

Regional MS4 Permit

Administrative Draft

Tentative Order No. R9-2012-0011

Regional Water Quality Control Board
San Diego Region

**Restore and maintain the physical, chemical,
and biological integrity of the Nation's waters**

Improve and protect water quality

An effective permit is required for water quality improvement and protection

Effectively prohibit non-storm water discharges
into storm sewers

Require controls to reduce the discharge of pollutants
in storm water to the maximum extent practicable

Restore and maintain the physical, chemical, and
biological integrity of receiving waters

Actions

Measure or count “beans”



Does not track progress or measure improvement

Focusing on actions has not been effective

Outcomes

Actions

Track progress toward goals and measure improvements



Focus on desired outcomes for actions to become effective

Strategic

①

Adaptive

②

Synergistic

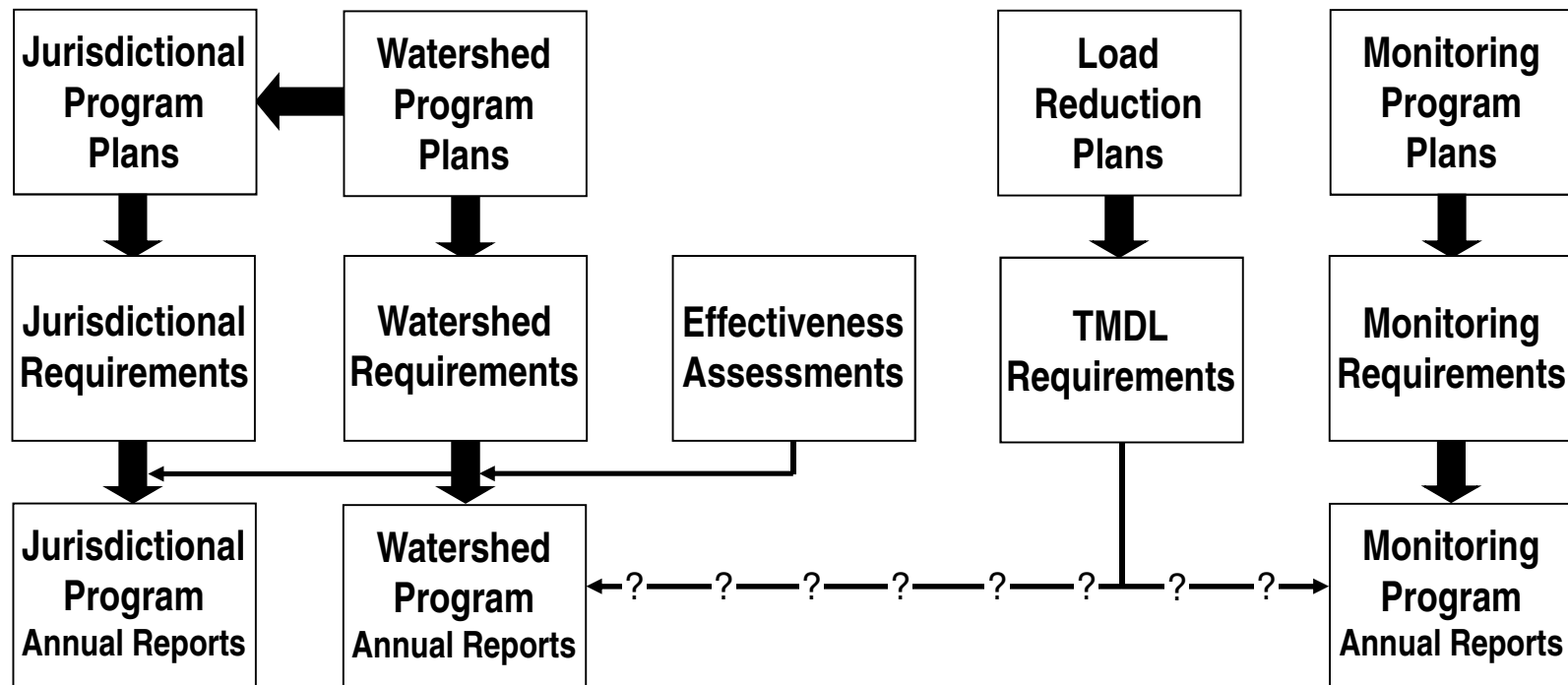
③

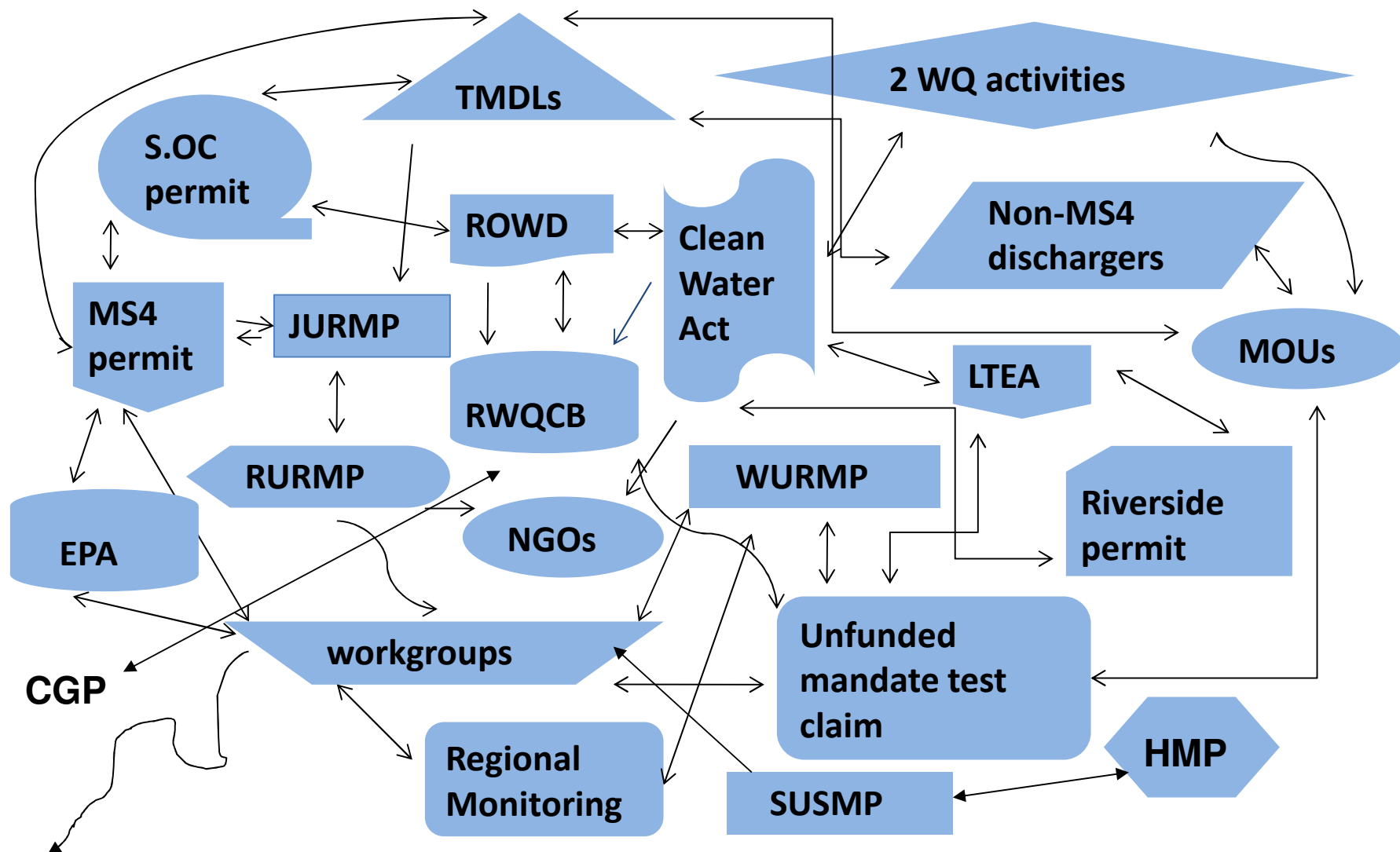
Strategic 1

Have a plan to achieve the desired outcome

What is the plan?

What is the desired outcome?



