Chapter 4: PUBLIC EDUCATION PROGRAM

Please note that many additional activities, not specified in the SWMP, were implemented this year in the Public Education Program. These additional activities are listed and described under their respective BMPs and are delineated as follows: *ADDITIONAL ACTIVITY.

BMP #PE-1: Replace Worn Stencils or Apply New Stencils to Storm Drain Inlets

In the late 1990s and early 2000, the City applied thermoplastic stencils with the message "No Dumping, Flows to Bay" (with a fish image) on the storm drain inlets in the City's high use commercial areas, which are primarily within the "downtown" area. Stenciled inlets serve to both educate the public that the storm drains flow directly to Monterey Bay without treatment and to help prevent illegal discharges and dumping. In the Santa Cruz downtown area, the storm drain inlets flow to the San Lorenzo River and thus it is important to keep pollutants from being dumped into any downtown inlets as the River is listed for sediments, pathogens, and nutrients. Therefore, the City will take measures to replace worn stencils and to apply new stencils or markers to storm drain inlets that were not done during the initial stenciling program.

Measurable Goals:
24 stencils replaced or newly applied annually

Year 1 Summary: The City funded Save Our Shores (SOS) to do a storm drain inlet education and marking program. SOS began the work by assessing catch basins in areas within the city as specified by City staff. These areas were selected due to their proximity to Monterey Bay or the San Lorenzo River and included: East Cliff Drive, West Cliff Drive, and "Downtown" Santa Cruz. The catch basins were assessed by SOS staff and volunteers to see if the old thermoplastic "No Dumping" applications were present and still intact or readable. In the designated areas, SOS assessed a total of 276 catch basins. SOS staff then followed up by applying "No Dumping" markers on 100 of these catch basins that were in need of a new inlet marker. Prior to commencement of this program, the City purchased the same "No Dumping, Drains to Ocean" storm drain inlet adhesive marker as the County of Santa Cruz in order to have a consistent and recognizable image in both the City and the County. A copy of the adhesive marker is available upon request.

Also, as part of the program, SOS collected trash from around the assessed catch basins and tracked the trash types. In total, 90 lbs of trash and 35 lbs of recyclables were collected from around the catch basins. The collected items included 43 plastic bags, 128 plastic food wrappers, 236 plastic pieces, 322 cigarette butts, and 35 glass bottles.

In addition, per the City's request, SOS conducted educational presentations at three High School science classes (at Santa Cruz High School) on plastic pollution and the pathways of pollution.

Effectiveness: goal met and exceeded

Proposed Modifications: none
Planned Year 2 Activities: continue

BMP #PE-2: Participate in Public Events

The City will continue to have booths or tables at local public events in order to conduct outreach and provide educational materials to the public. Events in the past have included Earth Day Santa Cruz and Coastal Clean-up Day. At these events, staff hands out brochures with pollution prevention information and answers questions from the people who stop by. Posters, such as the poster entitled "Storm Drains Lead Straight to the Ocean," sponsored by the Monterey Bay National Marine Sanctuary, are also given away. The City's list of annually recognized "Clean Ocean Businesses" (vehicle repair shops) is also provided. At Earth Day, there were also recycling "games" for kids and prizes made out of recycled materials.

Measurable Goals:
2 public events per year

Year 1 Summary:
1) City staff worked as Beach Captains at Cowell Beach on the Annual Coastal Cleanup Day event held on Sept. 19, 2009. Approximately 200 volunteers attended the event at this beach and collected trash and recycling from the Cowell and Main Beach areas. 2) In addition, City staff organized Earth Day 2009 and Earth Day 2010 and also tabled at the all day event in both years. As mentioned above, while tabling staff distributes pollution prevention information and answers questions from people who stop by. The Green Business program is also promoted as well as the City's list of annual "Clean Ocean Businesses." These events are also discussed in sections below.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 2 Activities: continue

BMP# PE-3: Distribute Informational Brochures for Residents

The City has published three brochures of pollution prevention tips on how residents can reduce pollution from home activities. The three brochures for residents are the following:

- Home Maintenance, Painting and Repair,
- Garden, Pool and Spa Maintenance, and
- Vehicle Repair and Washing

The brochures also include a telephone number for residents to call either for more information or to report spills and dumping incidents. Since all City residents are targeted, the brochures are given out at public events and are available at City buildings, such as the public libraries. Currently and in the future, staff will periodically check the main library and restock each of the three brochures when they are running low. The brochures are also available at the Public Works counter and are restocked as needed. In addition, the brochures are posted on the City's website.

