



**SAN MATEO COUNTY
BOARD OF SUPERVISORS
ENVIRONMENTAL QUALITY COMMITTEE**

**Richard Gordon, Chair
Jerry Hill, Vice-Chair**

**Peggy Jensen, Deputy County Manager
Mike Murphy, Assistant County Counsel
400 County Center, Redwood City, CA
650-363-4123**

TO: Environmental Quality Committee

FROM: Peggy Jensen, Deputy County Manager

SUBJECT: Environmental Quality Committee Meeting—Agenda for November 27, 2007

Meeting Date and Time: November 27, 2007, 2:00 PM

Place: Board Conference Room, Office of the Board of Supervisors
First Floor, 400 County Center, Redwood City, California

1. Call to Order
2. Oral Communications
3. Approval of the Minutes from the October 30, 2007 Meeting - *Attachment*
4. Recommended Watershed Protection Outreach Plan (Mary McMillan, County Manager's Office) - *Attachment*
5. Williamson Act Update (Lisa Grote, Planning and Building Department)
6. Cool Counties Update (Peggy Jensen, County Manager's Office)
 - GHG Inventory
 - County workforce "Green Team" proposal
 - Report from CSAC conference
7. Adjourn

A COPY OF THE SAN MATEO ENVIRONMENTAL QUALITY COMMITTEE AGENDA PACKET IS AVAILABLE FOR REVIEW AT THE CLERK OF THE BOARD'S OFFICE, HALL OF JUSTICE, 400 COUNTY CENTER, FIRST FLOOR. THE CLERK OF THE BOARD'S OFFICE IS OPEN MONDAY THRU FRIDAY 8 A.M. - 5 P.M., SATURDAY AND SUNDAY – CLOSED.

MEETINGS ARE ACCESSIBLE TO PEOPLE WITH DISABILITIES. INDIVIDUALS WHO NEED SPECIAL ASSISTANCE OR A DISABILITY-RELATED MODIFICATION OR ACCOMMODATION (INCLUDING AUXILIARY AIDS OR SERVICES) TO PARTICIPATE IN THIS MEETING, OR WHO HAVE A DISABILITY AND WISH TO REQUEST AN ALTERNATIVE FORMAT FOR THE AGENDA, MEETING NOTICE, AGENDA PACKET OR OTHER WRITINGS THAT MAY BE DISTRIBUTED AT THE MEETING, SHOULD CONTACT CHRISTINE HOLLENDER, ENVIRONMENTAL QUALITY COMMITTEE CLERK, AT LEAST 2 WORKING DAYS BEFORE THE MEETING AT (650) 599-1388 AND/OR chollender@co.sanmateo.ca.us. NOTIFICATION IN ADVANCE OF THE MEETING WILL ENABLE THE COUNTY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING AND THE MATERIALS RELATED TO IT. ATTENDEES TO THIS MEETING ARE REMINDED THAT OTHER ATTENDEES MAY BE SENSITIVE TO VARIOUS CHEMICAL BASED PRODUCTS. PLEASE TURN OFF CELLPHONES AND PERSONAL DIGITAL ASSISTANTS (PDAS).

If you wish to speak to the Committee, please fill out a speaker's slip. If you have anything that you wish distributed to the Committee and included in the official record, please hand it to the Deputy County Manager who will distribute the information to the Supervisors and staff.

Next meeting: Tuesday, December 18, 2007, 2 p.m.
Board of Supervisors Conference Room



**SAN MATEO COUNTY
BOARD OF SUPERVISORS
ENVIRONMENTAL QUALITY
COMMITTEE**

**Richard Gordon, Chair
Jerry Hill, Vice-Chair**

*Peggy Jensen, Deputy County Manager
Michael P. Murphy, County Counsel
400 County Center, Redwood City, CA 94063
www.co.sanmateo.ca.us 650-363-4123*

DRAFT MINUTES

Meeting Date and Time: October 30, 2007, 2:00 p.m.