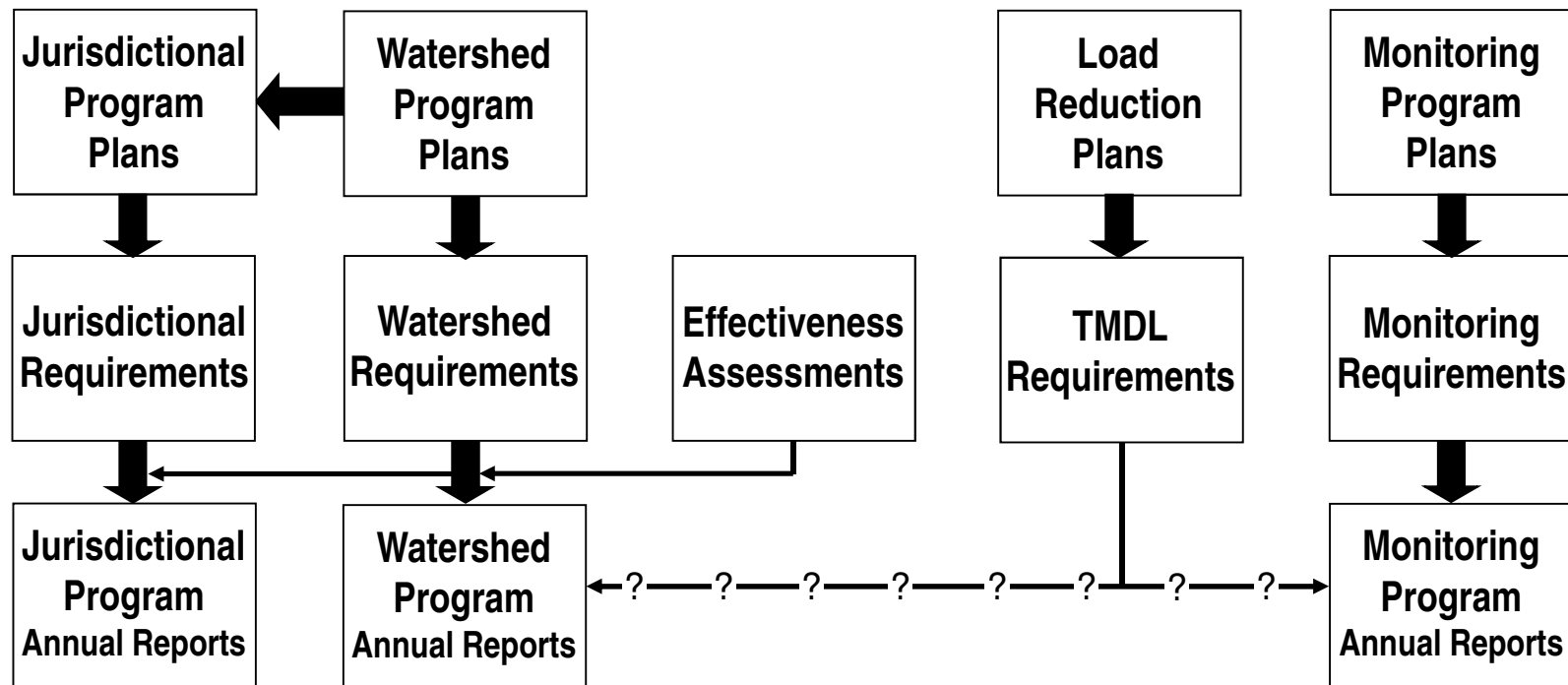


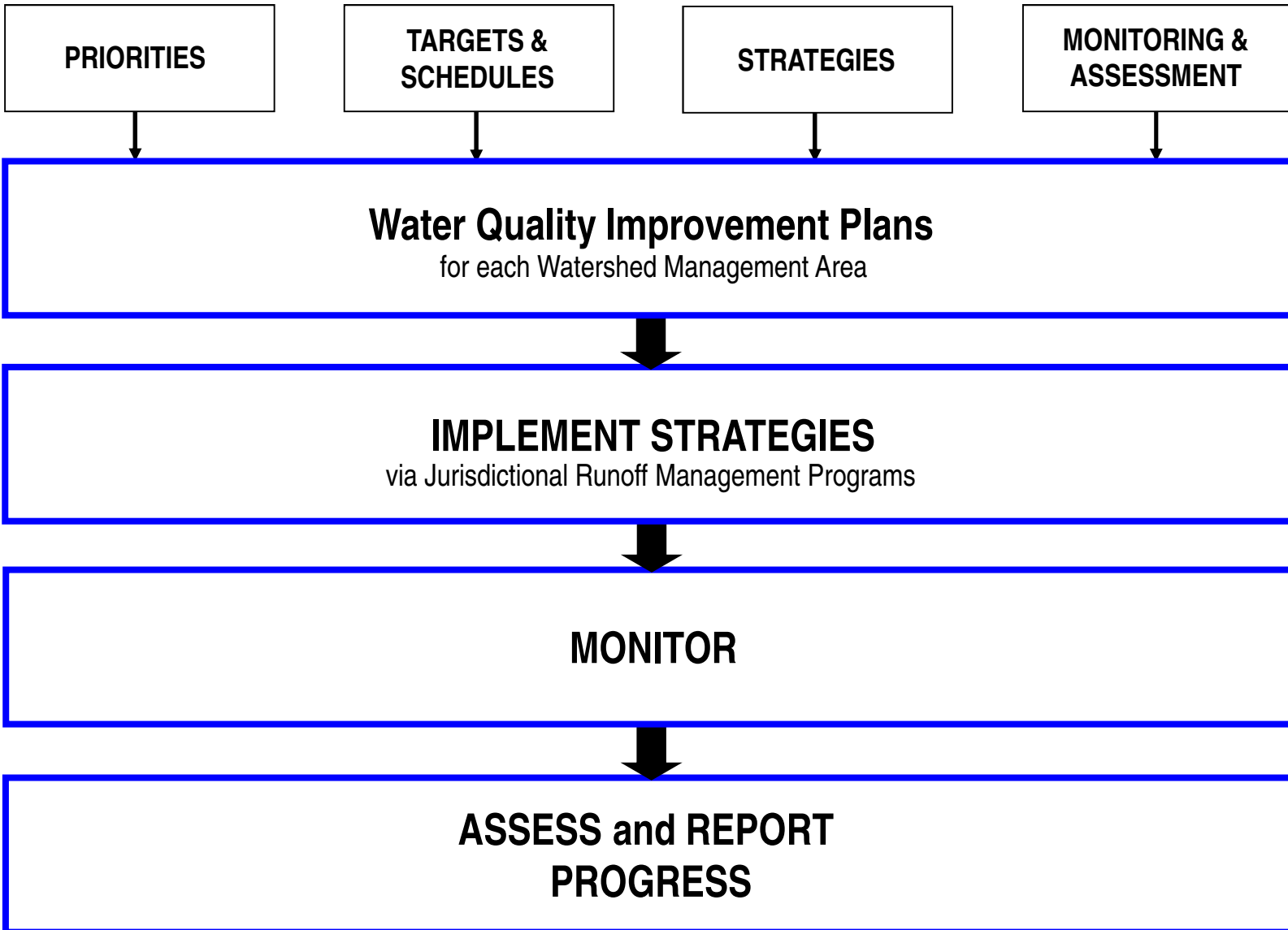
Resources

Priorities

