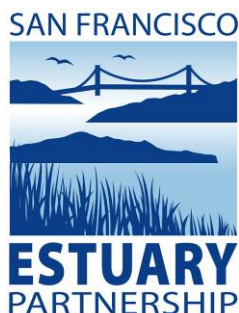


SAN FRANCISCO ESTUARY PARTNERSHIP
Implementation Committee Meeting
Wednesday, March 7, 2012, 9:30 a.m. – 12:30 p.m.
1515 Clay Street, 2nd Floor, Room 10, Oakland, CA

AGENDA

- 1. Introductions; Approval of 11/2/11 Meeting Summary** *Attachment 1*
9:30 *Tom Mumley, IC Chair* **Action**
- 2. Public Comments**
9:40 Any member of the public may address the IC on any matter regarding implementation of the Comprehensive Conservation and Management Plan (CCMP). Time is limited to three minutes. Written comments are also accepted.
- 3. Director's Report** *Attachment 2*
9:45 *Judy Kelly, Director*
- 4. SFEP Activities**
10:00
 - a. Developing a Watershed Program for the Partnership – *Caitlin Sweeney*
 - b. Estuary News Revamp – *Ariel Rubissow-Okamoto*
 - c. Bay Water Quality Improvement Fund RFIP projects discussion – *all*
 - d. Review, approve SFEP Draft Workplan 2012-2013 *Attachment 6*
Action
 - e. Affirm IC Chair and Vice-Chair for May 2012-May 2014 *Attachment 3*
Action
 - f. Endorse S. 97 and H.R. 3034 (San Francisco Bay Restoration Act) *Attachment 4*
Action
- 11:00 **BREAK**
- 5. Programs, Ideas, and Priorities from IC Members**
11:15 Baylands Habitat Goals update – *Letitia Grenier, Ca. Coastal Conservancy*
Pacific Marine and Estuarine Fish Habitat Partnership – *Korie Schaeffer, NMFS*
Joint Venture Monitoring and Evaluation Plan – *Beth Huning, SF Bay Joint Venture*
- 6. Agenda Items for May 23, 2012 – Review IC 2012 Road Map** *Attachment 5*
12:20 **Announcements** **Action**
- 7. Adjourn**
12:30



**SAN FRANCISCO ESTUARY PARTNERSHIP
Implementation Committee Meeting**

November 2, 2011, 9:30 a.m. – 12:30 p.m.
ABAG Metro Center, 101 8th Street, Oakland, CA

DRAFT MEETING SUMMARY

1. Introductions

Tom Mumley, Chair of the Implementation Committee, called the meeting to order at 9:35 am with a welcome and round of introductions. The Meeting Summary for August 24, 2011 was approved. There were no questions on the Agenda.

2. Public Comments

There were no public comments.

3. Director's Report

Judy Kelly, Director, highlighted items from the Director's Report. A very successful State of the Estuary Conference was held in September, the highlight of which was the release of the *2011 State of the Bay* Report.

Staff continues to support the San Francisco Bay Restoration Authority but given the current economic climate, the Authority has decided not to go forward with a ballot measure in 2012 but lay groundwork for a measure in the 2014-2016 timeframe.

The SFEP trash capture demonstration project has over \$1 million of devices in the ground with 66 cities and counties under contract to install devices.

Judy introduced Caitlin Sweeney who will head the new Watershed Program at SFEP.

Judy noted there was a meeting in October of the Association of National Estuary Programs (ANEP) in Santa Monica. A robust dialogue between the California NEPs and other West Coast programs occurred.

The San Francisco Bay bill was reintroduced in the House and Senate. Other items of interest in the report included information on the America's Cup and press on the State of the Estuary Conference. Judy highlighted a new item, our Grant Opportunities Database, which is included as Attachment #2. Attachment #3 included proposed IC meeting dates for 2012.

4. SFEP Activities

4a. SOE Conference and Feedback

The conference attracted over 700 registered attendees and 140 posters. The conference committee plans to convene a post-conference debriefing on what worked and compile recommendations for improvement. Travis offered the Josh Collins phrase, "Make Way for the Bay" as the conference theme. Jaime Kooser stated data sharing should be the message for the next conference. Leo Winternitz was impressed by staff follow-up. Alex Westhoff noticed a shift to planning and policy from strictly science. Tom Mumley stated the goal of SOE was always to bridge management and

science. Judy stated the goal for SFEP is to bring the estuary together; the *State of the Bay* Report did not include the Delta strictly because of funding reasons. Travis offered that the reception at the Aquarium seemed oddly disjointed from the conference. He stated not having it would not have compromised the success of the conference.

It was noted the Exploratorium is moving to a Bay site (Pier 15), to open in Spring 2013. The new location will facilitate new water quality monitoring and a Bay observatory as part of the Exploratorium offerings. It was suggested that SFEP connect with Dave Shoelhammer at USGS regarding partnership opportunities.

Amy Hutzel thought the morning of the first day was excellent. She felt some mention of the Cosco Busan settlement should have been made. Also she noted the USFWS tidal marsh recovery plan was not mentioned. She felt SFEP should survey the agencies to find out what's going on currently and highlight these items. SFEP should put out feelers to cover important breaking news issues and they should be included at the conference.

4b. State of the Bay Report: Next Steps

The plan is to keep improving the indicators, and to have a rational, defensible suite of health indicators. Indicators rest on data, and we will protect and maintain data as well as derive new sets of data. The report also needs to spell out Action Plans, i.e. key needs to support CCMP implementation. One point: how does SFEP bring the Delta/Bay back together to express the health of the system? It was suggested that there could be some integration with SFEI's Pulse reports (Bay and Delta) and State of the Birds reports. How do we maximize the report as an educational tool? We are sending to elected officials. How can we best use to move public policy forward?

Harry Seraydarian stated the report should be used with the IRWMP. The IRWMP Plan is being updated for a water resource focus. This overlaps with the performance measures laid out in the report. Judy should schedule a presentation to the IRWMP Coordination Committee. He believes the plan should include more emphasis on habitat restoration as it is updated. Also in the update will be an increased emphasis on climate change, emissions, and adaptation. Kennedy/Jenks and PWA are consulting on the plan update.

Rainer Hoenicke noted the Independent Science Board of the Delta Stewardship Council is reinvigorating thinking on indicators. There should be some integrative reporting. Leo Winternitz stated the BDCP has specific biological goals and objectives that will serve as a pathway to indicators. He felt we should not wait to integrate with them. The ramifications include political decisions. It was offered to form an Ad Hoc Committee to consider work on an integration model. There followed more discussion on outreach possibilities for the report (SPUR, Water Quality Subcommittee of BACWA, public spaces, Commonwealth Club forums).

Amy Hutzel stated we need to identify key things: What are we asking for? What are the key messages: Increased flows to the Bay? Funding for restoration? She felt a series of meetings with key legislators is necessary.

Tom Mumley noted there will be huge costs for municipal infrastructure improvements, such as wastewater and stormwater facilities. Arthur Feinstein said the Joint Venture is looking into acquiring uplands for wetland creep. Tom noted the tributary watersheds need attention also. Tom noted the major challenge includes funding for enhancing/expanding the indicators, and to add watersheds and the Delta.

Judy stated she was drafting a piece on what's next and will include these other suggestions.

Marc Holmes stated there should be a line item in the budget for funding. Also establish a program and seek additional funds.

4c. IC Intentions 2012: Road Map

Judy directed members to Attachment 4, which lays out a plan for the next two meetings and requested members provide feedback and additional ideas.

4d. Nominations, IC Chair and Vice-Chair for May 2012-May 2013

Barbara Salzman nominated Tom Mumley to be Chair, and Amy Hutzler for Vice Chair. Arthur Feinstein seconded the motion. Judy reminded the group of the revised Operating Procedures, which state that one of the two positions must be held by Water Board staff. There was discussion of the value of adding local government representation to the IC, which can be taken up in the future as needed. It was moved and seconded by Will Travis and Rainer Hoenicke to establish a Nominating Committee with the charge to expand membership and nominate more individuals for the Chair/Vice Chair positions. The motion was approved. The Nominating Committee will be formed next Fall when the Chair and Vice Chair positions again become available.

5. Programs from IC Members

5a. USFWS: Coastal Program-John Klochak

John stated that the Bay program is one of 22 programs in the U.S. The area covered is primarily the Joint Venture area and he had \$100,000-\$200,000 in grants for FY11-12. His focus is on measured goals for programs over five years. His primary focus for two-thirds of the funded work is the Marin/San Mateo coastal area. Selected projects included watershed based planning and restoration studies. Seven projects were funded this fiscal year. Because the funding amounts are relatively low, he doesn't require proposals but funds through informal partnerships and cooperative agreements. He provided a small sponsorship for the SOE conference and funded two restoration projects, development of three strategies, and two sensitive species studies.

5b. California Estuaries Portal: State Water Board-John Marshack

John gave a presentation on the State Board's water quality portal (www.CalWaterQuality.net) established by the California Water Quality Monitoring Council in response to Senate Bill 1070 to coordinate water quality monitoring among organizations and make monitoring data available to the public and decision makers. The site includes both water quality data and ecosystem monitoring data. There is also a California Comprehensive Monitoring Strategy that was developed. (www.waterboards.ca.gov/mywaterquality/monitoring_council)

Barbara Salzman requested that the presentation be sent out to IC Members.

5c. America's Cup Activities: Brad Benson-Port of San Francisco

Brad gave a presentation on status of activities related to America's Cup. They are presently in the middle of CEQA and starting NEPA. CCSF will be the host and venue. There is an AC Event Authority for landside activities; an AC Race Management Committee for waterside activities; and the AC Organizing Committee, a non-profit in charge of fund raising. The Coast Guard is in charge of vessel traffic on the Bay. In August 2012 there will be a Challenger's series. This includes 9-10 challengers vying to compete to take on the Oracle boat in the AC. The CEQA effort has cost around \$5 million. Certification is targeted for November-December. Over 2000 comments on the document were received. Spectator areas are targeted for Marina Green and Piers 27-29. There will be a cruise terminal in 2012 and an AC village in 2013. Piers 30-32 south of the Bay Bridge will be the AC team areas for competing boats.

5d. King Tides Initiative: Marina Psaros-SF Bay NERR

King tides are extreme high tides, projected for December and January this year. They can show us what impacts might occur as sea levels rise due to climate change. She noted there is a flickr community at www.californiakingtides.org for uploading photos and encouraged members to take and upload photos.

6. Agenda Items for March 7, 2012 IC Meeting/Announcements

Suggestions for topics at the next meeting include: Road Map for IC (Critical items for IC in next 12 months), Nominating Committee, and Update of Bayland Habitat Goals Report by BAECCC (Bay Area Ecosystem Climate Change Consortium). Other ideas are welcomed—send Judy an email.

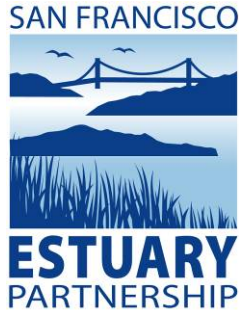
The meeting was adjourned at 12:32 pm.

SFEP IC Meeting Attendees

Alyson Aquino	USDA
Carol Arnold	Contra Costa RCD
Amy Chastain	BACWA
Arthur Feinstein	Citizens Committee to Complete the Refuge
Rainer Hoenicke	SFEI
Marc Holmes	The Bay Institute
Beth Huning	SF Bay Joint Venture
Amy Hutzell	State Coastal Conservancy
Tom Kendall	US Army COE
John Klochak	US FWS
Barbara Kondylis	Solano County
Jaime Kooser	SF Bay NERR
Tom Mumley	San Francisco Bay Water Board
Michael Perrone	DWR
Marina Psaros	SF Bay NERR
Barbara Salzman	Marin Audubon
Harry Seraydarian	NBWA
Korie Schaeffer	NOAA, NMFS
Will Travis	BCDC
Luisa Valiela	US EPA, Region 9
Alex Westhoff	Delta Protection Commission
Leo Winternitz	The Nature Conservancy
Erica Yelensky	US EPA, Region 9
Vanessa Young	Bay Planning Coalition

SFEP Staff

Judy Kelly	Janet Cox
Athena Honore	Caitlin Sweeney
Jennifer Krebs	
Jesse Mills	
James Muller	
Paula Trigueros	



DIRECTOR'S REPORT

March 7, 2012

Staff Milestones

Arrivals: The Partnership gained several staff members: Welcome to Caitlin Sweeney, who joined us in November 2011 just after the last Director's Report went out. She will be developing and managing a new Watershed Program for SFEP, working closely with the Water Board and watershed groups. Prior to joining SFEP, Caitlin was at BCDC for 12 years, culminating as Deputy Director. She recently took off a year, living with her family in Costa Rica.