Place: Board of Supervisors Conference Room
First Floor, 400 County Center, Redwood City, California

1. Call to Order / Roll Call:

Committee Chair Rich Gordon called the meeting to order at 2:00 p.m. Supervisors Gordon and Hill were both in attendance.

Also in attendance:

Michael Murphy, County Counsel
Christine Hollender, County Manager's Office
Lisa Grote, Planning and Building
Jim Saco, County Manager's Office
Brian Lee, Public Works
Doug Koenig, Public Works
Jim Porter, Public Works

Marie Peterson, County Manager's Office
Kim Springer, RecycleWorks
Joe LoCoco, Public Works
Juda Tolmasoff, Board of Supervisors
Matt Jacobs, Board of Supervisors
Paula Duarte, Board of Supervisors
Lisa Okada, County Manager's Office

2. Oral Communications:

There was no member of the public who wished to speak.

3. Approval of the Minutes from the September 25, 2007 meeting

Minutes were approved as submitted

4. Cool Counties Update (Jim Porter, Department of Public Works for Peggy Jensen)

Staff reported back on progress to date of work on the Cool Counties program. Vice-Chair Hill asked for clarification about whether the workplan date for regional collaboration that was listed as September '07 is correct, or whether it should actually be September '08. Jim Porter will report back on that point. It was reported that \$13,000 has been approved for the County's participation with ICLEI and Joint Ventures to perform a baseline inventory for greenhouse gas emissions. A draft of the climate action inventory was presented- highlights include cogeneration, green purchasing policies and the Green Building program. Chair Gordon suggested that the workgroup look into the CSAC green purchasing opportunities. Vice-Chair Hill asked the measurements be made consistent, and staff agreed.

5. Williamson Act Update (Lisa Grote, Planning and Building Department)

Staff reported that the consultant contract is in place and that team meetings have been scheduled. Anticipated is a five-month process – six weeks for the first identification phase and three months for the work to update the program overall. Staff has met with five of the six property owners who were found to be in material breach in order to work with them so that they may come into compliance.

6. Next Meeting / Other

The next meeting will be November 27, 2007 at 2 p.m. Vice-chair Hill asked that CalTrans be asked to report to the Committee about areas within the County where the bodies of animals have been dumped. County Counsel Mike Murphy was asked to draft a letter to District 4, CalTrans about the issue of animal dumping and where, specifically, dumping has taken place in the County of San Mateo.

7. Adjournment

The meeting was adjourned at 2:25 p.m.

Environmental Quality Committee Meeting (2007-11-27)



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

County Manager's Office

DATE: November 20, 2007

COMMITTEE MEETING DATE: November 27, 2007

TO: Environmental Quality Committee Members

FROM: Intergovernmental and Public Affairs
Mary McMillan, Deputy County Manager, xt. 4129

SUBJECT: Recommended Watershed Protection Outreach Plan

RECOMMENDATION:

Recommend that the Board of Supervisors adopt a resolution approving a watershed protection outreach plan.

VISION ALIGNMENT:

Commitment: Preserve and provide people access to our natural environment

Goal(s): 14—Important natural resources are preserved and enhanced through environmental stewardship

Commitment: Leaders work together across boundaries to preserve and enhance our quality of life

Goal(s): 24—Residents accept individual responsibility for contributing to the quality of life of the County as a whole

BACKGROUND:

With 34 watersheds that flow to either the San Francisco Bay or the Pacific Ocean, San Mateo County is home to a diverse and complicated array of ecosystems that host a variety of plants, animals, birds and aquatic life such as the threatened and endangered coho salmon and steelhead trout. While the county currently receives over 90 percent of its water from the San Francisco Regional Water System (Hetch Hetchy), local water is critical to natural resources, farming and residents who receive their water from local water districts.

Unfortunately, human activities are among the factors impacting water quality. There is mounting scientific and empirical evidence indicating that San Mateo County's creeks

Item 4
Environmental Quality Committee Meeting (2007-11-27)

and streams are becoming increasingly impaired with rising amounts of sediment and other contaminants. Sediment, toxics and bacterial contamination harm our watershed ecosystems, as well as create flooding problems.