Measurable Goals:
Distribute 200 brochures per year

Year 1 Summary: Approximately 207 brochures were distributed at the Public Works Counter, the City's Main Library, and given out at Special Events. Additional brochures were also given out by the Environmental Compliance Division at special events. The brochures are also listed on the City's website and available for download at:

Garden, Pool, Spa Maintenance-
http://www.cityofsantacruz.com/Modules/ShowDocument.aspx?documentid=4417

Home Maintenance and Repair-
http:// www.cityofsantacruz.com/Modules/ShowDocument.aspx?documentid=4413

Vehicle Repair and Washing-
http://www.cityofsantacruz.com/Modules/ShowDocument.aspx?documentid=4487

Effectiveness: goal met
Proposed Modifications: none
Planned Year 2 Activities: continue

BMP# PE-4: Utilize Door Hangers As Needed By Environmental Compliance Inspectors

Door hangers are used when an illegal storm water discharge is investigated by an Environmental Compliance Inspector and determined to come from a private residence. If the resident is not home at the time, a door hanger is left on their doorknob. In addition to identifying the illegal discharge, the door hanger provides information to the resident on what causes storm water pollution and explains that storm drains flow directly to the nearest water body without any treatment.

Measurable Goals:
Distribute door hanger at 100% of residences when responding to a complaint and the resident is not home

Year 1 Summary: During the permit year, the Environmental Compliance Inspectors distributed approximately 5 door hangers at residences when no one was home and available to discuss the problem or complaint. The door hangers are being updated and reprinted in September 2010.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 2 Activities: continue

BMP #PE-5: Distribute Informational Brochures for Businesses

Measurable Goals:
1. Distribute brochures at 100% of new food and vehicle service facilities during the initial site visit by the Environmental Compliance Inspector.
2. Distribute brochures at 100% of food and vehicle service facilities once during the 5 year Permit period either during the annual site visit by the Environmental Compliance Inspector or by mail.

Year 1 Summary:
1. Environmental Compliance Inspectors distributed the BMP brochures at all new food and vehicle service facilities. There were approximately one new vehicle service facility (VSF) and six new food service facilities (FSFs) that opened during the permit year. Additionally, one new food service facility opened in June 2009. Another future food service facility (applicant) was evaluated during summer 2010 and given the BMP brochure. However, this site is being remodeled and is not yet open. At least, 200 BMP brochures were distributed by the Inspectors during visits to businesses and some were given out at public events. The BMPs are also posted on the City web site as follows:

BMPs for Vehicle Service Facilities:
http://www.cityofsantacruz.com/Modules/ShowDocument.aspx?documentid=5992

BMPs for Food Service Facilities:
http://www.cityofsantacruz.com/Modules/ShowDocument.aspx?documentid=6033

2. Please see above.

Effectiveness: goals met
Proposed Modifications: none
Planned Year 2 Activities: continue

BMP #PE-6: Implement the Clean Ocean Business Program

Recognition includes local newspaper advertising at least once a year. Additional advertising is conducted as the budget permits because it is additional motivation for the shop owners to try to achieve the Clean Ocean Business (COB) recognition. The advertising also serves to familiarize the general public about the program and, hopefully, will stimulate people to ask their auto shop if they are a Clean Ocean Business.

Each business is also given two 6-inch, brightly colored decals that are inscribed with “Clean Ocean Business,” the current year, and the City’s logo. The list of the annually recognized Clean Ocean Businesses is also posted on the City’s web site.

Measurable Goals:
1. Annual inspections of 100% of food and vehicle service facilities
2. Annual recognition for Clean Ocean Businesses

Year 1 Summary:
1. During the permit year, all 80 vehicle service facilities and 275 food service facilities in the City were inspected. Of the 80 vehicle service facilities, 53 businesses qualified in 2009 for the 2010 recognition. This equals 66% of the vehicle service facilities in the City. Of the 275 food service facilities, 145 businesses qualified in 2009 for the 2010 recognition. This equals 53% of the food service facilities in the City.

2. As part of the annual Clean Ocean Business (COB) recognition, the City ran full page ads in the local newspapers, the Sentinel (daily paper) and the Good Times (weekly paper), on May 1st and April 29, 2010 respectively. The ads included a list of all the 2010 Clean Ocean Businesses including both vehicle and food service facilities. An online ad banner in Sentinel e-edition ran from May 1st-15, 2010. A recognition letter was sent to each business on April 21, 2010 including two new COB door stickers for 2010.

