PORT OF STOCKTON - STORM WATER UPDATE

Periodicals

The Port of Stockton (Port) is the land owner of nearly all property in the Stockton Port District and owns and operates the infrastructure that conveys storm water runoff to the local waterways. As a landlord port, the Port leases property to tenants which also use the Port’s stormwater infrastructure.

In accordance with federal and state requirements, the Port’s storm water discharge is covered under a National Pollutant Discharge Elimination System (NPDES) permit. The NPDES permit identifies the Port as the responsible party for the portion of adverse water quality impacts in local waterways that are caused or contributed to by the port district’s storm water discharge. The NPDES permit also requires the Port to implement a Storm Water Management Program to address sources of pollutants from construction sites, industrial/commercial sites, new development, and illicit discharges on Port and tenant facilities. In compliance with these requirements, but also as part of the Port’s vision to be a proactive Environmental Steward, the Port created the Storm Water Update newsletter in July 2017.

The Storm Water Update is a monthly communication which provides friendly, frequent, and targeted newsletters on issues relating to pollution prevention and site storm water management to private industrial and commercial facilities whose operations are in the Stockton Port District. The newsletters provide information on one single topic each month and includes the rationale for addressing the highlighted topic; applicable federal, state, or local regulatory requirements; guidance on addressing issues; and contact information if tenants have questions or need additional information. These topics are relevant to seasonal activities or current events, such as preparing an industrial facility for the onset of the wet season (central California has distinct wet and dry seasons), or to address pollutant sources that have recently come to the Port’s attention. The newsletters serve as readily available outreach material or supplemental information that the Port can provide to site operators during routine storm water inspections.

1. WHAT ARE/WERE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

The Storm Water Update has allowed the Port to both work towards its vision to be proactive in minimizing impacts on local water quality and to promote compliance with regulatory requirements. The newsletter helps to address the following communication challenges associated with private industrial and commercial facilities as sources of pollutants to the Port’s storm water runoff.

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Challenge 1: Promote Awareness
Site operators and managers of industrial commercial facilities often lack awareness about regulatory requirements, pollution prevention activities, and available resources. The Storm Water Update overcomes this lack of awareness by providing frequent reminders of pollution prevention activities that should occur throughout the year. It also gives information on regulatory requirements and resources that may be applicable to private facilities. Finally, it supplies the tenants with directions on how to obtain further information on topics covered in the newsletters, as well as a direct contact to solicit feedback.

Challenge 2: Enhance Environmental Compliance
Environmental compliance activities can be perceived as burdensome among the industrial/commercial community, so it is necessary to maintain a positive, proactive attitude when communicating pollution prevention requirements.

Port environmental staff regularly inspect private facilities at the Port for compliance with applicable storm water management requirements. Although inspections are intended to be positive and helpful, site deficiencies must be addressed, even if it requires the Port to escalate enforcement actions. Some industrial and commercial facilities may view compliance requirements as unimportant or burdensome, but there can be significant ramifications for non-compliance. As such, the Port believes that addressing site deficiencies to prevent pollution of storm water runoff is a benefit to all parties involved.

The Port’s newsletter communicates in a positive manner that environmental benefits are best achieved by taking proactive steps to maintain compliance, as opposed to simply responding to enforcement actions.

2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION’S OVERALL MISSION?

The Port takes environmental stewardship very seriously. The Sacramento-San Joaquin Delta, in which the Port operates, is an important and delicate environment. Not only does the Delta provide drinking water for two-thirds of the state, it acts as a habitat for countless fish, birds, and other wildlife.

The Port is deeply committed to maintaining and protecting this area, and the Port’s environmental programs aim to enhance air quality, water quality and wildlife habitats in the Delta and surrounding communities. Industrial and maritime activities at the Port of Stockton have the potential to produce many types of pollutants. The Port of Stockton is proactive in its approach to building positive relationships with private industrial and commercial site operators to ensure that pollution prevention activities are implemented so that storm water runoff discharged from the Port of Stockton and other industrial and maritime activities do not adversely influence the integrity of local waterways.

The Storm Water Update newsletter exemplifies the Port’s proactive approach and works to maintain positive relationships with site operators and managers that can be leveraged for environmental protection.
3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

The goal of the Storm Water Update newsletter is to raise the awareness of industrial and commercial site operators at the Port so that operators take actions to help protect the environment. The primary audience for the newsletters are site operators and targeted staff involved with environmental compliance and pollution prevention. Because the newsletter demonstrates the Port’s implementation of their Storm Water Management Program, state and federal regulatory staff that oversee Port compliance with the NPDES permit are a secondary audience.

**Objective 1:** Provide industrial site operators frequent reminders to help maintain their understanding that addressing pollution prevention related to stormwater management is an ongoing activity.