San Mateo County has three creeks that are listed as impaired water bodies for sediment due to degradation of salmonid habitat.¹ There are also four Critical Coastal Areas (CCAs) in the County.² CCAs are identified based on degraded water quality and proximity to sensitive marine areas.

San Mateo County has a number of policies and programs to protect watersheds. However, Fishnet 4C, the Fishery Network of the Central California Coastal Counties, found in a 2001 study that most of the County's protections and programs focus on the coastal zone. Despite current programs, there are a number of identified and potential policy gaps.³

In response to these issues, staff from Environmental Health, Agriculture, Planning and Building, Public Works, County Counsel and Parks has formed a working group to explore and develop recommended actions. Staff recommends that the first step in this effort be a public outreach effort.

DISCUSSION:

The attached recommended outreach plan is intended to initiate and guide San Mateo County's public communication and engagement efforts through the development and adoption of a watershed protection effort. With workshops throughout the County and some tailored for specific interest groups, this plan strives to continuously engage all stakeholders. These workshops will also help to identify issues of concern and commonality.

The plan includes communication techniques, a timeline and an outline with proposed roles, responsibilities and tasks for various County departments for communicating with the public and a targeted campaign for key audiences. While the timeline includes a report back to the Environmental Quality Committee by April 2008, the outreach plan can be changed to ensure that there is adequate time for community outreach and education. While workshops comprise the most interactive component of the outreach process, staff hope to create a website with additional information, resources and opportunities for involvement, as well as a general informational document.

FISCAL IMPACT:

The fiscal impact of the Watershed Protection Outreach Plan is unknown but is likely absorbable within current department resources.

¹ *Watershed Management Initiative Integrated Plan Chapter*, San Francisco Bay Regional Water Quality Control Board, October 2004, p. 3-32.

² <http://www.coastal.ca.gov/nps/cca-nps.html>

³ *Summary of San Mateo County Policies Relating to Anadromous Fish Habitat Conservation*, Excerpted from the study: "Effects of County Land Use Policies and Management Practices on Anadromous Salmonids and their Habitat," Richard Harris and Susie Kocher, January 2001.

RESOLUTION NO. _____

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

* * * * *

RESOLUTION APPROVING A WATERSHED PROTECTION OUTREACH PLAN

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of California, that

WHEREAS, San Mateo County is home to 34 watersheds creating a diverse and complicated array of ecosystems that host a variety of plants, animals, birds and aquatic life such as the threatened and endangered coho salmon and steelhead trout; and

WHEREAS, local water is critical to natural resources, farming and residents; and

WHEREAS, human activities are among the factors impacting water quality; and

WHEREAS, there is mounting scientific and empirical evidence indicating that San Mateo County's creeks and streams are becoming increasingly impaired with sediment and other contaminants; and

WHEREAS, San Mateo County has three creeks that are listed as impaired water bodies for sediment due to degradation of salmonid habitat; and

WHEREAS, a watershed protection outreach process could raise public awareness of the issue, provide opportunities to educate the public about the impact of human activities on the County's creeks and streams and provide an opportunity to discuss possible recommendations for action.

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Board of Supervisor by adoption of this resolution directs County staff to develop and implement a public outreach process on watershed protection with the goal of generating possible recommendations for action.

* * * * *

Watershed Protection Outreach Plan

As of November 20, 2007

Overview

This recommended outreach plan is intended to raise public awareness and to guide San Mateo County's public communications and engagement efforts to discuss possible actions to address the impact of human activities on the County's watersheds.

The plan offers a broad strategy for communicating with the public and a targeted campaign for key audiences. The plan includes recommended communication techniques, a timeline and an outline with suggested roles, responsibilities and tasks for various County departments.

Timeline

Find attached a recommended tentative timeline that initiates the outreach process with a presentation to the Planning Commission in December 2007. The conclusion of this process is tentatively scheduled for June or July 2008.

Informational document development

An informational document can provide a basic understanding of issues. It can also outline the impact of human activities on watersheds and demonstrate the need for possible action. This paper should clearly state the problem, current and future regulatory demands, penalties for failing to act and who might be impacted by new regulations. It could also include possible recommendations to address these problems.

