Chapter 3: PUBLIC PARTICIPATION PROGRAM

BMP # PP-1: Hold Public Meetings (including PW Commission & City Council) for SWMP Related Issues

Measurable Goals:
1. Present SWMP items at Public Works Commission meetings twice during the five year permit period.
2. Present SWMP items at City Council meetings twice during the five year permit period.
3. Annual public meeting in addition to #1 & 2 above.

Year 3 Summary:
1. As previously reported, at a Public Works Commission meeting on January 23, 2010, storm water staff gave a presentation on the region-wide hydromodification Joint Effort. This year, Staff also held the annual SWMP meeting for stakeholders at the PW Commission meeting on March 19, 2012.

2. SWMP items have been presented at City Council meetings multiple times during the permit period as detailed below, with Meeting #3 being held during Permit Year 3:

Meeting #3: December 6, 2011, Topic-SWMP & Measure E presentation
Staff gave a presentation on the Clean River, Beaches and Ocean fund (Measure E) and the SWMP annual accomplishments. In addition to SWMP highlights, Measure E expenditures were also presented. There was an opportunity for the public to provide comments. Approximately 50 people attended and the meeting was broadcasted on Community TV.

Meeting #2: June 22, 2010, Topic-SW related programs & expenses funded by the newly approved storm water pollution prevention parcel tax (Clean River, Beaches, Ocean fund)
Staff presented a highlight of the SWMP achievements and detailed program costs were provided. Future program goals and expenses were also presented.

Meeting #1: February 9, 2010, Topic-Regional Joint Effort for Hydromodification Controls
Storm water staff gave a presentation on the region-wide Joint Effort for Hydromodification Control Standards and related revisions to the City SWMP.

3. This year, City staff held an annual Public Meeting for Public Comment & Input on the City's SWMP at a Public Works Commission meeting on March 19, 2012. Staff also discussed projects planned for the next fiscal year. In attendance were 6 Public Works Commissioners, 5 PW staff (plus 2 PW presenters), and 10 members of the public. Of the members of the public, one was there specifically for the SWMP presentation

Effectiveness: all goals met. Re #1 & 2, 1st of 2 presentations during permit period
Proposed Modifications: none
Planned Year 4 Activities: continue

BMP #PP-2: Staff will contact the Downtown Association annually; and will contact the Chamber of Commerce, local trade organizations, and business groups on an" as needed" basis.

Measurable Goals:
1. Annual contact with Downtown Association
2. Contact with the Chamber of Commerce, local trade organizations, and business groups as needed

Year 3 Summary:
1. The Downtown Association is an association of local retail businesses and restaurants located in the "downtown" Santa Cruz shopping area, primarily along Pacific Avenue and associated side streets. The Association occasionally mails a newsletter or email updates to members, with one typically sent in June. Thus, PW Staff sent an informational piece to the Downtown Association on 6/12/2012 for inclusion in next email update or newsletter. The informational piece was regarding the requirement to discharge sidewalk cleaning wastewater in sanitary sewer, and not in the street or storm drain system.

2. The City had a booth at the annual Santa Cruz Chamber of Commerce Annual Business Fair, which was held on March 14, 2012. Staff promoted various City services including the Green Business program, distributed storm water pollution prevention brochures, and discussed related environmental issues. Approximately 2,500-3,000 people attended the event with 150-200 people visiting the City booth.

Effectiveness: goal met
Proposed Modifications: none
Planned Year 4 Activities: continue

BMP #PP-3: Sponsorship of First Flush

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 pollutants can remain on the ground until they are flushed into the storm drain system and ocean by a major rainfall.

Measurable Goals:
1. At least 15 volunteers participating

2. Annual report of sample results prepared by the Monterey Bay Sanctuary Citizen Watershed Monitoring Network

Year 3 Summary:
1. Please see Chapter 4: BMP #PE-13

2. Please see Chapter 4: BMP #PE-13.

Effectiveness: goals met with requested modifications
Proposed Modifications:
1. Please see Chapter 4: BMP #PE-13
2. Please see Chapter 4: BMP #PE-13

Planned Year 4 Activities: continue

BMP # PP-4: Involve City Staff in the Development and Implementation of the SWMP

Measurable Goals:
4 meetings per year with the appropriate personnel

Year 3 Summary: PW storm water staff held eight meetings with staff from Public Works and other City Departments on SWMP items and programs during the reporting period on the following dates: July 7, 2011; July 28, 2011; August 4, 2011; October. 6, 2011; October 13, 2011; November 17, 2011; December 6, 2011; and January 19, 2012. The meetings included Staff from PW, Parks & Rec, Planning Departments, and the Building Division.

Meeting topics included: SWMP project implementation, the Regional Joint Effort Gap Analysis (re Hydromodification controls), joint recycling and SW outreach for schools, construction site BMPs, the new San Lorenzo River Adopt-A-Levee program, Neary Lagoon diversion issues, and the draft new Storm Water MS4 General Permit requirements.

Effectiveness: goal met and exceeded
Proposed Modifications: none
Planned Year 4 Activities: continue