliance [Order – IV.B.3]

- 7.1a) If you are subject to Trash TMDL Permittees, complete and attach the provided “Trash TMDL Permittee Reporting Forms” in Attachment I of the Order for each applicable Trash TMDL Permittee. Report your compliance with the applicable interim and/or final Effluent Limits for trash below. If compliance with the applicable interim and/or final Effluent Limits for trash has not been achieved, explain why.

Ventura County Watershed Protection District (VCWPD) is subject to Trash TMDLs in Ventura River Estuary subwatershed, Revolon Slough and Beardsley Wash subwatersheds, and upper Malibu Creek watershed. VCWPD does not have regulatory authority over land uses and meets Trash TMDL requirements through collaborative implementation of Minimum Frequency of Assessment and Collection (MFAC)/Best Management Practices (BMPs) Programs. VCWPD has two full capture devices installed in Las Posas and Ramona detention basins to achieve effective and efficient compliance for the County of Ventura with Revolon Slough and Beardsley Wash Trash TMDL.

VCWPD is responsible for performing storm drain operation and maintenance including open channel signage, open channel maintenance that includes removal of trash and debris; and implementation of activity specific BMPs, including those related to litter/debris/graffiti in compliance with the Permit (Order – IV.B.3.c.i).

- 7.1b) Mark the compliance approach you have implemented for any applicable Trash TMDL Permittees.
- Full Capture Systems
 - Mass Balance
 - Scientifically Based Alternative
 - Minimum Frequency of Assessment and Collection

- 7.1c) Complete the table below regarding the catch basins within your jurisdiction.

	Retrofitted with Full Capture Systems	Retrofitted with Partial Capture Devices	Retrofitting Infeasible	Not Retrofitted	Total Number of Catch Basins within Jurisdiction
Owned	N/A	N/A	N/A	N/A	N/A
Not Owned	N/A	N/A	N/A	N/A	N/A
Total	N/A	N/A	N/A	N/A	N/A

Ventura County Watershed Protection District does not own or operate catch basins.

- 7.1d) If relying on full capture systems, are the maintenance records of the full capture systems within your jurisdiction up-to-date and available for inspection by the Los Angeles Water Board? [Order – IV.B.3.b.i.(c)]

N/A

- 7.1e) If implementing a Plastic Pellet Monitoring and Reporting Plan (PMRP), report any known spills (including names and locations) from preproduction plastic (i.e., plastic pellet) generating, transfer, processing, and storage facilities within this reporting year, explain the actions taken for cleanup, and describe the measures taken to prevent future incidents.

N/A

- 7.1f) If implementing a PMRP, how many new preproduction plastic generating, transfer, processing, and storage facilities have been added in Permittee's jurisdiction within this reporting year that have not been addressed in the PMRP?

N/A

7.2 **Trash Discharge Prohibitions Compliance [Order – III.B]**

Ventura County Watershed Protection District does not have regulatory authority over Priority Land Uses, designated land uses, or equivalent alternate land uses. As required for Trash TMDL (Order – IV.B.3.c.i), instead of compliance through installation and maintenance of full capture devices, VCWPD is responsible for performing storm drain operation and maintenance including open channel signage, open channel maintenance that includes removal of trash and debris; and implementation of activity specific BMPs, including those related to litter/debris/graffiti in compliance with the Permit.

8. Additional Information (Optional)

Provide any additional information in this section.

You may use this section to report any additional information not specified in Sections 2-7 such as information better presented outside of the report form structure, data limitations that prevented the required information from being obtained, and additional detailed summary table describing control measures.

N/A

2010 Permit MCM Forms

Annual Report Data Summary Sheet

Illicit Discharge and Illicit Connections 2023-2024

Illicit Discharges

Page 1 of 3

Permittee: Watershed Protection District

Illicit Discharge Complaints Received	
Number of illicit discharges reported:	3
Number of reports responded to:	3
Number of reports that were actual illicit discharges:	3
Number of illicit discharges that were resolved:	2

Enforcement Actions Taken to Eliminate Illicit Discharges	
Total number of warnings:	2
Total number of NOVs:	2
Total number of legal actions/fines:	2
Total number enforcement actions for illicit discharges:	2