We also welcome Jesse Mills, who has joined SFEP as an employee after two years of contract work. Jesse is working on ARRA trash capture project, and also provides mapping/GIS support.

Welcome also to Josh Bradt, who joined us in February to manage the San Pablo Avenue Stormwater Spine project to establish a series of LID projects along the transit corridor through several East Bay cities. Josh most recently served as Watershed Planner for City of Berkeley, and prior to that had been with Urban Creeks Council both as Executive Director and as a project manager, as well as working as a Watershed Specialist for the Contra Costa County Clean Water Program.

Congratulations to James Muller, who has recently completed his Masters in Environmental Management from University of San Francisco. James completed a thesis project on environmental impacts of mountaintop removal in southern West Virginia.

Departures: Xavier Fernandez has transitioned to the Regional Water Board and will be working in their Watershed division. Xavier had been working for SFEP as a permit writer for the SFPUC and managing several SFEP contracts. Elina Coulter, our part-time Grants Assistant, has gone to work in the field of children's music. We wish both Xavier and Elina all the best.

SFEP's Annual Migration to Washington, D.C.

Caitlin Sweeney and I traveled to Washington, D.C., to meet with our Bay Area delegation and provide them an annual briefing about the Partnership, its accomplishments, and needs in our region. We took along copies of our Highlights of the Partnership's work in 2011, which is included in this packet. While in D.C., we attended a meeting held by EPA to provide insight into current budgetary and programmatic priorities for the Office of Water and Watersheds, share successes and lessons learned from NEPs' work throughout the country, and highlight climate change-related activities and opportunities.

Also included in this packet is a new two-page summary of the State of the Bay report. A second State of the Bay piece will focus on the flows issue.

2012-13 Workplan: New Procedure

A draft of the 2012-2013 workplan is included in this packet. There is a change in timing this year, as EPA headquarters has moved up the date when the workplan needs to be submitted, to March 15. We will discuss the workplan at the March meeting, note any changes suggested, and Tom and I will ask the committee for tentative approval at that time. We will submit the workplan to EPA per their required schedule, and will bring back a final version of the workplan to the IC in May.

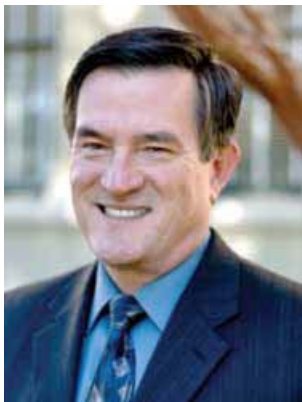
New Contracts Received

- \$30,000 IRWMP Planning Grant, for outreach

Grant Opportunities

See the packet for a list of upcoming grant opportunities from our database. To suggest new opportunities for inclusion in this database, please contact Paula Trigueros (ptrigueros@waterboards.ca.gov).

Changes in the IC Membership



Please welcome incoming ABAG President Mark Luce, Supervisor to Napa County since 1996. Mark will be replacing Mayor Mark Green as the ABAG representative to the IC. A word about Mark's experience: he chaired ABAG's Hazardous Waste committee that developed the Green Business program, and worked for the Chevron Research Company, where he served as a senior environmental engineer focusing on preventing pollution, managing hazardous waste, and remediating contaminated sites, until 2006 when he dedicated himself full-time to public service.

Supervisor Luce will replace Mayor Mark Green on the IC. We thank Mayor Green for his service to the IC, and for the insight he brought about municipal and constituent priorities.

We're pleased that though IC member Melody Tovar has transitioned from the City of San Jose to become the City of Sunnyvale's Regulatory Program Division Manager, she will still be the IC representative for the Santa Clara Basin Watershed Management Initiative.

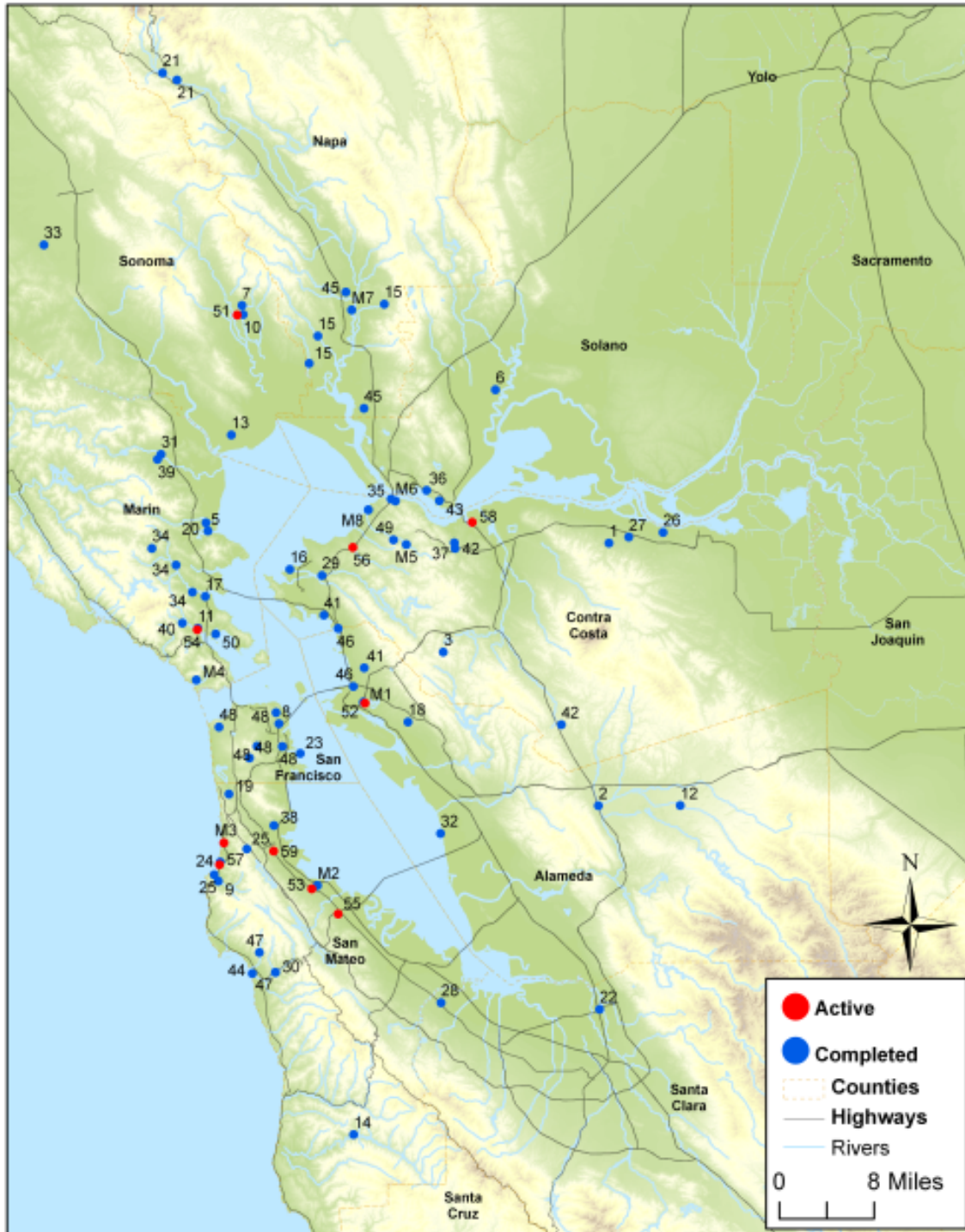
Will Travis has retired from BCDC and is now serving as the senior advisor to the Joint Policy Committee (comprised of BCDC, MTC, ABAG, and the BAAQMD). We hope that he will continue to be part of the IC in his new role with the JPC.

Water Quality

Supplemental Environmental Projects (SEPs)

We created a new map of current and completed SEP projects from 2000 to the present, and assessed trends in projects. Projects worth \$8.3 million were completed over the past decade. The median project value has increased from under \$50,000 (2000- 2009) to almost \$300,000 (2010-present). There are a number of private lateral improvement projects among the active SEPs, due to a wave of enforcement against sewerage agencies for overflows. Other potential types of projects include restoration and conversion to LID. SFEP maintains a list of potential SEP projects and assists with matchmaking between projects and potential SEP opportunities. To get a project added to the potential project list, contact Athena Honore, ahonore@waterboards.ca.gov.

Active and Completed Supplemental Environmental Projects 2000-2012 Region 2 - San Francisco Bay



San Francisco Estuary Partnership - January 2012

Boater Outreach and Education

Staff wrote and published three articles for statewide publications and an Emeryville newsletter. Staff also worked with six different marinas, DBW and our contractor, BayGreen, to hold a Honeypot Day in the Bay. Forty-five boaters participated, 37 boats were pumped out, and 635 gallons of sewage was removed. Staff were active at the California Association of Harbormasters and Port Captains annual training conference and presented program information at the Northern California Clean Boating Network meeting. Approximately 45 industry stakeholders including harbormasters, yacht club Commodore's, industry reps, state agency staff, and interested public attended.

Aquatic Invasive Species – BMPs for America's Cup

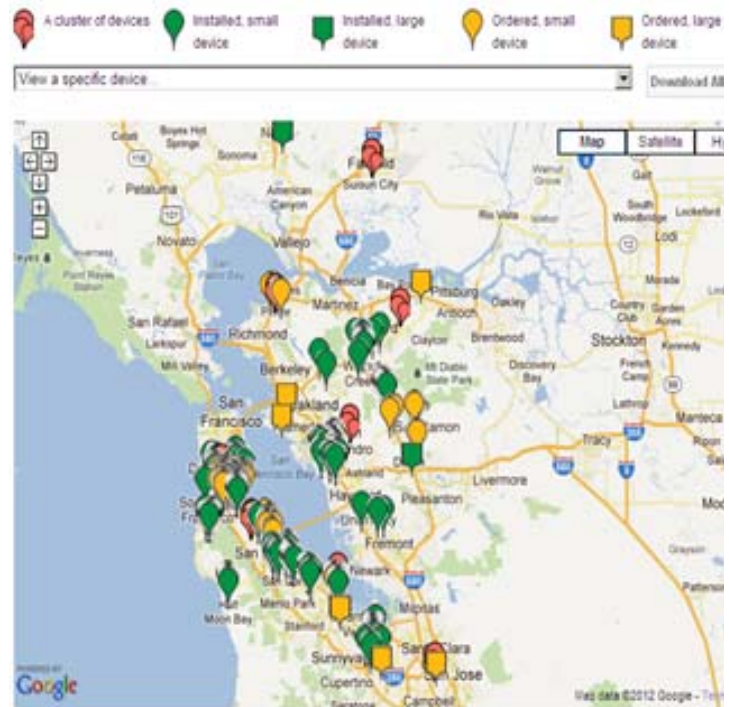
Karen McDowell served on the America's Cup Invasive Species Task Force to help develop BMP's to mitigate the risk of introduction and spread of aquatic invasive species (AIS) into and out of the San Francisco Estuary. The BMPs are currently posted on the Water Board's web site under the 401 Water Quality Certification Program, 34th America's Cup Supplemental Information Package No. 5 (http://www.swrcb.ca.gov/sanfranciscobay/water_issues/hot_topics/AC34/12-02-11/InvasiveSpecies.pdf). The permit is still under review, but the invasive species BMPs are expected to be accepted with minor modifications. Under the proposed permit requirements, the Event Authority and the City agreed to develop a Boater Pledge Program to incentivize boaters to review and comply with the AIS guidelines and other clean boating initiatives. Boaters signing onto this pledge will receive an AC34 flag to display on their boat.

Bay Area-wide Trash Capture Demonstration Project

The project continues to work with local municipalities to purchase and install trash capture devices. The project's Trash Tracker website, shown here, tracks the extent of devices installed or ordered (image as of February 6, 2012).

Communications

The December issue of ESTUARY NEWS contains a summary of the 2011 State of the Estuary conference, thanks to managing editor Ariel Rubissow-Okamoto and writer Joe Eaton, who attended the sessions and wrote up concise summaries. The issue is posted at www.sfestuary.org/pages/newsletter.php.



Upcoming Grant Opportunities

Future Due Dates and Continuous Cycle Grants

Sorted by due date with the earliest dates first. Grants with a continuous cycle are grouped at the end.