Effectiveness: goals met
Proposed Modifications: none
Planned Year 2 Activities: continue

BMP #PE-7: Partner and Co-Sponsor the Monterey Bay Area Green Business Program

The City's participation in the Monterey Bay Green Business (MBGB) program includes staff time for program coordination and business audits, and financial support for the Green Business promotional program. The promotional efforts vary slightly from year to year but typically include newspaper and yellow pages print ads, TV ads, and radio spots. City certified Green Businesses are also listed on the City's website and on the Monterey Bay Green Business website. Thus, this program serves not only to educate local businesses about storm water pollution prevention, recycling, and resource conservation, but it also increases public awareness on these topics.

Measurable Goals:
Initiate the Green Business certification (audit) process for 30 business applicants per year

Year 1 Summary: Between 4/15/09-6/30/09, 6 businesses began the Green Business Program audit process. Between 7/1/09-6/30/10, 22 businesses began the audit process. In addition, between 4/15/09-6/30/09, 6 businesses completed the process and became "Green" certified. Between 7/1/09-6/30/09, 15 businesses completed process and became "Green" certified.

For most of the permit year, the City had a substantial waiting list of business applicants. Once a business' turn comes up, the process of getting audited by four auditors and completing all the required measures to become certified typically takes approximately three to eight months depending upon the business. Reduced staffing and City work furloughs slowed down the audit initiation process. In addition, the Green Business program was expanded to include contractors of various types which increased the work load for each contractor applicant. This is because

City staff needs to audit both a contractor's business office and at least one work site, thus increasing the number of inspections made by City staff. For these reasons, the goal was not completely met.

In addition, per the Green Business program policy, certified sites must be re-certified every three years which includes a new evaluation and additional inspections to confirm continued compliance with the program measures. Thus, the City would like to modify the Measurable Goal to include these business recertification audits in the process.

Effectiveness: goal partially met
Proposed Modifications: The City requests modification of the Measurable Goal as follows: "Initiate the Green Business certification (audit) process for 20 business applicants or re-certifications per year."
Planned Year 2 Activities: continue

BMP #PE-8: Support for O'Neill Sea Odyssey Education Program

The O'Neill Sea Odyssey is a non-profit organization that provides a "hands-on" marine and watershed educational program to school groups between fourth and sixth grade. The program consists of a three-hour class conducted both at the Education Center and aboard a 65-foot catamaran. Students are taught about marine life, ecology, and other related topics. The program emphasizes the human influence on the ocean and marine life, and teaches about watersheds, storm water pollution, and the environment. O'Neill Sea Odyssey also provides an educational packet to the schoolteachers so that the kids learn about marine ecology in their own classroom in advance of their half-day at the Center. O'Neill Sea Odyssey also requests that the class conduct some type of community service related to the environment in exchange for participating in the program (schools are not charged a fee).

The City contributes annual funding from the storm water budget to pay for approximately 10 City of Santa Cruz school classes, which is equivalent to approximately 300 children, to take the three-hour class during the school year. The funds are used towards the storm water education portion of each class, which includes a watershed demonstration and a session called "ocean impacts lessons."

<u>Measurable Goals:</u>
Annual support for 10 school classes or 300 students per year

Year 1 Summary: This year, the City increased the funding for the O'Neill Sea Odyssey Education Program and funded two programs as compared to just one in previous years. These programs are as follows: 1) *Storm Water Runs to It* Program-which served 4 Fourth grade classes; 2) *Ocean Protectors* Program-which served 4 Fourth grade classes and 1 community center group. Less classes were technically funded under the *Storm Water Runs To It* program this year because the City's funding now covers the entire program's expenses per class, while previously when SWMP was written, funding only covered a portion of each class. The amount of funding for this program from the City actually remained the same.

***ADDITIONAL ACTIVITY:** During the permit year, the City also added the *Ocean Protectors* program which includes an O'Neill Sea Odyssey boat field trip, plus a classroom presentation and beach cleanup by a subcontractor, Save Our Shores. Thus the total funding to the O'Neill Sea Odyssey Education Program actually increased significantly.

Effectiveness: goal modified and exceeded
Proposed Modifications: The City requests that this Measurable Goal be modified to read "Annual Support for the *Storm Water Runs to It* and *Ocean Protectors* Programs."
Planned Year 2 Activities:

BMP #PE-9: Partner and Co-Sponsor of Our Water Our World Program

The Our Water Our World Program is a regional partnership program led by Ecology Action and co-sponsored by the City of Santa Cruz, the County of Santa Cruz, the City of Watsonville, the Monterey Storm Water Education Alliance, the City of Salinas, and the Salinas Valley Solid Waste Authority. The program was also funded by a grant from the California Integrated Waste Management Board.

