



# B A S M A A

Alameda Countywide  
Clean Water Program

Contra Costa  
Clean Water Program

Fairfield-Suisun  
Urban Runoff  
Management Program

Marin County  
Stormwater Pollution  
Prevention Program

San Mateo Countywide  
Stormwater Pollution  
Prevention Program

Santa Clara Valley  
Urban Runoff Pollution  
Prevention Program

Vallejo  
Sanitation and Flood  
Control District

To: 1999 *Start at the Source* Workshop Attendees

From: Geoff Brosseau, Executive Director – BASMAA

Welcome and thank you for coming today. I would like to take this opportunity to let you know just how important the principles and techniques you'll be covering today are to protecting our local creeks, the San Francisco Bay and San Joaquin Delta, and the ocean.

First, you may be asking yourself "How did water quality professionals—people whose job it is to make sure our waterways are fishable, swimable, and drinkable—get interested in land use and development? What's the connection between water quality and land use?" There are at least three connections:

- First, land development is the single biggest impact to a watershed. Once we develop a watershed, we significantly change how that watershed works—how mother nature was managing it—whether we realize it or not. Essentially, that watershed is "Under New Management" and the manager is us. Historically, we have been very different managers than mother nature.
- Second, redevelopment, which may happen every 20 to 50 years, is the single greatest opportunity in a career or generation to make changes to past land management practices or to try new ideas.
- Third, in urban and suburban areas, the two most common pollutant sources are:
  - Vehicles – Oil and grease, heavy metals, petroleum hydrocarbons
  - Non-native landscaping – pesticides and fertilizersBoth of these pollutant sources—vehicles and landscaping—have a direct connection to decisions about land use, development, and design.

During this workshop, you'll learn about impervious surfaces. Why focus on pavement—particularly streets, highways, and parking lots?

- Vehicles are the single, largest continuing source of pollution to our waterways, through leaks and drips of fluids, wear of tires and brakes, and tailpipe emissions.
- It's estimated that up to two-thirds of our urban environment is habitat for cars.

Another reason for the convergence of water quality protection with land use planning and landscape architecture is the move to "watershed management." The Clean Water Act celebrated its 25<sup>th</sup> anniversary in 1997. After a successful 25 years, water quality protection is moving away from working solely on single, isolated problems (e.g., dirty creeks, industrial discharges) to watershed management. That is, viewing and managing the watershed as a system, the way mother nature does.

So the science of water quality protection is becoming the art of "place-based" management. Land use planning and landscape architecture are professions based on place and placement. Those of you who participate in land use planning and development play a role in environmental protection that is at least as important as your role in economic development.

Again, thank you for coming today and have an informative and fun day!

Bay Area

Stormwater Management

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