**Progress
?**



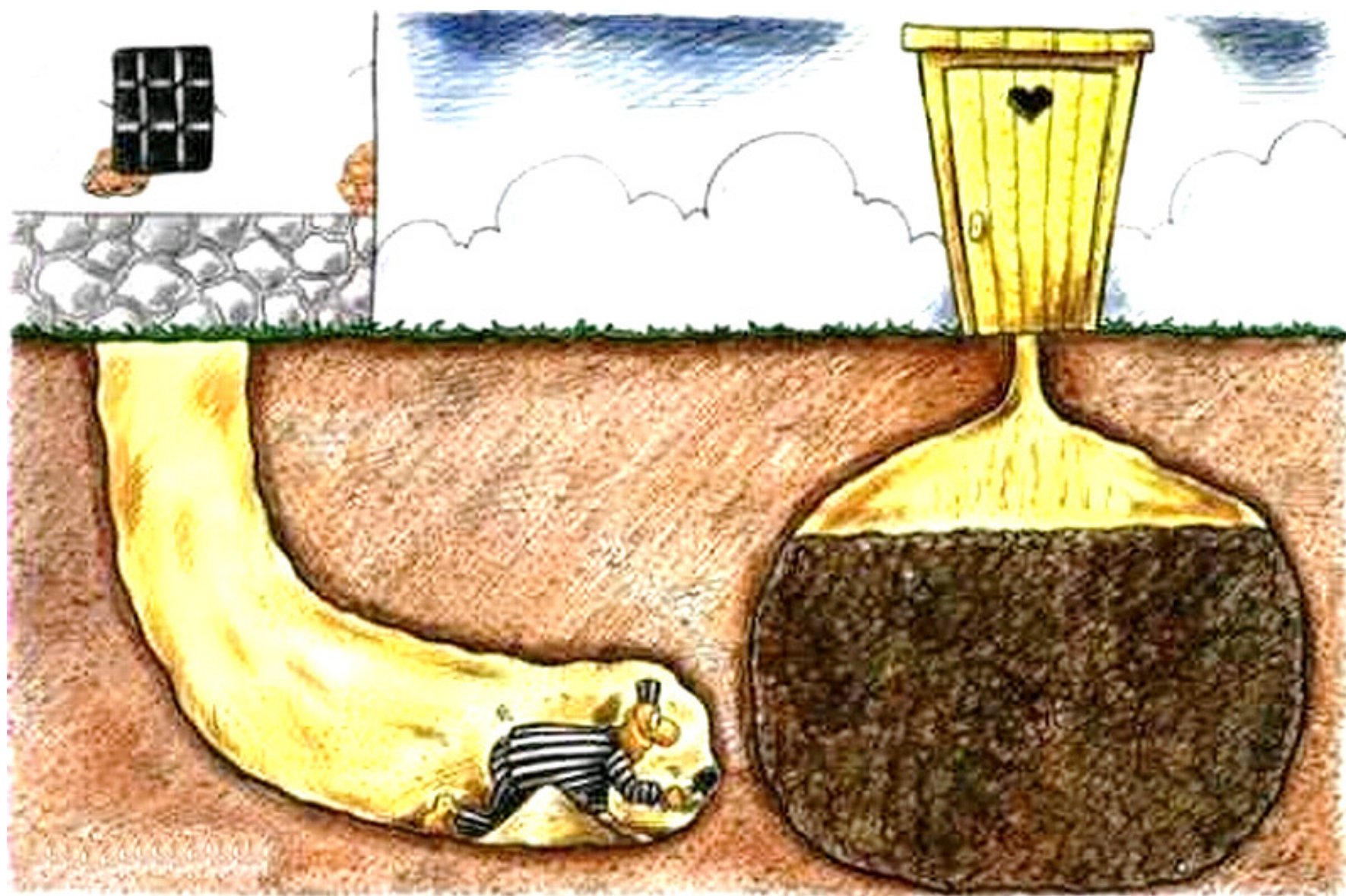




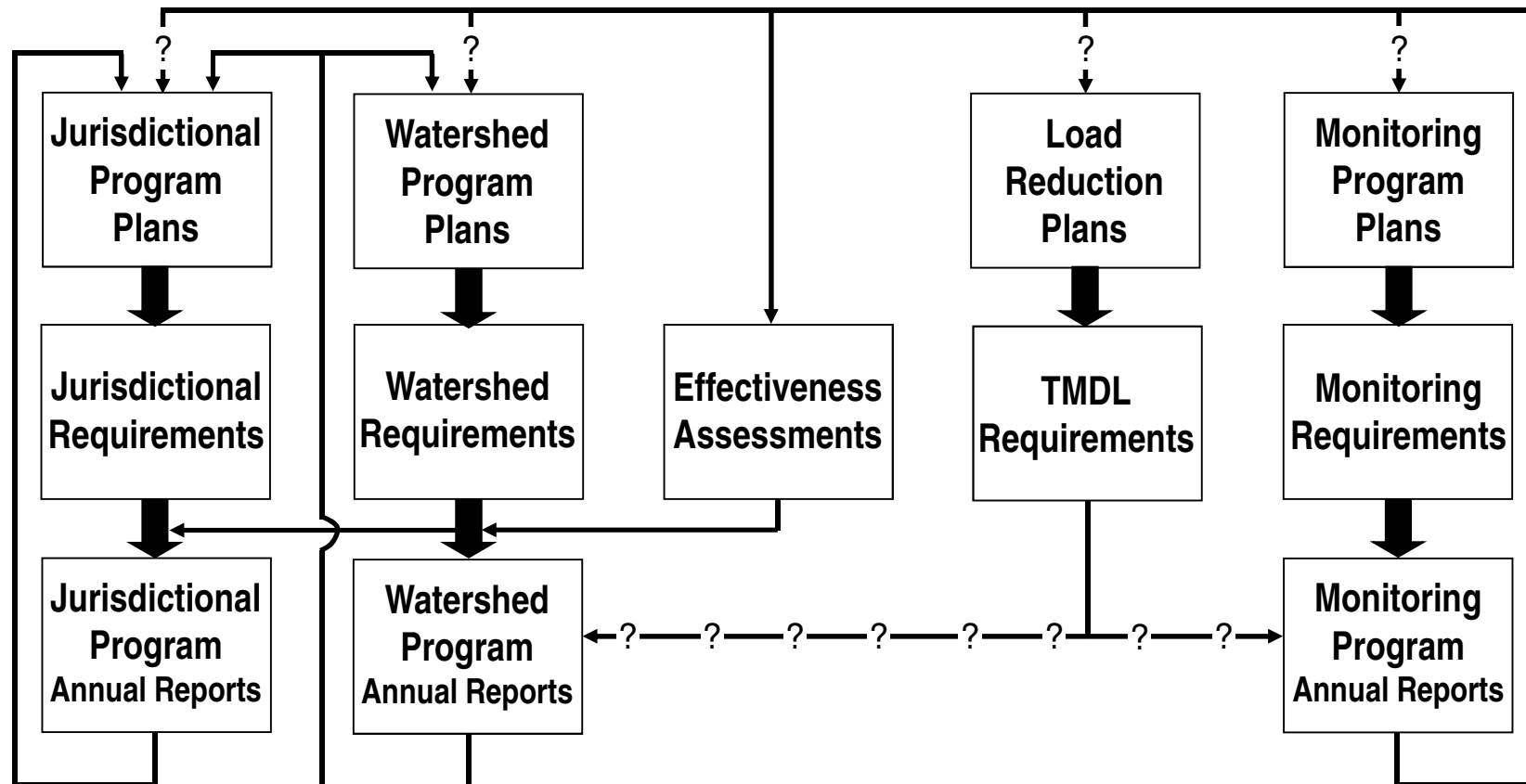
