



UPDATE

WATERSHED
MANAGEMENT INITIATIVE

October 2009

WHO IS WMI?

Initiated in 1996, the Santa Clara Basin Watershed Management Initiative (WMI) is a collaborative, stakeholder driven effort among representatives from regional and local public agencies; civic, environmental, resource conservation and agricultural groups; professional and trade organizations; business and industrial sectors; and the general public. The WMI's role is to serve as a stakeholder forum for watershed initiatives, to facilitate problem-solving processes, and to support and encourage agency actions in the direction of the nine strategic policy objectives identified in the Watershed Action Plan developed by the WMI in 2003.

WMI MISSION

To protect and enhance the watershed, creating a sustainable future for the community and the environment.

CURRENT PRIORITIES

WMI members held a retreat in 2007 to reaffirm our mission and workplan. In 2009, WMI members identified the following priorities:

- Trash
- Product Action
- Stream Goals

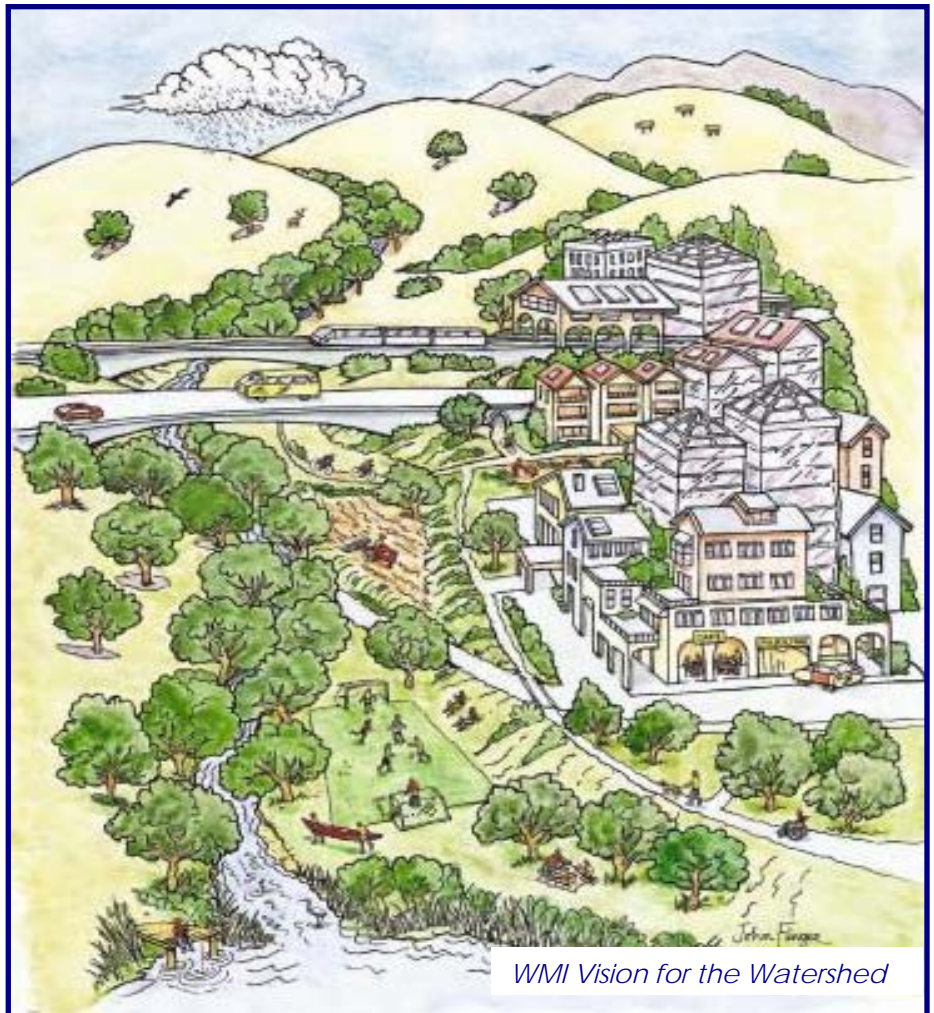
CONTACT WMI -

www.scbwmi.org

Sandra Freitas, WMI Coordinator
408.945.3000

Trish Mulvey, WMI Co-Chair & CLEAN
South Bay

Melody Tovar, WMI Co-chair & City of
San José



WMI Vision for the Watershed

SUBGROUP INFORMATION

Trash

Determines what additional activities or programs are needed to improve the trash situation in Santa Clara County and who could take on those activities. Hosts periodic Trash Summits that bring together interested parties from many organizations working to address trash and litter problems – especially those affecting local creeks. Developing a multi-agency strategy to achieve zero litter in Santa Clara Valley.