American Rivers

American Rivers NOAA

URL <http://www.americanrivers.org/our-work/restoring-rivers/dams/background/noaa-grants-program.html>

PDF

ID 68	Updated: 2/10/2012	Ceiling \$100,000.00	Due Date: 12/1/2011
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Coastal Impact Assistance Program (CIAP) for Non-Construction

U.S. Department of the Interior

URL <http://resources.ca.gov/ocean/CIAP.html>

PDF

ID 92	Updated: 11/14/2011	Ceiling \$4,000,000.00	Due Date: 12/31/2011
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Coastal Impact Assistance Program (CIAP) for Construction

U.S. Department of the Interior Bureau of Ocean Energy Management, Regulation,

URL <http://www.federalgrants.com/Coastal-Impact-Assistance-Program-CIAP-for-Construction-California-Recipient>

PDF

ID 91	Updated: 2/10/2012	Ceiling \$4,000,000.00	Due Date: 12/31/2011
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Bring Back the Natives Grant Program 2012

National Fish and Wildlife Foundation

URL http://www.nfwf.org/AM/Template.cfm?Section=Charter_Programs_List&TEMPLATE=/CM/ContentDisplay.cf

PDF

ID 73	Updated: 2/10/2012	Ceiling \$150,000.00	Due Date: 1/20/2012
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National Estuarine Research Reserve System

National Oceanic and Atmospheric Administration

URL <http://www.nerrs.noaa.gov/RCDefault.aspx?ID=612>

PDF http://www.nerrs.noaa.gov/Doc/PDF/Science/NSC_2011RFP_preprop.pdf

ID 46	Updated: 2/10/2012	Ceiling \$900,000.00	Due Date: 1/31/2012
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Pest Management Alliance Grants Program

URL <http://www.cdpr.ca.gov/dprgrants.htm>

PDF http://www.cdpr.ca.gov/docs/pestmgt/grants/2011-12_solicitation.pdf

ID 94	Updated: 2/10/2012	Ceiling \$0.00	Due Date: 2/6/2012
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Thursday, February 16, 2012

Wetlands Reserve Program**URL** <http://www.nrcs.usda.gov/programs/wrp/>**PDF****ID** 116 **Updated:** 7/27/2011 **Ceiling** \$0.00 **Due Date:** 2/10/2012

Sustainable Communities Planning Grant 2012

Strategic Growth Council

URL http://www.sgc.ca.gov/planning_grants.html**PDF** <http://www.sgc.ca.gov/meetings/20111102/pgip-guidelines-2011.pdf>**ID** 4 **Updated:** 11/14/2011 **Ceiling** \$1,000,000.00 **Due Date:** 2/15/2012

Environmental Engineering program

National Science Foundation

URL http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=501029**PDF****ID** 90 **Updated:** 9/26/2011 **Ceiling** \$110,000.00 **Due Date:** 2/17/2012

Environmental Sustainability

National Science Foundation

URL**PDF****ID** 122 **Updated:** 10/12/2011 **Ceiling** \$0.00 **Due Date:** 2/17/2012

Nature Restoration Trust

National Fish and Wildlife Foundation Pacific Gas & Electric

URL http://www.nfwf.org/AM/Template.cfm?Section=Charter_Programs_List&Template=/TaggedPage/TaggedPag**PDF****ID** 100 **Updated:** 2/10/2012 **Ceiling** \$110,000.00 **Due Date:** 2/29/2012

Wetland Program Development Grants 2012

Environmental Protection Agency Region 9

URL <http://www.epa.gov/region09/funding/wetlands.html>**PDF****ID** 9 **Updated:** 2/10/2012 **Ceiling** \$350,000.00 **Due Date:** 3/15/2012

Fisheries Restoration Grant Program

California Department of Fish and Game Wildlife and Fisheries Division Fisheries B

URL <http://www.dfg.ca.gov/fish/Administration/Grants/FRGP/GrantProcess.asp>**PDF****ID** 57 **Updated:** 2/10/2012 **Ceiling** \$0.00 **Due Date:** 3/30/2012

Thursday, February 16, 2012

Coastal Program at San Francisco Bay

U.S. Department of the Interior Fish and Wildlife Service

URL http://www.fws.gov/sacramento/cp/cp_coastal-prog.htm**PDF****ID** 59 Updated: 9/26/2011 Ceiling \$50,000.00 Due Date: 12/31/2012

Clean Water State Revolving Fund Program (CWSRF)

State Water Resources Control Board

URL http://www.swrcb.ca.gov/water_issues/programs/grants_loans/srf/**PDF** http://www.swrcb.ca.gov/water_issues/programs/grants_loans/srf/docs/forms/app_w_instrctns.pdf**ID** 38 Updated: 2/10/2012 Ceiling \$300,000,000.00 Due Date:

Clean Beaches Initiative (Prop 84)

State Water Resources Control Board

URL http://www.swrcb.ca.gov/water_issues/programs/beaches/cbi_projects/index.shtml**PDF****ID** 34 Updated: 2/10/2012 Ceiling \$0.00 Due Date:

Ocean Protection Council Grants

Ocean Protection Council

URL <http://www.opc.ca.gov/category/funding-opportunities/>**PDF****ID** 33 Updated: 2/10/2012 Ceiling \$0.00 Due Date:

Army Corps of Engineers - Sections 1135 & 206

Army Corps of Engineers

URL http://www.spn.usace.army.mil/propose_corps_project/index.html**PDF****ID** 21 Updated: 9/22/2010 Ceiling \$0.00 Due Date:

Aquatic Ecosystem Restoration (CAP Section 206)

Army Corps of Engineers

URL http://cfpub.epa.gov/fedfund/program.cfm?prog_num=104, <http://www.nae.usace.army.mil/pseries/206.htm>**PDF** <http://www.efc.unc.edu/training/2010/GAWPStormwaterAndWatershed/EcosystemRestoration.pdf>**ID** 70 Updated: 2/10/2012 Ceiling \$5,000,000.00 Due Date:

Beneficial Uses of Dredged Material (CAP Section 204)

Army Corps of Engineers

URL**PDF** http://www.floridaleagueofcities.com/Assets/Files/Grants%20Book%202010/US_Army_Corps_of_Engineers_**ID** 72 Updated: 7/27/2011 Ceiling \$18,000,000.00 Due Date:

To: SFEP Implementation Committee (IC)

From: Judy Kelly, Director, and Thomas Mumley, Chair

Date: March 7, 2012

Re: Affirmation of Chair and Vice-Chair for 2012-2014 terms at March 7 meeting

As you recall, at the May 25, 2011, meeting, the IC discussed a set of Draft Revisions to the IC Operating Procedure. At the August 24, 2011, meeting, the IC moved to accept changes including

- Adding a Vice-Chair position to support the Chair
- Clarifying that at least one of the Chair and Vice-Chair shall be a staff member of the Regional Water Board
- Establishing two-year terms for the Chair and Vice-Chair (2012-14, 2014-16, etc.)
- Establishing a schedule for the rotation of Chair:
 - Nominations at the last meeting of odd-numbered years (i.e. November 2011)
 - Selection of the Chair and Vice-Chair at the first meeting of even-numbered years (i.e. March 2012)
 - New terms begin at the second meeting of even-numbered years (i.e. May 2012).

At the November 2, 2011, meeting, Tom Mumley and Amy Hutzler were nominated for Chair and Vice-Chair.

We will ask the IC to affirm Tom and Amy in these roles at the March meeting. They would step into their new roles at the May 2012 meeting for a two-year term. A new selection process will begin at the last meeting of 2013.

The Honorable Dianne Feinstein
331 Hart Senate Office Building
Washington, D.C. 20510

Dear Senator Feinstein:

On behalf of the San Francisco Estuary Partnership's Implementation Committee, I write to thank you for your effort to increase federal resources to improve the health of the San Francisco Bay and estuary and to strongly support S. 97, the San Francisco Bay Restoration Act.

Funds authorized through the San Francisco Bay Restoration Act will enhance the work of the U.S. Environmental Protection Agency and San Francisco Estuary Partnership to protect, restore and enhance the San Francisco Bay, an estuary of national significance. The San Francisco Bay is the largest estuary on the West Coast of North America and the engine of commerce, quality of life, and habitat values for a region of over 7.5 million people.

We are grateful for your leadership in recognizing the need to improve water quality, restore critical habitat, and adapt to climate change in San Francisco Bay with additional funding.

As you are aware, the region is fortunate to have in place well-developed, science-based plans, agencies, and collaborative structures to improve the Bay's health, but more resources for implementation are essential in the crucial decade ahead. The San Francisco Bay Restoration Act would provide significant additional capacity to improve the Bay, building efficiently on elements already in place.

Once again, we thank you for your long leadership in this effort and Senator Boxer for her support of this critical measure.

Sincerely,

Tom Mumley, Chair, Implementation Committee
Amy Hutzel, Vice-Chair, Implementation Committee

The Honorable Jackie Speier
State Capitol, Room 313
Sacramento, CA 95814

Dear Representative Speier:

On behalf of the San Francisco Estuary Partnership's Implementation Committee, I write to thank you for your effort to increase federal resources to improve the health of the San Francisco Bay and estuary and to strongly support H.R. 3034, the San Francisco Bay Restoration Act.

Funds authorized through the San Francisco Bay Restoration Act will enhance the work of the U.S. Environmental Protection Agency and San Francisco Estuary Partnership to protect, restore and enhance the San Francisco Bay, an estuary of national significance. The San Francisco Bay is the largest estuary on the West Coast of North America and the engine of commerce, quality of life, and habitat values for a region of over 7.5 million people.

We are grateful for your leadership in recognizing the need to improve water quality, restore critical habitat, and adapt to climate change in San Francisco Bay with additional funding.

As you are aware, the region is fortunate to have in place well-developed, science-based plans, agencies, and collaborative structures to improve the Bay's health, but more resources for implementation are essential in the crucial decade ahead. The San Francisco Bay Restoration Act would provide significant additional capacity to improve the Bay, building efficiently on elements already in place.

Once again, we thank you for your leadership in this effort and for your support of this critical measure.

Sincerely,

Tom Mumley, Chair, Implementation Committee
Amy Hutzel, Vice-Chair, Implementation Committee

The Honorable Ellen Corbett
State Capitol, Room 313
Sacramento, CA 95814

Dear Senator Corbett:

On behalf of the San Francisco Estuary Partnership's Implementation Committee, I write to thank you for your effort to increase federal resources to improve the health of the San Francisco Bay and estuary and to strongly support Senate Joint Resolution No. 17, to endorse S. 97, the San Francisco Bay Restoration Act.

Funds authorized through the San Francisco Bay Restoration Act will enhance the work of the U.S. Environmental Protection Agency and San Francisco Estuary Partnership to protect, restore and enhance the San Francisco Bay, an estuary of national significance. The San Francisco Bay is the largest estuary on the West Coast of North America and the engine of commerce, quality of life, and habitat values for a region of over 7.5 million people.

We are grateful for your leadership in recognizing the need to improve water quality, restore critical habitat, and adapt to climate change in San Francisco Bay with additional funding.

As you are aware, the region is fortunate to have in place well-developed, science-based plans, agencies, and collaborative structures to improve the Bay's health, but more resources for implementation are essential in the crucial decade ahead. The San Francisco Bay Restoration Act would provide significant additional capacity to improve the Bay, building efficiently on elements already in place.

Once again, we thank you for your leadership in this effort and for your support of this critical measure.

Sincerely,

Tom Mumley, Chair, Implementation Committee
Amy Hutzel, Vice-Chair, Implementation Committee

To: SFEP Implementation Committee (IC)

From: Judy Kelly, Director, and Thomas Mumley, Chair

Date: March 7 2011

Re: IC “Road Map” for 2012 Meetings

Several members of the implementation committee expressed the desire to have a clearer “road map” of what the IC will be doing over the next calendar year: what we will work on together, and what we hope to accomplish as a body. We drafted this document for discussion, as a way to give you an opportunity for input early on into 2012 meetings. With your input, we plan to fill these in with expected agency actions, grant opportunities, potential collaborations, and more.

IC 2012 Road Map

May 23, 2012

- Claire Thorp presentation on NFWF
- Final SFEP Work Plan 2012-2013
- Chair and Vice-Chair new term begins
- Potential in-depth discussions of America’s Cup
- Delta decisions: briefing and discussion on how the IC wants to be involved
- Regional outreach brand update and Action
- Regional, state, and federal funding: SFBRA outlook for 2014/2016
- Standing item: Upcoming known funding opportunities
- Presentation on State of the Birds Report
- Oil Spill response and restoration: Cosco Busan DARP presentation by trustee agencies on what has changed and preparation for response to the next spill
- ...

August 22, 2012

- San Pablo Avenue Stormwater Spine project update
- Standing item: Upcoming known funding opportunities
- ...

November 28, 2012

- Standing item: Upcoming known funding opportunities
- ...