**Measurable Milestones:**
- Circulate newsletter each month
  - **Metric:** Standardize document distribution frequency
- Generate and maintain targeted distribution list of staff at industrial and commercial facilities
  - **Metric:** Ensure document distribution list is actively managed and maintained

**Objective 2:** Communicate on a variety of topics that are relevant to site operators regarding storm water pollution prevention, including regulatory updates, best management practices and evaluation results.

**Measurable Milestones**
- Document pollution prevention deficiencies during storm water evaluations of industrial and commercial facilities at the Port of Stockton
  - **Metric:** Perform routine inspections and document deficiencies on inspection forms
- Use Port environmental staff and environmental consultants to identify list of newsletter topics based on current regulations, site deficiencies noted in inspections, or other relevant topics
  - **Metric:** Document that newsletter topic list is being maintained and that Port staff and consultants provide routine feedback on topic selection

4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

The Port has developed and implemented the following strategies to achieve Objectives 1 and 2:

**Strategy:** Create a newsletter that is simple and organized in an aesthetically pleasing and logical manner.

**Strategy selection:** This strategy helps engage readers who could lose interest if the newsletter was too lengthy, bland-looking, or not organized in an easy to read, straightforward manner.

**Actions to carry out strategy:** The newsletter is limited to one page; is designed with flow charts/bubbles to guide the reader through the material; demonstrates examples with pictures, photos, or diagrams; and approaches each topic in a concise and efficient but friendly manner.
Straw wattle, rain boots, leaf rake

Pushed around your site by the rain, the wattle can contain and also prevent any occasion. For flooding prevention, wattle can disseminate the path of water, and it would be a good idea to have a pallet of this on hand for any given situation.

It’s important to regularly stay on top of housekeeping and clean up during the rainy season. Keep an eye on screens, drain lids, and drain outlets. Remember to continually check up on these, and a long way toward preventing flooding, as well as keeping your site’s processes moving.

It’s important to have some proactive plans in place so that your site can still function efficiently and safely. The precautions listed are some of the surest ways to keep your site from experiencing spills and waste disposal plans to how to identify the appropriate Standard Industrial Classification (SIC) codes.

Strategy: Convey information that will help achieve the Port’s goals and that is relevant to the primary audience.

Strategy selection: Making sure that the newsletter is carefully targeted and relevant facilitates its value to tenants. If the audience believes the newsletter to contain irrelevant information, the goal of raising awareness may not be achieved.

Actions to carry out strategy: The newsletter topics are selected by Port staff and contractors directly involved with implementing the Port’s Storm Water Management Program, who have day-to-day interactions with operators and managers of private industrial/commercial facilities at the Port, and who are familiar with best management practices and resources available to implement the strategies communicated in the newsletters.

Strategy: Maintain elevated awareness of the need for ongoing pollution prevention activities by distributing the newsletter frequently.

Strategy selection: Providing frequent communications helps to keep site operators/managers aware that pollution prevention activities need to continue throughout the year.

Actions to carry out strategy: The newsletter is distributed monthly.

Strategy: Use email as the primary method of newsletter distribution.

Strategy selection: Using email facilitates quick and direct distribution of the newsletter to the target audience. Opening rates can also be tracked measuring success.

Actions to carry out strategy: The newsletter is emailed to the target audience by Port staff.

COMMUNICATION OUTPUT AND IMPLEMENTATION

Each newsletter is produced and distributed through implementation of the following steps:

Ongoing: The Port environmental department works with consultants to maintain a list of newsletter topics.

One month prior to newsletter distribution:

• Identify specific topic for next newsletter
• Prepare newsletter content and mock-up newsletter
• Preparation of final newsletter
• Final review of newsletter

The month of newsletter distribution: The final PDF version of the newsletter is distributed to the target audience via email.

5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

The Storm Water Update is already showing signs of success. Tenant awareness about pollution prevention activities and regulatory requirements on storm water issues is increasing. Most importantly, water quality is improving in the Delta. To date, 12 Storm Water Updates have been developed and distributed on a broad variety of topics ranging from waste disposal plans to how to identify the appropriate Standard Industrial Classification (SIC) codes.
Classification number. The Port has included information on cost-saving measures and expanding compliance to vendors as well as tenants. Reception has been positive, with tenants contacting Port staff to inquire about implementing additional best management practices and ensuring compliance with Port directives. Before the newsletter, the Port was the primary initiator of conversation. Now, communication is collaborative and storm water management is a joint effort. The Port hopes to begin highlighting tenant success stories to increase collaboration among tenants as well.

Storm Water management is an ongoing effort at the Port. The newsletter is just one important piece of a comprehensive program and communication must be multi-faceted to ensure long-term and sustained success. For example, in addition to the update, the Port conducts an annual Storm Water Managers Workshop for Port tenants and employees, who are responsible for storm water protection at their sites. This workshop highlights new and existing storm water regulations and offers advice on how to maintain compliance. The success of programs such as these are having a measurable effect on the Port’s environment. Despite expanding operations in 2017, storm water compliance issues have dropped. The Port looks forward to furthering the newsletter to other environmental topics in the future.