Adaptive

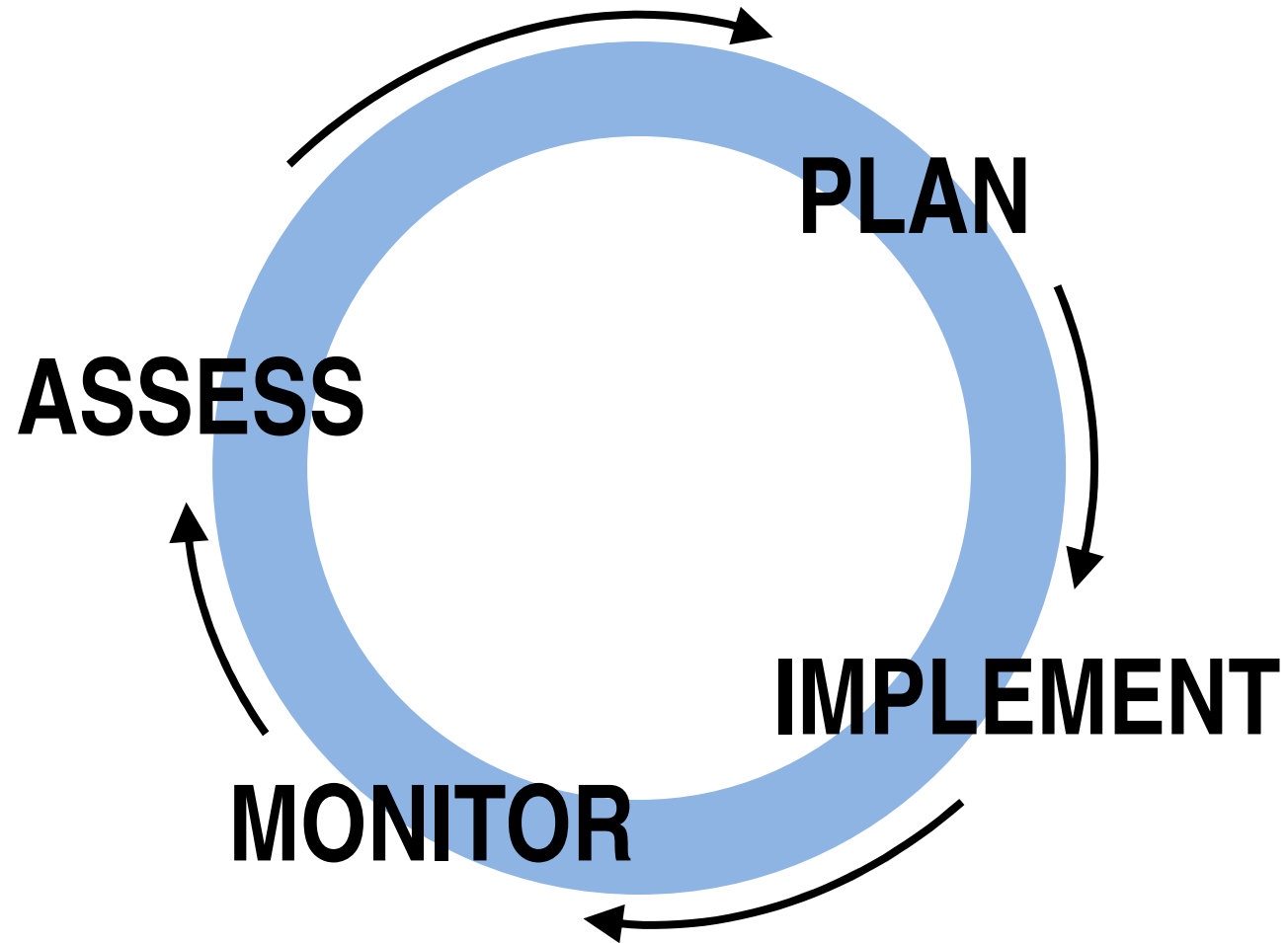
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