San Francisco Estuary Partnership

State of the Bay 2011 Highlights

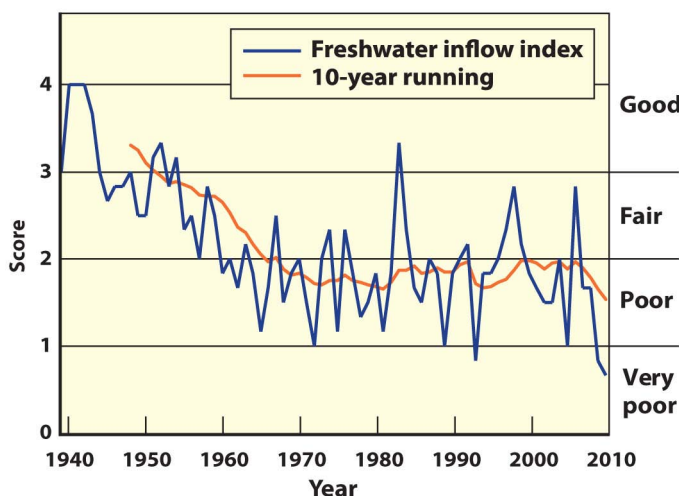
In October 2011, the San Francisco Estuary Partnership released the *State of San Francisco Bay 2011* report that shows both promising and worrisome results.

Less Polluted. The Bay is certainly less polluted than in past decades, thanks to our investment in sewage treatment, improved solid waste handling, and regulation of chemicals like DDT and PCBs. The Bay today is safe for contact recreation and deeply valued by residents and visitors from around the world. Yet many of our remaining pollution problems will be challenging to clean up. Mercury, a legacy from the Gold Rush era, will take decades to resolve. Diffuse sources of pollution, like street runoff, are difficult to control and we continue to release new chemicals into the Bay without first analyzing ecological risk. For example, chemicals such as flame retardants are rising in the Bay, causing concern about future legacy pollutants.

Restoration Showing Results. Thousands of acres of wetlands are being restored around the Bay, and while plant and animal populations take time to respond, we already see native fish and bird species using newly restored marshes. These productive nursery areas should bolster populations in the future. Wetlands also help filter some of the most toxic pollutants coming off our urbanized areas and provide shoreline buffers for tides – a critical function now and as sea levels rise in the future.

Freshwater Flows Critical. The Bay continues to be subjected to low annual freshwater flows as water is diverted from its rivers and the Delta. Our water diversion capacities and practices now result in low freshwater inflows into the Bay even when we are not experiencing drought conditions.

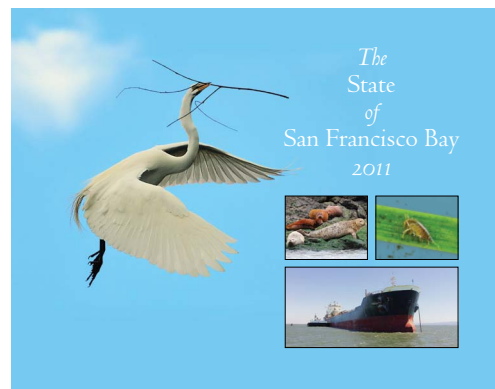
These lowered flows are a factor in the continued decline in fish populations.



The amount and variability of fresh water inflows to the San Francisco Bay declined during the 1950's and 1960's, after large dams were constructed on most of the Bay's tributary rivers. Since then, freshwater inflow conditions have been poor in most years.

"These wetland restoration efforts will likely be viewed in the future as the most visionary flood control projects in the history of the Bay Area," said Andrew Gunther, project leader for the *State of San Francisco Bay 2011*.

The same wetlands will help filter some of the most toxic urban pollutants coming off of the Bay Area's driveways, roads, and parking lots as well.



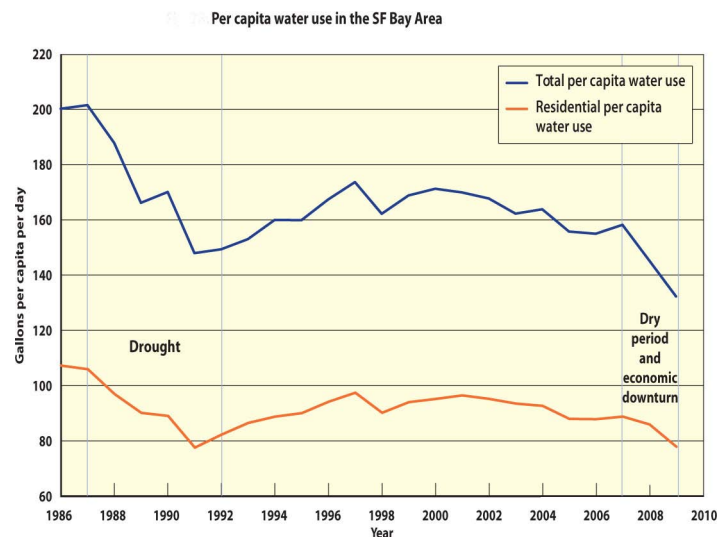
"The inflow of fresh water into the Bay is essential for the Estuary's health," said co-author Christina Swanson, one of the authors of *The State of San Francisco Bay 2011*. "For the past several decades, the Bay has been in a state of chronic drought. Protecting the Bay's ecosystem and recovering its fisheries will require changes in water management in the Bay's tributary rivers and the Delta to increase freshwater flows, particularly during the spring."

Other major findings in the *State of San Francisco Bay 2011*

- Fish abundance and diversity are declining in all regions of the Bay except near the Golden Gate. Fish-eating birds like Brandt's cormorants, egrets, and herons are not finding enough food to feed their young. More wetlands will support a stronger food web for those birds and for fish and other wildlife.
- Shrimp and crab populations are increasing in the Bay, possibly due to improved ocean conditions. However, with less fresh water coming into the Bay, the brackish water habitat of the native San Francisco Bay shrimp is shrinking, and this species is, at best, just holding its own.
- Bird populations like the **dabbling ducks** (pintails, shovelers, and mallards) are already benefitting from restored habitat while **diving ducks** are not faring as well. Some **marsh birds** populations are decreasing due to introduced predators.
- In-Bay spoils deposited in the Bay from dredging of ship channels and ports has greatly decreased, from 10M cu. yds. in 1986 to 1M cu. yds. in 2009. Spoils have been used to help restore the Bay's wetlands.
- San Francisco Bay benefits from the work of volunteers: In 2010, 25,000 citizens cleaned trash and restored creeks and marshes, in the nine Bay Area counties on Coastal Cleanup Day.

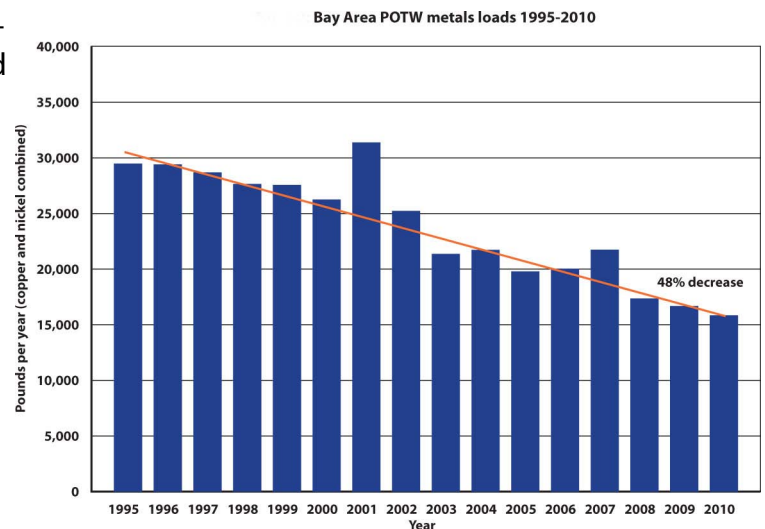


- Per capita residential water use around the Bay has decreased, to less than 80 gallons per day. Use of recycled water has increased in the Bay Area, from 29.1 thousand acre feet in 2001, to 46.1 thousand acre feet in 2010. Water conservation and increased use of recycled water could leave more water in San Francisco Bay tributary rivers—but only without new upstream diversions.



- Between 1995 and 2000, area-wide wastewater treatment plant loads of copper and nickel decreased by 48%.

“While pollutants like heavy metals from wastewater treatment plants have been greatly reduced, urban runoff is still a problem for San Francisco Bay, and legacy pollutants like mercury from Gold Rush days and PCBs continue to accumulate in fish tissue, so people must limit their consumption of certain fish from the Bay.”
Judy Kelly, Director of the San Francisco Estuary Partnership.





GETTING RESULTS:

San Francisco Estuary Partnership 2011 Highlights

In 2011, the San Francisco Estuary Partnership made great progress toward protecting the Estuary and its watersheds. While the Estuary faces many challenges brought about by past practices and new threats, we are confronting these challenges with new strategies and projects, like working with cities to retrofit streets with green stormwater treatment facilities that prevent pollutants and trash from entering the Bay. With our partners, we are working to implement the Comprehensive Conservation and Management Plan, to protect and restore the largest estuary on the West Coast.



Photo by Glenn Nevill.

IMPROVING WATER QUALITY AND WILDLIFE HABITAT IN SAN FRANCISCO BAY



As the first phase of a \$5 million effort to improve stormwater, construction of the El Cerrito Green Streets rain gardens was completed in July 2010. The rain gardens detain and treat stormwater runoff to remove

pesticides, PCBs, mercury, and copper that would otherwise flow into San Francisco Bay. Cuts in the curbs direct stormwater from the street into vegetated basins that treat runoff from 1.23 acres of impervious surface, with an estimated treatment volume-area of 20,700 cubic feet. The plants in the rain gardens filter pollutants, while sediment in the runoff drops out. To evaluate the effectiveness of

pesticides, PCBs, mercury, and copper that would otherwise flow into San Francisco Bay. Cuts in the curbs direct stormwater from the street into vegetated basins that treat runoff

the rain gardens, the San Francisco Estuary Institute will monitor water quality before and after stormwater flows in and through the rain gardens once the vegetation is well-established. This highly-visible, urban retrofit project ties in to the city's federally-funded Streetscape project and will be replicated at several additional sites along the San Pablo corridor.



Stormwater planters are being installed along the East Bay's San Pablo Avenue corridor.



ESTUARY NEWS wins the 2011 Clarion Award



ESTUARY NEWS, heading into its 20th year of publication, won the 2011 Clarion Award for Best Print Newsletter from the Association

of Women in Communications.

Clarion winners represent media companies large and small, leading corporations, small businesses, and nonprofit associations and institutions.

Distributed 18,000 copies of ESTUARY NEWS.

Created 7 new podcasts seen by thousands of viewers across the world.

Distributed 16,000 maps of marina pumpouts to the boating community.

Hosted two honey pot days where boaters had boats pumped out and learned more about bay water quality.



Marsh Magic: Volunteers prepare soil at Bahia. Photo by Jude Stalker

PODCASTS:

Marsh Magic

Picking Off Periwinkles

Taming Mercury

Cleaner Greener Boating

Pump It, Don't Dump It

Trestle Trouble

Cut the Curbs to Claim the Rain



September 2011 State of the San Francisco Estuary Conference

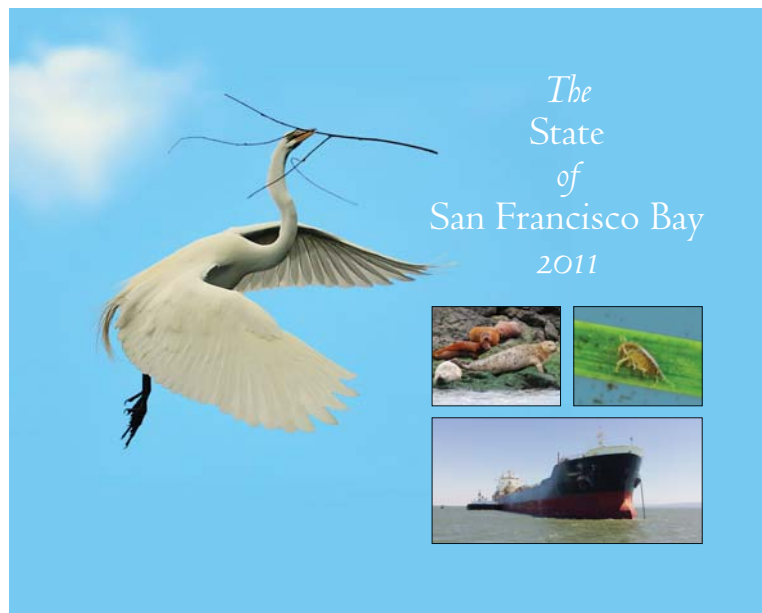
Every two years, the San Francisco Estuary Partnership sponsors a State of the Estuary Conference providing a biennial assessment of the ecological health of the San Francisco Bay-Delta Estuary. The two-day 2011 conference highlighted results from the Partnership's newly released *State of the Bay 2011* Report, the issue of Delta management and freshwater flows, climate change challenges, status of fish and wildlife species, water pollution levels and control mechanisms, and other key issues.

Participants heard from nearly 100 speakers about the projects, methods, and programs at work around the region to improve both the health and our understanding of the estuary. The conference was a great success, attended by over 700

scientists, resource managers, citizens, regulators, local government representatives, and media.

