DUMPING + DRAINS TO OF

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.

Currently, the City is using adhesive markers (see graphic) in lieu of the thermoplastic stencils. The City began purchasing the adhesive markers in 2009 and selected the same marker as the County of Santa Cruz, which provides countywide consistency.

Measurable Goals:

24 stencils replaced or newly applied annually

Year 2 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: "Downtown" Santa Cruz, the "Seabright" area and Mission Street/Westside areas. 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 270 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. As mentioned in last year's report, 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, 74 lbs of trash and 17 lbs of recyclables were collected from around the catch basins. Also, specific items were counted as follows: 27 plastic bags, 307 plastic food wrappers, 319 plastic pieces, and 744 cigarette butts.

In addition, per the City's request, SOS conducted educational presentations at local schools on plastic pollution and the pathways of pollution (2 school classes & one school-wide auditorium).

Effectiveness: goal met and exceeded

Proposed Modifications: none Planned Year 3 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" is also provided. At Earth Day, there are also recycling "games" for kids and prizes made out of recycled materials.

Measurable Goals:

2 public events per year

Year 2 Summary:

- 1) City staff worked as Beach Captains and assistants at Cowell's Beach on the Annual Coastal Cleanup Day event held on Sept. 25, 2010. Approximately 145 volunteers attended the event at these beaches and collected trash and recycling from both Cowell's and Main Beaches. Approximately 330 lbs of trash and 88 lbs of recycling were collected at these beaches during the event.
- 2) In addition, City staff organized and staffed Earth Day Santa Cruz 2011, and also tabled at the all day event. As mentioned above, tabling staff distributes pollution prevention information and answers questions from people who stop by. The pollution prevention materials included storm water tips for residents and the Resource Conservation District's home drainage guide "Slow it. Spread it. Sink it!" The Green Business program is also promoted as well as the City's list of annual "Clean Ocean Businesses." Approximately 2,500-3,000 people attended the Earth Day event.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 3 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 2 Summary: Approximately 260 brochures were distributed at the Public Works Counter, the City's Main Library, and given out at Special Events. Brochures are also posted on the City website. A copy of each brochure is available upon request or they may be downloaded from the City's website 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 3 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 2 Summary: During the permit year, the Environmental Compliance Inspectors distributed approximately 3 door hangers at residences when no one was home and available to discuss the problem or complaint. The door hangers were updated and reprinted in September 2010.

Effectiveness: goal met Proposed Modifications: none Planned Year 3 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 2 Summary:

Environmental Compliance Inspectors distributed the BMP brochures at all new food and vehicle service facilities. There were approximately 13 new food service facilities (FSFs) and no new vehicle service facilities (VSF) that opened during the permit year. The BMPs, which were revised in 2010, were distributed to all of them.

Again in Permit Year 2, 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. Paper copies of the BMP brochures are available upon request.

Effectiveness: goals met Proposed Modifications: none Planned Year 3 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.

SANTACRUZ CLEAN OCEAN BUSINESS 2011

Measurable Goals:

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

Year 2 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, 52 businesses qualified in 2010 for the 2011 recognition. This equals 65% of the vehicle service facilities in the City. Of the 275 food service facilities, 164 businesses qualified in 2010 for the 2011 recognition. This equals 60% of the food service facilities in the City (an increase from 53% last year).
- 2. As part of the annual Clean Ocean Business (COB) recognition, the City ran full or three quarter page ads in the local newspapers, the Sentinel (daily paper) and the Good Times (weekly paper), during the week of May 1st. The ads included a list of all the 2011 Clean Ocean Businesses including both vehicle and food service facilities. An online ad banner in Sentinel e-edition ran from May 7-21, 2011. A recognition letter was sent to each COB business on April 26, 2011 including two new COB decal 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: goals met Proposed Modifications: none Planned Year 3 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 ads, TV ads, and radio spots. The Green Business program is also promoted at special events. 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 2 Summary: In Permit Year 2, 42 businesses initiated the Green Business Program certification process. Of the 42 businesses, 25 were new applicants and 16 were businesses that had been previously certified but needed to apply for recertification (the Green Business certification lasts for 3 years). Of the 25 new applicants, 15 completed certification in the permit year. Of the recertification applicants, 11 completed recertification in the permit year.