The Our Water Our World Program focuses on reducing residential pesticide, fertilizer and garden chemical use by offering Integrated Pest Management (IPM) solutions to home gardeners. The Our Water Our World program promotes IPM and the use of less-toxic pesticides in many garden and hardware stores in both the Santa Cruz and Monterey areas. Within the City of Santa Cruz limits, there are two garden centers/stores and both participate in the program.

The program works with participating retail stores to raise public awareness about using alternatives to hazardous pesticide, herbicides, and fertilizers in order to address the water quality problems associated with these types of home products. The program trains store employees to communicate IPM information to customers. The program also provides each participating store with free less-toxic pest management fact sheets for customers, product shelf talkers and displays. Budget allowing, the program also conducts in-store tabling events for store customers and workshops. Prior to the in-store events, an ad is run in one of the local newspapers announcing the event, which also provides outreach to the public and advertisement for both the event and the participating store. The program also has an IPM information hotline number (to the Ecology Action IPM program specialist) for residents to call for advice on less-toxic pest management.

<u>Measurable Goals:</u>
1. In-store staff training at the 2 local participating stores
2. Restocking individual pest management flyers at the 2 stores

Year 1 Summary:
1. During spring 2009 and spring 2010, the Program staff (Ecology Action) conducted training at the two local nursery and garden retail stores located in the City. Four new employees at these stores were trained.

In addition, 3 education tabling events were held at various locations and events throughout the year (and one in spring 2009) in order to reach more members of the general public. One educational tabling event was conducted on June 13, 2010, from 10am-2pm, at the ProBuild Garden Center. Two Master Gardener volunteers assisted with the staffing and a total of 31 IPM consultations were given over the 4 hours. A similar event was held on Mother's Day in spring 2009. Two other tabling events were also held at special events during the permit year. Ecology Action staff represented the City of Santa Cruz OWOW program at the Natural Bridges State Park Annual Migration Festival on February 13, 2010, from 11am-4pm, and at the Santa Cruz Community Farmer's Market Earth Day Celebration from April 21, 2:30-6:30pm. At the Annual Migration Festival, 45 IPM consultations were given, and at the Farmer's Market Earth Day Celebration, 55 PM consultations were given. Thus, the program conducted a total of 131 IPM consultations with members of the general public.

2. In spring 2009 and 2010, individual pest management flyers were restocked at the two local nurseries & garden stores. The Ants, Healthy Lawns, and Aphids fact sheets were the most popular. The program also wrote and produced a countywide radio ad which played on 4 local radio stations: KPIG, the Beach, HANK, radio Tri-Color and radio JOSE. The ad promoted less-toxic gardening practices through the Our Water Our World store program and Green Gardener websites. During the June 2010 radio campaign, the program website, www.green-gardener.org, received 515 unique site visits.

A copy of the Our Water Our World Annual Report is available upon request.

Effectiveness: goal met and exceeded
Proposed Modifications: none
Planned Year 2 Activities: exceeded

BMP #PE-10: Co-Sponsor of Coastal Clean-up Day

The City is a local co-sponsor of Coastal Clean-Up Day that occurs along the California Coast each year in mid-September. In Santa Cruz County, the local event organizer is Save Our Shores in partnership with the California Coastal Commission. The City contributes to this highly visible event because it publicizes the issues of litter and marine/river pollution and it also draws in the general public. It is an event that residents of all ages, including students and families, can participate in. In addition, volunteers collect many pounds of trash, cigarette butts, and recyclables from our beaches and waterways each year. Typically on Coastal Clean-Up Day, clean ups are scheduled at least two local beaches within the city limits and at one location along the San Lorenzo River. In 2007-2009, Save Our Shores also coordinated kayak and SCUBA clean ups at the Santa Cruz Municipal Wharf.

The event's local results, including the types and amounts of trash collected, are tabulated by Save Our Shores and added to the state-wide totals tallied by the Coastal Commission and other event partners. The Coastal Clean-Up Day results are then released to the public and the press immediately after the event.