PowerPoint slide presentations are now available for viewing. Videos are also available for the following sessions: "State of the Bay 2011," and "Doing More with Less: Moving Toward Long-term Sustainable Use of Delta and Bay Water." In December, a conference summary was provided in the Estuary Newsletter.

For more information go to:
<http://www.sfestuary.org/soe2011/>



2011 State of the Bay Report

We've given the Bay a licking but it's still ticking," said Andrew Gunther of the Center for Ecosystem Management and Restoration who also served as project leader for the report. "How's the Bay doing? It's slowly returning to a healthy status," he said. After reviewing overall findings for the audience he suggested "The Bay's future is going to be determined by the state of your minds—by your commitment, dedication, and vision."

Another contributor to the report, Josh Collins of the San Francisco Estuary Institute, described his struggle with measures of ecosystem integrity, sustainability, and ecological health, as applied to the Bay. "I know it when I see it, but these terms are a matter of culture, not just science," he said. Collins gave a snapshot of the report's data on the health of tidal environments, and speculated about coming changes. "With sea-level rise, marshes will move upstream and inland. The new challenge will be to make way for the Bay," he said.

Marsh size and structure are also a concern—historic marshes were more diverse, and few large marshes remain. "What can we do to make it better? Make more marshes and make them bigger," he said.

One thing that makes everything better for fish, especially upstream, is more freshwater inflow, according to Tina Swanson of the Natural Resources Defense Council, another contributor to the *State of the Bay Report*.

Dr. Tina Swanson, Natural Resources Defense Council

As a result of declines in freshwater flows over the last 50 years, Dr. Swanson said, the Bay is now experiencing a "chronic drought condition."

"The report's fish index tells us the health of San Francisco Bay varies geographically. The best health is in the lower regions, where the Bay is influenced more by ocean conditions than by freshwater inflow conditions," Swanson concluded.

What have we learned?

Less Polluted.

The Bay is certainly less polluted than in past decades, thanks to our investment in sewage treatment, improved solid waste handling, and regulation of chemicals liked DDT and PCBs.

Restoration Showing Results. Thousands of acres of wetlands are being restored around the Bay, and while plant and animal populations take time to respond, we already see native fish and bird species using newly restored marshes.

Freshwater Flows Critical.

The Bay continues to be subjected to low annual freshwater flows as water is diverted from its rivers and the Delta.

Bay Area-wide Trash Capture Demonstration Project



Trash Capture Device

In October 2009, SFEP was awarded \$5 million in federal stimulus funds (American Recovery and Reinvestment Act of 2009) to support a Bay Area-wide Trash Capture Demonstration project. Nearly 70 Bay Area towns, cities, and counties are participating in the project, and will receive trash capture devices to retrofit existing storm drainage infrastructure. SFEP is facilitating information sharing among municipalities so that all will understand what types of devices work best in different types of locations. The project will track installation and maintenance information and make all of the collected data available to municipal public works staff.

The project assists the partners in their compliance with San Francisco Bay Regional Water Quality Control Board's new stormwater permit for large municipalities.

Eliminated 840 cubic yards of sediment from clogging an important salmon stream, Lagunitas Creek (Marin) by improving roads and culverts.

Inspected 288 pumpout stations at 72 marinas throughout the Estuary; replaced damaged equipment.



Quagga mussels clog a boat's propellers. Photo by National Park Service.

Prevented further spread of mussels in the West by implementing the Quagga-Zebra Mussel Action Plan.

Improved roads and replaced culverts to prevent erosion of 1,795 cubic yards of sediment into the San Geronimo tributary of Lagunitas Creek.

The City of Fremont began installing a tree well system that combines the requirements for full-sized street trees, stormwater treatment, and new NPDES trash capture requirements.

Prevented sediment contamination from rural roads maintenance in fish-bearing streams by training 63 municipal roads staff.

Trained 74 municipal staff in Integrated Pest Management, to reduce pesticide use and minimize impacts to local streams.

Produced the first Bay Area study of PCB levels in caulks in local buildings. Developed a first-in-the-nation model regulatory program to reduce PCBs in stormwater runoff that are generated by demolition of

buildings with PCBs in caulk and sealants.

Led the call for increased protections against pesticide uses in urban areas that cause stream toxicity, culminating in proposed changes to how professionals may apply pesticides.

For the Regional Water Boards-Managed \$1.4 million in Environmental Projects, providing local benefit to offset impacts from sewage spills and other violations of clean water laws.

Co-led a new regionwide collaboration among municipal agencies to unify public outreach messages about wastewater and stormwater pollution under a single "brand". This will increase effectiveness and better engage the public in Bay protection.

Built a 268-foot-long green stormwater treatment swale in inner-city Richmond, Contra Costa County.

Removed a new Bay invader, the aquatic snail, *Littorina littorea*, from 4.3 miles of the Bay, plus 6,000 pounds of invasive plants.

Replanted 40 acres of Bahia Marsh (Marin).

Helped the City of Pinole restore a portion of Pinole Creek adjacent to a walking trail/commute route for Pinole residents wishing to access the downtown shopping areas.

SAN FRANCISCO ESTUARY PARTNERSHIP

FFY 2012-2013 WORK PLAN AND BUDGET

OCTOBER 1, 2012 - SEPTEMBER 30, 2013

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INTRODUCTION

THE SAN FRANCISCO ESTUARY PARTNERSHIP

The San Francisco Estuary Partnership works collaboratively with federal, state, and local agencies to restore and improve the health of the San Francisco Estuary. The Partnership developed and tracks implementation of the Estuary's environmental master planning document, the *Comprehensive Conservation and Management Plan*, (Comprehensive Plan, or CCMP); manages over 50 technical research and restoration projects throughout the greater San Francisco Bay Area; and educates the public about Bay-Delta ecological issues including wetlands, wildlife, aquatic resources, land use, and pollution prevention. We also sponsor scientific conferences and colloquia including the biannual State of the Estuary, and publish reports such as *The State of the Bay* (2011). The work of the Partnership is funded through over 35 different federal, state, and local grants and contracts and supported by the San Francisco Bay Regional Water Quality Control Board, which houses our offices, and the Association of Bay Area Governments, our parent agency.

This work plan implements a cooperative agreement between the U.S. Environmental Protection Agency, the Association of Bay Area Governments, and the San Francisco Bay Regional Water Quality Control Board. It supports the continued implementation of the Comprehensive Plan.

OUR ESTUARY

At 1,600 square miles, the San Francisco Estuary is the largest on the West Coast and drains over 40 percent of California's land area. Extending into the Sacramento-San Joaquin River Delta, the Estuary provides drinking water to nearly two-thirds of the state's population, and supplies irrigation water to four million acres of farmland. Although significantly altered since 1850, the Estuary still supports significant wildlife: About two-thirds of the state's salmon travel through the Estuary as young fish and return to spawn as adults. Almost half of the migratory birds on the Pacific Flyway pass by the Golden Gate or stop in San Francisco Bay's remaining wetlands.

Thanks to the tireless efforts of public agencies and private environmental groups around the Bay, many issues affecting the health of the Estuary are being addressed. Yet much remains to be done. The Estuary has lost more than 90 percent of original tidal wetlands to fill and development since the Gold Rush. Our remaining wetlands serve many important functions, acting as natural pollution filters, trapping sediment, providing flood protection, and offering habitat for fish, shellfish, waterfowl, and other wildlife. Acquisition and restoration of the region's wetlands has long been a top priority among CCMP actions, and the Partnership supports numerous efforts to protect and restore this critical habitat.

Our Estuary, however, is a place where more than nine million people live and work, and so much human activity comes at an environmental cost. Our Bay Area/Sacramento-San Joaquin River Delta economy includes industry, shipping, fishing, farming, and recreation, all of which generate point source and nonpoint source pollution. Water quality is impaired throughout the Estuary's aquatic systems due to legacy pollution, such as PCBs and mercury; and new compounds found in pesticides, fertilizers, industrial processes, and personal care products. Urban runoff, especially challenging, is a significant source of many contaminants, including mercury, PCBs, pathogens, a new generation of pyrethroid pesticides, nutrients, and trash. Introduced, invasive aquatic plant and shellfish species take a toll on the health of the Estuary's ecosystems.

In all estuaries, the amount of fresh water that flows in from upland watersheds defines the quality and quantity of estuarine habitat. Most of the fresh water that flows into the San Francisco Estuary comes from the Sacramento and San Joaquin River basins, which provide more than 90 percent of total inflow in most years. Smaller local streams, principally the Napa and Guadalupe rivers and Alameda, San Francisquito, Coyote, and Sonoma creeks, contribute the balance.

Freshwater flows into the San Francisco Estuary have been greatly altered by upstream dams and water diversions. California's State Water Resources Control Board recently determined that, in order to protect public trust resources in the Sacramento-San Joaquin Delta and the Estuary, 75 percent of runoff from the Sacramento and San Joaquin river watersheds should flow unimpaired out of the Delta and into the estuary. From 2000 to 2009, on average only 52 percent of estimated unimpaired inflow actually flowed into the estuary. How to address the needs of the estuary for additional unpolluted flow is the subject of several major concurrent efforts at the regional and state levels. SFEP will continue to closely track these processes. (See www.sfestuary.org for additional information about the Estuary.)

FUNDING

The Partnership's budget for federal fiscal year 2012-13 is **\$6,471,350** [see detailed budget [Attachment 4](#)]. State and local funds provide approximately 54 percent of the total budget (\$3,504,651) while Federal funds not from the NEP allocation provide approximately 46 percent (\$2,966,699).

Clean Water Act Section 320 Funding. This year's EPA allocation is **\$598,800**, or 9 percent of SFEP's total budget. This amount is included in the federal total above. These highly leveraged National Estuary Project (NEP) funds provide partial support for salary, benefits, and other fixed costs for eight core staff. The work of seven additional staff, funded under agreements with other agencies or entities, also focuses on CCMP implementation and is reflected in this work plan. See staffing and budget details in Attachment 4.

Match Funds. The San Francisco Bay Regional Water Quality Control Board provides grant match for Section 320 funding through in-kind support for office space, computers, phones, mailing, supplies, etc.; this is estimated at **\$550,000** annually. Local agency and Caltrans contracts for technical support related to permit compliance also contribute to the NEP match. Additionally, ABAG provides direct project match as well as in-kind support for financial statements, payable reports, invoicing, and legal assistance.

SFEP consistently leverages NEP funds by amounts ranging from 14:1 (2006) to 21:1 (2008).

This Work Plan implements the 2009 Strategic Plan goals and objectives, which follow.

THE STRATEGIC PLAN: 2009 – 2012 GOALS AND OBJECTIVES

GOAL 1: FOCUS COMPREHENSIVE PLAN IMPLEMENTATION ON FOUR KEY OBJECTIVES

OBJECTIVE 1: Promote integrated watershed stewardship

Integrate projects within key watersheds, from headwaters to bay. Increase health and resilience of watersheds and active partnerships in the region to improve water quality and habitat health.

OBJECTIVE 2: Support Estuary resilience in the face of climate change

Expand the toolbox of watershed protection measures needed under a changing climate regime and provide the necessary baseline information to adaptively manage the health of our waterways.

OBJECTIVE 3: Promote green infrastructure and reduce pollution from stormwater runoff

“Green Infrastructure” improves water quality while providing wildlife habitat and opportunities for outdoor recreation. Practices range from large scale preservation/restoration of natural landscape features to site specific features such as rain gardens, porous pavements, green roofs, flow-through and infiltration planters, trees and tree wells, and rainwater harvesting.

OBJECTIVE 4: Champion the Estuary

Develop and implement a communications program to increase support of SFEP’s Bay protection and restoration activities. Implement communications strategies and campaigns to improve local and regional decision making and increase public awareness resulting in positive behavior change.

GOAL 2: REORGANIZE SFEP FOR GREATER EFFECTIVENESS

The Partnership is well-positioned to implement its historically modest budget. However, in order to support an expanded effort, it is necessary to increase the organization’s budget and program capacity.

OBJECTIVE 5: Reaffirm role of SFEP’s Executive Council

OBJECTIVE 6: Establish a Steering Committee to support SFEP Director

OBJECTIVE 7: Expand participation of local elected officials

OBJECTIVE 8: Update IC decision-making and membership procedures

OBJECTIVE 9: Establish a Science Committee

OBJECTIVE 10: With Friends of the Estuary, establish a Public Outreach Committee

OBJECTIVE 11: Establish a Project Review Committee

OBJECTIVE 12: Assess SFEP staff and organizational capacity, and adjust as needed

OBJECTIVE 13: Use interagency staff partnerships to enhance SFEP staff

GOAL 3: INCREASE FUNDING AND RESOURCES TO SUPPORT SFEP AND ITS PARTNERS TO IMPLEMENT THE COMPREHENSIVE PLAN

A significant source of increased funding for the SFEP in coming years is expected to come from public sources. By expanding our partnership with elected officials, the Partnership can significantly increase its ability to attract public funds in the future.