The certification process includes audits by four auditors (water conservation, wastewater and storm water, energy, and refuse & recycling) and completing all the required measures. Becoming certified typically takes approximately three to eight months depending upon the business. Thus not all businesses that begin the GB certification complete the process w/in the fiscal year (July 1-June 30). Also, a few businesses initiate the process but do not finish.

Expansion of the GB program to contractors of various types has increased the number of audit inspections by City staff and thus impacted the audit initiation process. 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 during the certification process. Reduced staffing and City work furloughs have also slowed down the process.

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 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 recertifications per year."

Planned Year 3 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."

Measurable Goals:

Annual support for 10 school classes or 300 students per year

Year 2 Summary: In Permit Year 1, the City increased the funding for the O'Neill Sea Odyssey Education Program and funded two programs as compared to just one in earlier years when the SWMP was written. This increased funding was continued in Permit Year 2. The 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 2 community center groups. As explained in the Permit Year 1 Annual Report, less classes are technically funded under the Storm Water Runs To It program now 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. However, the amount of City funding for the Storm Water Runs to It program 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. This in depth program also targets fourth and fifth grade classes plus two local community centers youth groups. 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 3 Activities: continue

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

The Our Water Our World (OWOW) 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.

Measurable Goals:

- 1. In-store staff training at the 2 local participating stores
- 2. Restocking individual pest management flyers at the 2 stores

Year 2 Summary:

- 1. During spring 2011, 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.
- 2. In spring 2011, 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. In addition, program staff restocked 350 OWOW fact sheets/flyers in spring 2010.



Restocked OWOW Literature Rack at Pro-Build Garden Center (photo by Ecology Action)

Additional program elements/highlights were as follows: 1) Employee training at 2 nurseries for a total of 10 staff trained. 2) One 4 hours tabling event conducted at a nursery with 26 customers educated. 3) Tabling at Earth Day Santa Cruz 2011 event (all day) with 40 residents educated. 4) Tabling at the Santa Cruz Community Farmers Market Earth Day Celebration Event with 35

residents educated. 5) Countywide program ran a bilingual OWOW radio ad campaign from June 11-June 26, 2011 (see below).

The 2010-2011 Our Water Our World media promotion focused on a spring radio ad campaign. The paid 60 second PSA directs customers to the OWOW symbol when looking for a less-toxic pest control product at their local garden center, and to the Monterey Bay Green Gardener website when looking for an ecological landscaping service provider. All participating jurisdictions contributed match funds to purchase the radio ads. A total of 192 spots were played on Saturday and Sunday from 6/11-6/26 on KCDU THE BEACH, KPIG, and KKHK. During the June radio campaign, www.green-gardener.org received 96 unique site visits. A copy of the Our Water Our World Annual Report and the radio ad are available upon request.

Effectiveness: goal met and exceeded

Proposed Modifications: none

Planned Year 3 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 2007-2011, 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.

Measurable Goals:

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

Year 2 Summary: Annual Coastal Cleanup Day was held on Sept. 25,

2010. The City co-sponsored the event at the Sanctuary Benefactor Level. In Santa Cruz, the local event was organized by Save Our Shores (SOS) in conjunction with the Coastal Commission.

Within the City, SOS ran cleanups at 17 beaches, river sites, and the Municipal Wharf. Over 1,162 volunteers participated at these sites and removed 1,504 pounds of trash and 471 pounds of recycling. The event included the following locations within the City: Natural Bridges State

Beach, Woodrow Beach, It's Beach/Lighthouse Field, Cowell's Beach, Seabright Beach, and Harbor Beach, as well as specialty kayak and SCUBA cleanups on the Santa Cruz Wharf. The event also included cleanups along the San Lorenzo River.

SOS also conducted a countywide media campaign (with event sponsors' logos) to increase awareness and recruit volunteers. The media campaign included the following: 13 print advertisements in local newspapers: The Good Times, Santa Cruz Weekly, Santa Cruz Sentinel and The Aptos Times. Also, 90 radio public service announcements ran on KPIG and The Beach in both Santa Cruz and Monterey during the month of September.