Type of Illicit Discharges								
Hazardous Material	Sewage	Wastewater	Building Materials	Landscape Debris	Animal wastes	Litter/Trash	Other	Total*
			3					3

Type definitions	
Hazardous Material	By-products of society that can pose a substantial or potential hazard to human health or environment when improperly managed. Posses at least one of the four following characteristics (ignitability, corrosivity, reactivity, or toxicity), or identified as a listed waste (e.g. oil, used anti-freeze, hydraulic fluid).
Sewage	The waste and wastewater produced by residential and commercial sources and discharged into sewers, includes the sludge produced by Publicly Owned Treatment Works.
Wastewater	The spent or used water from a home, community, farm or industry that contains dissolved or suspended matter.
Building Materials	Any debris associated with construction activities used to construct a building and/or stand/alone facility, such as plaster, dry-wall, nails, wood, etc.
Landscape Debris	Excessive eroded soils, sediment and/or organic materials
Animal wastes	Discharge from confinement facilities, kennels, pens, recreational facilities, stables, show facilities, and residential yards.
Litter/Trash	Synthetic consumer by-products
Other	Any remaining materials that do not fit into the above mentioned categories.

Annual Report Data Summary Sheet

Illicit Discharge and Illicit Connections 2023-2024

Illicit Discharges

Page 2 of 3

Permittee: **Watershed Protection District**

Probable Causes of Illicit Discharges					
Accident	Cleaning Activities	Spill/ Overflow	Unknown Cause	Other	Total*
			3		3
Probable Cause Definitions					
Accident	An unpreventable or chance happening that occurs unexpectedly, without deliberate plan or cause.				
Cleaning Activities	Any activity intended to wash, tidy up, or make clean.				
Spill/ Overflow	A preventable release of material; may be the result of poor maintenance or negligence.				
Unknown	Cause is unidentified; unable to determine origin.				
Other	Any remaining incidents that do not fit into the above mentioned categories.				

Sources of Illicit Discharges					
Residential	Industrial/ Commercial	Permittee Facility	Construction Activities	Unknown Source	Total*
			3		3
Source Definitions					
Residential	Discharge generated from residential activities; can include solid waste (trash, discarded appliances), automotive maintenance/cleaning by-products (oil, transmission fluid), home repair/remodel waste (paint, plaster) and yard trimmings.				
Industrial/ Commercial	Discharge of all solid and unwanted materials emanating from a business or industrial facility/operation; may be liquid, sludge, solid or hazardous.				
Co-permittee Facility	Discharge of effluent or waste from a Co-permittee owned facility (includes corporate yards, and waste water treatment plants); may be composed of domestic wastewaters and/or industrial				
Construction Activities	Discharge of building materials, dredging materials (including sediment), tree stumps, and rubble from construction and demolition of homes, commercial buildings and other structures and pavements. May contain lead, asbestos, or other hazardous material.				
Unknown	Any discharge from city streets and adjacent domestic or commercial properties that could carry pollutants of various kinds into the storm drains and receiving waters that cannot be traced to source or does not fit into the above mentioned categories.				

*The total of each table should equal the total actual illicit discharges.

	Cause	Type	Source	Actual Illicit Discharges
Total	3	3	3	3

continued

Annual Report Data Summary Sheet

Illicit Discharge and Illicit Connections 2023-2024

Illicit Discharges

Page 3 of 3

Permittee: Watershed Protection District

Comments: (Please provide any additional information on how illicit discharges were detected, inspected and eliminated.)

Watershed Operation and Maintenance (O&M) utilizes a reporting database to log-in illicit discharges and connections. Watershed O&M identifies incoming phone calls from third party reports (residents) and follows up with a Notice of Violation letter. Our Inspection Team were unable to resolve one Illicit Discharge report due to the dumping is along private property. Property owner has a no trespassing sign, see additional notes on CRM#15546605 attached. Thank you.