OBJECTIVE 14: Continue to compete for state and federal grants

OBJECTIVE 15: Continue to support and build new relationships

OBJECTIVE 16: Staff and support the efforts of the new Bay Restoration Authority

OBJECTIVE 17: Actively seek additional funding from philanthropic organizations

OBJECTIVE 18: Expand collaboration with cities, counties, and special districts

OBJECTIVE 19: Provide local government partners with technical assistance

See Attachment 1 for status of Strategic Plan Implementation.

2012-2013 WORKPLAN ELEMENTS: IMPLEMENTING THE STRATEGIC PLAN

SFEP's current workplan continues implementation of the Strategic Plan Goals adopted in 2009. In 2010, in accordance with Goal 2 (calling for SFEP staff review and realignment) SFEP staff organized into 4 working teams: Administration, Land Use/Watersheds, Water Quality, and Communication. This workplan reflects that organization.

I. ADMINISTRATION

In FY 2012-2013 the administrative team will continue to improve the effectiveness of the Partnership's management activities and implement the objectives of **Strategic Plan Goals 2 and 3**.

Objectives: <ul style="list-style-type: none"> Continue to improve overall SFEP program management Expand and improve SFEP committee structure and support Expand funding sources for Partnership implementation efforts Measures of Success: <ul style="list-style-type: none"> Streamlined grants administration Add two new funding sources (i.e., grant or contract providers) to SFEP's suite of funding partners 			
I.A. Ongoing and Completed Administrative Activities			
Action	Activities	Timeline	Resources
I.A.1 Provide overall SFEP program management; contracting, budgets, personnel, scheduling, tracking, reporting, and support to subrecipients and subcontractors, etc.	Actively manage SFEP's 40 grants and contracts	Continuous	§320 funding Appropriate grants and contracts
I.A.2. Provide meeting support for the Steering Committee, Implementation Committee and Executive Council	Schedule meetings of Steering Committee as needed	Continuous	SFEI/ consultant support, §320 funding
I.A.3. Report to EPA on habitat restoration and fund leveraging	Prepare annual report	Quarter 4	§320 funding
I.B New Initiatives for 2012 - 2013			
I.B.1. Complete support for the Science Committee.	Define needed support; execute agreement; establish roles and responsibilities.	Quarter 2	§320 funding
I.B.2 Continue to improve coordination for IC meetings.	Ensure all materials posted; coordinate logistics.	Quarter 1	§320 funding

Action	Activities	Timeline	Resources
I.B.3 Complete analysis and summary of CCMP implementation efforts 1993-2008.	Using the existing database created in 2009, summarize the implementation efforts; document online and with GIS.	Quarter 2	Consultant support <i>\$320 funding</i>

II. LAND USE AND WATERSHED IMPROVEMENTS

The Land Use and Watershed team will continue to implement **Strategic Plan Goal 1, Objectives 1 and 2.**

Program Areas

- A. General Project Management and Implementation**
- B. Creek and Wetland Conservation and Restoration**
- C. Green Streets/Low Impact Development**
- D. Invasive Species**
- E. Regional Sediment Management Planning**

II. A. General Work

Objectives: <ul style="list-style-type: none"> Continue to assess and prioritize ongoing projects Expand skill set of team Integrate outreach into all projects. Measures of Success: <ul style="list-style-type: none"> 40 percent of SFEP projects reviewed as to their environmental efficacy and resource efficiency; reports complete on lessons learned. One training completed by each team member, results shared with team. Outreach materials developed for at least 60 percent of projects 			
Action	Activities	Timeline	Resources
II.A.1. Evaluate ongoing projects in all three program areas (B-D above).	Prioritize projects to be evaluated Assess pros and cons Identify lessons learned	Continuous	<i>\$320 funding</i>
II.A.2. Develop staff and partner skills in all three program areas.	Identify training opportunities	Continuous	<i>\$320 funding</i>
II.A.3. Develop outreach opportunities on projects in all three program areas.	Identify outreach opportunities Implement outreach	Continuous	<i>\$320 funding and appropriate grant funds</i>

II. B. Creek and Wetland Conservation and Restoration

Objectives: <ul style="list-style-type: none"> • Integrate projects within key watersheds, from headwaters to tidal waters • Increase the health and resilience of watersheds • Increase active partnerships in the region to improve water quality and habitat health • Promote healthy wetlands, streams, and watersheds by fostering collaboration among agency and NGO partners working within key watersheds Measures of Success: <ul style="list-style-type: none"> • 200 volunteers working to restore wetland habitat • Planting of 5,000 plants in wetlands or riparian areas such as Bahia Marsh • 20 additional farms implementing fish friendly farming techniques • Report on wetland function-related beneficial uses for State Water Board Wetland Area Protection Policy • Draft report on watershed approach implementation for State Water Board Wetland Area Protection Policy 			
II.B.1 Manage and Implement Current SFEP-led Projects			
Action	Activities	Timeline	Resources
II. B.1.a. Implement a Watershed Program	This new SFEP program will: <ul style="list-style-type: none"> • Assist IRWMP outreach to Disadvantaged Communities watershed groups, the Bay Area Watershed Network and its working groups • Develop online and printed informational resources as needed • Track and report on diverse community-based approaches to watershed • Track and report on types of monitoring approaches being used to document watershed health 	Continuous	Integrated Regional Water Management Plan Implementation Grant <i>\$320 funding</i>
II.B.1.b. Provide Regional Board Stream and Wetland Protection amendments for SF Bay and North Coast Water Quality Control Plans (Basin Plans)	Lead Regional Board development and adoption of Stream and Wetland Protection Basin Plan amendments, and subsequent State Water Board and EPA approval	Continuous	EPA grant funds
II.B.1.c. Statewide Wetland Area Protection Policy.	Continue coordination between State and Regional Board efforts; provide technical support to State Board on key Policy elements	Continuous	EPA grant funds

Action	Activities	Timeline	Resources
II.B.1.d. Statewide Wetland Beneficial Uses.	Develop statewide beneficial use definitions, programmatic guidance for adoption into Regional Water Board Basin Plans, and crosswalk with statewide wetland classification system	Continuous	EPA grant funds
II.B.1.e. Watershed approach implementation.	Develop draft report on incorporating watershed approach in Water Board regulatory programs, including strategies to incentivize and operationalize watershed approach at the local level.	Continuous	EPA grant funds (additional funding may be required)
II.B.1.f. Support the SF Bay Restoration Authority.	Provide ongoing administrative and staff support to the Board of the Restoration Authority as it carries out its mission to find local funding for regional wetland restoration.	Continuous	<i>\$320 funding</i>
II.B.2 Manage and Assist Current Partner-led Implementation Efforts			
II.B.2.a. Projects <ul style="list-style-type: none"> • Bahia Restoration • Chelsea Wetland Restoration Project • Creek Design Curves • Lower Corte Madera Creek Wetlands Adaptation • Pinole Creek Restoration • Stonybrook Creek Bank Stabilization • San Francisco Bay Living Shorelines • Subtidal Habitat Goals Implementation • Stream Management for Landowners • Watershed Scale Map Tools and Shoreline Change Study • Yosemite Slough Wetlands Restoration 	<ul style="list-style-type: none"> • Submit quarterly reports • Perform site visits • Provide administrative support and management for SFEI monitoring efforts • Coordinate sub-recipient activities • Manage contracts for implementation of project-specific actions • Prepare progress and final reports 	Continuous	Appropriate grants San Francisco Bay Water Quality Improvement Fund EPA Wetlands Integrated Regional Water Management Plan (IRWMP) implementation grant

Projects, cont'd <ul style="list-style-type: none"> • Stream Restoration with schools in Disadvantaged Communities of the North Bay (STRAW) • Bay Point Stormwater and Flood Reduction Strategies Pilot Project • Richmond Shoreline and San Pablo Flood Project • San Francisquito Watershed Design Curves • Pescadero Integrated Flood Reduction and Habitat Enhancement Project • SFEI Flood Infrastructure Mapping & Communication Tool 			
II.B.3 Potential New Initiatives			
Action	Activities	Timeline	Resources
II.B.2.a. Evaluate creek mouth restoration projects	<ul style="list-style-type: none"> • Identify and secure funding • Complete regional assessment of creek mouth restoration opportunities • Identify potential partners and projects • Further develop and refine projects 		<i>§320 funding</i> IRWMP implementation grant
II.B.3.b. Augment Yosemite Slough restoration efforts.	<ul style="list-style-type: none"> • Coordinate with State Parks Foundation • Identify how SFEP can contribute – potentially assist with grant applications and communication and monitoring needs • Identify funding needs and secure funding for second phase of restoration 	Dependent on funding	<i>§320 funding</i> Plus new funding

Action	Activities	Timeline	Resources
II.B.3.c. Augment Stonybrook Creek fish passage and fluvial geomorphology restoration	Coordinate with the Alameda County Public Works Agency to identify and secure funding.	Dependent on funding	<i>§320 funding</i> Plus new funding
II.B.3.d. Augment Pinole Creek/Chelsea Wetlands.	<ul style="list-style-type: none"> Identify additional restoration projects in the Pinole Creek/Chelsea Wetlands watershed Identify and secure funding 	Dependent on funding	<i>§320 funding</i> Plus new funding
II.B.3.e. Develop and implement training program for Water Board regions, re: implementation of the State Board's Wetland Area Protection Policy	Identify and secure funding to develop training materials and technical support documents to implement the State Water Board Wetland Area Protection Policy at the regional level.	Dependent on new funding	Needs funding
II.B.3.f. Promote stream and wetland protection policies to local government	Identify and secure funding to develop local implementation tools such as stream protection ordinances and general plan language to foster stream protection at the local level	Dependent on new funding	Needs funding
II.B.3.g. Develop general Waste Discharge Requirements for specific activities related to State and Regional Water Board wetland protection policies.	<p>Identify and secure funding to develop draft general WDR templates for restoration projects and grazing activities.</p> <p>Templates may include draft general WDRs, preliminary CEQA analysis, and/or other supporting documents.</p>	Dependent on new funding	Needs funding

II.C. Green Infrastructure/Low Impact Development

Objective: Develop and implement well-designed and effective green infrastructure projects to reduce stormwater pollution throughout the region

Measures of Success:

- Sponsor three tours for municipal employees/elected officials to promote the benefits of green infrastructure – highlighting our LID efforts.
- Hold an ABAG-sponsored event for local governments on ways to overcome barriers and implement green infrastructure projects.

II.C.1. Manage and Implement Current SFEP-led Implementation Efforts			
Action	Activities	Timeline	Resources
II.C.1.a. Design and implement the San Pablo Avenue Green Stormwater Spine	Hire designer, work with cities, begin construction of spine, and conduct outreach.	Continuous	IRWMP implementation grant SF BayWater Quality Improvement Fund (EPA) Caltrans Cities
II.C.1.b. Continue to staff LID Leadership Group	Continue to work with and enhance support for the SFEP/ABAG LID (low impact development) Leadership Group.	Continuous	IRWMP Planning Grant
II.C.1.c. IRWMP planning to facilitate green infrastructure (and multi-benefit project) implementation	Work with the newly created IRWMP subregions and continue to identify ways to increase green infrastructure implementation	Continuous	IRWMP Planning Grant
II.C.1.d. Green infrastructure outreach	<ul style="list-style-type: none"> Organize/host green infrastructure tracks at conferences Collaborate with the California Stormwater Quality Association on updates to LID handbook Review, compile, organize specs/BMPs to make green infrastructure projects easier to bring on line Tie in with Bay Friendly Stakeholder Process 	Continuous	<i>§320 funding</i> Green Infill Funding IRWMP implementation grant
II.C.1.e. Green infrastructure decision-making tool	With LID Leadership Group members, develop tools to assist local governments to decide which environmental solution (green infrastructure, trash capture device...) works best under which situations/conditions.	Continuous	<i>§320 funding</i> IRWMP implementation grant
II.C.1.f. Green infrastructure capacity-building.	Assist local governments with strategizing how to partner and fund green infrastructure projects.	Continuous	IRWMP implementation grant