Lastly, 2 City staff served as "Beach Captains" at the Cowell Beach clean up location and additional City staff assisted with the approximately 150 volunteers at this site. The SOS Annual Coastal Cleanup Day 2010 Summary Report is available upon request.

Effectiveness: goal met, very effective

Proposed Modifications: remove the "Platinum" sponsorship level as this category was changed by the event's local organizer (SOS)-previously "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 3 Activities: continue

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

Measurable Goals:

2,000 people attending event

Year 2 Summary: In 2011, Earth Day was held on April 16. The all day event was estimated to have 2,500-3,000 people attending.

In addition, City staff organized and staffed Earth Day Santa Cruz 2011, and also tabled at the all day event. Staff distributed pollution prevention information and answered questions from people who stopped by. The pollution prevention materials included storm water tips for residents and the Resource Conservation District's home drainage guide "Slow it. Spread it. Sink it!" The Green Business program was also promoted as well as the City's list of annual "Clean Ocean Businesses."



Event co-sponsors, including City staff, will support Earth Day another year (in 2012) 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 3 Activities: continue

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

Measurable Goals:

300 people attending the event

Year 2 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 the May 7, 2011 event, as well as the event on previous years on May 2, 2009 and May 1, 2010. The event included monitoring of 18 creek or water body sites within the City (there are 73 sites countywide). There were approximately 21 trained volunteers, making up 7 teams, within the City and over 100 volunteers participating county-wide. The event occurred over 4 Central Coast counties with a total of 185 sites and 175 volunteers.

Effectiveness: goal modified

Proposed Modifications: In lieu of this event, City plans to co-fund "Snapshot Day" as described above. The City requests that this BMP be modified accordingly and the Measurable Goal be modified to "Provide support for Snapshot Day."

Planned Year 3 Activities: continue co-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 2 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 18 volunteers for the event at a training class held on 9/7/10 and at the dry run on held on 9/11/10. During the first flush storm, which occurred at night, only 9 volunteers participated in actual monitoring as the others were unavailable that night. The FF event occurred on October 17, 2010.
- 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. Although the CWC recruits and trains volunteers for the First Flush event, each year some of the volunteers are unavailable for the actual first flush storm since it's not scheduled and often occurs at night. Per discussion with CWC who volunteer teams for each site, the optimum team size is 3-4 volunteers per site. Since the City now has 3 sites (a fourth site was dropped in 2009 due to safety concerns), a total of 9 or more volunteers assigned to City sites is preferable. Thus, the City requests that this goal be changed to "One team of volunteers at each site" or to some other parameter.
- 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 3 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 also 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 six advanced "Ocean Friendly Landscaping" classes for gardening and landscaping company staff, and the general public. The storm water program funded three of these classes which were specifically related to LID and other storm water issues. The City Water Department funded the other three classes and overall program advertising. All classes were offered with a Spanish translator present. The three classes funded by the storm water program were the following:

1) April 16, 2011: "Ecological Landscape Design"

- 2) April 30, 2011: "Rain Gardens and Rainwater Harvesting"
- 3) May 21, 2011: "Less Toxic Weed Management and Enhanced Biological Control"

A total of 16 students attended one or more of the six classes, including 10 Green Gardener alumni and 6 members of the public. 11 students completed all six classes in the series (29 instructional hours) and were sent a certificate of completion.

The program was also created and installed a demonstration garden at the Santa Cruz Adult School site. Please see the photo and caption which were excerpted from the Ecology Action Green Gardener Progress Report (June 2011).

After invasive species were removed, the weedy area at the entrance to the Santa Cruz Adult School at 319 La Fonda Ave was sheet mulched and revitalized with California native plants. Soil was excavated and a rain garden was created around the storm drain at the lowest point of the landscape.



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 presentation at the Santa Cruz Neighbors meeting
- ◆ A public presentation and display at the Home and Garden Show
- ◆ Tabling at Santa Cruz Earth Day 2011;
- ◆ Maintenance of displays of the RCD home drainage guide "Slow It. Spread It. Sink It!" in 3 local nurseries and landscape supply stores; and
- ♦ Distribution of the RCD home drainage guide "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 presentation for the Santa Cruz Neighbors was held on March 23, 2011 at Santa Cruz Police Headquarters in downtown Santa Cruz. The RCD and the City of Santa Cruz promoted the LID brochure and the City of Santa Cruz Water Department's discounted rain barrel program. There were twenty seven people in attendance and nine "Slow It. Spread It. Sink It!" guides were distributed. The City Storm Water residential brochures (Pollution Prevention Tips) were also provided.