<u>Measurable Goals:</u>

Sponsorship of the event in Santa Cruz County at the Platinum level

Year 1 Summary: Annual Coastal Cleanup Day was held on Sept. 19, 2009. The City co-sponsored the event at the Platinum level. In Santa Cruz, the local event was organized by Save Our Shores in conjunction with the Coastal Commission. Within the City, over 588 volunteers participated and 1,693 lbs of trash and 686 lbs recycling were collected. In addition, 2 City staff served as "Beach Captains" at the Cowell Beach clean up location and additional City staff assisted with the approximately 200 volunteers at this site.

The event included 7 beaches within the City and 3 inland sites along the San Lorenzo River and Carbonera Creek. The event also included a SCUBA cleanup at the Wharf. A breakdown of the data for the different location types is as follows:

Location Type	Volunteers	Trash Collected	Recyclables Collected
7 Beaches w/in City (Harbor Beach data not included	455 volunteers	541 lbs	171 lbs
Inland sites	92 volunteers	1,088 lbs	514 lbs
SCUBA cleanup	41 volunteers	64 lbs	1 lb

Effectiveness: goal met, very effective
Proposed Modifications: remove the "Platinum" sponsorship level as this category was changed by the event's local organizer (SOS) in the 2010 to year. "Platinum" sponsorship meant $1,000 or more. City requests that the Measurable Goal be changed to read: "Sponsorship of the event in Santa Cruz County at the Sanctuary Benefactor Level which starts at $1,000."
Planned Year 2 Activities: continue

BMP #PE-11:Co-Sponsor and/ or Participate in Earth Day Santa Cruz

Measurable Goals:
2,000 people attending event

Year 1 Summary: In 2009, Earth Day was held on April 18, 2009. In 2010, Earth Day was held on April 17. Both events were estimated to have between 1,500-3,000 people attending. In 2010, there were less people and attendance was probably closer to 1,500 people in spite of increased advertising. This may have been due to the fact that it was one of the first warm days of the spring this year.
Event co-sponsors, including City staff, will support Earth Day another year (in 2011) and then re-evaluate event effectiveness due to the large amount of staff time involved in organizing, promoting, and sponsoring this event.

Effectiveness: goal met
Proposed Modifications: none

Planned Year 2 Activities: continue

BMP #PE-12: Support for Earth Vision Environmental Film Festival

Measurable Goals:
300 people attending the event

Year 1 Summary: The Earth Vision Environmental Film Festival was discontinued this year. In lieu of this event, City funded "Snapshot Day," which is organized by the Coastal Watershed Council. Snapshot Day is a regional one day volunteer monitoring event of local creeks and water bodies during the month of May annually.

During the permit year, the City co-funded Snapshot Day, which is organized by the Coastal Watershed Council. The City contributed funds to both the May 2, 2009 and May 1, 2010 events. The events included monitoring of 20 creek or water body sites within the City (there are 70 sites countywide). There were approximately 55 trained volunteers participating within the City and over 100 volunteers participating county-wide.

Effectiveness: goal modified
Proposed Modifications: In lieu of this event, City plans to fund "Snapshot Day" as described above. The City requests that this BMP/Measurable Goal be modified accordingly.
Planned Year 2 Activities: continue funding Snapshot Day

BMP #PE-13: Co-Sponsor First Flush

Measurable Goals:
1. 15 volunteers conducting the monitoring
2. Annual report prepared by the Monterey Bay Sanctuary Citizen Watershed Monitoring Network.

Year 1 Summary: First Flush is an annual region-wide volunteer monitoring event coordinated by the Monterey Bay Sanctuary Citizen Watershed Monitoring Network and the Coastal Watershed Council (CWC). First Flush is conducted simultaneously, during the first major rainstorm of the rainy season, at participating cities throughout the Monterey Bay area. Resident volunteers collect storm water samples, which are then sent to a laboratory for analyses. First Flush offers a snapshot view of the amount of pollutants that are released to our storm drains and Monterey Bay during the first major rainstorm of the winter. The publicity surrounding First Flush increases public awareness on storm water pollution and educates the public that, just because pollutants are not necessarily seen, they can remain on the ground until they are flushed into the storm drain system and ocean by a major rainfall.

1. CWC trained 14 volunteers for the event. During the first flush storm which occurred at night, only eleven participated in actual monitoring as three were unavailable that night. The FF event occurred on October 13, 2009.

2. The annual First Flush report was received, as prepared by CWC. The report is no longer prepared by MBSCWMN. A copy of the Annual Report is available upon request.

Effectiveness: Goal #1 partially met and modification requested. Goal #2 met and modification requested.