Action	Activities	Timeline	Resources
II.C.1.g. Update green infrastructure web tools	Add green infrastructure materials to SFEP website; include recent monitoring and evaluation results from current projects.	Continuous	<i>§320 funding</i>
II.C.2. Manage and Assist Current Partner-led Implementation Efforts			
II.C.2.a Projects: <ul style="list-style-type: none"> City of San Francisco Bayview Model Block Greening City of El Cerrito Green Streets City of Fremont Tree Well Filter Monitoring City of Campbell Hacienda Green Street 	<ul style="list-style-type: none"> Quarterly reports Site visits Support and oversee San Francisco Estuary Institute monitoring efforts Manage subrecipients' project implementation contracts Publicize projects Hold tours and forums Prepare final report 	Continuous	SF BayWater Quality Improvement Fund (EPA) IRMWP implementation grant
II.C.3 Potential New Initiatives			
II.c.3.a. Develop homeowners' or municipal building rain garden program	Develop contest and pilot program for homeowners (4 in 2 counties) to implement rain gardens	Dependent on staffing availability	<i>§320 funding</i>
II.C.3.b Develop cost/benefit analysis for green infrastructure projects in Bay Area.	Find and secure funding to hire environmental economist to conduct cost/benefit analysis of regional green infrastructure projects.	Dependent on availability of staffing, funding	<i>§320 funding</i> New funding
II.C.3.c Bay Trail Greening Plan	With Bay Trail staff (Association of Bay Area Governments), Bay Friendly Landscaping (Stopwaste.org), Bay Conservation and Development Commission, develop schematics to implement Green Infrastructure solutions around the Bay Trail	Dependent on availability of staffing, funding	If funded by Strategic Growth Council [request pending]

II.D. Aquatic Invasive Species

Objectives: <ul style="list-style-type: none"> Assist implementation of the California Aquatic Invasive Species Management Plan, and support regional and national Task Forces Work with partners to develop policies and to identify, fund, and implement high priority action items Collaborate with agency and NGO partners on prevention and early detection programs Measures of Success: <ul style="list-style-type: none"> Two policies and/or strategic plans developed Two projects directed towards high-priority action items Facilitate/distribute three different aquatic invasive species awareness, early detection and prevention brochures Formation of rapid response panel 			
II.D.1. Manage and Implement Current SFEP-led Projects			
Action	Activities	Timeline	Resources
II.D.1.a: <ul style="list-style-type: none"> National Aquatic Nuisance Species Task Force Western Regional Panel on Aquatic Nuisance Sp. California Invasive Species Advisory Committee The Marine Invasive Species Program's Tech. Advisory Com Quagga-Zebra Mussel Action Plan Team 	Provide continued staff support to panels and programs.	Continuous	<i>\$320 funding</i> U.S. Fish & Wildlife Service funding
II.D.2. New Program Efforts			
II.D.2.a. Strengthen SFEP's partnership with the Bay Area Early Detection Network	<ul style="list-style-type: none"> Explore program expansion to more wetland and aquatic species 	Continuous through Quarter 2	<i>\$320 funding</i> New funds
II.D.2.b. Expand aquatic invasive species outreach to recreational boaters and the America's Cup attendees	<ul style="list-style-type: none"> Identify partners Develop program Identify resources 	Continuous through Quarter 2	<i>\$320 funding</i> New funds

II.E. Regional Sediment Management Planning

Objectives:

- Initiate Regional Sediment Management Plan effort for the Bay Area's Pacific coast, working closely with funders and lead partners including the California Natural Resources Agency, Department of Boating and Waterways, and U.S. Army Corps of Engineers
- Work with stakeholders and consultant to develop a plan to restore and maintain coastal beaches and other critical areas of sediment deficit
- Coordinate with current Regional Sediment Management Planning efforts conducted in-Bay by the Bay Conservation and Development Commission (BCDC), and the Ocean Beach Master Plan process being conducted by the San Francisco Planning and Urban Research Association (SPUR).

Measures of Success:

- Initiate and facilitate outreach meetings (ongoing effort to be completed FY 13)
- Initiate regional agency governance structure explorations and potential plan adoption by a local/regional entity (ongoing effort to be completed FY 13)
- Initiate local/regional agency funding strategies (ongoing effort to be completed FY 13)

II.E.1. Manage and Implement Current SFEP-led Projects

Action	Activities	Timeline	Resources
II.E.1.a. Regional Sediment Management Plan (RSM)	<ul style="list-style-type: none"> • Research funding strategies • Coordinate with consultant drafting the RSM plan • Lead stakeholder outreach • Develop governance structure • Explore home agency for RSM 	Continuous	California Natural Resources Agency contract

III. WATER QUALITY/WATER USE

The water quality/water use team will continue to support ongoing projects such as the Bay Area-wide Trash Capture Demonstration Project, and implementation of the Urban Creeks Toxicity/Pesticides TMDL, while developing and engaging in additional efforts to implement **Strategic Plan Goal 1, Objective 3.**

Objectives:

- Implement the Clean Water Act by supporting TMDL development and implementation across the region
- Expand existing SFEP programs and projects to focus on water quality improvements and education and information development for new audiences
- Strengthen partnerships; coordinate with other agencies and their programs
- Capitalize on ABAG's resources, and collaborate with ABAG staff in delivering water quality improvement information for local governments

Measures of Success:

- Report on TMDL implementation projects
- 100 attendees at regional TMDL workshops
- Installation of trash capture devices in all project partner cities by construction deadline, Nov. 1, 2012

<ul style="list-style-type: none"> • Complete two sediment erosion control projects in the region • Two presentations about SEPs to interested groups • Reduction in Bay Area pyrethroid use by 500 pounds of active ingredient (measured since beginning of UP3 activities) • Complete remedial action plan for Senador Mine 			
III. A. Manage and Implement Current SFEP-led Projects			
Actions	Activities	Timeline	Resources
III.A.1. Support Bay Area municipalities' efforts to reduce trash in local creeks and the Bay	Support Bay Area-wide Trash Capture Demonstration Project <ul style="list-style-type: none"> • Work with cities to coordinate installation of devices • Refine web-based reporting of installation and maintenance data • Prepare final project report (by November 2013) Pursue opportunities to apply for additional funding for device installation and trash monitoring	Continuous	SWRCB CWSRF funding (ARRA; Coastal Nonpoint Source Program) <i>\$320 funding</i>
III.A.2. Implement Urban Creeks Toxicity/Pesticides TMDL, (includes Taking Action for Clean Water-UP3 grant activities, including EcoWise, which is no longer grant-funded).	<ul style="list-style-type: none"> • Complete monthly/quarterly/semi-annual progress reports • Manage subcontractors • Review and support specific project actions • Process invoices and billings • Contract for consultant support • Produce effectiveness evaluation, final project reports • Coordinate with BASMAA and other regional efforts 	Quarter 1	SWRCB CWSRF funding (ARRA)
III.A.3. Implement SF Bay PCBs TMDL, via PCBs in Caulk Project (Taking Action for Clean Water grant activities).	<ul style="list-style-type: none"> • Complete monthly/quarterly progress reports • Support contracting • Manage subcontractors • Perform site visits • Review and support specific project actions • Process invoices and billings • Produce effectiveness evaluation and final project reports 	Quarter 1	SWRCB CWSRF funding (ARRA)

Actions	Activities	Timeline	Resources
III.A.4. Support TMDL development statewide and work on projects intended to increase rate of 303(d) de-listings.	<ul style="list-style-type: none"> • Support TMDL Roundtable • Assist State Board and regions with stakeholder plans and meetings for TMDL projects • Assist with CEQA analyses of TMDL projects • Coordinate multi-region TMDL projects • Advise TMDL staff on websites, outreach, etc. • Maintain TMDL intranet (internal to Water Boards) • Other tasks as requested 	Continuous	SWRCB contract
III.A.6. Coordinate Supplemental Environmental Projects (Water quality implementation projects)	<ul style="list-style-type: none"> • Provide project oversight • Coordinate with Water Board staff • Maintain lists of potential and completed projects • Provide project selection assistance to dischargers • Establish guidance for adding new potential projects to list • Outreach to potential project proponents • Develop GIS map of past, present, and future projects 	Continuous	SF Bay Regional Water Board Administrative Civil Liability actions
III.A.7. Implement boater education program under the Clean Vessel Act: Increase pump-out usage and awareness among boating community	<ul style="list-style-type: none"> • Produce and distribute pump-out maps and other outreach materials • Produce and distribute video podcasts about the boating project • Survey and report on condition and use of current pump-outs in the Bay-Delta region. 	Continuous	State Dept. of Boating and Waterways Grant

Actions	Activities	Timeline	Resources
III.A.8. Implement SF Bay Region Urban Creeks Pesticide TMDL via “Got Ants?” outreach to reduce household pesticide use	Develop easy-to-use information on less-toxic ant solutions and promote through high-profile social marketing campaign: <ul style="list-style-type: none"> • Convene management team • Research audience and barriers, select targeted behavior change • Develop workplan for media and in-person outreach efforts • Coordinate with outreach consultants to develop core messages, print and web pieces • Pilot and refine outreach pieces 	Continuous	California Department of Pesticide Regulation PMAG grant
III. B. Manage and Assist Current Partner-led Sediment TMDL Implementation Efforts			
III.B.1 Projects: <ul style="list-style-type: none"> • Sediment reduction in San Geronimo Creek watershed • Richardson Bay Pathogen TMDL Implementation • Implement Sediment TMDLs in Marin, Napa, and Sonoma Counties • Implement Pathogen TMDLs in Napa and Sonoma Counties • North Richmond Stormwater Diversion Project • Hicks Flat Mercury Waste Erosion Control Project (Guadalupe R. watershed mercury TMDL) • Senador Mine Mercury Waste Remediation (Guadalupe R. watershed mercury TMDL) 	<ul style="list-style-type: none"> • Complete monthly/quarterly/semi-annual progress reports • Manage subcontracts/ sub-recipients • Perform site visits • Review and manage specific project actions • Process invoices and billings • Provide contracting support • Produce final project reports 	Continuous	SF Bay Water Quality Improvement Fund (EPA) 319(h) funding ARRA forgivable loan (SRF)

III. C. Potential New Initiatives			
Actions	Activities	Timeline	Resources
III.C.1. Increase adoption of integrated pest management (IPM) by commercial building owners and managers.	Explore outreach, training, and incentive program for facilities managers to adopt IPM.	Dependent on new funding	Seek new funding through EPA PRIA, USDA
III.C.2. Expand Focus of Clean Boating Program.	<ul style="list-style-type: none"> Research and work with partners Determine which areas are not being addressed adequately and where SFEP can contribute. Examples: Anti-fouling paints, chemical use in boating, invasive species, oil and fuel disposal, trash, greywater. Research funding sources. 	Dependent on staff availability and new funding/partnerships	DBW or DPH/EPA or others Partnership with SFEI or educational institutions
III.C.3. Coordinate Guadalupe Hg TMDL implementation - Los Alamitos Creek Reach.	<ul style="list-style-type: none"> Attend pre-planning meetings with EPA and others Identify how SFEP can contribute; assist with grant applications and other communications. 	Dependent on new funding	New funding
III.C.4. Provide public education about Bay-Delta water supply issues.	Track & publicize key info and milestones related to SWRCB flow criteria, Bay Delta Conservation Plan, Delta Plan, and EPA ANPR.	Dependent on staff availability	<i>\$320 funding</i>
III.C.5. Promote water conservation from a range of sectors.	Identify and publicize successful agricultural water reduction/efficiency programs such as Fish Friendly Farming program in Napa County Promote water-neutral development; reducing both individual and community water use.	Depending on staff availability and new funding	New funding: Agricultural Water Enhancement Program (AWEP) (NRCS)
III.C.6. Promote use of alternative water sources.	Research and promote alternate water sources such as gray water, rain barrels, etc.	Dependent on new funding	Needs funding

IV. COMMUNICATIONS

Outreach and education are foundational to SFEP's mission and goals, and nearly all of our projects. In 2012-2013 SFEP will continue our efforts to encourage public involvement in our initiatives, and create and implement additional efforts related to **Strategic Plan Goal 1, Objective 4**, "Champion the Estuary."

Staffing changes have provided an opportunity to develop and begin to implement a new strategic communications plan for the Partnership, specifically addressing a range of audiences and including Implementation Committee partners and Friends of the Estuary.

Note that previous sections of this workplan highlight our project-specific outreach efforts.

