



Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)

The City of Sunnyvale is a member of the Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP). SCVURPPP is an association of 15 cities, towns and governmental agencies, including Santa Clara County and the Santa Clara Valley Water District, who share a common permit to discharge storm water to waterbodies flowing into South San Francisco Bay.

SCVURPPP's mission is to assist in the protection of beneficial uses of streams, creeks, and rivers flowing into South San Francisco Bay by preventing, to the maximum extent practicable, pollutants generated by urban activities from entering into stormwater runoff. This challenge is met through compliance with the NPDES stormwater discharge permit requirements issued by the Regional Water Quality Control Board, evaluating the effectiveness of pollutant control measures, and then using that information to continuously improve pollution control activities. Public education and outreach is an important element of SCVURPPP activities with the goal of increasing public awareness of watershed pollution problems and encouraging changes in behaviors that will lead to reductions in stormwater pollution.

Further information about the Program can be found on the SCVURPPP website at <http://www.scvurppp.org/>.