Chapter 8: COMMERCIAL FACILITIES PROGRAM

BMP #CF-1: Revise the BMPs for Vehicle Service Facilities, Food Service Facilities, and Retail and Commercial Businesses As Needed

Measurable Goals:
Revise all 3 brochures per sidewalk cleaning regulations and other additional topics if any

Year 2 Summary: In Permit Year 1, all three brochures were revised per the sidewalk cleaning regulations and improvements were made to other sections with respect to other issues that City Environmental Compliance Inspectors have encountered while "in the field." The revised brochures are posted on the City's website and may be reviewed per the following links:

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

BMPs for Retail and Commercial Businesses-
http://www.cityofsantacruz.com/Modules/ShowDocument.aspx?documentid=6022

Effectiveness: goal met
Proposed Modifications: none
Planned Year 3 Activities: Year 1 item completed. City will continue in future years if needed.

BMP #CF-2: Conduct Site Inspections for Vehicle Service Facilities

Each of the approximately 80 vehicle service facilities in the City is visited once per year or more by the Environmental Compliance Inspectors and evaluated for both compliance purposes and Clean Ocean Business recognition.

Measurable Goals:
Conduct annual inspections at 100% of VSF

Year 2 Summary: The Environmental Compliance Inspectors conducted an inspection at all 80 vehicle service facilities during the permit year. Some sites were visited more than once if necessary for follow up. One facility was issued two warning letters for outdoor vehicle washing.

Effectiveness: goal met, very effective
Proposed Modifications: none
Planned Year 3 Activities: continue

BMP #CF-3: Implement Clean Ocean Business Program for Vehicle Service Facilities

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:
Conduct annual recognition for 100% of COBs

Year 2 Summary: This permit year, 52 vehicle service facilities qualified in 2010 for the 2011 COB recognition. This equals 65% of the vehicle service facilities in the City. The City ran full page ads in the local newspaper, the Sentinel (daily paper) and the Good Times (weekly paper), on May 7th and May 5, 2011 respectively. The ads included a list of all the 2011 Clean Ocean Businesses vehicle service facilities. An online ad banner in Sentinel e-edition ran from May 7th-21, 2011. A recognition letter was sent to each business on April 26, 2011 including two new COB door stickers for 2011.

City staff also held a recognition event for Five Year and Ten Year Clean Ocean Businesses (Vehicle Service Facilities) on October 12, 2010. The event was held at City Hall right before a City Council meeting, and the Mayor and City Council members attended the event.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 3 Activities: continue

BMP #CF-4: Conduct Site Inspections for Food Service Facilities

Each of the approximately 275 food service facilities in the City is visited once per year or more by the Environmental Compliance Inspectors, and evaluated for both compliance purposes and Clean Ocean Business recognition.

Measurable Goals:
Conduct annual inspections at 100% of FSF

Year 2 Summary: The Environmental Compliance Inspectors conducted a site inspection at each of the City's 330 Food Service Facilities during the permit year. Some sites were visited more than once if necessary for follow up. A total of 7 (seven) facilities were issued Warning Letters for non-compliance.

Effectiveness: goal met, very effective
Proposed Modifications: none
Planned Year 3 Activities: continue

BMP #CF-5: Implement Clean Ocean Business Program for Food Service Facilities

The Clean Ocean Business (COB) Program is an incentive program that provides annual recognition for facilities that are in compliance with the City's BMPs, the storm water ordinance, and sanitary sewer ordinance. Each of the approximately 270 food service facilities in the City is visited once per year as mentioned above. Clean Ocean Business recognition includes local newspaper advertising at least once a year and each business is given two 6-inch, brightly colored decals that are inscribed with "Clean Ocean Business," the year, and the City logo. In addition, all COBs are listed on the City's website at: http://www.cityofsantacruz.com/.

Measurable Goals:
Conduct annual recognition for 100% of COBs

Year 2 Summary: This permit year, 164 food service facilities qualified in 2010 for the 2011 recognition. This equals 60% of the food service facilities in the City. The City ran full page ads in the local newspaper, the Sentinel (daily paper) and the Good Times (weekly paper), on May 7th and May 5th, 2011 respectively. The ads included a list of all the 2011 Clean Ocean Businesses vehicle service facilities. An online ad banner in Sentinel e-edition ran from May 7-21, 2011. A recognition letter was sent to each business on April 26, 2011 including two new COB door stickers for 2011.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 3 Activities: continue

BMP #CF-6: Follow-up on Public Complaints or Staff Observations of Illegal Discharges by Mobile Washers

Mobile cleaners include a variety of cleaning businesses such as the following: janitorial services, window cleaners, carpet cleaners, fleet washers, auto detailers, and outdoor steam cleaning or pressure washing services (i.e. for sidewalks, plazas and parking lots). Mobile cleaners are not regulated by the City through a specific permit program although these businesses must operate in compliance with the City Municipal Code, including the Storm Water Ordinance, and all mandatory BMPs. The City also requires compliance for all mobile cleaners contracted by the City.

Measurable Goals:
Follow-up on 100% of complaints or reports of illegal discharges

Year 2 Summary: Complaints regarding mobile washing discharges are received by multiple City departments and divisions, including the Environmental Compliance (EC) Division, Public Works storm water staff and the Redevelopment Agency. Staff forwards these complaints to the Environmental Compliance for follow up. An EC Inspector follows up on all complaints as soon as possible. The EC Inspectors typically give a first time offender a verbal warning to cease the illegal discharge. The Inspector also educates the responsible party regarding the storm water issues and regulations. Repeat or egregious offenders are given a Written Warning or a Notice of Violation (NOV).

During the permit year, Environmental Compliance issued five Warning Letters and two NOVs were issued. One NOV was issued to a property manager and the other NOV to a mobile washer/janitorial service. Of the five Warning Letters, one was issued to a property manager and four were issued to mobile washers/janitorial services. Also, five residential entities were issued a verbal or written warning on storm water violations and four were instructed on proper handling of construction materials around storm drains.

The City receives complaints from both the general public and businesses (sometimes those in competition with the alleged violators), which reflected successful public education and good access to the public to report observations.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 3 Activities: continue