

## 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 3 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 75 catch basins. SOS staff then followed up by applying “No Dumping” markers on 50 of these catch basins that were in need of a new 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.

In addition, per the City’s request, SOS conducted educational presentations at 10 middle school and high school science classes and school-wide assemblies for a total of approximately 299 students. The presentations focused on marine/plastic pollution and the pathways of pollution.

Effectiveness: goal met and exceeded

Proposed Modifications: none

Planned Year 4 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 3 Summary:**

1) City staff organized and staffed Earth Day Santa Cruz 2012 on April 21, 2012, 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 was 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.

2) In addition, the City had a booth at the Santa Cruz Chamber of Commerce Annual Business Fair on March 14, 2012. Approximately 2,500-3,000 people attended the Business Fair with 150-200 people visiting the City booth. Storm water pollution prevention and Green Business program outreach were conducted at the event.

Effectiveness: goal met

Proposed Modifications: none

Planned Year 4 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 3 Summary:** Approximately 221 brochures were distributed at the Public Works Counter, the City's Main Library, and given out at Special Events. Counted distributions: Home Maintenance, Painting and Repair-58; Garden, Pool & Spa Maintenance-47; Vehicle Repair-116. Additional brochures were distributed throughout the year by various staff although these were not counted. 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 4 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 3 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, which were updated and reprinted in September 2010, are currently under review as an additional brochure may be developed for distribution.

Effectiveness: goal met

Proposed Modifications: none

Planned Year 4 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 3 Summary:** Environmental Compliance Inspectors distributed the BMP brochures at all new food and vehicle service facilities. There were approximately 6 new food service facilities (FSFs) and no new vehicle service facilities (VSF) during the permit year. The BMPs, which were revised in 2010, were distributed to all of them.

Again in Permit Year 3, 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 4 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 3 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, 51 businesses qualified in 2011 for the 2012 recognition. This equals 64% of the vehicle service facilities in the City. Of the 275 food service facilities, 180 businesses qualified in 2011 for the 2012 recognition. This equals 65% of the food service facilities in the City (a 5% increase from 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 April 23, 2012. The ads included a list of all the 2012 Clean Ocean Businesses including both vehicle and food service facilities. An online ad banner in Sentinel e-edition ran from April 28-May 12, 2012. A recognition letter was sent to each COB business on April 18, 2012 including two new COB decal stickers for 2012.

Effectiveness: goals met

Proposed Modifications: none

Planned Year 4 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 3 Summary:** In Permit Year 3, 38 businesses became either certified or recertified (required every 3 years). There are currently a total of 102 certified businesses in the City. An additional 40 businesses are "in process" which means they have applied to become certified "Green" and are working on achieving program requirements. A list of all the certified businesses within the City and in the Monterey Bay area, plus program details, may be viewed on the GBP website at: <http://www.montereybaygreenbusiness.org/>

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 permit/fiscal year (July 1-June 30). Also, a few businesses initiate the process but do not finish for various reasons.

Expansion of the GB program to contractors of various types has also 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.

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 4 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 3 Summary: In Permit Year 1, the City increased the funding for the O’Neill Sea Odyssey Education Program and funded two programs: 1) *Storm Water Runs to It* and *Ocean Protector* as compared to one program in earlier years when the SWMP was written. This increased funding was continued in Permit Years 2 and 3. In Permit Year 3, results from both programs are as follows:

- 1) *Storm Water Runs to It* -served 4 fourth grade classes
- 2) *Ocean Protectors* Program-served 5 fourth grade classes and 2 groups (grades 4-6) from the local community center. As part of this program, SOS also worked with 7 classes conducting 7 interactive marine debris activities and 7 beach cleanups. In total, SOS worked with 177 youth who collectively removed 81 pounds of trash and 14 pounds of recyclable material.