Annual Report Data Summary Sheet

Illicit Discharge and Illicit Connections

2023-2024

Tracking Location of ID/IC

Permittee: Watershed Protection District

Mapping	
Did the Permittee submit a map of all channeled portions of the storm drain system in a uniform format? (Due by October 8, 2010)	No
Did the Permittee submit to the Principal permitted a map of all portions of the storm drain system consisting of pipes 36 inches in diameter or greater in a uniform format? (Due by May 7, 2012)	No
Did the Permittee submit map of all portions of the storm drain system consisting of pipes 18 inches in diameter or greater in a uniform format? (Due by May 7, 2014)	No

Field Screening	
Did the Permittee screen all portions of the storm drain system consisting of pipes 36 inches in diameter or greater? (Due by May 7, 2012)	No
Did the Permittee screen all high priority areas identified during the mapping of illicit connections and discharges? (Due by May 7, 2012)	No
Did the Permittee screen all portions of the storm drain system 50 years of age or older? (Due by May 7, 2012)	No

Comments:

Annual Report Data Summary Sheet

Illicit Discharge and Illicit Connections

2023-2024

Training

Permittee: Watershed Protection District

Training	
Number of Staff Targeted	3
Number Staff Trained	3

Did the Permittee conduct training for their employees and ensure contractors are trained who are responsible for IC/ID (IDDE)?	Yes
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Comments:

Annual Report Data Summary Sheet

Construction Inspections
July 1, 2023 - June 30, 2024

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Stormwater Pollution Prevention Plans

Department: Watershed Protection District

NON CIP

Total number of projects disturbing soil 1 acre or greater?	6
How many NOI were filed for projects 1 acre or greater?	6
How many SWPPP were prepared and submitted to RWQCB for projects 1 acre or greater?	6
How many SW-2 (Local SWPPP Cert.) were prepared and submitted to RWQCB for projects 1 acre or greater?	0
Did the Department require proof of Change of Information form (COI) and a copy of the modified SWPPP(s) at any time a transfer of ownership takes place?	N/A

Comments:

2023 Permits=88 issued ; 2024 Permits = 61 Permits. Number are estimated. +/-150 permits covering categories A-G, with different requirements for each. Agency supplies the forms with permit application.

Annual Report Data Summary Sheet

Construction Inspections July 1, 2023 - June 30, 2024

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Inspections

Department: Watershed Protection District

NON CIP

Minimum BMPS	
How many small (less than 1 acre) construction sites were active during this reporting period?	40
Was each construction site less than 1 acre inspected to ensure that the minimum set of BMPs (SW-1 Form or SWPCP) were implemented?	Yes
How many medium (between 1 and 5 acres) construction sites were active during this reporting period?	3
Was each construction site greater than 1 acre and less than 5 acres inspected to ensure that the minimum set of BMPs (SW-2 form) were implemented?	Yes
How many large (over 5 acres) construction sites were active during this reporting period?	3
Was each construction site greater than 5 acres inspected to ensure that the minimum set of BMPs (SW-2 form) were implemented?	Yes
Was each project that includes roadbed or street paving, (non-maintenance) inspected to ensure that the minimum set of BMPs were implemented?	N/A

High Risk Sites	
How many construction sites were considered High Risk sites (per MS4 Permit Definition)?	6
Did the Permittee ensure implementation of enhanced practices such as increased BMP inspection and maintenance requirements at High Risk sites (SW-HR form)?	Yes
Did the Permittee require that high risk sites be inspected by the project proponent's Qualified SWPPP Developer or Qualified SWPPP Practitioner or personnel or consultants who are Certified Professionals in Erosion and Sediment Control (CPESC) at the time of BMP installation, at least weekly during the wet season, and at least once each 24 hour period during a storm event that generates runoff from the site?	No
Did the Permittee require that the project proponent retain records of the inspection and a determination and rationale of the BMPs selected to control runoff during the wet season?	No

Annual Report Data Summary Sheet

Construction Inspections July 1, 2023 - June 30, 2024

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Enforcement

NON CIP

Department: Watershed Protection District

Total number of Job Memorandums issued:	2
Total number of NOVs issued:	1
Total number of Admin Compliance Orders issued:	0
Total number of Cease/Desist Work Orders issued:	0
Total number of projects of Referred to Regional Board:	0
Total number of complaints transmitted by Regional Board:	0

Regional Board

Referrals to Board

Total number violators of the municipal storm water ordinance and CWC 513260 referred to the Regional Water Board, after taking necessary measures:	0
Total number non-filers under the CASGP, referred to the Regional Water Board, no later than 15 days after making a determination of failure to file:	0