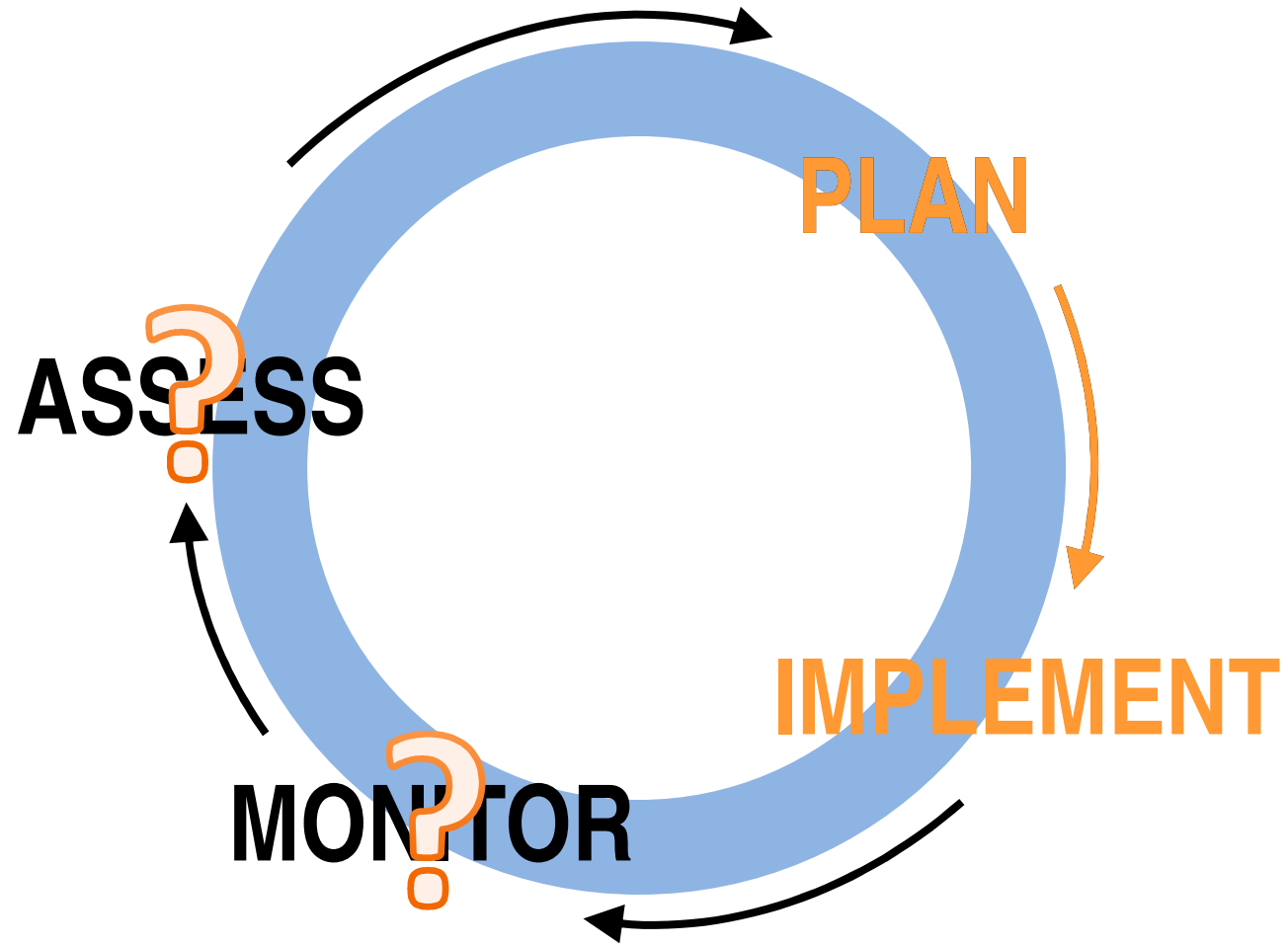
Modify the plan, when needed,
to achieve the desired outcomes