As explained in the previous 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 youth groups from local community centers. 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 4 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 3 Summary:**

1. During spring 2012, program staff (Ecology Action) visited the two local nursery and garden retail stores located in the City. Ten employees were trained at one of the nurseries.
2. In spring 2012, Ecology Action program staff re-stocked 200 OWOW fact sheets/flyers, which are individual pest management flyers, in spring 2011 at one nursery and checked the display at the other local nursery. The *Ants*, *Healthy Lawns*, and *Aphids* fact sheets tend to be the most popular each year.



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

Additional program elements/highlights were as follows: 1) Two 3- hour tabling events were conducted at the local nurseries on May 5, 2012 and June 9, 2012. A total of 57 customers were educated. 2) The program ran a bilingual OWOW radio ad campaign from June 22-July 8, 2012 as described below.

The 2012 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. The PSA ran from 6/22-7/8/12 on 3 region-wide radio stations: THE BEACH, KPIG, and BOB. 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 4 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 3 Summary:** Annual Coastal Cleanup Day was held on Saturday, September 17, 2011. 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 15 beaches, river sites, and the Municipal Wharf (by SCUBA). The locations included: 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. A total of 636 volunteers removed 1,998 pounds of trash and 537 pounds of recycle in 3 hours from 9am to noon. Clean-up sites included beaches, along the river sites, and at the Municipal Wharf. Overall, in Santa Cruz County, 3,003 volunteers removed 9,910 pounds of trash and 3,059 pounds of recycle from over 50 cleanup locations.



SOS also conducted a countywide media campaign (with event sponsors' logos) in the local newspaper with print ads, and used social media such as Facebook, Twitter, and blog postings to increase awareness and recruit volunteers. SOS also recruited and trained approximately 80 site captains prior to the event. The SOS Annual Coastal Cleanup Day 2011 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 4 Activities: continue

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

### Measurable Goals:

2,000 people attending event

**Year 3 Summary:** In 2012, Earth Day was held on April 21. The all day event had an estimated 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 2013) 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 4 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 3 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 provided funding support for Snapshot Day, which is organized by the Coastal Watershed Council countywide. This year, Snapshot Day was held on May 5, 2012. The City also provided support for the event in 2009-2011. The event includes monitoring of 18 creek or water body sites w/in City (there are 73 sites countywide) and 22 trained volunteers, making up 7 teams, within the City (approximately 79 volunteers participating county-wide). The event occurred over 4 Central Coast counties with an approximate total of 99 sites and 96 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 4 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 3 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 13 volunteers for the event at a training class held on 9/7/11 and at the dry run on held on 9/10/11. During the first flush storm, which occurred at night, only 11 volunteers participated in actual monitoring as the others were unavailable that night. The FF event occurred on October 4, 2011.

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 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. Also, although CWC recruits and trains volunteers for the First Flush (FF) 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. Thus, the City requests that this measurable goal be changed to "One team of volunteers trained for 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 4 Activities: continue

**\*ADDITIONAL EDUCATION AND OUTREACH ACTIVITIES**

Again this year, as reported during the previous annual report, the City continued with its significantly increased public education and outreach programs and 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:

**Adopt-A-Levee Program:** In partnership with a local non-profit organization, Save Our Shores (SOS), the City developed a pilot “Adopt-A-Levee” program in Fall 2011, with the first volunteer cleanups starting in January 2012. The Adopt-A-Levee program is a volunteer river cleanup program with local groups committing to conducting cleanups along an “adopted” stretches of the river levee three or more times per year. From Jan-June 2012, five local volunteer groups conducted over 15 cleanups along the SLR levee. SOS staff coordinated all the volunteer cleanups and tracked data re the volumes of refuse and recycling removed from the river. The photo shows volunteers from the Albert’s Organics adopting group during one of their cleanup events.



**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 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 six classes and dates were as follows:

- April 14: Rainwater Harvesting;
- May 2: Ecological Landscaping Business Skills;
- May 5: Waterwise Plant Selection;
- May 19: Ecological Storm water Management and Turf Removal Strategies;
- May 30: Irrigation Controller Scheduling;
- June 2: Retrofitting Sprinklers to Drip Irrigation; and
- June 9: Laundry to Landscape Greywater Irrigation.