<p>Objective: Develop, adopt, and implement a strategic communications plan for SFEP. At a minimum, the plan will address:</p> <ul style="list-style-type: none"> • Identification and development of effective outreach mechanisms tailored to key SFEP audiences • Refreshing the website on a regular basis • Review of the distribution strategy for Estuary News and recommendations for increasing readership <p>Measures of Success:</p> <ul style="list-style-type: none"> • Completion of the strategic communications plan • Redesign of website home page and other key pages • Distribution of 20,000 copies of SFEP publications • 1,500 attendees at forums, on tours, and at conferences • 30% increase in web hits for podcasts and web pages over prior year • 6 presentations to Executive Board and other ABAG committees or local entities on SFEP projects and opportunities 			
<h3>IV.A Manage and Implement Current SFEP Efforts</h3>			
Actions	Activities	Timeline	Resources
IV.A.1. Complete and implement new strategic communications plan for SFEP	<ul style="list-style-type: none"> • Update and upgrade SFEP website • Tailor outreach to specific key audiences • Leverage information from SOE, Estuary News, etc. for increased outreach and awareness 	Continuous	<i>§320 funding</i>
IV.A.2. Support SFEP projects with enhanced GIS capability	Develop GIS mapping for key Partnership projects and efforts	Continuous	<i>§320 funding</i> Grant funds when appropriate
IV.A.3. Produce print media promoting the Partnership's projects and programs, building public support for a healthy estuary	<ul style="list-style-type: none"> • <i>ESTUARY NEWS</i> • Columns in Service Matters (ABAG newsletter) • Green Streets 2013 calendar 	Continuous	<i>§320 funding</i> Appropriate grant funds and subscriptions

Actions	Activities	Timeline	Resources
IV.A.4. Produce project-specific podcasts and public service announcements	<p>Topics may include :</p> <ul style="list-style-type: none"> Mercury mine cleanup (Senador) and mercury research by SFEI Eradication of <i>spartina alterniflora</i> Fish-friendly car washing BayView Model Block Trash 	Continuous	<i>§320 funding</i> Appropriate grant funds
IV.A.5. Use online/social media	<p>Continue to support:</p> <ul style="list-style-type: none"> SFEP Website Estuary Report video podcasts SFEP Facebook page 	Continuous	<i>§320 funding</i> Appropriate grant funds
IV.A.6. Commemorate significant dates by highlighting Partnership work	<ul style="list-style-type: none"> Earth Day event National Estuaries Day event 	Quarters 3 & 4	<i>§320 funding</i> Appropriate grant funds
IV.A.7. Conduct forums, workshops, tours, presentations and conferences	<ul style="list-style-type: none"> Conduct subregional conferences for local government officials and staff to disseminate the results of green stormwater demonstration projects Conduct media event/tour of completed projects to highlight project environmental effectiveness. 	Continuous	<i>§320 funding</i> Appropriate grant funds
IV.A.8. Support/coordinate a new regional effort to create and launch a bay-wide social marketing effort.	<p>Working with partners:</p> <ul style="list-style-type: none"> Develop new regional brand or slogan related to San Francisco Bay that appeals to a diverse audience and creates a connection with the Estuary. Build upon that brand with pollution prevention behavior change campaigns with the help of an eco-net or watershed network. Reduce urban use of pesticides and promote LID by connecting with new regional social marketing campaign. 	Continuous	<i>§320 funding</i> Appropriate grant funds

Action	Activities	Timeline	Resources
IV.A.9. Increase outreach efforts through ABAG.	Continue green infrastructure leadership group; sponsor workshops.	Continuous	<i>\$320 funding</i> Appropriate grant funds
IV.A.10. Implement boater education program under the Clean Vessel Act (Increase pump-out usage and awareness among boating community).	<ul style="list-style-type: none"> Produce and distribute pump-out maps and other outreach materials 	Continuous	State Dept. of Boating and Waterways Grant
IV.A.11. "Got Ants?" outreach to reduce household pesticide use (Implementation of SF Region Urban Creeks Pesticide TMDL).	<p>Develop easy-to-use information on less-toxic ant solutions and promote through high-profile social marketing campaign:</p> <ul style="list-style-type: none"> Coordinate with outreach consultants to develop core messages, print and web pieces Pilot outreach pieces and refine them 	Continuous	California Department of Pesticide Regulation PMAG grant
IV. B. Potential New Initiatives			
IV.B.1. Expand the Bay Area Trash Tracker to include hotspots and hotspot cleanups; and So. Cal. municipal trash capture efforts	Collaborate with Bay Area Stormwater Management Agencies Association, California Stormwater Quality Association, municipal partners	Dependent on new funds	Proposition 84 application submitted
IV.B.2. Reduce Trash at the Source: bag bans throughout region.	Support Save the Bay's efforts; work with trash project participants.	Continuous	New funds
IV.B.3. Develop Reduce Trash at the Source campaign: Outreach and education about how trash harms water quality (hot spots, ocean).	<p>Phase 1: Provide press releases, media relations support as requested for participating trash project partners. Include messaging about importance of source control (ongoing)</p> <p>Phase 2: product substitution; EPP; packaging reforms; recycling targeted at businesses, schools; promote re-useable containers; work with cities to recycle more types of plastic; establish SFEP website as hub for creek/bay cleanup info.</p>	Dependent on availability of new funds	New grant funding

Action	Activities	Timeline	Resources
IV.B.4. Reduce Trash at the Source: Target significant trash-generating demographic with community-based program	Specific outreach to disadvantaged community audiences: youth, immigrants; target audience advisory group(s), consider use of stipends, jobs program, mini-grants. Partner with cities, Clean Water Action	Dependent on availability of new funds, municipal partners	New grant funding
IV.B.5. Reduce trash at the source: Report card/checklist for Bay Area municipalities.	Recognize municipalities that participate in trash project; educate local folks with schools programs, etc.; provide outreach to businesses re packaging.	Dependent on availability of new funds	New grant funding

SAN FRANCISCO ESTUARY PARTNERSHIP OVERVIEW

PROGRAM ORGANIZATION:

Partnership employees are all staff of the [Association of Bay Area Governments \(ABAG\)](#). The [San Francisco Bay Regional Water Quality Control Board](#) is the lead agency for implementing the CCMP and provides office space, equipment, and office overhead costs as state match to the Partnership. ABAG provides management, administrative, and fiscal support. Staff responsibilities are detailed in Attachment 2.

The Partnership's **Executive Council** meets as necessary to provide overall program guidance. Council members include the Executive Director of ABAG; the current U.S. EPA Regional Administrator for Region 9; the Regional Director of the U.S. Fish and Wildlife Service California Nevada Region; the Secretary of California EPA, and the Secretary of the California Resources Agency.

The [Implementation Committee](#) (IC) serves as the oversight committee for the Partnership, and advises implementation efforts, helps set priorities, and supports work plans and budgets. Members represent local/state/federal agencies, business/industry, and environmental organizations. Current membership of the IC is included as Attachment 3.

As called for in the [Strategic Plan](#), a **Science Advisor has been hired** to provide ongoing advice to the Director.

KEY IMPLEMENTATION PARTNERS:

Friends of the San Francisco Estuary was created in 1991 as a 501(c)(3) organization with an independent Board of Directors. This group is tasked with enhancing public involvement in the regional decision-making processes that affect the natural resources of the Estuary. The Partnership provides limited staff support for Friends' efforts.

San Francisco Estuary Institute (SFEI). A key recommendation of the CCMP in 1991 was to create a regional monitoring and research entity. This was accomplished with the formation of SFEI, a non-profit organization with an independent Board of Directors, which carries out the research and monitoring programs for the Partnership and for many other agencies and projects. . SFEI's work informs the primary issues facing the ecosystem, including water quality monitoring of industrial and municipal discharges, legacy pollutants, non-point source pollution, non-native biological invasions, and watershed and wetlands restoration.

The Delta Science Program, a program of the [Delta Stewardship Council](#) and our longtime collaborator, continues to rely on SFEP to administratively support their science boards, technical reviews and advisory panels, peer review, and information synthesis products such as the Biennial Delta Science Conference. While the Delta Science Program's focus is the upper Estuary (the Sacramento-San Joaquin Delta), they have frequently partnered with SFEP, as many of the concerns and challenges of the upper Estuary impact the rest of the Bay system. .

PROGRAM TRACKING AND REPORTING:

SFEP manages or supports approximately 50 projects and programs throughout the Estuary region.

Biannual Progress Reports to the EPA Regional Project Officer detail budget information and program progress towards CCMP milestones, targets, and goals.

The State of the Estuary Conference. This biannual, multi-day conference examines the ecological status of the estuary and provides opportunities for scientists, decision makers, interest groups, and the public to link SFEP and CCMP implementation activities to other ecosystem management programs and activities. The conference also provides a forum to discuss new research and monitoring data, political and scientific impacts on environmental policy, and priority ecosystem management issues. SFEP produces a summary document on each conference highlighting important findings and issues. **The 2011 conference was held September 19-21 2011.**

CCMP Compliance Tracking. SFEP has developed an internal database for information about projects that support progress on all 200+ CCMP implementation actions. Contractors will assist staff in populating a new GIS-based system that will use this database to summarize projects completed by SFEP.

Tracking Fund Leveraging. Each year, the Partnership is required to report on two tracking measures for EPA: annual increase in wetland habitats, and the amount of funding leveraged by our EPA Section 320 funding.

ECOSYSTEM TRACKING: STATUS AND TRENDS:

State of San Francisco Bay Report 2011 This important new report, released in September 2011 at the State of the Estuary conference, uses newly refined ecological and social indicators to characterize the health of the Bay. This publication will serve as a model for future reports on the ecological condition of the Estuary as a whole.

Tracking Habitat Changes SFEP works with its partners, ABAG, the San Francisco Bay Water Board, and SFEI to develop and improve ongoing and improved habitat tracking using a GIS format. The Partnership provides funds to support SFEI's web-based habitat tracking system. This project tracks habitat enhancement and the acquisition, restoration, and enhancement of wetlands and riparian habitat. The information is recorded in the annual Government Performance Requirement Act report prepared by EPA.

Monitoring and Reporting on the Bay's Health: The Regional Monitoring Program (RMP) monitors contamination in the Estuary and provides regulators with information necessary for effective water quality management. It is conducted by our partner, SFEI, and funded by Bay Area regulated dischargers (about \$3 million annually). Results are presented at an annual conference and in the Institute's Annual Monitoring Report. SFEI also publishes the annual Pulse of The Estuary; a quarterly newsletter; technical reports that document specific studies and synthesize information from diverse sources; and journal publications that disseminate RMP results to the world's scientific community. The SFEI web site provides access to RMP products and links to other sources of information about water quality in San Francisco Bay.

Wetlands Monitoring Review SFEP works with the San Francisco Bay Wetland Regional Monitoring Work Group, which reviews wetland restoration design and monitoring plans for both regulatory and non-regulatory projects and with the San Francisco Joint Venture, which monitors

wetland projects around the region. SFEP is a member of the Joint Venture Board and provides funds to support an intern who assists in wetlands tracking.

TECHNICAL ASSISTANCE TO SFEP PARTNER AGENCIES

Technical/Scientific Expert Support for the Delta Science Program. SFEP assists the Delta Science Program by managing contracts that provide the scientific expertise needed for research, assessment, and monitoring. Supported projects and resources include peer reviews, science panels, scientific workshops, and communication tools. SFEP also assists the Delta Science Program in organizing the biannual, three-day Bay-Delta Science Conference.

Modeling, Monitoring, and Reporting. SFEP reports on the progress and outcomes of many of our grant-funded projects based on data collected by our partner, Projects monitored in this way include:

- Shoreline Habitat Restoration (photo documentation and monitoring design of native plant recovery)
- Bahia Restoration and Revegetation (monitoring and design review, and monitoring program implementation support)
- Littorina Eradication Project (develop long-term eradication monitoring program & public outreach success monitoring)
- Protecting instream flows for fish in the North Bay (develop pre- and post-BMP monitoring program to assess flows)
- Senador Mine Erosion Control (reducing mercury concentrations)

Permit Assistance: Joint Aquatic Resource Permit Application (JARPA) Permit Center.

SFEP and ABAG have worked with Bay Area regulatory agencies to develop a single permit application form and instructions that consolidate federal, state, and local permits for individual and municipal applicants proposing construction, fill placement, public access impingement, and development activities in or near aquatic environments and wetlands. SFEP maintains a website and provides limited assistance to applicants.

Technical Support for Water Quality Certification and Waste Discharge Requirement Applications (WDRs). Supporting the Water Board, SFEP staff provides technical support for reviewing and commenting on 401 permit applications and Waste Discharge Requirements. Typical projects include dredge and fill projects, wetland and flood protection projects, and transportation projects. This work is funded by and supports the efforts of the San Francisco Public Utilities Commission, the Santa Clara Valley Water District, Alameda County Clean Water Program, and CalTrans Districts 1 and 4.

Support for the National and Regional Invasive Species Task Forces and Management Programs. SFEP assists in implementation of the National Invasive Species Act of 1996 and the [California Aquatic Invasive Species Management Plan](#). SFEP partners and staff serve on the Aquatic Nuisance Species National Task Force, the Western Regional Panel on Aquatic Nuisance Species, the California Invasive Species Advisory Committee, and California Marine Invasive Species Program's Technical Advisory Group. We assist the California State Lands Commission, the San Francisco Bay Water Board, the U.S. Fish and Wildlife Service, California Department of Fish and Game, and others in developing management plans, prioritizing activities, and providing education and outreach to the public and stakeholders about invasive species issues.