Relevant departments are meeting to refine the problem statement and outreach process and to identify relevant department staff to present at outreach meetings.

The paper will be written so the average member of the public clearly understands the need for enhanced watershed protection. The paper should be from four to six notebook-size pages and include photographs and graphics that explain the problem. The document likely will be in a newsletter format that can be mailed or easily accessed on the County's Web site.

Possible elements and questions to consider:

- Current legal/regulatory environment
- Expected legal/regulatory environment
- Review/survey of current local ordinances (both County and cities?)
- Baseline data and images
- Possible recommendations for action

The document could be used to launch the entire process. Work on this is ongoing.

Workshop model and agenda development

The primary mode of outreach to the public will be through workshops. While the informational document described above will provide some information, the workshops can provide an opportunity for public comment. Possible elements for an agenda could include:

1. Welcome remarks;
2. Overview and presentation of issues and concerns. This could be done by subject matter experts—possibly Planning or Public Works (this could be as site-specific as possible for each location).
3. Discussion of current and proposed state and federal regulations protecting watersheds,

4. Presentation of possible recommendations for action.
5. Public Input;
6. Discussion of what members of the public can do to protect watersheds;
7. Next Steps and Closing remarks.

PowerPoint presentation, website development and other meeting materials

While an informational document would be a good tool to frame the issue and present ideas, a PowerPoint presentation or other visual aids would be helpful during meetings.

A website could also be an effective tool for disseminating information and receiving input. The website could include:

- Meeting dates/times/locations
- Issue paper available for download
- Map of county with watershed specific data
- Possible recommendations for action
- List serve sign up for updates and meeting location announcements
- Comment/survey form

These materials should include photographs, maps, links to state and federal regulatory agencies and a “rich” passive information environment.

Initial broad outreach

In order to increase general public education, and to inform the public of the workshops, staff can generate broad media informational awareness through mechanisms like OpEds and other media. Other possible actions include direct mailers, emails, PenTV and other outreach efforts that both promote the workshops as well as highlight the problem.

Conduct outreach workshops

As noted above, workshops will be the primary mechanism for outreach to the public and to receive public input. Public workshops are proposed with the following groups:

- San Mateo County Planning Commission, Hall of Justice, Redwood City;
- Resource Conservation District, Half Moon Bay;
- Pescadero Municipal Advisory Council, Pescadero;
- Midcoast Community Council, Montara;
- Ladera Community Association (include Weekend Acres, Ladera Oaks Swim, Fitness and Tennis Club), Ladera;
- Cuesta La Honda Guild, La Honda;
- Agricultural Advisory Committee, Half Moon Bay;
- North County watershed (Broadmoor, Olympic Club, unincorporated Colma, Country Club Park, California Golf Club), place TBA;
- Mid-County watershed (San Mateo Highlands, Burlingame Hills, Baywood Park, Peninsula Golf and Country Club), place TBA;
- Final meeting (all stakeholders/public invited), Hall of Justice, Redwood City.
- Draft recommendations to Board Environmental Quality Committee;
- Proposal to full Board of Supervisors.

Per the tentative timeline attached.

**PLEASE NOTE DATES, TIMES AND LOCATIONS HAVE NOT BEEN COORDINATED WITH “HOST” ORGANIZATIONS.
THESE ARE TENTATIVE.**

Outreach Workshops Matrix

Date	Meeting	Interest groups/Target Audience ¹	Meeting location	Watersheds	Outreach Mechanisms	Comment
12/12, 2007, 9:00 am 2 nd and 4 th Wed, 9:00 am	Planning Commission	Public as a whole	400 County Center, Redwood City	All, but with emphasis on Belmont, Cordilleras, Redwood and Crystal Springs		Good first meeting “dry run” on presentation. This meeting would solicit the Planning Commission’s input and comment like other stakeholders. Agenda set 10 days in advance—before authority from the Board.
12/20/2007 7:00 pm 3 rd Thurs, 7:00 pm	San Mateo County Resource Conservation District (www.sanmateorcd.org)	RCD, Coastsiders generally.	765 Main Street, Half Moon Bay	All Coastside watersheds, but with emphasis on Tunitas, Lobitos, Purisima, Arroyo Canada Verde, Pilarcitos, Frenchmans, Arroyo de Medio		This meeting space may be too small.
01/02/2008 7:30 pm	Ladera Community Association (www.laderaonline.org)	LCA, Weekend Acres, Tennis group, West Menlo Park,	Ladera Community Association,	San Francisquito		