Proposed Modifications:
1. The City requests modification of this goal for several reasons. Per discussion with CWC who organizes the event and arranges the sites' volunteer teams, the optimum team size is 3-4 volunteers/site. Since the City now has 3 sites (a fourth site was dropped in 2009 due to safety concerns), a total of 9-12 volunteers assigned to City sites is preferable. Also, some of the trained volunteers may be unavailable for the actual first flush storm since not a scheduled event and often occurs at night. Thus, the City requests that this goal be changed to "At least 9 volunteers participating."

2. The Monterey Bay Sanctuary Citizen Watershed Monitoring Network no longer produces the final reports. The Coastal Watershed Council is currently responsible for preparing the final report. Thus, the City requests that this measurable goal be modified to "Annual report of sample results prepared by the Coastal Watershed Council."

Planned Year 2 Activities: continue

*ADDITIONAL EDUCATION AND OUTREACH ACTIVITIES

During the permit year, the City significantly increased its public education and outreach activities. This increase was made possible by the passage of a storm water parcel tax ballot measure, "Measure E," which was approved by City voters in November 2008. The parcel tax fund is entitled the "Clean River, Ocean, and Beaches" fund. Some of the programs described above are being funded by the "Clean River, Ocean, and Beaches" fund.

The City implemented these additional programs during the permit year as described below:

Green Gardener Program: The City funded and partnered with Ecology Action and the Santa Cruz Adult Education School to hold 3 classes for gardening and landscaping company staff, and conduct public education within the City. The three class topics were on LID, erosion control, and less toxic pest control methods and the details are provided below.

1) May 7, 2010 class: "Managing Storm Water on Your Property: swales, rain gardens, pervious pavement"

Students installed a rain garden around a storm drain at the Santa Cruz Adult School Campus. This activity was a great hands-on demonstration of slowing water and sediment in a highly eroded area. Attendance -5 people

2) May 14, 2010 class: “Rainwater and Gray Water Harvesting”

Students built a 200-gallon rainwater harvesting system at the Santa Cruz Adult School entrance. Attendance -8 people

3) May 21, 2010 class: “Less Toxic or Organic Pest Management”

Students practiced sheet mulching a weedy area of the Santa Cruz Adult School campus, demonstrating this effective alternative to post-emergent herbicides. Attendance -5 people

LID Outreach & Education for Residents: The City funded and partnered with the Resource Conservation District (RCD) to conduct a Low Impact Development (LID) education program for residents within the City. Highlights of the program included the following:

- A public workshop at a local store, greenspace;
- An Adult Education class for landscapers, gardeners, & general public;
- Tabling at Santa Cruz Earth Day 2010;
- Distribution of the RCD home drainage guide/LID brochure "Slow It. Spread It. Sink It!" in 3 local nurseries and landscape supply stores; and
- Distribution of the RCD home drainage guide/LID brochure "Slow It. Spread It. Sink It!" by RCD and City staff to residents upon request who heard about the brochure either by word of mouth, info cards from local nurseries, or from the RCD or City web sites.

The public workshop was held on April 28, 2010 at a local “green” supply store, greenspace, and was jointly sponsored by RCD, the City, and greenspace. The Santa Cruz Adult Education class was conducted through the Green Gardener program (as described above) and entitled "Incorporating LID techniques into the Landscape." Tabling was conducted at the Earth Day Santa Cruz 2010 event on April 17, 2010. At this event, RCD staff promoted and distributed the LID brochure. RCD staff also worked with local stores to display the LID brochure and provided small info cards with staff phone numbers so that customers could order the brochure from either the RCD or the City. RCD staff also conducted 4 in-kind site visits to residents that attended the workshop. A link to the RCD brochure "Slow It. Spread It. Sink It!" was also posted on the City website. Lastly, the brochure was mailed to residents upon request by both the RCD and City staff.

Regional Media Campaign: City staff participates in a regional municipal storm water group that includes the City of Santa Cruz and 13 other municipal entities located within the counties of Monterey and Santa Cruz. During the permit year, the regional group collaborated on and jointly funded a storm water education media campaign. Storm water educational Public Service Announcements (PSAs) were run on 4 local TV stations during the entire permit year.

There were 2 TV PSAs entitled "Fowl Water" and "Storm Drains" run, with the "Water Fowl" running in both English and Spanish. The TV stations included: KION46, FOX35, Telemundo23, and Central Coast CW. The media campaign had an estimated reach of 195,877 households.