Referrals from Regional Board

Total number of complaints transmitted by Regional Board 3/24/2011	0
Was an initial investigation initiated within one business day on complaint(s) transmitted by the Regional Water Board Staff on the construction site(s) within its jurisdiction?	N/A

Comments:

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Construction Inspections July 1, 2023 - June 30, 2024

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Post Construction BMPs

Department: Watershed Protection District

NON CIP

Number of construction Projects adding or creating new impervious surface?	20
Number of construction projects replacing impervious surfaces?	5
Number of construction Projects subject to post-construction stormwater controls*?	20
Number of construction Projects with post-construction stormwater controls*?	20
Were the constructed site design, source control and treatment control BMPs inspected to verify that they have been constructed in compliance with all specifications, plans, permits, ordinances, and the MS4 permit prior to approving and/ or signing off for occupancy and issuing the Certificate of Occupancy for all construction projects subject to post-construction controls?	N/A

Number of projects inspected for post-construction stormwater controls prior to issuance of Certificate of Occupancy:	0
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One project with multiple buildings/units may have multiple Certificates of Occupancy

* Provide project name and address for project subject to post-construction stormwater controls
<i>Post Const. BMPs inspected by others, typically City. Post construction BMPs are neither owned nor maintained by the District.</i>
Comments:

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Post Construction BMPs

County Department: Watershed Protection District

Number of construction Projects adding or creating new impervious surface?	1
Number of construction projects replacing impervious surfaces?	1
Number of construction Projects subject to post-construction stormwater controls*?	0
Number of construction Projects with post-construction stormwater controls*?	0
Were the constructed site design, source control and treatment control BMPs inspected to verify that they have been constructed in compliance with all specifications, plans, permits, ordinances, and the MS4 permit prior to approving and/ or signing off for occupancy and issuing the Certificate of Occupancy for all construction projects subject to post-construction controls?	N/A

Number of projects inspected for post-construction stormwater controls prior to issuance of Certificate of Occupancy:	0
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One project with multiple buildings/units may have multiple Certificates of Occupancy

* Provide project name and address for project subject to post-construction stormwater controls
Comments:

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Public Department Activities
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Capital Improvement Projects

County Department: Watershed Protection District

Summary of Capital Improvement Projects	
Number of construction projects*, excluding maintenance and emergency repair, disturbing < 1 acre:	1
Number of projects with SWPCP:	1
Number of construction projects*, excluding maintenance and emergency repair, disturbing 1 acre or more:	0
Number of projects subject to State GCP:	0
Number of Projects with SWPPP/NOI:	0
Number of Projects with SW-2:	0
Number of construction projects* at High Risk Sites?	1
Number of construction projects* with SW-HR?	1

*Excludes projects with minimal land disturbance (e.g. street signs, traffic signals, etc)

Enforcement Actions	
Total number of Job Memorandums issued:	1
Total number of NOVs issued:	1
Total number of Admin Compliance Orders issued:	0
Total number of Cease/Desist Work Orders issued:	0
Total number of Projects Referred to Regional Board:	0
Total number of complaints transmitted by Regional Board:	0

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Capital Improvement Projects

County Department: Watershed Protection District

Number of construction Projects adding or creating new impervious surface?	0
Number of construction projects replacing impervious surfaces?	1
Number of construction Projects subject to post-construction stormwater controls*?	0
Number of construction Projects with post-construction stormwater controls*?	0

Public Construction Activities Management	
Did the Department comply with all the Development Planning Program requirements for public construction projects?	N/A
Did the Department comply with all the Development Construction Program requirements at Department owned or operated construction sites?	N/A
Did the Department require the development of a Storm Water Pollution Control Plan for public projects** including those under a Capital Improvement Project Plan that disturb less than one acre of soil?	Yes

**Excludes projects with minimal land disturbance (e.g. street signs, traffic signals, etc)

* Provide project name and address for project subject to post-construction stormwater controls

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Public Agency Activities July 1, 2023 - June 30, 2024