Tabling and a presentation in cooperation with Love's Gardens were held at the Home and Garden Show at the Coconut Grove in Santa Cruz on March 27, 2011. Fifteen "Slow It. Spread It. Sink It!" guides were distributed.

On April 16, 2011, the RCD had a dedicated LID booth at the Earth Day Santa Cruz 2011 event where they promoted and distributed the "Slow It. Spread It. Sink It!" guide. Thirty nine guides were distributed.

The "Slow It. Spread It. Sink It!" guide was also downloaded or accessed from the RCD web site

a total of 37,730 times (please note this number is not just from City residents). This includes external links to it from other places such as the City of Santa Cruz website, other RCDs, etc.

A link to the RCD "Slow It. Spread It. Sink It!" guide is also posted on the City's website under the Environmental Program webpage-Information for Residents. City staff mailed the guide book to a total of 5 City residents who requested a copy of the brochure over the phone or by email.



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.

The media campaign had an estimated reach of 229,150 households in Santa Cruz, Monterey and San Benito Counties. 2 TV PSAs entitled "Fowl Water" and "Storm Drains" were run, with the "Water Fowl" running in both English & Spanish, for the entire permit year. 400 public surveys were done at events (not w/in City) during Year 2 (Sept 8, 2010-August 1, 2011).

The PSAs ran on the following TV stations: KION46, FOX35, and Telemundo23, and Central CoastCW. Coordination for the media campaign was done by a consultant, Maris Sidenstecker, in conjunction with the MRSWMP and the regional municipal storm water group. The regional SW group includes 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.

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). Survey Question: Have you seen TV commercials on storm water pollution? The results were as follows:

Ages 6-34: Yes= (119) 59.5% and No= (81) 40.5%; Ages 35-61+: Yes= (122) 61% and No= (78) 39%.

River & Creek Cleanups: The City funded Save Our Shores (SOS) to conduct a River and Creek Cleanup program within the City. From July 2010-June 2011, there were 4 cleanup events at 3 different sites along the San Lorenzo River. The sites were as follows: 1) along the river from the Laurel Street Bridge towards the river mouth at Boardwalk Beach; 2) along the river

between the Laurel Street Bridge and the Water Street Bridge; and 3) along the river from the Water Street Bridge to Highway 1 intersection. Per the Save Our Shores June 2011 summary report: "The section that yielded the most amount of debris by far was the area closest to the Highway 1 overpass where volunteers removed 2,225 pounds of trash 950 pounds of recycle in just 3 hours."

During Permit Year 2, the 4 cleanup events were held on: Oct. 23, 2010, January 29, April 16 (Earth Day), May 28. In total, 253 volunteers participated in one or more of the events and 5,112 lbs of trash and 1,847 lbs recyclables were removed. SOS also tracked the types of wastes collected 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 during the four events. A copy of the Save Our Shores June 2011 summary report is available upon request.

Newspaper ads were run in advance of each event to promote the event and recruit volunteers, and to increase public awareness. The river cleanup events were also posted on the City website's Calendar of Events. Below are copies of two of the newspaper river cleanup ads:





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 and 2011. 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 morning beach cleanups at three locations 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 2011 (and early July 2011), the City also co-funded the advertising and media campaign, for the 2011 July 4th pollution prevention efforts and July 5th Star Spangled beach cleanups. These efforts included ads in a local newspaper and a 30 second TV PSA prior to the July 4th holiday weekend regarding the beach cleanups and litter awareness.



SOS reported that due the increase advertising and media campaign in June and early July 2011, they had the largest volunteer turnout to date for both prevention and cleanup efforts for July 4th and 5th in 2011. While volunteer numbers were at their highest, SOS volunteers collected the least amount of trash and recycle from City of Santa Cruz beaches in 2011 as compared to past years.