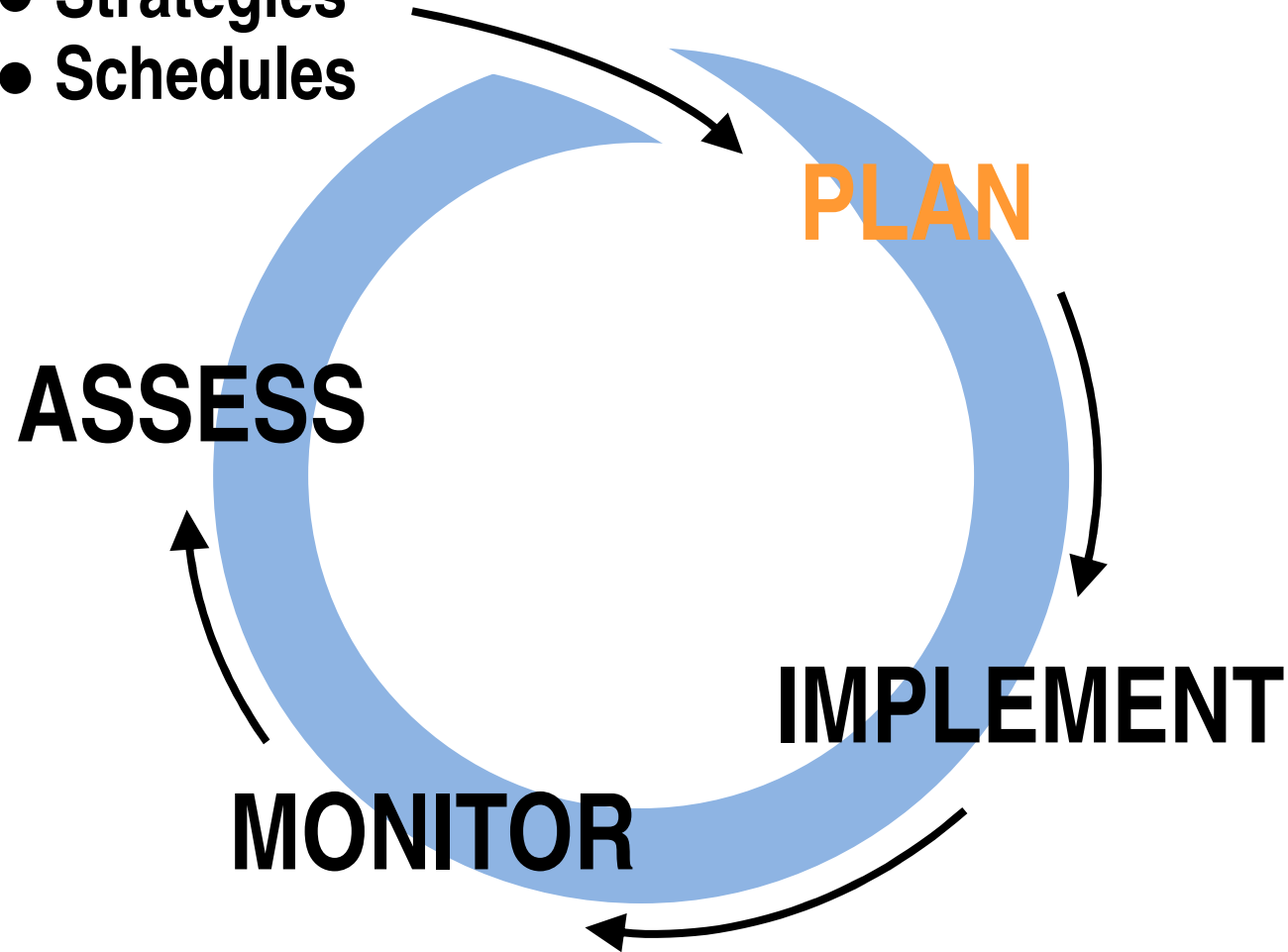
What is supposed to be modified?