Public events surveys for the Monterey Regional SWMP area showed that over 50% of the people had seen the ads (the surveys were not done in City of SC). The coordination for the media campaign was done by a consultant, Maris Sidenstecker, in coordination with the MRSWMP and the regional municipal storm water group. The regional municipal storm water group included the cities and unincorporated areas of Monterey County, the City of Salinas, the County of Santa Cruz, and the cities of Santa Cruz, Watsonville, Capitola, and Scotts Valley.

River & Creek Cleanups: The City funded Save Our Shores (SOS) to conduct a River and Creek Cleanup program with in the City. From January-June 2010, there were 4 cleanup events each at different site. Three sites were along the San Lorenzo River and one site was along Branciforte Creek. Newspaper ads were run in advance of each event to promote the event and recruit volunteers, and increase public awareness.

In 2010, the cleanup events were held on: February 13, April 17 (Earth Day), May 25, and June 12, 2010. In total, 129 volunteers participated in one or more of the events. A total of 2,330 lbs of trash and 1,360 lbs recyclables were removed. SOS also tracked the types of wastes collected for informational purposes and noted that a combined total of: 329 plastic bags, 588 plastic food wrappers, 1,833 cigarette butts, 180 metal beverage cans, 13 syringe needles, 7 appliances, 27 bicycle parts, and 5 shopping carts were collected and removed from the San Lorenzo River and Branciforte Creek during the four events.

In 2009, the City funded a cleanup event along the San Lorenzo River on June 20. A newspaper ad prior to this event was also run. During this event, 16 volunteers participated, and 712 pounds of trash and 258 pounds of recycle were removed from along the river.

Save Our Shores July 4 & 5th Pollution Prevention Outreach and Star Spangled Beach Cleanups: The City co-funded the countywide Save Our Shores (SOS) July 4th pollution prevention efforts and July 5th Star Spangled Beach Cleanups in 2010. At the July 4, 2010 event, SOS provided litter education and prevention outreach efforts at 3 locations within the City including at Main Beach, Seabright Beach, and Harbor Beach. At these beaches, 23 SOS volunteers distributed 1,150 bags to beach goers and educated approximately 1,750 people regarding proper trash and recycling disposal methods, and discussed ways to reduce plastic consumption. On July 5, 2010, SOS conducted 3 morning beach cleanups in the City including at Main Beach, Seabright Beach, and Harbor Beach. In total, 124 volunteers removed 1,015 pounds of trash and 70 pounds of recycling.

In June 2009, City also funded ads for the event in a local newspaper and a 30 second TV PSA prior to the July 4th holiday weekend re the beach cleanups and litter awareness.

Schools: Elementary School Classes-1st-3rd grade classes: The City funded Save The Whales to conduct a storm water educational program for lower elementary grades within City schools. The City selected the Sea Otters and Marine Mammals program presentations since these seemed to be most appropriate for young children. Save The Whales began the program by contacting all the elementary schools in the City with a letter describing the program and an offer to reserve a free in class presentation. During the spring 2010, 32 classes were booked although several

classes combined for one presentation so a total of 26 classroom presentations were actually given. A total of 564 students were educated in these presentations.

The Sea Otters program was given to the K-1st graders and the Marine Mammals program was given to 2nd-3rd graders. The presentations were done at the following elementary schools: Bayview Elementary, DeLaveaga Elementary, Holy Cross School, Monarch School, Santa Cruz Children's School, Spring Hill Elementary, and Westlake Elementary. Save The Whales provided each teacher with a survey following the presentation. In general, the program received rave reviews from the teachers.

Schools: Elementary School Musical Assemblies on Watersheds & Storm Water Pollution (ZunZun): The City funded the ZunZun Musical Group to conduct musical educational assemblies on watersheds and storm water pollution prevention topics. The assemblies were held at 4 local elementary schools for grades K-6th. The larger schools had 2 assemblies each and the smaller school had one assembly that the entire school attended. Approximately 1,265 students attended the six total assemblies. Following the assemblies, each school was given surveys for the teachers to complete and return. In general, the ZunZun assemblies received very positive reviews from the teachers. The schools and the number of students that attended each assembly were as follows:

Schools	# of Students	# Assemblies/School
Bayview Elementary	500	2
Westlake Elementary	480	2
Monarch School	60	1
Holy Cross	225	1
Total	**1,265**	**6**

Storm Drain Inlet Program: Marker Application & High School Education: This program is discussed in detail under BMP #PE-1 with respect to the storm drain catch basin “No Dumping” marker application. However, it should be noted that the City expanded this program to include an educational element for high school students. SOS staff conducted 3 presentations to Santa Cruz High science classes on watersheds and storm water pollution prevention. Thus, approximately 90 high school students were educated.