Product Action

Promotes, implements, and tracks local agency activities that advance the responsible management and reduction of product-associated waste streams that can affect water quality and watershed health. Encourages local agency involvement in the California Product Stewardship Council and support of relevant legislation that furthers Extended Producer Responsibility (EPR). Collaborates/Coordinates on product “actions” such as reducing single-use shopping bags, pilot pharmaceutical collection programs, and reducing or eliminating agency use of cleaning products containing Triclosan.

Land Use (LUS)

Addresses land use planning issues highlighted in the WMI Watershed Action Plan, which include: compact urban development, low impact development, and riparian setback requirements (<http://www.scbwmi.org/wmi-wap.htm>). Emphasis on training and outreach to land use professionals in public agencies and the private sector.

Watershed Assessment & Monitoring (WAMS)

Works to provide a solid scientific foundation for watershed planning and land use decisions.

Identifies existing data resources, assembles available data, evaluates the quality of existing data, identifies data gaps, develops and implements strategies for data acquisition and management, and implements data interpretations which will lead to effective planning decisions.

Meets regularly with the Santa Clara Valley Urban Runoff Pollution Prevention Program Monitoring Group.

POTW Discussion Forum

Fosters regional collaboration among the three South Bay wastewater treatment plants, and coordinates other issues of shared interest that are not part of the permitting process.

Reviews National Pollutant Discharge Elimination System (NPDES) permit issues and works toward consensus issuance of those permits.

Emerging Contaminants (ECS)

Develops technical information and recommendations on issues associated with pollutants just starting to be recognized as potentially problematic, for example pharmaceuticals, anti-bacterial agents, personal care products, and other low-level contaminants now being found in surface waters. In 2008, the workgroup joined forces with the Emerging Contaminants Workgroup of the Regional Monitoring Program managed by the San Francisco Estuary Institute.

Watershed Education & Outreach (WEO)

A collaborative effort with SCVURPPP with three goals: to change specific behaviors that negatively impact storm water quality, to increase the understanding and appreciation of creeks and the Bay, and to encourage people to become stewards of their watersheds. WE&O manages the Watershed Watch Campaign, which uses media, events, partnerships with local businesses, and the MyWatershedWatch.org Web site to educate people about their role in watershed protection and suggests changes to their routines which will benefit water quality and the watershed.

WMI SIGNATORIES

PUBLIC AGENCIES

California Department of Fish & Game
City of Cupertino
City of Palo Alto
City of San Jose
City of Santa Clara
City of Sunnyvale
Guadalupe-Coyote Resource Conservation District
San Francisco Bay Regional Water Quality Control Board
San Francisquito Creek Joint Powers Authority
Santa Clara County
Santa Clara County Open Space Authority
Santa Clara Valley Transportation Authority
Santa Clara Valley Urban Runoff Pollution Prevention Program
Santa Clara Valley Water District
US Army Corps of Engineers
US Environmental Protection Agency
USDA Natural Resource Conservation Service

BUSINESS/TRADE ASSOCIATIONS

California Restaurant Association/Dairy Belle Freeze
Home Builders Association of Northern California
San Jose Silicon Valley Chamber of Commerce
Santa Clara County Cattlemen's Association
Santa Clara County Farm Bureau
Silicon Valley Manufacturing Group

ENVIRONMENTAL AND CIVIC GROUPS

Audubon Society, Santa Clara Valley Chapter
CLEAN South Bay
Greenbelt Alliance
Leagues of Women Voters of Santa Clara County
Salmon and Steelhead Restoration Group
San Francisco Bay Bird Observatory
San Francisquito Watershed Council
Sierra Club, Loma Prieta Chapter
Silicon Valley Pollution Prevention Center
Silicon Valley Toxics Coalition
Western Waters Canoe Club