The data from the July 2011 event is included in the table below:

July 5th 2011 Star Spangled Beach Cleanups

	# of	Pounds	Pounds of
Cleanup Site	Volunteers	of Trash	Recycle
Davenport Main			
Beach	12	140	22
Panther Beach	6	203	56
Cowell Beach & SC			
Main Beach	27	240	41
Seabright Beach	63	269	65
Harbor Beach &			
Twin Lakes Beach	30	300	50
Moran Lake Beach	9	42	10
Seacliff State			
Beach	49	217	31
Totals	196	1411	275

Table from Save Our Shores City of Santa Cruz 2011 Summary Report

Schools: Elementary School Classes-1st-3rd grade classes: The City funded a storm water educational program for lower elementary grades within city schools which was conducted by Save The Whales. The City selected the Save The Whales' Sea Otters and Marine Mammals program presentations since these "hands-on" presentations include storm water issues and are most appropriate for young children. From September 1, 2010-May, 2011, Save The Whales staff conducted 35 in-class presentations with a total of 840 students educated.

The Sea Otters presentation was given to the K-1st graders and the Marine Mammals presentation was given to 2nd-3rd graders. The presentations were given in the following schools: Bayview Elementary, DeLaveaga Elementary, Westlake Elementary, Holy Cross, Gateway School, and Alternative Family Education. Following the classroom presentation, teachers were given an evaluation survey to complete in order to calculate program effectiveness. All 35 teachers completed the evaluation and comments were very favorable.

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 or 3 assemblies each and the smaller school had one assembly that the entire school attended. Approximately 1,195 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
Gault School	420	2
DeLaveaga School	625	3
Santa Cruz Children's School	50	1
Spring Hill Elementary	100	1
Total	1,195	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 both this year and in Permit Year 1, the City expanded this program to include an educational element for middle and high school students. SOS staff conducted presentations to two high school science classes and one school assembly on watersheds and storm water pollution prevention. Thus, approximately 254 students were educated.

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 2 Summary: NA- Scheduled for Years 4 and 5

Effectiveness: NA

Proposed Modifications: none Planned Year 3 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 2 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
Sept. 15, 2010	Email to Stakeholders list	Re: Notification that the City submitted the Storm Water Annual Report to the RWQCB & that the SW Annual Report is posted on the City Website.
October 10 & 21, 2010	Email to City Council members & Public Works Commissioners	Re: Notification that the City submitted the Storm Water Annual Report to the RWQCB & that the SW Annual Report is posted on the City Website.
Dec. 29, 2010	Email notification to all stakeholder and interested parties	Notice of public meeting on City's SWMP, including a presentation on SWMP and opportunity to provide comments and input on SWMP. Meeting held on Jan 10, 2011 at City Transportation & Public Works Commission meeting in City Council chambers.

Effectiveness: goals met Proposed Modifications: none Planned Year 3 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 2 Summary:

- 1. The City website was redesigned in Permit Year 1, and all pages were reviewed and updated as needed at that time. Staff continues to evaluate the web pages and update them with current information. For example, each year the current list of Clean Ocean Businesses is posted.
- 2. As mentioned above, the City's entire website was completely redesigned in 2010 and the Environmental Programs web pages were reviewed and revised as well. Also, the Environmental Programs web pages, including the Storm Water, Environmental Compliance, and Green Business program web pages, are updated as needed throughout the year. For example, this permit year, the newly revised Vehicle Service Facilities and Food Service Facilities' BMPs were posted. Special events, such as volunteer river cleanups, Earth Day, and Annual Coastal Cleanup Day, are also posted on the City website's Calendar of Events.
- 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 revisions per the Regional Joint Effort for Hydromodification Controls, were posted on the website after approval from the RWQCB. As mentioned above, the BMPs for food and vehicle service facilities were revised and posted to the web site upon completion. The Spanish versions were also updated and posted.

Effectiveness: goal met

Proposed Modifications: none

Planned Year 3 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 2 Summary: NA- Scheduled for Year 5

Effectiveness: NA

Proposed Modifications: None Planned Year 3 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 2 Summary: NA –Scheduled for Year 4 and every 5 years after that

Effectiveness: NA

Proposed Modifications: None Planned Year 3 Activities: NA