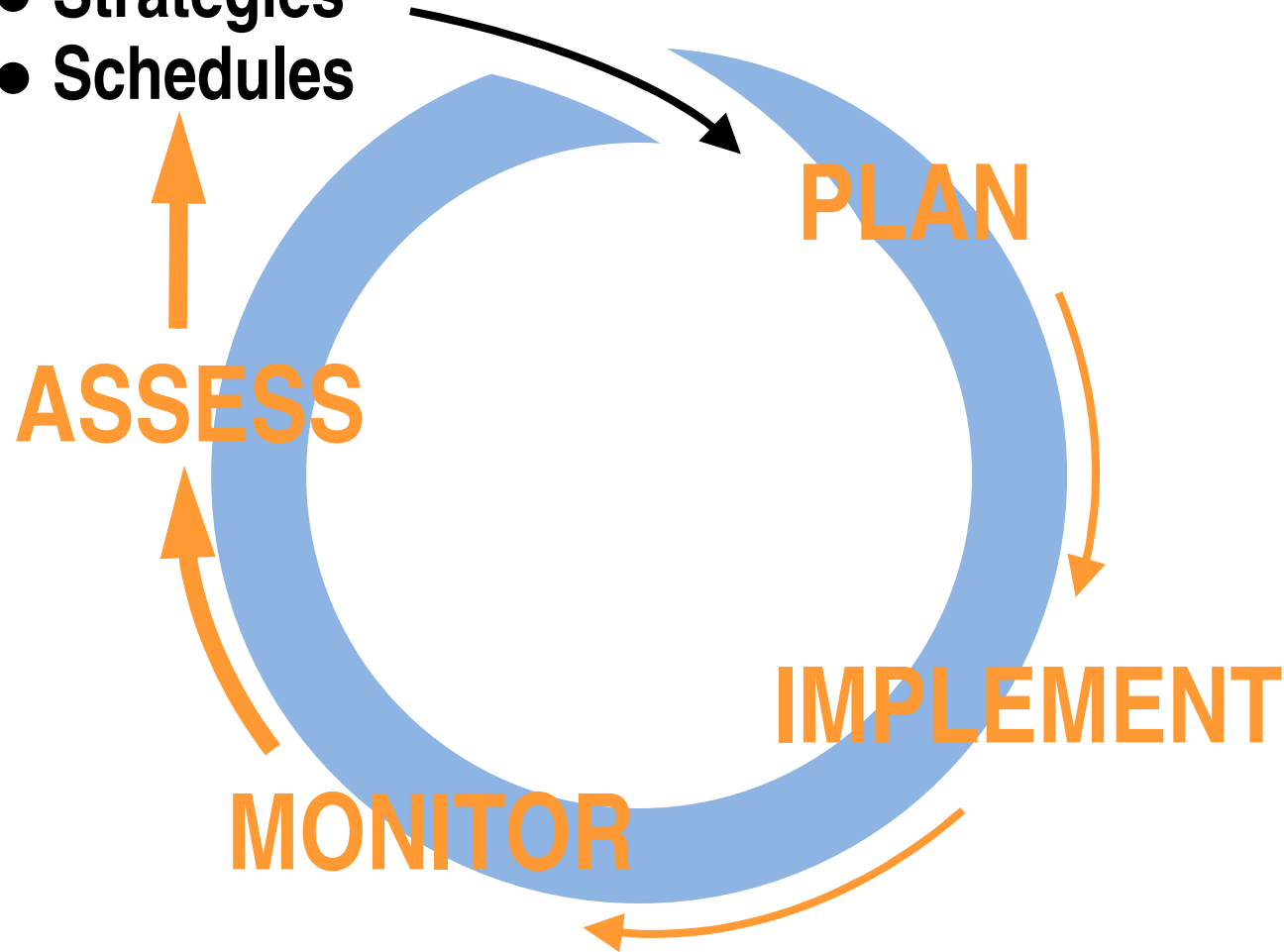




- Data / Findings
- Priorities / Targets / Desired Outcomes
- Strategies
- Schedules




- **Data / Findings**
- **Priorities / Targets / Desired Outcomes**
- **Strategies**
- **Schedules**



Synergistic

3

Combine efforts and resources to increase the effectiveness of the plan toward achieving the desired outcomes



Non-Storm Water
Storm Water Pollutants
Receiving Water Quality

San Diego County Copermittees

Riverside County Copermittees

Orange County Copermittees





RWQCB

Copermittees

Public

Gov't Agencies

Other

Academia

NGOs

Non-Storm Water
Storm Water Pollutants
Receiving Water Quality

Strategic

1

Adaptive

2

Synergistic

3

The New Paradigm...

Action oriented



Outcome oriented



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biological integrity of receiving waters



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