¹ All meetings should be open to the public, but many meetings will be hosted by a target audience and special effort will be made to include other target audiences as appropriate.

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1 st Wed, 7:30 pm		Menlo Oaks, Los Trancos Woods, Vista Verde	325M Sharon Park Drive, #456, Menlo Park			
01/08/2008 7:30 pm 2 nd Tues, 7:30 pm	Pescadero Municipal Advisory Council (www.pescaderocouncil.org)	PMAC	Native Sons Hall, 112 Stage Road, Pescadero	Cascade, Whitehouse, Yankee Jim Gulch, Gazos, Butano, Pescadero, Pomponio		
01/09/2008 7:30 pm 2 nd Wed, 7:30 pm	Midcoast Community Council (http://mcc.sanmateo.org)	MCC	Seton Medical Center Coastside, Marine Boulevard & Etheldore, Moss Beach	Denniston, San Vicente, San Pedro		
01/15/2008 8:00 pm 1 st and 3 rd Tues, 8:00 pm	Cuesta La Honda Guild (www.clhg.org)	CLHG, TJ Rodgers	Cuesta Clubhouse,	San Gregorio		Guild General Membership meeting November 4, 2007.
TBD	North County Bayside Meeting	Broadmoor, Unincorporated Colma, County Club Park	TBD in North bayside	Canada de Guadalupe, Colma, San Bruno, Mills, Sanchez,		
TBD	Mid-County Bayside Meeting	Baywood, Highlands	TBD, San Mateo area	San Mateo, Pulgas, Laurel		
02/11/2008, 8:00 pm	Agricultural Advisory Committee	Public as a whole with emphasis on	Farm Bureau Offices and	All, but with emphasis on		

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2 nd Mon, 8:00 pm		farmers	Russell Administration Center	Coastside watersheds.		
TBD, but last meeting	All-county, south bayside county	Devonshire, Palomar Park, Emerald Lake Hills, Oak Knoll, Sequoia Tract, North Fair Oaks,	400 County Center, Redwood City	Bemont, Cordilleras, Redwood		Perhaps combine with Mid-county meeting?

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November

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				1	2	3
4	5	6	7	8	9	10
11	12 Holiday	13	14	15	16	17
18	19	20	21	22 Holiday	23 Holiday	24
25	26	27 Present outreach plan to the Environmental Quality Committee	28	29	30	

2007

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December

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						1
2	3	4 Present outreach plan to the full Board.	5	6	7	8
9	10	11	12 First outreach Planning Commission.	13	14	15
16	17	18	19	20 Outreach—RCD	21	22
23	24	25 Holiday	26	27	28	29
30	31					

2007

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January

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1 Holiday	2 Outreach—LCA	3	4	5
6	7	8 Outreach—PMAC	9 Outreach—MCC	10	11	12
13	14	15 Outreach—CLHG	16	17	18	19
20	21 Holiday	22	23	24	25	26
27	28	29	30	31		

2008

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February

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2
3	4	5	6	7	8	9
10	11 Outreach— AgAdv	12	13	14	15	16
17	18 Holiday	19	20	21	22	23
24	25	26	27	28	29	

2008

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March

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
<p>Review public comment and draft possible recommendation for action during this time.</p>						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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April

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
Report Back to EQ?		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

2008

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May

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
Report back to Board?				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 Holiday	27	28	29	30	31

2008

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June

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	Report back to Board?				

2008

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July

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1	2	3	4 Holiday	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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August

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2008