**Demonstration Rain Water Harvesting System and Overflow to Rain Garden at Ecology Action**

A total of 37 students attended one or more of the six classes offered, including 15 Green Gardener alumni.

**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:

- ◆ Maintenance of displays of the RCD home drainage guide "Slow It. Spread It. Sink It!" in 3 local nurseries and landscape supply stores;
- ◆ Tabling at Santa Cruz Earth Day 2012; 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.



On April 21, 2012, the RCD had a dedicated LID booth at the Earth Day Santa Cruz 2012 event where they promoted and distributed the "Slow It. Spread It. Sink It!" guide. In addition, the home drainage guide was also distributed at the City's Public Works booth at the Earth Day event. City staff also mailed the guide to City residents who requested a copy of the brochure over the phone or by email, and the guide was distributed upon request at the Public Works public counter. In addition, PW staff referred development project applicants to the electronic copy on the City website. A link to the RCD

"Slow It. Spread It. Sink It!" guide is posted on the City's website under the Environmental Program webpage-Information for Residents and on the Public Works Engineering webpage for development projects. Lastly, The "Slow It. Spread It. Sink It!" guide was also frequently downloaded or accessed from the RCD web site.

**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 TV stations included: FOX-KCBA, CW-NION, CBS-KION and KMUV (Spanish). Coordination for the media campaign was done by a consultant, Ms. Maris Sidenstecker, in coordination with the MRSWMP and the regional municipal SW group. The regional SW 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.

There were a total of 807 PSAs aired with 1,487,500 total impressions. The ads were on the following topics: marine debris, pet waste, storm drains, and "fowl" water (ad shows all the things that flow into the storm drains). The Media Campaign had an estimated reach of over 200,000 households in Santa Cruz, Monterey and San Benito Counties.

**River & Creek Cleanups:** The City funded Save Our Shores (SOS) to conduct a River and Creek Cleanup program within the City. From July 2011-June 2012, there were 4 cleanup events at 3 different sites (stretches) 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.

The Permit Year 3 cleanup dates were: October 29, February 25, April 21 (Earth Day), and June 2, 2012. The cleanups drew a total of 261 volunteers who removed 624 pounds of trash and 166 pounds of recycle. SOS collected data at all 4 cleanups and the collected items included: 205 plastic bags, 462 plastic bottles, 745 plastic food wrappers, 893 plastic pieces, 3,836 cigarette butts, 135 clothing items, 7 shopping carts, 3 appliances, 8 bike parts, and 8 car tires. Overall, volunteers collected 3,201 discrete plastic items or pieces in the four cleanups, making plastic the second most pervasive trash material found next to cigarette butts.

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 Calendar of Events. Below are copies of two of the newspaper river cleanup ads:



During the permit year, the City and SOS also partnered to begin the Adopt-A-Levee (AAL) program along the SLR this year (as described above) which helped to reduce the amount of trash found along the river during the four seasonal cleanups as compared to last year. The AAL cleanups collected an additional 1,925 pounds of trash and 371 pounds of recycle from the levee. When AAL is added to the public river cleanups, the total trash removed was 2,832 pounds.

**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, 2011 and July 2012. Since the July 2011 events were reported on in the previous Annual Report, the July 2012 results are described here. At the July 4, 2012 event, SOS provided litter education and prevention efforts at 4 locations within the City including at Cowell's Beach, Main Beach, Seabright Beach, and Harbor Beach/Twin Lakes. At these beaches, 28 SOS volunteers distributed 1,350 bags to beach goers and educated approximately 3,100 people regarding proper disposal methods and ways to reduce plastic consumption.

On July 5, 2012, SOS conducted morning beach cleanups at the same sites w/in the City including at Cowell's Beach, Main Beach, Seabright Beach, and Harbor Beach/Twin Lakes Beach. In total, 120 volunteers removed 809 pounds of trash and 156 pounds of recycling from City beaches.



The City also co-funded the advertising and media campaign, which occurred in June and early July for both the 2011 and 2012 events. 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 also ran a “thank you” ad in July 2011, which include the total amounts of debris and recycling collected (ad displayed above).

**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, 2011-May, 2012, Save The Whales staff conducted 30 in-class presentations with a total of 639 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, and Gateway School. Following the classroom presentation, teachers were given an evaluation survey to complete in order to calculate program effectiveness. After the presentations, the teachers completed the evaluation and comments were very favorable.

**New this year: Schools: Middle and High School Classes-**This permit year, the City funded a new Save The Whales (STW) storm water education program for middle and high school grades within City schools from September 2011-May 2012. A total of 363 students were educated via 15 in-class presentations. The hands-on classroom presentations focused on the new Sea Turtles presentation developed by STW. In addition, nine sea otter presentations and one marine mammals program were given per teachers' request as these presentations fit with their teaching units.

Presentations were given in the following schools: Holy Cross (6th grade), Gateway School, Mission Hill Middle School, Harbor High, Natural Bridges Green Careers, and Alternative Family Education Home School. Following the classroom presentation, teachers were given an

evaluation survey to complete in order to calculate program effectiveness. The evaluations indicated that the programs were well received and teacher comments were 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 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. A total of 1,364 students attended the 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. Five assemblies were held at 3 elementary schools for grades K-6th. Approx. 1,364 students attended in total.

The schools and the number of students that attended each assembly were as follows:

Schools	# of Students	# Assemblies
Gateway School	246	1
Westlake School	578	2
Bayview School	540	2
<b>Total</b>	<b>1,364</b>	<b>5</b>

**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 Years 1-2, the City expanded this program to include an educational element for middle and high school students. SOS staff conducted educational presentations at 10 middle and high school science classes and school-wide assemblies for a total of approximately 299 students. The presentations focused on marine/plastic pollution and the pathways of pollution.

**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 3 Summary:** NA- Scheduled for Years 4 and 5

Effectiveness: NA

Proposed Modifications: none

Planned Year 4 Activities: continue

**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 3 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:

1) December 6, 2011: Email to stakeholders and interested parties list regarding the City Council meeting on 12/13/11 which included a presentation on the Clean River, Beaches and Ocean fund and the SWMP annual accomplishments. The presentation and meeting included an opportunity for the public to provide comments on the SWMP. The email also served to notified stakeholders that the Storm Water Annual Report was posted on the City Website.

2) March 13, 2012: Email to stakeholders and interested parties list regarding the City Transportation & Public Works Commission meeting held on March 19, 2012 at the City Council chambers. Staff gave a presentation on the City SWMP accomplishments and the Clean River, Beaches, and Ocean Fund (Measure E) expenditures. The meeting was also an opportunity for stakeholders and interested parties to provide comments and feedback on the City’s SWMP.

Effectiveness: goals met

Proposed Modifications: none

Planned Year 4 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 3 Summary:**

1. The City website was redesigned in Permit Year 1, and all pages were reviewed and updated as needed at that time. In Permit Year 3, the City website Environmental Pages were redesigned triggering another review of posted information. Staff continues to evaluate and updated the web pages as needed. 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 website's Environmental Pages were redesigned in Permit Year 3 triggering another review of the website. Staff continues to evaluate and update the web pages as needed. For example, again this permit year, the revised BMPs for Development and Remodeling Projects 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. In Permit Year 3, the BMPs for Development and Remodeling Projects were revised in both September 2011 and March 2012 and re-posted on the web site both times.

Effectiveness: goal met

Proposed Modifications: none

Planned Year 4 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 3 Summary:** NA- Scheduled for Year 5

Effectiveness: NA

Proposed Modifications: None

Planned Year 4 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 3 Summary:** NA –Scheduled for Year 4 and every 5 years after that

Effectiveness: NA

Proposed Modifications: None

Planned Year 4 Activities: NA