Training Class for Commercial Painters: During the permit year, a training class for commercial painters was held on November 5, 2009. The class was jointly sponsored by the Count of Santa Cruz and the City of Santa Cruz and held at the County Simpkins Swim Center. The class, entitled "Environmentally Responsible Painting," was two hours long and approximately 15 businesses attended. About half of these businesses were based in City although most painting contractors work throughout county.

BMP PE #14: Develop and Implement an Education Program Addressing the Restoration and Protection of Riparian and Wetland Areas

Scheduled for Years 4 and 5

Measurable Goals:
1. Complete development of program plan
2. Implementation of educational measures, i.e. hold workshops, distribute brochures

Year 1 Summary: NA- Scheduled for Years 4 and 5

Effectiveness: NA
Proposed Modifications: none
Planned Year 2 Activities: NA

BMP #PE-15: Continue Development of the SWMP List of Interested Parties and Use It for Notification of SWMP Developments and Public Meetings

Measurable Goals:
1. Add 100% of those requesting to be placed on list
2. Annual notifications

Year 1 Summary:
1. The SWMP List of Interested Parties was created during the SWMP approval process. Additional interested parties were added to list immediately upon request. A second list of "Hydromodification Stakeholders" also was created using a subset of the Interested Parties list.

2. During the permit year, email notifications to the people or organizations on the SWMP List of Interested Parties or the Hydromodification Stakeholders List were sent as follows:

Date	Notification Method	Topic
Jan. 20, 2010	Email to hydromodification stakeholder list	Re: PW Commission & City Council meetings re Regional Joint Effort for hydromodification controls and related SWMP revisions.
April 15, 2010	Email notification to local agencies and Hydromodification stakeholders list	Re: LID presentation by Resource Conservation District & co-sponsored by the City.
May 3, 2010	Email notification to agencies and hydromodification stakeholders list	Re: 3 Green Gardner classes co-sponsored by City on storm water topics (LID and pollution prevention) for gardening & landscaping businesses

		and the general public through the Santa Cruz Adult School.

Effectiveness: goals met
Proposed Modifications: none
Planned Year 2 Activities: continue

BMP #PE-16: Maintain Environmental Programs and Environmental Compliance Web Pages, and post the City's Draft and Final Storm Water Management Plan (SWMP) on the City's Website

The City developed an Environmental Programs Section on the City website in 2003 in order to have web pages that provide the viewer with an overview of all the City's environmentally related programs. The pages consist of a brief description of each program and a link to that program's web pages.

Measurable Goals:
1. Environmental Compliance Web Pages
2. Environmental Programs Web Pages
3. SWMP Posted on City Website

Year 1 Summary:
1. During the permit year, the City's entire website was completely redesigned. Thus, all web pages were reviewed and evaluate, and revised as needed. In addition, the Baseline Monitoring Report (BMR) forms on the website were updated for completeness. The Environmental Compliance Division developed other forms as needed.

2. During the permit year, the City's entire website was completely redesigned. Thus, all web pages were reviewed and evaluate, and revised as needed. In general, the Environmental Programs' web pages, including the Storm Water, Environmental Compliance, and Green Business program web pages, are updated as needed throughout the year.

3. The final SWMP was posted on the City's website after its approval in April 2009 by the RWQCB. Subsequent revisions to several chapters, the BMPs for Redevelopment and Remodeling Projects, and one attachment, due to the Regional Joint Effort for Hydromodification Controls, were posted on the website after approval from the RWQCB.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 2 Activities: continue

BMP #PE-17: Assess Community-Based Social Marketing Strategies and Incorporate Them Where Appropriate

Scheduled for Year 5

Measurable Goals:
Incorporation of at least 1 new public education method

Year 1 Summary: NA- Scheduled for Year 5

Effectiveness: NA
Proposed Modifications: None
Planned Year 2 Activities: NA

BMP #PE-18: Conduct Surveys to Assess the Effectiveness of the Education Effort. Conduct A Baseline Evaluation Survey in Year 4 and Conduct an Evaluation Survey Every 5 Years Thereafter.

Scheduled for Years 4 and 5

Measurable Goals:
Survey results that provide feedback on Program effectiveness and indicate areas that need improvement or change

Year 1 Summary: NA –Scheduled for Year 4 and every 5 years after that

Effectiveness: NA
Proposed Modifications: None
Planned Year 2 Activities: NA