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Facilities

County Agency: Watershed Protection District

Did the District require District-owned and/or leased facilities, including but not limited to vehicle/equipment maintenance facilities, material storage facilities, and corporation yards, to ensure implementation of appropriate BMPs identified in Table 10 of the Permit?	<i>Yes</i>
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Summary of Permittee-Owned and Leased Vehicle Maintenance, Material Storage and Corporation Yards	
Facility Name	Location
WPD MOORPARK CORPORATE YARD	6767 "C" SPRING ROAD MOORPARK, CA.
Saticoy Operations Yard	11251-B Riverbank Dr. Ventura, 93004

Vehicle And Equipment Wash Areas	
Did the Permittee address discharges of wash waters from vehicles and equipment washing facilities by implementing one of the following (Due by July 8, 2011) <ul style="list-style-type: none"> • Self-contain, and haul-off for disposal; • Equip with a clarifier; • Equip with an alternative pre-treatment device; or • Plumb to the sanitary sewer? 	<i>Yes</i>

Comments:

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Integrated Pest Management

County Agency: Watershed Protection District

Integrated Pest Management	
Did the District implement an integrated pest management (IPM) program consistent with Permit? (Due by October 6, 2010)	Yes
Did the District prepare and annual update an inventory of pesticides used by all internal departments, divisions, hired contractors and other operational units? (Due by September 8, 2011)	Yes
Did the District establish standard protocols for routine and non-routine application of pesticide consistent with the permit requirements?	Yes

Comments:

Annual Report Data Summary Sheet

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Storm Drain Maintenance

County Agency: Watershed Protection District

<p>Did the District develop and implement a Storm Drain Maintenance Program that includes (Due by October 6, 2010):</p> <ul style="list-style-type: none"> • Visual monitoring of District-owned open channels and other drainage structures for debris at least annually; • Removal of trash and debris from open channel storm drains a minimum of once per year before the wet season; • Elimination of the discharge of contaminants during MS4 maintenance and clean outs; and • Quantification of the amount of materials removed? 	<p>Yes</p>
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Summary of Maintenance	Amount of facility type in system (miles)	Miles of facilities inspected/cleaned at least once prior to the wet season	Total tons of debris removed (estimate)
Channels / Other Drainage Structures	144	144	115,000
Detention/Retention Basins	56	56	153,341

<p>Comments:</p>

Annual Report Data Summary Sheet

Public Agency Activities July 1, 2023 - June 30, 2024

Trash Management

County Agency: Watershed Protection District

Do the District have trash receptacles, or equivalent trash capturing devices in areas subject to high trash generation within its jurisdiction? (Due by July 8, 2011)	Yes
Were trash receptacles cleaned out and maintained as necessary to prevent trash overflow?	Yes
Did the District provide additional trash management practices in areas defined as Priority A? (Due by July 8, 2012)	
How many trash excluders have been installed to date?	7
Did the District implement alternative or enhanced BMPs instead of trash excluders?	
Did District require appropriate measures for any event in the public right of way or wherever it is foreseeable that substantial quantities of trash and litter may be generated? <ul style="list-style-type: none"> • Proper management of trash and litter generated • Arrangement for temporary screens to be placed on catch basins • Arrangement that trash is removed after the event 	

Briefly describe what your agency has done to identify high trash areas and manage trash and litter from those areas.
To capture and remove trash from VCPWA-WP facilities, the following BMPs were installed: 1) One trash rack at Mirror Lake Drain in Oak View, CA, 2) One traveling screen system at the Port Hueneme Pump Station, and 3) Three trash booms upstream of Victoria Ave in Oxnard West Drain; To meet RS/BW Trash TMDL, two basins were retrofitted to capture trash from County Unincorporated areas: 1) Las Posas Detention Basin, and 2) Ramona Detention Basin.

Briefly describe what additional trash management your agency has done within Priority A areas (if any). Need to demonstrate equivalent trash removal if trash excluders were not installed.
See above; District completed a number of trash cleanouts due to homeless encampments in response to public complaints

Briefly describe what your agency has done to manage trash and litter from public events:
Not applicable

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Spills and Emergency Response

County Agency: Watershed Protection District

Were there any emergencies that caused the District to invoke Emergency Procedures Self-Waiver?	N/A
Were self-waivers reported to the Regional Board?	N/A

Summary of Emergency Procedures	
Date Emergency Procedures invoked	Description

Comments: