



WEST VALLEY CLEAN WATER PROGRAM

September 15, 2010

Mr. Bruce H. Wolfe
Executive Officer
San Francisco Bay Regional Water Quality Control Board
1515 Clay Street, Suite 1400
Oakland, CA 94612

Subject: FY2009-2010 Annual Report for the West Valley Communities

- City of Campbell's Urban Runoff Management Program
- Town of Los Gatos' Urban Runoff Management Program
- City of Monte Sereno's Urban Runoff Management Program
- City of Saratoga's Urban Runoff Management Program

Dear Mr. Wolfe:

This Annual Report is submitted on behalf of the West Valley Communities of Campbell, Los Gatos, Monte Sereno, and Saratoga, in conjunction with the Santa Clara Valley Urban Runoff Pollution Prevention Program's Annual Report, pursuant to Permit Provision C.16.a of the Municipal Regional Stormwater NPDES Permit (MRP), Order R2-2009-0074, NPDES Permit No CAS612008 issued by the San Francisco Bay Regional Water Quality Control Board. The Annual Report provides documentation of activities conducted during FY 2009-2010 and consists of the following:

- A. Certification Statement
- B. Annual Report Form
 - Table of Contents
 - Completed Annual Report Form: Sections 1-15
- C. Appendices
 - Index of Attachments

Please contact me at (408) 354-4734 regarding any questions or concerns.

Very truly yours,

Kelly Carroll
Urban Runoff Program Manager

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West Valley Community:

City of Monte Sereno

Municipal Regional Stormwater NPDES Permit Annual Report FY 2009-2010

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ATTACHMENT B

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Section 1: Permittee Information

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Section 1 – Permittee Information

Background Information				
Permittee Name:	City of Monte Sereno			
Population:	3,666			
NPDES Permit No.:	CAS612008			
Order Number:	R2-2009-0074			
Reporting Time Period (month/year):	July 1, 2009 through June 30, 2010			
Name of the Responsible Authority:	Brian Loventhal		Title:	City Manager
Mailing Address:	18041 Saratoga-Los Gatos Road			
City:	Monte Sereno	Zip Code:	95030	County: Santa Clara County
Telephone Number: (408) 354-7635			Fax Number: (408) 395-7653	
E-mail Address:	bloventhal@monteserenoorg			
Name of the Designated Stormwater Management Program Contact (if different from above):	Kelly Carroll		Title:	Urban Runoff Program Manager
Department:	Urban Runoff, West Valley Communities Clean Water Program			
Mailing Address:	18041 Saratoga Los Gatos Road			
City:	Monte Sereno	Zip Code:	95030	County: Santa Clara County
Telephone Number: (408) 354-4734			Fax Number: (888) 545-6297	
E-mail Address:	kcarroll@wvcwp.org			

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Section 2: Provision C2 Municipal Operations

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Section 2 - Provision C.2 Reporting Municipal Operations

Program Highlights and Evaluation

Highlight/summarize activities for reporting year:

Summary:

Participation in SCVURPPP Municipal Operations Ad Hoc Task Group (AHTG) was provided by West Valley Clean Water Program Staff on behalf of our agency, and includes AHTG member discussions and review of AHTG work products [see SCVURPPP FY0910 Annual Report for description of AHTG activities and work products]. Participation in BASMAA's Municipal Operations Committee was provided by SCVURPPP Staff on behalf of our agency [see SCVURPPP FY0910 Annual Report for description of BASMAA Committee activities and work products].

C.2.a. Street and Road Repair and Maintenance

Place an **X** in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type **NA** in the box. If one or more of these BMPs were not adequately implemented during the reporting fiscal year then indicate so and provide explanation in the comments section below:

X	Control of debris and waste materials during road and parking lot installation, repaving or repair maintenance activities from polluting stormwater
X	Control of concrete slurry and wastewater, asphalt, pavement cutting, and other street and road maintenance materials and wastewater from discharging to storm drains from work sites.
X	Sweeping and/or vacuuming and other dry methods to remove debris, concrete, or sediment residues from work sites upon completion of work.

Comments:

Continued implementation of Street and Road Repair and Maintenance Performance Standard, including applicable BMPs.
 Continued implementation of Rural Roads Performance Standard and applicable BMPs for 'rural type' of roads, which were defined as "roads (and walkways) without curb and gutters."
 Contractors/ Vendors working on CIP/ agency projects are required to also follow applicable BMPs.

C.2.b. Sidewalk/Plaza Maintenance and Pavement Washing

Place an **X** in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type **NA** in the box. If one or more of these BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:

NA	Control of wash water from pavement washing, mobile cleaning, pressure wash operations at parking lots, garages, trash areas, gas station fueling areas, and sidewalk and plaza cleaning activities from polluting stormwater
NA	Implementation of the BASMAA Mobile Surface Cleaner Program BMPs

Comments:
 NA: Montes Sereno does not have any public sidewalk/ walkways or plazas

C.2.c. Bridge and Structure Maintenance and Graffiti Removal

Place an **X** in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type **NA** in the box. If one or more of these BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:

NA	Control of discharges from bridge and structural maintenance activities directly over water or into storm drains
NA	Control of discharges from graffiti removal activities
NA	Proper disposal for wastes generated from bridge and structure maintenance and graffiti removal activities
NA	Implementation of the BASMAA Mobile Surface Cleaner Program BMPs for graffiti removal

Comments:
 NA: Montes Sereno does not have any bridges

C.2.d. Stormwater Pump Stations						
Does your municipality own stormwater pump stations: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No						
If your answer is No then skip to C.2.e.						
<i>(For FY 10-11 Annual Report only)</i> Complete the following table for dry weather DO monitoring and inspection data for pump stations ¹ (add more rows for additional pump stations):						
Pump Station Name and Location	First inspection Dry Weather DO Data		Second inspection Dry Weather DO Data			
	Date	mg/L	Date	mg/L		
<i>(For FY 10-11 Annual Report only)</i> Summarize corrective actions as needed for DO monitoring at or below 3 mg/L. Attach inspection records of additional DO monitoring for corrective actions:						
Summary:						
<i>(For FY 10-11 Annual Report only)</i> Complete the following table for wet weather inspection data for pump stations (add more rows for additional pump stations):						
Pump Station Name and Location	Date (2x/year required)	Presence of Trash (Cubic Yards)	Presence of Odor (Yes or No)	Presence of Color (Yes or No)	Presence of Turbidity (Yes or No)	Presence of Floating Hydrocarbons (Yes or No)

¹ Pump stations that pump stormwater into stormwater collection systems or infiltrate into a dry creek immediately downstream are exempt from DO monitoring.

C.2.e. Rural Public Works Construction and Maintenance			
Does your municipality own/maintain rural ² roads:	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No
If your answer is No then skip to C.2.f.			
Place an X in the boxes next to implemented BMPs to indicate that these BMPs were implemented in applicable instances. If one or more of the BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:			
<input type="checkbox"/>	Control of road-related erosion and sediment transport from road design, construction, maintenance, and repairs in rural areas		
<input type="checkbox"/>	Identification and prioritization of rural road maintenance based on soil erosion potential, slope steepness, and stream habitat resources		
<input type="checkbox"/>	No impact to creek functions including migratory fish passage during construction of roads and culverts		
<input type="checkbox"/>	Inspection of rural roads for structural integrity and prevention of impact on water quality		
<input type="checkbox"/>	Maintenance of rural roads adjacent to streams and riparian habitat to reduce erosion, replace damaging shotgun culverts and excessive erosion		
<input type="checkbox"/>	Re-grading of unpaved rural roads to slope outward where consistent with road engineering safety standards, and installation of water bars as appropriate		
<input type="checkbox"/>	Inclusion of measures to reduce erosion, provide fish passage, and maintain natural stream geomorphology when replacing culverts or design of new culverts or bridge crossings		
Comments including listing increased maintenance in priority areas: Definition and BMPs in MRP are different than previously defined "Rural Public Works" found in SCVURPPP Rural Public Works Performance Standard [rural roads]. While all agency operations and maintenance occur in urbanized areas, geographic characteristics of our landscape do include 'rural types of roads,' which are roads without traditional curb/gutter. For these facilities the SCVURPPP Rural Public Works Maintenance and Support Performance Standards and associated BMPs have been in place and implemented since 2003, and are included with streets/road maintenance reporting under C2a above. Staff attended the Program's "Rural Roads Maintenance BMPs" Workshops on [September 25 and 26, 2008 and/or March 23, 2009] presented by Ledwith Watershed Services, which covered in class and in-field training of various erosion and sediment control measures, effective installation and typical failure points.			

² Rural means any watershed or portion thereof that is developed with large lot home-sites, such as one acre or larger, or with primarily agricultural, grazing or open space uses.

C.2.f. Corporation Yard BMP Implementation			
Place an X in the boxes below that apply to your corporations yard(s):			
<input checked="" type="checkbox"/>	We do not have a corporation yard		
<input type="checkbox"/>	Our corporation yard is a filed NOI facility and regulated by the California State Industrial Stormwater NPDES General Permit		
<input type="checkbox"/>	We certify that we have a current Stormwater Pollution Prevention Plan (SWPPP) for the Corporation Yard(s)		
Place an X in the boxes below next to implemented SWPPP BMPs to indicate that these BMPs were implemented in applicable instances. If not applicable, type NA in the box. If one or more of the BMPs were not adequately implemented during the reporting fiscal year then indicate so and explain in the comments section below:			
<input type="checkbox"/>	Control of pollutant discharges to storm drains such as wash waters from cleaning vehicles and equipment		
<input type="checkbox"/>	Routine inspection prior to the rainy seasons of corporation yard(s) to ensure non-stormwater discharges have not entered the storm drain system		
<input type="checkbox"/>	Containment of all vehicle and equipment wash areas through plumbing to sanitary or another collection method		
<input type="checkbox"/>	Use of dry cleanup methods when cleaning debris and spills from corporation yard(s) or collection of all wash water and disposing of wash water to sanitary or other location where it does not impact surface or groundwater when wet cleanup methods are used		
<input type="checkbox"/>	Cover and/or berm outdoor storage areas containing waste pollutants		
Comments:			
If you have a corporation yard(s) that is not an NOI facility , complete the following table for inspection results for your corporation yard(s) or attach a summary including the following information:			
Corporation Yard Name	Inspection Date (1x/year required)	Inspection Findings/Results	Follow-up Actions

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Section 3: Provision C3 New Development and Redevelopment

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Section 3 - Provision C.3 Reporting New Development and Redevelopment

C.3.a. New Development and Redevelopment Performance Standard Implementation Summary Report

(For FY 10-11 Annual Report only) Provide a brief summary of the methods of implementation of Provisions C.3.a.i.(1)-(8).

Summary:

Not required for this Annual Report

C.3.b. Green Streets Status Report

(All projects to be completed by December 1, 2014)

On an annual basis (if applicable), report on the status of any pilot green street projects within your jurisdiction. For each completed project, report the capital costs, operation and maintenance costs, legal and procedural arrangements in place to address operation and maintenance and its associated costs, and the sustainable landscape measures incorporated in the project including, if relevant, the score from the Bay-Friendly Landscape Scorecard.

Summary:

Currently under consideration as one of SCVURPPP's required Green Street Projects is Campbell's Hacienda Avenue Street Rehabilitation project. The project's concept design for green street components and corresponding grant application have been approved by Campbell's City Council for submission, and are now awaiting response from the Grants Committee [Urban Greening for Sustainable Communities Grant Program]. The Grant Application was submitted with support letters from SCVURPPP and RWQCB.

See APPENDIX C3: Attachment C3b Grant Application Project Description for a brief description of City of Campbell's proposed project at Hacienda Avenue. Also see SCVURPPP's FY0910 Annual Report Section C.3 New Development and Redevelopment for a description of C3PO AHTG Green Streets Work Group and the BASMAA Development Committee activities [note: there may also be a separate BASMAA report regarding region-wide efforts on this topic].

C.3.b.v.(1) Regulated Projects Reporting Table

Fill in attached table **C.3.b.v.(1)** or attach your own table including the same information

Monte Sereno did not have any regulated projects approved this year

C.3.h.iv. Installed Stormwater Treatment Systems Operation and Maintenance Verification Inspection Program Reporting

(1) Fill in attached table **C.3.h.iv.(1)** or attach your own table including the same information

Monte Sereno does not have any installed Stormwater Treatment Systems requiring inspections

(2) On an annual basis, provide a discussion of the inspection findings for the year and any common problems encountered with various types of treatment systems and/or HM controls. This discussion should include a general comparison to the inspection findings from the previous year.

Summary:

(3) On an annual basis, provide a discussion of the effectiveness of the O&M Program and any proposed changes to improve the O&M Program (e.g., changes in prioritization plan or frequency of O&M inspections, other changes to improve effectiveness program).

Summary:

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Section 4: Provision C4 Industrial and Commercial Site Controls

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Section 4 – Provision C.4 Industrial and Commercial Site Controls

MONTE SERENO DOES NOT HAVE ANY COMMERCIAL OR INDUSTRIAL STIES

C.4.a.ii Legal Authority

(For FY 09-10 Annual Report only) Do you have adequate legal authority to obtain effective stormwater pollutant control on industrial sites? Yes No

If **No**, explain:

C.4.c.ii.(5) Enforcement Response Plan

(For FY 09-10 Annual Report only) Have you developed and implemented an Enforcement Response Plan by April 1, 2010? Yes No

If **No**, explain:

Program Highlights

Provide background information, highlights, trends, etc. For FY 09-10 Annual Report describe steps taken to revise your program to meet new data tracking and reporting requirements.

C.4.b.i. Business Inspection Plan

(For FY 09-10 Annual Report only) Do you have a Business Inspection Plan? Yes No

If **No**, explain:

C.4.b.iii.(1) Potential Facilities List

List below or attach your list of industrial and commercial facilities in your Inspection Plan to inspect that could reasonably be considered to cause or contribute to pollution of stormwater runoff.

C.4.b.iii.(2) Facilities Scheduled for Inspection

List below or attach your list of facilities scheduled for inspection during the current fiscal year.

C.4.c.iii.(1) Facility Inspections

Fill out the following table or attach a summary of the following information.

	Number	Percent
Number of businesses inspected (if known)		
Total number of inspections conducted		
Violations issued (excluding verbal warnings)		
Sites inspected in violation		
Violations ¹ resolved within 10 working days or otherwise deemed resolved in a longer but still timely manner		

¹ Total number of violations equals the number of initial enforcement actions (i.e. one violation issued for several problems during an inspection at a site). It does not equal the total number of enforcement actions because one violation issued at a site may have a second enforcement action for the same violation at the next inspection if it is not corrected.

C.4.c.iii.(2) Frequency and Types/Categories of Violations Observed

Fill out the following table or attach a summary of the following information.

Type/Category of Violations Observed	Number of Violations
Actual discharge (e.g. non-stormwater discharge)	
Potential discharge (e.g. BMPs not in place or ineffective)	

C.4.c.iii.(2) Frequency and Type of Enforcement Conducted

Fill out the following table or attach a summary of the following information.

	Enforcement Action (as listed in ERP) ¹	Number of Enforcement Actions Taken	% of Enforcement Actions Taken²
Level 1			
Level 2			
Level 3			
Level 4			
Total			

Notes:

¹Agencies to list specific enforcement actions as defined in their ERPs.

²Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.

C.4.c.iii.(3) Types of Violations Noted by Business Category

Fill out the following table or attach a summary of the following information.
 Data collected in this section is based on a method of counting rather than being captured while in the field. During the past year, new forms and guidelines have been put in place to be consistent in the future Annual Reports and MRP requirements.

o

Business Category¹	Actual Discharge Violations	Potential Discharge Violations

Notes:

¹ List your Program's standard business categories.

C.4.c.iii.(4) Non-Filers

List below or attach a list of the facilities required to have coverage under the Industrial General Permit but have not filed for coverage:

C.4.d.iii Staff Training Summary				
Training Name	Training Dates	Topics Covered	No. of Inspectors in Attendance	Percent of Inspectors in Attendance

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Section 5: Provision C5 Illicit Discharge Detection and Elimination

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Section 5 – Provision C.5 Illicit Discharge Detection and Elimination

C.5.a.ii Legal Authority

(For FY 09-10 Annual Report only) Do you have adequate legal authority to prohibit and control illicit discharges and escalate stricter enforcement to achieve expedient compliance? Yes No

If **No**, explain:

C.5.b.ii.(4) Enforcement Response Plan

(For FY 09-10 Annual Report only) Have you developed and implemented an Enforcement Response Plan by April 1, 2010? Yes No

If **No**, explain:

Program Highlights

Provide background information, highlights, trends, etc. For FY 09-10 Annual Report describe steps taken to revise your program to meet new data tracking and reporting requirements.

Made map(s) of the MS4 publicly available by July 1, 2010; continued to implement a collection system screening program; Participation in SCVURPPP's IND/IDDE Ad Hoc Task Group (AHTG) was provided by West Valley Clean Water Program Staff on behalf of our agency, and includes AHTG member discussions and review of AHTG work products; and SCVURPPP staff provided participation in the BASMAA Municipal Operations Committee. Refer to the C.5 Illicit Discharge Detection and Elimination section of Program's FY 09-10 Annual Report for description of activities of the IND/IDDE AHTG and the BASMAA Municipal Operations Committee.

C.5.c.iii Complaint and Spill Response Phone Number and Spill Contact List

List below or attach your complaint and spill response phone number and spill contact list.
See APPENDIX C5: Attachment: C5ciii Construction-Illegal Discharge-Industrial Contacts

Contact	Description	Phone Number

C.5.d.iii Evaluation of Mobile Business Program

Describe implementation of minimum standards and BMPs for mobile businesses and your enforcement strategy. This may include participation in the BASMAA Mobile Surface Cleaners regional program or local activities.

Description:
 Response to complaints/ observations of illicit discharges is thru WVCWP, who follows ERP procedures and conveys appropriate information, such as BMPs recommended by BASMAA Mobile Surface Cleaners Program. Municipal Staff and contractors are directed to utilize the same Mobile Surface Cleaner BMPs. See also SCVURPPP's FY 0910 Annual Report, Section C.5 Illicit Discharge Detection and Elimination, for a description of efforts by IND/IDDE AHTG and the BASMAA Municipal Operations Committee to address mobile businesses.

C.5.e.iii Evaluation of Collection System Screening Program

Provide a summary or attach a summary of your collection screening program, a summary of problems found during collection system screening and any changes to the screening program this FY.

Description:
 Continued with efforts to inspect the storm drain system and clean at least 50% of the system. Meetings with the contractor to modify data collection, to separately report man-made debris (litter) from leaves/natural debris, and to begin tracking storm drain markings Data and field reports will be used during the next cycle of system inspection and cleaning. Efforts are also underway to maximize system cleaning areas based on priority/need rather than simple geographic boundaries, and which takes into account probable trash capture device locations. See also SCVURPPP's FY 0910 Annual Report, Section C.5 Illicit Discharge Detection and Elimination, for a description of the IND/IDDE AHTG activities, including development of *collection system screening program guidance*.

C.5.f.iii.(1), (2), (3) Spill and Discharge Complaint Tracking

Spill and Discharge Complaint Tracking (fill out the following table or include an attachment of the following information)
 The one incident that was not able to be resolved within 10 days was an incident that involved numerous types of violations and multiple regulating agencies/ city departments. [Urban runoff staff worked with the planning department to prevent construction permits /sale of property until clean up was made to the satisfaction of both the city and fire department.

	Number	Percentage
Discharges reported (C.5.f.iii.(1))	3	
Discharges reaching storm drains and/or receiving waters (C.5.f.iii.(2))	1	33%
Discharges resolved in a timely manner (C.5.f.iii.(3))	3	100%

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C.5.f.iii.(4) Summary of major types of discharges and complaints

Provide a narrative or attach a table and/or graph.

See APPENDIX C5: Attachment: A.C.5.f.iii(4) Summary of IDDE by Incident Type.

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Section 6: Provision C6 Construction Site Controls

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Section 6 – Provision C.6 Construction Site Controls

C.6.a.iii Legal Authority			
(For FY 09-10 Annual Report only) Is your agency's legal authority adequate for C.6 compliance?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If No , explain:			

C.6.b.ii.(3) Enforcement Response Plan			
(For FY 09-10 Annual Report only) Was your Enforcement Response Plan developed and implemented by April 1, 2010?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If No , explain:			

C.6.e.iii.1.a, b, c Site/Inspection Totals		
Number of sites disturbing < 1 acre of soil requiring storm water runoff quality inspection (i.e. High Priority) (C.6.e.iii.1.a)	Number of sites disturbing ≥ 1 acre of soil (C.6.e.iii.1.b)	Total number of storm water runoff quality inspections conducted (C.6.e.iii.1.c)
Data not captured this year	Data not captured this year	Data not captured this year

C.6.e.iii.1.d Construction Activities Storm Water Violations		
BMP Category	Number of Violations¹	% of Total Violations²
Erosion Control	Data not captured this year	Data not captured this year
Run-on and Run-off Control	Data not captured this year	Data not captured this year
Sediment Control	Data not captured this year	Data not captured this year
Active Treatment Systems	Data not captured this year	Data not captured this year
Good Site Management	Data not captured this year	Data not captured this year
Non Stormwater Management	Data not captured this year	Data not captured this year
Total	Data not captured this year	Data not captured this year

Notes:

¹Count one violation in a category for each site and inspection regardless of how many violations/problems occurred in the BMP category.

²Percentage calculated as number of violations in each category divided by total number of violations in all six categories.

C.6.e.iii.1.e Construction Related Storm Water Enforcement Actions			
	Enforcement Action (as listed in ERP)¹	Number Enforcement Actions Taken	% Enforcement Actions Taken²
Level 1	No action/ no incident found	Data not captured this year	na
Level 2	Verbal Warning and/or Education	Data not captured this year	Data not captured this year
Level 3	Notice to Comply	Data not captured this year	Data not captured this year
Level 4	Notice of Violation/ Administrative Action/ Penalties	Data not captured this year	Data not captured this year
Total		Data not captured this year	Data not captured this year

Notes:

¹Agencies should list the specific enforcement actions as defined in their ERPs.

²Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.

C.6.e.iii.1.f, g Illicit Discharges	
	Number
Number of illicit discharges, actual and those inferred through evidence (C.6.e.iii.1.f)	Data not captured this year
Number of sites with discharges, actual and those inferred through evidence (C.6.e.iii.1.g)	Data not captured this year

C.6.e.iii.1.h, i Violation Correction Times		
	Number	Percent
Violations fully corrected within 10 business days after violations are discovered or otherwise considered corrected in a timely period (C.6.e.iii.1.h)	Data not captured this year	Data not captured this year
Violations not fully corrected within 30 days after violations are discovered (C.6.e.iii.1.i)	Data not captured this year	Data not captured this year
Total number of violations for the reporting year¹	Data not captured this year	Data not captured this year

Notes:

¹Total number of violations equals the number of initial enforcement actions (i.e. one violation issued for several problems during an inspection at a site). It does not equal the total number of enforcement actions because one violation issued at a site may have a second enforcement action for the same violation at the next inspection if it is not corrected.

²Calculated as number of violations fully corrected in a timely period after the violations are discovered divided by the total number of violations for the reporting year.

³Calculated as number of violations not fully corrected within 30 days after the violations are discovered divided by the total number of violations for the reporting year.

C.6.e.iii.(2) Evaluation of Inspection Data
Describe your evaluation of the tracking data and data summaries and provide information on the evaluation results (e.g., data trends, typical BMP performance issues, comparisons to previous years, etc.).
<p>Description:</p> <p>While in-field observation and enforcement of stormwater / construction site BMPs have been conducted as a matter of routine, formal tracking and inspection reports are new implementation levels effective with the MRP. During FY0910 efforts were focused on the development and review of SW Inspection Data Collection Forms and corresponding data tracking tables thru participation in SCVURPPP's C3PO AHTG. Training and use of new county-wide inspection forms is scheduled for implementation during FY1011 and will be reflected in the next Annual Report.</p>

C.6.e.iii.(2) Evaluation of Inspection Program Effectiveness

Describe what appear to be your program's strengths and weaknesses, and identify needed improvements, including education and outreach.

Description:

Generally contractors working in the area are well aware of stormwater/urban runoff protection BMPs, so typical issues that come up are quickly addressed/resolved before a discharge occurs. In FY 09-10 efforts were focused on the development and review of SW Inspection Data Collection Forms and corresponding data tracking tables thru participation in SCVURPPP's C3PO AHTG. Training and use of new county-wide inspection forms is scheduled for implementation during FY1011 and will be reflected in the next Annual Report. In Los Gatos, a limited number of inspections were conducted while field testing early versions of data collection forms to introduce inspectors to their use and field test SOP for recording data in preparation for Annual Report. WVCWP will provide training to inspectors on the new SCVURPPP data collection forms and excel data tracking spreadsheets in Fall 2010 and subsequently inspections with the new forms will begin. Participation in the SCVURPPP's Construction Ad Hoc Task Group (AHTG) was provided by WVCWP and includes review of AHTG products; Participation in the BASMAA Development Committee was provided through SCVURPPP. Refer to SCVURPPP's FY0910 C.6 Construction Site Control section of the Annual Report for a description of activities of the Construction AHTG and the BASMAA Development Committee.

C.6.f Staff Training Summary

Training Name	Training Dates	Topics Covered	No. of Inspectors in Attendance	Percent of Inspectors in Attendance
SCVURPPP Annual Inspector Training; SCVURPPP Construction Stormwater Management Workshop; SCVURPPP Annual C3 Workshop	10/21/09; 1/19/10 and 1/20/10; 6/8/10	Construction Site Inspection Training Construction Management: Stormwater Complying with New Stormwater Requirements for New and Redevelopment Projects		With limited staff (1 F/T Building Official and P/T Engineering consultants), MS Staff is not able to attend training sessions every year. In lieu of workshop attendance, Workshop materials and updates on BMPs, Permit requirements and SCVURPPP resources are made available to Staff via WVCWP.

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Section 7: Provision C7 Public Information and Outreach

West Valley Clean Water Program



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West Valley Clean Water Program



Section 7 – Provision C.7. Public Information and Outreach

C.7.b.ii.1 Advertising Campaign

Summarize advertising efforts. Include details such as messages, creative developed, and outreach media used. The detailed advertising report may be included as an attachment. If advertising is being done by participation in a countywide or regional program, refer to the separate countywide or regional Annual Report.

Summary:

Centralized advertising campaign for stormwater/urban runoff is conducted through SCVURPPP and BASMAA. The following reports summarize countywide advertising efforts conducted during FY09-10 and are included in the Program's FY0910 Annual Report Section C.7 Public Information and Outreach:

- FY 09-10 Watershed Watch Campaign Annual Campaign Report
- FY 09-10 Watershed Watch Partner Report
- FY 09-10 Watershed Watch Web Statistics Report

Active participation in SCVURPPP's AHTG is through West Valley Clean Water program, whose staff provides review and input on deliverables and strategies. In addition, local advertising is carried out through West Valley Clean Water Program (WVCWP), is directed towards specific POCs and demographic characteristics of the West Valley Communities of Campbell, Los Gatos, Monte Sereno and Saratoga. WVCWP's main strategy in recent years is to move away from paid 'advertisements,' and focus on placing selected articles in local municipal newsletters (mailed and/or online), local newspaper and developing target specific 'give-away' items for distribution at events. The give-away items which are bundled w/literature, are incentives to take the printed information and 'motivate the recipient to action.' WV CWP also 'advertises' at various municipal facilities with posters and flyers for local and municipal sponsored events. WVCWP also supports and utilizes the Watershed Watch website to advertise local events (i.e., Mercury take back events). Details regarding local advertising and material distribution efforts are included in Appendix C7.

SEE APPENDIX C7: Attachment C7bc Local Advertising and Media Relations

C.7.b.iii.1 Pre-Campaign Survey

(For the FY 10-11 Annual Report only) Summarize survey information such as sample size, type of survey (telephone survey, interviews etc.). Attach a survey report that includes the following information. If survey was done regionally, refer to a regional submittal that contains the following information:

- Summary of how the survey was implemented.
- Analysis of the survey results.
- Discussion of the outreach strategies based on the survey results.
- Discussion of planned or future advertising campaigns to influence awareness and behavior changes regarding trash/litter and pesticides.

Not required for this Annual Report

Place an **X** in the appropriate box below:

<input type="checkbox"/>	Survey report attached
<input type="checkbox"/>	Reference to regional submittal:

C.7.c Media Relations

Summarize the media relations effort. Include the following details for each media pitch in the space below, AND/OR refer to a regional report that includes these details:

- Topic and content of pitch
- Medium (TV, radio, print, online)
- Date of publication/broadcast

Summary:

Media Relations for stormwater/urban runoff is conducted through SCVURPPP and BASMAA. The following separate report developed by BASMAA summarizes media relations efforts conducted during FY 09-10:

- BASMAA Media Relations Final Report

This report is included within the C.7 Public Information and Outreach section of Program's FY 09-10 Annual Report

Active participation in SCVURPPP's AHTG is through West Valley Clean Water program, which provides review of deliverables and strategies; for example WVCWP staff participated in AHTG review and provided feedback on bus ads for anti-litter campaign, participated in development and review of a video ad for the anti-litter campaign.

Local media coverage is coordinated through West Valley Clean Water Program (WVCWP), and focuses press release/articles on local events addressing specific POCs and BMPs of interest to the demographic characteristics within the West Valley Communities. Media coverage in the WV area consists of 3 local weekly papers (Campbell Reporter, Los Gatos Weekly, Saratoga News), four Municipal Newsletters (printed/mailed, e-delivery and online available), municipal website postings and postings in municipal facilities. Press Releases to local papers typically involve a local event or occurrence which provides an opportunity to highlight a POC and corresponding pollution prevention measure which residents can employ. Articles in municipal newsletters typically provides an opportunity to inform residents of POCs in a more direct or restrictive manner, as well as provide BMP options for preventing polluted discharges to the storm drain system and creeks. In addition to urban runoff specific articles, municipal newsletters often carry other relevant topics to stormwater, such as HHW, composting or solid waste. Use of municipal websites for conveying information tends to be more abbreviated sound bites, quick tips or notification of events. This type of communication works best with

time sensitive and transient information. For examples and details regarding local press and media related efforts **SEE APPENDIX C7: Attachment C7bc Local Advertising and Media Relations**

C.7.d Stormwater Point of Contact

(For FY 09-10 Annual Report only, unless changes made) Provide details of website or phone number used as the point of contact. Report on how the point of contact is publicized and maintained. If any change occurs in this contact, report in a subsequent Annual Report.

Contact Summary:

The main stormwater pollution prevention point-of-contact to the general public is publicized and maintained thru the West Valley Clean Water Program, joint urban runoff program for City of Campbell, Town of Los Gatos, City of Montes Sereno and City of Saratoga.

WVCWP website address: <http://www.cleancreeks.org>

WVCWP general information e-mail: info@cleancreeks.org

WVCWP general information phone number: 408.354.5385

Contact information is publicized on locally created and distributed materials and articles, on SCVURPPP outreach materials and websites (which is maintained by the Program and their authorized agents).

Collectively, with other SCVURPPP co-permittees, the Watershed Watch Campaign provides a hotline (1-866-WATERSHED) and online ability to make inquiries, report illegal discharges and find volunteer opportunities (www.mywatershedwatch.org).

C.7.e Public Outreach Events

Describe general approach to event selection. Provide a list of outreach materials and giveaways distributed.
 Use the following table for reporting and evaluating public outreach events

We work together with three other west valley communities through our joint urban runoff program, West Valley Clean Water Program (WVCWP) and SCVURPPP to collectively meet Public Outreach Event participation levels. Event selection (type of event and level of support/hosting) is based upon pollutant of concern, applicability, and ability to influence local residents. WVCWP also participates in SCVURPPP's WEO AHTG and its various sub-groups, and typically provides staffing for various SCVURPPP events. See SCVURPPP's Table "C.7 Public Information and Outreach section of Program's FY 09-10 Annual Report" summarizing countywide Public Outreach events.:

For local events highlighting urban runoff and stormwater pollution prevention, the level of effort for support is largely based upon an estimated return on effort – the first level of effort is utilization/leveraging of an existing event. Utilization of an existing/related municipal event (i.e., municipal Public Works Open House event), dictates that stormwater messages be general topics with highlights of common POCs -like litter and pesticides. Typically such an event lends itself simply to dissemination of literature and requires a high content of 'give-aways' to entice visitors in engagement of information sharing. Leveraging a broader based county-wide or nationally recognized event (like Pollution Prevention Week) provides a better opportunity to focus on POCs and gain a higher return of audience interaction; plus there is the added benefit to 'scale' – higher visibility /publicity without exponential increase of cost or resources. The second level of effort is a partnership or co-hosting of an event, where efforts are shared. Examples are our partnership with schools for school-yard/creek clean-ups and co-hosting Mercury Thermometer Exchange Events. The third level of effort is solely hosting an event for the single purpose of stormwater information dissemination and/or public participation (i.e., trash hot spot clean-up, staff training).

For more information on local Public Outreach Events see **APPENDIX C7: Attachment C7egh Events**

Event Details	Description (messages, audience)	Evaluation of Effectiveness
Provide event name, date, and location. Indicate if event is local, countywide or regional.	Identify type of event (e.g., school fair, farmers market etc.), type of audience (school children, gardeners, homeowners etc.) and outreach messages (e.g., Enviroscape presentation, pesticides, stormwater awareness)	Provide general staff feedback on the event (e.g., success at reaching a broad spectrum of the community, well attended, good opportunity to talk to gardeners etc.). Provide other details such as: <ul style="list-style-type: none"> • Estimated overall attendance at the event. • Number of people that visited the booth, comparison with previous years • Number of brochures and giveaways distributed • Results of any spot surveys conducted
Event: Car Wash Fundraising Event Dates: 7/26/09 Location: Del Taco Parking Lot, Campbell Local, private event Fundraiser,	Type of Event: private -fundraising [Susan G. Komen Cancer "Walk for Life"] Audience: residents Message: prevent runoff pollution from car washing	Feedback: This event was successful and the group returned in June 2010 to borrow the Kit again. Estimated Attendance: 4 adults managed the car wash; unknown how many cars passed thru, however organizer was satisfied with amount of funds raised for each day.
Event: Pollution Prevention Resource Fair Date: 9/23/09	Type of Event: Thermometer Exchange, battery recycling, eyeglasses drop-off, cell-phone	Estimated Attendance: 150 residents Items collected:

<p>Location: Campbell Community Center Local event, part of National Event (Pollution Prevention Week)</p>	<p>recycling, and medications disposal. Audience: residents. Message: stormwater and pollution, especially mercury pollution (i.e. related to the thermometer and battery recycling opportunity).</p>	<p>242.5 lbs of pharmaceuticals 57 thermometers 18 cell phones 95.5 lbs of batteries Brochures & Giveaways Distributed: 99x - reusable bags. 45x -- Native Seed Packets with Healthy Gardens: Naturally Managing Pests flyer 30x -- /10 pollution prevention tri-fold with Watershed Watch Discount Card 44x -- Fly Swatters 18x -- Pest or Pal Activity guide 14x -- Pests Bugging You?</p>
<p>Event: Thermometer Exchange Date: 10/7/09 Location: Saratoga Senior/ Community Center Local, part of POTW regional effort</p>	<p>Type of Event: Thermometer Exchange, battery recycling, eyeglasses drop-off, and cell-phone recycling Audience: residents.in particular senior citizens; Message: stormwater and pollution, especially mercury pollution (i.e. related to the thermometer and battery recycling opportunity).</p>	<p>Feedback: This event was successful with Saratoga's senior citizens; they appeared to be residents who had a number of glass thermometers that needed to be properly disposed of. Estimated Attendance: 126 residents Items collected: 216 mercury thermometers</p>
<p>Event: Thermometer Exchange Date: 4/11/10 Location: Los Gatos Farmers' Market Local, part of "Keep Los Gatos Beautiful" Month</p>	<p>Type of Event: Thermometer Exchange Audience: residents, in particular senior citizens; Message: stormwater and pollution, especially mercury pollution (i.e. related to the thermometer and battery recycling opportunity).</p>	<p>Feedback: Due to very rainy weather at this outdoor event, it turned out to not be very productive. Extensive outreach/advertising had been conducted. Estimated Attendance: 10 residents stopped at booth, despite rainy conditions. Items collected: 1 mercury thermometer was collected. Brochures & Giveaways Distributed: 10x - HHW Tri-fold 1x – Medication Disposal 1x - Seafood Watch Guide – Spanish 1x - Seafood Watch – Sushi Guid 1x – What You Don't Know About Mercury</p>

		8x – Grease Scrapers 4x – Grow It Guide 4x – 10 Most Wanted Bugs 1x – Wonder of our Water Works
Event: Arbor Day Date: Location: City of Campbell Local, part of national recognition of Arbor Day and Earth Day	Type of Event: Annual event recognizing efforts to preserve trees. Audience: residents Message: The value of trees, and encourage planting of trees appropriate to the area (pest resistant, etc.).	Feedback: Well attended by students and residents
Event: Arbor Day Date: 4/22/10 Location: City of Saratoga, Azule Park Local, part of national recognition of Arbor Day and Earth Day	Type of Event: Annual event recognizing efforts to preserve trees. Audience: residents, youth/children Message: The value of trees, and encourage planting of trees appropriate to the area (pest resistant, etc.).	Feedback: Well attended by students and residents Estimated Attendance: 60 attendees Brochures & Giveaways Distributed: 5x – “You are the Solution to Water Pollution” 15x – “Kids Guide to Backyard Bugs” 18x – “Pests Bugging You” brochures 38x – “Original Pest Control” fly swatters
Event: Arbor Day Date: 4/30/10 Location: Town of Los Gatos, Belgatos Park Local, part of national recognition of Arbor Day and Earth Day	Type of Event: Annual event recognizing efforts to preserve trees. Audience: residents, youth/children; Targeted the Bel Gatos neighborhood and local schools. Message: The value of trees, and encourage planting of trees appropriate to the area (pest resistant, etc.).	Feedback: This year was a celebration of the Town’s 30 th year to have been named a “Tree City USA”. Town staff planted 30 trees at various park locations in recognition of this honor. Estimated Attendance: 100 elementary schoolchildren from Mulberry School – pre-K through 5 th grade and many residents Brochures & Giveaways Distributed: 14x – “Soil Matters” booklets 8x – “Stream Care Guide” booklets 12x – “Pests Bugging You” brochures 14x – “Clean It Guides” 80x – “Original Pest Control” fly swatters 50x – “Get the Scoop – Don’t Pollute” pencils 100x – “Pest or Pal” Activity guides/booklets
Event: Bike to Work Day 2 Date: May 13, 2010	Type of Event: Annual event held on the third Friday of May across the United States and	Feedback: Muni offices received positive feedback from staff who participated in the event.

<p>Locations: City of Campbell Municipal offices Local, part of regional/national recognition</p>	<p>Canada that promotes the bicycle as an option for commuting to work. Audience: Municipal employees Message: Encourage people to try bicycle commuting as an alternative to driving, which can help reduced various forms of pollution, including copper pollution in waterways.</p>	
<p>Event: Bike to Work Day Date: May 13, 2010 Locations: Town of Los Gatos Municipal offices Local, part of regional/national recognition</p>	<p>Type of Event: Annual event held on the third Friday of May across the United States and Canada that promotes the bicycle as an option for commuting to work. Audience: Municipal employees Message: Encourage people to try bicycle commuting as an alternative to driving, which can help reduced various forms of pollution, including copper pollution in waterways.</p>	<p>Feedback: Muni offices received positive feedback from staff who participated in the event.</p>
<p>Event: Watershed Watch Car Wash Event Date: May 19, 2010 Location: Delta Queen Classic Car Wash, 981 E Hamilton Ave, Campbell Regional/ Countywide</p>	<p>Type of Event: Type of Event: Car Wash Audience: Residents/ car wash customers Message: Impacts of car washing on stormwater pollution.</p>	<p>Feedback: Due to a rainy day forecast, attendance was low at this event. Estimated Attendance: 45 vehicles Brochures & Giveaways Distributed: 34 Watershed Brochures (gen outreach) 49 Watershed Watch Discount Cards</p>
<p>Event: Los Gatos Public Works Open House Date: 5/19/10 Location: Town of Los Gatos Corporation Yard Local, part of regional/national recognition</p>	<p>Type of Event: Municipal Outreach and Education Audience: Residents, Students (3rd Grade) Message: .General stormwater pollution, w/ demonstration using Enviroscape</p>	<p>Feedback: This event was well-attended. Estimated Attendance: 80 Third Grade students, 6 teachers and 9 parent chaperones; additionally several members of the public (residents) and a few neighboring municipal staff members Brochures & Giveaways Distributed: 6x – “Naturally Managing Pests” IPM Fact Sheet 12x – Copper Tri-fold with Discount Card 9x – “Original Pest Control” fly swatter 40x – “Get the Scoop – Don’t Pollute” pencils 40x – “Watershed Watch” tattoos</p>

<p>1 Event: Classroom Enviroscape Demonstration Date: 5/20/10 Location: St. Mary's School (K-8), Los Gatos Local</p>	<p>Type of Event: Annual School Outreach Audience: Students (Kdg) Message: ,General stormwater pollution, including: trash/litter, re-usable containers in lunches, pet waste, car washing, pesticides, vehicle fluids and construction dirt.</p>	<p>Feedback: The teachers gave positive feedback, and stated they would like to continue to have WVCWP return each year. Attendance: 28 Students (2 Kindergarten classes), 2 Teachers Brochures & Giveaways Distributed: 28 pencils and "Watershed Puzzles Worksheets"</p>
<p>Event: Car Wash Fundraising Event Dates: 6/26/10 Location: Del Taco Parking Lot, Campbell Local, private event Fundraiser,</p>	<p>Type of Event: private -fundraising [Susan G. Komen Cancer "Walk for Life"] Audience: residents Message: prevent runoff pollution from car washing</p>	<p>Feedback: This is the same group returning to borrow the Kit again. The group has informed WVCWP they would like to make their car wash an annual fundraiser, and continue to utilize the car wash kit. Estimated Attendance: 4 adults plus 4 kids managed the car wash; unknown how many cars passed thru, however organizer was satisfied with amount of funds raised for each day.</p>

C.7.f. Watershed Stewardship Collaborative Efforts

Summarize watershed stewardship collaborative efforts and/or refer to a regional report that provides details. Describe the level of effort and support given (e.g., funding only, active participation etc.). State efforts undertaken and the results of these efforts. If this activity is done regionally refer to a regional report.

Evaluate effectiveness by describing the following:

- Efforts undertaken
- Major accomplishments

Summary:

During FY 09-10, the Program actively supported the Santa Clara Basin Watershed Initiative (SCBWMI), including the Core Group, the Land Use Subgroup, and the Trash Subgroup (now the Santa Clara Valley Zero Litter Initiative, aka ZLI); the Bay Area Macroinvertebrate Bioassessment Information Network (BAMBI); and the Stevens & Permanente Creeks Watershed Council; Information on these efforts is included within the C.7 Public Information and Outreach section of the Program's FY 09-10 Annual Report. WVCWP was also active in the Silicon Valley Anti-Litter Campaign (SCVAL) and Trash Subgroup (now the Santa Clara Valley Zero Litter Initiative, aka ZLI).

During FY 09-10, the City actively supported and implemented the Santa Clara Valley Water Resources Protection Collaborative Guidelines and Standards for Land Use Near Streams when working with prospective applicants and when reviewing development applications subject to these guidelines

C.7.g. Citizen Involvement Events		
List the types of events conducted (e.g., creek clean up, storm drain inlet marking, native gardening etc.). Use the following table for reporting and evaluating citizen involvement events.		
Event Details	Description	Evaluation of effectiveness
Provide event name, date, and location. Indicate if event is local, countywide or regional	Describe activity (e.g., creek clean-up, storm drain marking etc.)	Provide general staff feedback on the event. Provide other evaluation details such as: <ul style="list-style-type: none"> • Number of participants. Any change in participation from previous years. • Distance of creek or water body cleaned • Quantity of trash/recyclables collected (weight or volume). • Number of inlets marked. • Data trends
The following separate reports developed by SCVURPPP and other organizations also include information about citizen involvement events conducted during FY 09-10: <ul style="list-style-type: none"> • Watershed Watchers: Keeping Our Waterways Clean: FY 09-10 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center) • Going Native Garden Tour 2010- Summary Report These reports are included within the C.7 Public Information and Outreach section of Program's FY 09-10 Annual Report. For more information on local Citizen Involvement Events see APPENDIX C7: Attachment C7egh Events		
Event: Coastal Cleanup Day 2009 Date: 9/19/09 Location: San Tomas Aquino Creek @ Westmont High, Campbell Local site, part of County-wide effort and International event.	Creek Clean Up Event	Volunteers: 11 Results: <ul style="list-style-type: none"> • Trash collected: 330 Lbs. • Recyclables: 90Lbs.
Event: Great American Pick-up Date: 5/8/10 Location: City of Campbell, 4 sites Local site, part of County-wide Effort	Clean Up Event	Volunteers: 100 Results: <ul style="list-style-type: none"> • 29 partially-filled bags of recyclables • 52 partially-filled bags of trash Materials Distributed: <ul style="list-style-type: none"> • 8x – "Soil Matters" literature

		<ul style="list-style-type: none"> • 10x – “Pests Bugging You” brochure • 14x – “Clean-It Guides” • 5x – “Mercury – What You Don’t Know” brochures • 42x – “Strip” thermometers • 4x Copper Tri-fold w/Discount Card attached • 20x “Original Pest Control” fly swatters • 20x – “2000 Creek Cleanup” bandanas • 12x – Lip Balm • 35x – “Get the Scoop – Don’t Pollute” pencils • 3x – “Native Plants” seeds with “10 Most Wanted Bugs” brochure attached
<p>Event: Creek Cleanup Date: 4/17/10 Location: Prospect High School/ Saratoga Creek at Prospect Ave, Saratoga Local Event</p>	<p>Creek Clean Up Event</p>	<p>Students that participated were very enthusiastic. Participants:</p> <ul style="list-style-type: none"> • 11 Prospect High School students • 1 Teacher • WVCWP & City of Saratoga staff <p>Results:</p> <ul style="list-style-type: none"> • 14 partially-filled 30 gal. trash bags <p>Materials Distributed:</p> <ul style="list-style-type: none"> • 5x “Your Copper & Your Creeks” tri-folds (with Car Wash Discount card) • 5x “Native Plants” seeds (with “10 Most Wanted” bug brochures attached) • 5x “Original Pest Control” Fly Swatters • 2x “Don’t Litter” license plate covers
<p>Event: National River Cleanup Day 2010 Date: 5/15/10 Location: San Tomas Aquino Creek @ Westmont High, Campbell Local site, part of County-wide effort and National event.</p>	<p>Creek Clean-Up Event</p>	<p>Volunteers: 16 (8 of these were families associated with a local elementary school where the Zun Zun assembly was held on 12/10/09).</p> <p>Materials Distributed:</p> <ul style="list-style-type: none"> • 5x – “You’re the Solution to Water Pollution” brochures • 10x – “Adopt a Creek” lanyards

		<ul style="list-style-type: none"> • 9x - Re-usable bags (sponsored by Safeway) • 10x – “Watershed Watch” tattoos
<p>Event: Classroom EnviroScape Demonstration Date: 5/20/10 Location: St. Mary’s School (K-8), Los Gatos Local</p>	School Outreach	<p>Feedback: The teachers gave positive feedback, and stated they would like to continue to have WVCWP return each year.</p> <p>Attendance: 28 Students (2 Kindergarten classes), 2 Teachers</p> <p>Brochures & Giveaways Distributed:</p> <ul style="list-style-type: none"> • 28 pencils and “Watershed Puzzles Worksheets”

C.7.h. School-Age Children Outreach

Summarize school-age children outreach programs implemented. A detailed report may be included as an attachment. Use the following table for reporting school-age children outreach efforts.

Program Details	Focus & Short Description	Number of Students/Teachers reached	Evaluation of Effectiveness
Provide the following information: Name, Grade or level (elementary/ middle/ high)	Brief description, messages, methods of outreach used	Provide number or participants	Provide agency staff feedback. Report any other evaluation methods used (quiz, teacher feedback etc.). Attach evaluation summary if applicable.
<p>The following separate reports developed by SCVURPPP and other organizations also include information about school-age children outreach efforts conducted during FY 09-10:</p> <ul style="list-style-type: none"> • ZunZun School Assemblies for Watershed Watch Campaign- FY 09-10 Academic Year Final Report • Memorandum- Evaluation of the School Assembly Program- FY 09-10 • Watershed Watchers: Keeping Our Waterways Clean: FY 09-10 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center) <p>These reports are included as within the C.7 Public Information and Outreach section of Program’s FY 09-10 Annual Report.</p> <p>For more information on local School Outreach Events see APPENDIX C7: Attachment C7egh Events</p>			
Program Details	Focus & Short Description	Number of Students/ Teachers reached	Evaluation of Effectiveness
ZunZun School Assemblies for Watershed Watch Campaign	See FY 09-10 Academic Year Final Report for assembly details	Marshall Lane Elementary Campbell	For full details on effectiveness of the Zun Zun shows in general, see the Program (SCVURPPP) report Section C.7.h. and Memorandum- Evaluation of the School Assembly Program- FY 09-10.

		<p>12/10/09 2 Shows 550 students</p> <p><u>Capri Elementary</u> Campbell 1/26/09 2 Shows 600 students</p> <p><u>Foothill Elementary</u> Saratoga 5/25/10 1 Show 380 students</p> <p><u>Argonaut Elementary</u> Saratoga 6/4/10 1 Show 500 students</p>	
<p>Watershed Watchers Program at Don Edwards Wildlife Refuge in Alviso Grade level: K-8</p>	<p>See Watershed Watchers: Keeping Our Waterways Clean: FY 09-10 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)</p>	<ul style="list-style-type: none"> • Christa McAuliffe School • Village Elementary • Sacred Heart • Rolling Hills • Hillbrook • Blossom Hill 	<p>For full details on effectiveness of the Watershed Watchers Program, see the Program (SCVURPPP) report Section C.7.h and the Watershed Watchers Fourth Quarter Report included in the Program Annual Report Appendix 7-5. FY 09-10 WVC Schools which sent field trips to the Watershed Watchers Program:</p>
<p>Creek Cleanup Prospect High School Saratoga 4/17/10</p>	<p>Topic: Trash Description: 600 feet of creek bank, near the High School, were cleaned.</p>	<p>Participants: 11 Prospect High School students 1 Teacher WVCWP & City of Saratoga staff</p>	<p>WVCWP provided trash bags, gloves and litter grabbers for this event. Students handled monitoring tasks during cleanup. 14 partially-filled 30 gal. trash bags were collected. See "C.10 Trash" for details.</p>

			<p>Participants selected the following 'give-away items:</p> <ul style="list-style-type: none"> • 5x "Your Copper & Your Creeks" tri-folds (with Car Wash Discount card) • 5x "Native Plants" seeds (with "10 Most Wanted" bug brochures attached) • 5x "Original Pest Control" Fly Swatters • 2x "Don't Litter" license plate covers
<p>Creek Cleanup Sacred Heart School (K-8) Saratoga 5/5/10</p>	<p>Topic: Trash Description: Cleanup of a schoolyard and adjacent creek.</p>	<p>Participants: Appx. 40 students 1 parent WVCWP staff</p>	<p>WVCWP provided trash bags, gloves and litter grabbers for this event. This event was very effective in that 40 students, from a small school, participated – which demonstrated a high level of interest. Students handled monitoring tasks. Results: 10 partially-filled bags of trash were collected. Results were: 20 lbs trash 5 lbs recyclables School yard and .5 - .75 miles of creek and creekbank were cleaned.</p>
<p>Los Gatos Public Works Open House 5/19/10 (3rd Grade students attended)</p>	<p>Topics: Litter, Trash, Pet Waste, Car Washing Description: Municipal Public Works/Operations Open House Event</p>	<p>80 Third Grade students attended.</p>	<p>Attendees chose to take: 6x – "Naturally Managing Pests" IPM Fact Sheet 12x – Copper Tri-fold with Discount Card 9x – "Original Pest Control" fly swatter 40x – "Get the Scoop – Don't Pollute" pencils 40x – "Watershed Watch" tattoos</p> <p>This event was well-attended. Until a few years ago, LG staff took this program directly to the schools, but for the past several years the venue has been changed to recruit students to come to the Corp Yard itself. It is rewarding to see this many students make the effort to come to the site and attend the event.</p>
<p>Classroom outreach with Enviroscope</p>	<p>Topics: Litter, reusable lunch items, pet waste, car washing</p>	<p>Presentation was given to 2 Kindergarten classes</p>	<p>Having a relevant story read prior to the presentation was very effective for a Kindergarten class.</p>

<p>St. Mary's School (K-8) 5/20/10</p>	<p>Description: Enviroscape Demonstration and Schoolyard litter pick-up</p>	<p>28 Students 2 Teachers 1 Parent</p>	<p>The students loved the presentation and really knew the answer to the question "where does the water/pollution go?". The teachers also gave positive feedback, and stated they would like to continue to have WVCWP return each year, 28 "Watershed Puzzles Worksheets" were distributed to the students.</p>
<p>Creek Education program at Audubon Environmental Education Center, 3rd Grade students Various dates in FY 09-10</p>	<p>Topics: creek, watersheds, habitat, litter Description: Creek Education Field Trip</p>	<p>In FY 09-10 student participation was: <ul style="list-style-type: none"> • <u>Blue Hills School</u> 64 students 14 parents • <u>Meyerholz & Murdoch-Portal Schools combined</u> 15 students </p>	

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Section 8: Provision C8 Water Quality Monitoring

West Valley Clean Water Program



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Section 8 - Provision C.8 Water Quality Monitoring

C.8 Water Quality Monitoring

State below if information is reported in a separate regional report. Municipalities can also describe below any Water Quality Monitoring activities in which they participate directly, e.g. participation in RMP workgroups, fieldwork within their jurisdictions, etc.

Summary

During FY 09-10, we contributed to the SCVURPPP Monitoring and Assessment Program which conducts water quality monitoring in Santa Clara Valley creeks and rivers. In coordination with the BASMAA Regional Monitoring Coalition (RMC). In addition, we contribute financially to the Regional Monitoring Program for Water Quality in the San Francisco Estuary (RMP) and actively participate in RMP committees and work groups. For additional information on monitoring activities conducted by SCVURPPP, BASMAA RMC and the RMP, see the C.8 Water Quality Monitoring section of the Program's FY 09-10 Annual Report. Continued participation in SCVURPPP Monitoring AHTG.

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Section 9: Provision C9 Pesticides Toxicity Controls

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Section 9 – Provision C.9 Pesticides Toxicity Controls

C.9.a Adopt an Integrated Pest Management (IPM) Policy or Ordinance

<p><i>(For FY 09-10 Annual Report only)</i> Attach a copy of your individual IPM ordinance or policy. See APPENDIX C9: Attachment C.9.a IPM Policy Plan.</p>	<input checked="" type="checkbox"/>	Attached	<input type="checkbox"/>	Not attached , explain below
If Not attached , explain:				

C.9.b Implement IPM Policy or Ordinance

Report implementation of IPM BMPs by showing trends in quantities and types of pesticides used, and suggest reasons for increases in use of pesticides that threaten water quality, specifically organophosphorous pesticides, pyrethroids, carbaryl, and fipronil. A separate report can be attached as evidence of your implementation.
Summary: All pesticide records are filed and available. Typically, little or none of the pesticides listed above are used as a matter of standard operations, to the maximum extent practicable; use of IPM practices has been in place for a number of years. Analysis and identification of trends tends to be less useful in because one chemical may be used for an isolated pest incident one year, then not used again for several years, or not at all as different IPM practices are put into place. PESTICIDE USAGE REDUCTION MEASURES – Pest Specific The City of Monte Sereno has extremely limited Municipal facilities (2 buildings with 1 parking lot in back and landscaping in front) – less than ¼ acre total of landscaped area. A landscaping contractor cares for City property, and is instructed to avoid use of pesticides. When gopher damage appears, the gophers are trapped.

C.9.c Train Municipal Employees	
Enter the number of employees that applied or used pesticides (including herbicides) within the scope of their duties this reporting year. Monte Sereno does not have a crew or maintenance staff	
Enter the number of these employees who received training on your IPM policy and IPM standard operating procedures within the last 3 years.	
Enter the percentage of municipal employees who apply pesticides who have received training in the IPM policy and IPM standard operating procedures within the last three years.	

C.9.d Require Contractors to Implement IPM				
Did your municipality contract with any pesticide service provider in the reporting year?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
If yes, attach one of the following:				
<input type="checkbox"/>	Contract specifications that require adherence to your IPM policy and standard operating procedures, OR			
<input type="checkbox"/>	Copy(ies) of the contractors' IPM certification(s) or equivalent, OR			
<input type="checkbox"/>	Equivalent documentation.			
If Not attached , explain:				

C.9.e Track and Participate in Relevant Regulatory Processes
Summarize participation efforts, information submitted, and how regulatory actions were affected OR reference a regional report that summarizes regional participation efforts, information submitted, and how regulatory actions were affected.
Summary: During FY 09-10, we participated in regulatory processes related to pesticides through contributions to SCVURPPP, BASMAA and CASQA. For additional information, see the Regional Pollutants of Concern Report submitted by BASMAA on behalf of all MRP Permittees. This Report is included within the Program's FY 09-10 Annual Report.

C.9.f Interface with County Agricultural Commissioners

Provide a summary of improper pesticide usage reported to the County Agricultural Commissioner and follow-up actions to correct violations, if any. A separate report can be attached as your summary.

Summary:

No improper pesticide usage to report

C.9.h.ii Public Outreach: Point of Purchase

Provide a summary of public outreach at point of purchase, and any measurable awareness and behavior changes resulting from outreach (here or in a separate report); **OR** reference a report of a regional effort for public outreach in which your agency participates.

Summary:

The following separate reports developed by SCVURPPP and BASMAA summarize point of purchase outreach efforts conducted during FY 09-10:

- FY 09-10 Store Employee Training Report (SCVURPPP)
- FY 09-10 Store Employee Training Evaluation Summary (SCVURPPP)
- FY 09-10 Store Employee Training Status Table (SCVURPPP)
- FY 09-10 List of Stores in the IPM Store Partnership Program (SCVURPPP)
- FY 09-10 BASMAA "Our Water, Our World" (OWOW) Report (BASMAA)

These reports are included within the C.9 Pesticides Toxicity Control section of Program's FY 09-10 Annual Report.

C.9.h.vi Public Outreach: Pest Control Operators

Provide a summary of public outreach to pest control operators and landscapers and reduced pesticide use (here or in a separate report); **OR** reference a report of a regional effort for outreach to pest control operators and landscapers in which your agency participates.

Summary:

The following separate report developed by SCVURPPP summarizes Public Outreach: Pest Control Operators efforts conducted during FY 09-10:

- FY 09-10 Green Gardener Training Report

This report is included within the C.9 Pesticides Toxicity Control section of Program's FY 09-10 Annual Report.

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Section 10: Provision C10 Trash Load Reduction

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Section 10 - Provision C.10 Trash Load Reduction

C.10.a.i Short-Term Trash Loading Reduction Plan

(For FY 10-11 Annual Report only) Provide description of actions/tasks initiated/conducted/completed in developing a Short-Term Trash Loading Reduction Plan (due February 1, 2012).

Description:

Not required for this Annual Report

C.10.a.ii Baseline Trash Load and Trash Load Reduction Tracking Method

(For FY 10-11 Annual Report only) Provide description of actions/tasks initiated/conducted/completed to gather trash loading data and in developing a Baseline Trash Load and Trash Load Reduction Tracking Method (due February 1, 2012).

Description:

A summary of Program accomplishments for this sub-provision are included within the C.10 Trash Load Reduction section of Program's FY 09-10 Annual Report.

C.10.a.iii Minimum Full Trash Capture

(For FY 10-11 Annual Report and Each Annual Report Thereafter) Provide description of actions/tasks initiated/conducted/completed in implementing Minimum Full Trash Capture Devices (due July 1, 2014) within individual jurisdictions. Include information on Full Trash Capture Devices installed under Bay-area Wide Trash Capture Demonstration Project administered by San Francisco Estuary Partnership.

Description:

A summary of Program accomplishments for this sub-provision are included within the C.10 Trash Load Reduction section of Program's FY 09-10 Annual Report. In addition, the Program recently finalized a technical report detailing the results of its Pilot Trash Structural Treatment Control Study implemented in 2007. This technical report is also available within the C.10 Trash Load Reduction section of Program's FY 09-10 Annual Report..

C.10.b.iii Trash Hot Spot Assessment

(For FY 10-11 Annual Report and Each Annual Report Thereafter) Provide volume of material removed from each Trash Hot Spot cleanup, and the dominant types of trash (e.g., glass, plastics, paper) removed and their sources to the extent possible. Provide required photo documentation.

Fill out the following table or attach a summary of the following information.

See APPENDIX C10: Attachments C10biii Trash Hot Spot Assessment Photos

Trash Hot Spot	Cleanup Date	Volume of Material Removed	Dominant Type of Trash	Trash Sources (where possible)
WVC02 San Tomas Aquino Crk	05-15-10	25 bags/~300 pounds	Bottles, Aluminum Cans, Convenience Food items, Cigarette butts, other plastic products	Trash accumulation
WVC03 Saratoga Creek	4-17-10	14 bags	Convenience Food items, other plastic products, paper/cardboards, aluminum cans, plastic bags	Trash accumulation/Litter
WVC04 Los Gatos Creek	6-15-10	10 bags/7 pounds	Paper/carboard, plastic bags, misc., cigarette butts	Litter

C.10.d Summary of Trash Load Reduction Actions

Provide summary of new trash load reduction actions or increased levels of implementation of existing actions that were implemented after adoption of the MRP (control measures and best management practices) including the types of actions and levels of implementation, and the total trash loads and dominant types of trash removed from each type of action.

Suggested trash load reduction actions to track and report may include:

- Anti-litter Campaigns
- Anti-litter/Dumping Enforcement Activities
- Curbside Recycling Programs
- Education and Outreach Efforts
- Free Trash Pickup/Dropoff Days
- County HHW Program Activities
- Improved Trash Bin Management
- Inspection/Maintenance of Storm Drain Outfalls
- Litter Pickup and Control
- Removal of Homeless Encampments
- Solid Waste Recycling Efforts
- Source Controls/Bans/Prohibitions
- Storm Drain Operation and Maintenance
- Storm Drain Signage/Marking
- Street Sweeping Activities
- Trash Removal from Receptacles
- Volunteer Creek Cleanups

Type of Trash Load Reduction Action	Date of First Implementation	Level of Implementation (specify if level was increased after MRP adoption)	Total Trash Load Removed by Action	Dominant Types of Trash Removed by Action
<p>Not all trash load reduction actions were tracked by "loads removed" this fiscal year. Once the Trash Load Reduction Tracking Method is developed (see Provision C.10.a.ii), data to fill in this table, including trash loads removed, will be able to be defined and determined for each load reduction action (as feasible). See the Program's FY 09-10 Annual Report for schedule</p>				
<p>Anti-litter Campaign: • SCVURPPP and BASMAA each have Ad Campaigns that address Litter • C/ WVCWP- Zero Litter Initiative participation • C/ WVCWP- Silicon Valley Anti-Litter Campaign (hosted by San Jose)</p>	<ul style="list-style-type: none"> • See SCVURPPP Annual Report • ZLI- 2008 • SVALC- ?2006 		N/A	Topics aim to reduce pollution (litter, pesticides) by encouraging better behavior/habits
Anti-litter/Dumping Enforcement Activities	Part of municipal operations as occurs	As is occurs and is necessary; for NPDES purposes, an increased focus has been placed on anti-litter and dumping near and around creeks and from construction sites.		

<p>Education and Outreach Efforts:</p> <ul style="list-style-type: none"> • Thru SCVURPPP Watershed Watch website, ad campaign, etc • Thru WVCWP – literature, give-aways, Enviroscape presentations, clean-up events, local newspaper articles, newsletter articles, information board in MS PO 	In place	<p>For NPDES purposes, additional collaborative efforts have been supported- such as the Watershed Watch Campaign, MyWatershedWatch website (www.mywatershedwatch.org)</p> <p>Per NPDES purposes added/adding support and events for various 'take back' of POC related items (e-waste events, mercury thermometer events, clean-up events)</p>		
County HHW Program Activities	In place	As is occurs and is necessary		
Removal of Homeless Encampment	In place, as needed	As is occurs and is necessary		
<p>Solid Waste Recycling Efforts:</p> <ul style="list-style-type: none"> • Curbside Recycling Program- Residential [glass, paper, plastic] • By Drop off: oil, batteries, e-waste • Improved Trash Bin Management: Solid Waste moved to single recycle bin with lid (from individual sorting bins w/ no lid) <p>Commercial Cardboard Recycling Program – voluntary (paid for service) Downtown recycling receptacles</p>	In place	As is occurs and is necessary		
Source Controls/Bans/Prohibitions	Not at this time			
<p>Storm Drain Operation and Maintenance</p> <ul style="list-style-type: none"> • Inspection/Maintenance of Storm Drain Outfalls 	In place – circa 1992	SD cleaning program put into place to meet NPDES requirements;		

<ul style="list-style-type: none"> • Storm Drain Signage/Marking 		data collection/ categorization of 'trash/litter' as separate category in 2009, for meeting MRP data collection.		
Street Sweeping Activities	In place – circa 1994			
Trash Removal: Litter Pickup and Control <ul style="list-style-type: none"> • Downtown • Parks • Public Facilities: City/Town Hall, Community Center, Senior Center, Corporation Yard • use of Solar Belly Compactors Free Trash Pickup/Dropoff Days Community Garage Sales	In place – part of municipal services			
Volunteer Creek Cleanups <ul style="list-style-type: none"> • National River Clean Up Day • Great American Litter Pick-up • Coastal Clean-up • LG Volunteer Program 	In place – circa 2003			

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Section 11: Provision C11 Mercury Controls

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Section 11 - Provision C.11 Mercury Controls

C.11.a.i Mercury Recycling Efforts

List below or attach lists of efforts to promote, facilitate, and/or participate in collection and recycling of mercury containing devices and equipment at the consumer level (e.g., thermometers, thermostats, switches, bulbs).

Mercury collection and recycling is available throughout the year at locally sponsored events (private fundraisers), through e-waste drop-off events hosted by the waste hauler and drop-off services at the waste hauler and Santa Clara County HHW program.

Extensive local outreach for events, including specific information on mercury pollution, is conducted regularly through WVCWP and solid waste contractor. Event information is included in **APPENDIX C7: Attachments C7egh Events and C7bc Advertising and Media Efforts.**

Outreach by WVCWP includes press releases to local weekly newspapers and to municipal newsletters. Flyers are posted in public places (such as libraries, community centers, senior center, city/town hall) and information is featured on municipal websites.

Pollution Prevention Fair – 9/22/09 – Campbell Community Center

Event included opportunities for recycling: thermometers, batteries and cell phones

Thermometer Exchange – 10/7/09 – Saratoga Community Center

Event included opportunities for recycling: thermometers and batteries

Thermometer Exchange – 4/11/10 – Los Gatos Farmers' Market (part of "Keep Los Gatos Beautiful" event)

Event focused on recycling thermometers

E-Waste Drop-off event for residents

7/18/09 – Campbell United Church of Christ, Campbell

7/25/09 – Los Gatos United Methodist Church, Los Gatos

7/25/09 – City of Saratoga N. Campus, Saratoga

10/17/09 – Campbell United Church of Christ, Campbell

10/17/09 – Los Gatos United Methodist Church, Los Gatos

10/24/09 – City of Saratoga N. Campus, Saratoga

4/10/10 – Campbell United Church of Christ, Campbell

4/17/10 – Los Gatos United Methodist Church, Los Gatos

5/15/10 – City of Saratoga N. Campus, Saratoga

Municipal Facility annual recycling of 'mercury containing products' includes Fluorescent Bulbs and Batteries.

C.11.a.ii Mercury Collection

Provide an estimate of the mass of mercury collected through these efforts, or provide a reference to a report containing this estimate.

Amount collected:

The methodologies for estimating the mass of mercury collected through mercury collection and recycling efforts are currently in development and are due to the Water Board by September 15, 2010. Therefore, estimates could not be made for FY 09-10. Estimates of the mass of mercury collected through recycling efforts during FY 10-11 will be provided with the FY 10-11 Annual Report (see FY 10-11 BASMAA Regional POC Report).

- C.11.b Monitor Methylmercury**
- C.11.c Pilot Projects to Investigate and Abate Mercury Sources in Drainages**
- C.11.d Pilot Projects to Evaluate and Enhance Municipal Sediment Removal and Management Practices**
- C.11.e Conduct Pilot Projects to Evaluate On-Site Stormwater Treatment via Retrofit**
- C.11.f Diversion of Dry Weather and First Flush Flows to POTWs**
- C.11.g Monitor Stormwater Mercury Pollutant Loads and Loads Reduced**
- C.11.h Fate and Transport Study of Mercury In Urban Runoff**
- C.11.i Development of a Risk Reduction Program Implemented Throughout the Region**
- C.11.j Develop Allocation Sharing Scheme with Caltrans**

State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below.

Summary

A summary of Program accomplishments for these sub-provisions are included within the C.11 Mercury Controls section of Program's FY 09-10 Annual Report and/or the BASMAA Regional POC Report.

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Section 12: Provision C12 PCBs Controls

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Section 12 - Provision C.12 PCBs Controls

C.12.a.i.iii Municipal Inspectors Training

(For FY 09-10 Annual Report only) List below or attach description of results of training municipal industrial inspectors to identify, in the course of their existing inspections, PCBs or PCB-containing equipment.

Description:

In FY 09-10, inspector training materials were developed through in-kind contributions of SCVURPPP to BASMAA. Training materials can be found in the BASMAA Regional POC Report.

Monte Sereno does not have any commercial or industrial facilities.

C.12.a.ii.iii Ongoing Training

(For FY 10-11 Annual Report and Each Annual Report Thereafter) List below or attach description of ongoing training development and inspections for PCB identification, including documentation and referral to appropriate regulatory agencies (e.g. county health departments, Department of Toxic Substances Control, California Department of Public Health, and the Water Board) as necessary.

Description:

Not required for this Annual Report

- C.12.b Conduct Pilot Projects to Evaluate Managing PCB-Containing Materials and Wastes during Building Demolition and Renovation Activities**
- C.12.c Pilot Projects to Investigate and Abate On-land Locations with Elevated PCB Concentrations**
- C.12.d Conduct Pilot Projects to Evaluate and Enhance Municipal Sediment Removal and Management Practices**
- C.12.e Conduct Pilot Projects to Evaluate On-Site Stormwater Treatment via Retrofit**
- C.12.f Diversion of Dry Weather and First Flush Flows to POTWs**
- C.12.g Monitor Stormwater PCB Pollutant Loads and Loads Reduced**
- C.12.h Fate and Transport Study of PCBs In Urban Runoff**
- C.12.i Development of a Risk Reduction Program Implemented Throughout the Region**

State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below.

Summary

A summary of Program accomplishments for these sub-provisions are included within the C.12 PCB Controls section of Program's FY 09-10 Annual Report and/or the BASMAA Regional POC Report

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Section 13: Provision C13 Copper Controls

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Section 13 - Provision C.13 Copper Controls

C.13.a.i and iii Legal Authority: Architectural Copper

(For FY 10-11 Annual Report only) Do you have adequate legal authority to prohibit discharge of wastewater to storm drains generated from the installation, cleaning, treating, and washing of the surface of copper architectural features, including copper roofs to storm drains?

	Yes		No
--	-----	--	----

If **No**, explain and provide schedule for obtaining authority within 1 year:
Not required for this Annual Report.

C.13.b.i and iii Legal Authority: Pools, Spas, and Fountains

(For FY10-11 Annual Report only) Do you have adequate legal authority to prohibit discharges to storm drains from pools, spas, and fountains that contain copper-based chemicals?

	Yes		No
--	-----	--	----

If **No**, explain and provide schedule for obtaining authority within 1 year:
Not required for this Annual Report.

C.13.c Vehicle Brake Pads

Reported in a separate regional report.

A summary of the Program's participation with the Brake Pad Partnership (BPP) is included within SCVURPPP FY0910 Annual Report Section C.13 Copper Controls and/or the BASMAA Regional POC Report." Support of the BPP was extended through WVCWP's letters of support for Senate Bill 346.

C.13.d.iii Industrial Sources Copper Reduction Results

List below or attach annotated lists or tables from your Industrial and Commercial Site Controls portion of this report, that highlight copper reduction results among the facilities identified as potential users or sources of copper, facilities inspected, and BMPs addressed. For FY09-10 describe below or highlight in the C.4 Evaluation portion (if provided) of this report the steps taken to revise your program to meet new data tracking and reporting requirements for implementation levels described in C.13.d.ii.

Summary

In FY 09-10, inspector training materials were developed through in-kind contributions of SCVURPPP to BASMAA. Training materials can be found in the BASMAA Regional POC Report

Monte Sereno does not have any commercial or industrial facilities.

C.13.e Studies to Reduce Copper Pollutant Impact Uncertainties

Revised. Description reads "State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities to can provide descriptions below."

Summary

A summary of Program efforts (i.e., participation in RMP committee and work group meetings) to develop regional studies *to reduce copper pollutant impact uncertainties* is included within the SCVURPPP FY0910 Annual Report, Section C.13 Copper Controls and/or BASMAA Regional POC Report

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Section 14: Provision C14 PBDE, Legacy Pesticides and Selenium Controls

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Section 14 - Provision C.14 PBDE, Legacy Pesticides and Selenium Controls

C.14.a Control Programs for PBDEs, Legacy Pesticides and Selenium Controls

Revised. Description reads "State below if information is reported in a separate regional report. Municipalities that participate directly in regional activities can provide descriptions below."

Summary

A summary of Program efforts (i.e., participation in RMP committee and work group meetings) to develop a Control Program for PBDEs, Legacy Pesticides and Selenium is included within the SCVURPPP FY0910 Annual Report, Section C.14 PBDE, Legacy Pesticides and Selenium and/or in the BASMAA Regional POC Report.

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Section 15: Provision C15 Exempted and Conditionally Exempted Discharges

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Section 15 - Provision C.15 Exempted and Conditionally Exempted Discharges

C.15.b.iii.(1), C.15.b.iii.(2) Planned and Unplanned Discharges of Potable Water

Is your agency a water purveyor?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
If No , skip to C.15.b.vi.(2):				
If Yes , Complete the attached reporting tables or attach your own table with the same information. Describe program highlights below. For FY 09-10 only, describe steps taken to revise your program to meet new monitoring, data tracking and reporting requirements.				
Summary:				

C.15.b.vi.(2) Irrigation Water, Landscape Irrigation, and Lawn or Garden Watering

<p>Provide implementation summaries of the required BMPs to promote measures that minimize runoff and pollutant loading from excess irrigation. Generally the categories are:</p> <ul style="list-style-type: none"> • Promote conservation programs • Promote outreach for less toxic pest control and landscape management • Promote use of drought tolerant and native vegetation • Promote outreach messages to encourage appropriate watering/irrigation practices • Implement Illicit Discharge Enforcement Response Plan for ongoing, large volume landscape irrigation runoff.
<p>Summary:</p> <p>For county-wide outreach on less toxic pest control and appropriate irrigation practices, refer to SCVURPPP's FY0910 Annual Report Section C7, Public Information and Outreach [reports on the Watershed Watch Campaign and the IPM Store Partnership], and Section C9 Pesticide Toxicity Control [report on the Green Gardener Training Program. Participated in these Program outreach efforts via WVCWP, including review of outreach pieces to be published (print, radio, tv), and review of programmatic reports provided to the Program.</p> <p>WVCWP published seasonal articles in agency newsletters and posted seasonal information on an Info Board in Monte Sereno Post Office.</p> <p>Also, promotion of 'less toxic pest control' and 'landscape management,' along with use of drought tolerant and native vegetation, is specifically addressed by WVCWP's distribution of native plant seed packets, which are also 'beneficial bug attractants'. The seed packets, attached to related literature, have proved to be an effective means of encouraging residents to take home literature as well as trial the use of basic IPM measures.</p> <p>Water conservation has been promoted through articles in municipal newsletters.</p>

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APPENDICIES

C3: New Development and Redevelopment

- C3b Grant Application Project Description

C5: Illicit Discharge Detection and Elimination

- C5ciii Illegal Discharge Contacts
- C5fiii(4) Summary of IDDE by Incident Type

C7: Public Information and Outreach

- C7bc Local Advertising and Media Relations
- C7egh Events

C9: Pesticides Toxicity Controls

- C9a IPM Plan

C10: Trash Load Reduction

- C10biii Trash Hot Spot Assessment Photos



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APPENDIX C3

New Development and Redevelopment

- C3b Grant Application Project Description

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CITY OF CAMPBELL

Hacienda Avenue "Green Street" Improvements Project Description Urban Greening for Sustainable Communities Grant Program

By
Fredrick Ho

March 15, 2010

Located in the southwesterly portion of the City of Campbell, the mile long Hacienda Avenue is a vital east/west residential collector connecting the more rural San Tomas Area Neighborhood of Campbell to Winchester Boulevard, a north/south arterial that provides connections to Los Gatos, Campbell, and San Jose. The Hacienda corridor also provides a pedestrian and bicycle link from the neighborhood to the Hacienda Percolation Ponds (See Attachment 1) and the extremely popular Santa Clara County Los Gatos Creek Park and Creek Trail. The City, in coordination with the Santa Clara Valley Water District, enhanced the area surrounding the Hacienda Avenue percolation pond at the intersection of Hacienda Avenue and S. Winchester Boulevard. These enhancements provide a much improved site for use as a passive recreational area for nearby residents. Additionally, the intersection of Hacienda Avenue and S. Winchester Boulevard is a potential location for a future VTA facility along the Vasona Light Rail Line.

Due to significant traffic volumes experienced on Hacienda Avenue, combined with a variation in the pavement sections constructed over the years, many under designed for the loads experienced today, Hacienda Avenue has fallen into disrepair. The pavement condition for the majority of Hacienda Avenue is very poor with much of the street in need of major rehabilitation, and some portions requiring actual reconstruction. This street has a predominant street right-of-way of 90-ft, with approximately 70-ft of this area in street pavement. Given its residential surrounding and its wider than necessary pavement width, and the City's commitment to sustainable designs, the City is proposing to develop Hacienda Avenue as a "Green Street". The proposed improvements include installing bike lanes, planting street trees, installing bioswales and other stormwater treatment facilities, narrowing the existing pavement from 70' to 50' and using open space or alternative permeable paving surfaces to allow stormwater infiltration.

Developing Hacienda Avenue as a Green Street will help the City of Campbell comply with its NPDES Permit requirements. However, this project goes beyond permit compliance as highlighted below:

1) Project Size – The project proposes to develop the entire one mile stretch of Hacienda Avenue as a Green Street. To meet Permit requirements, developing only a block would be sufficient.

2) Key Issues Addressed – The Permit requires each green street project to address one of six key green street elements. The proposed Hacienda Avenue Improvement Project goes beyond permit compliance by addressing four of the six key elements. These elements are:

- Stormwater storage for landscaping reuse or stormwater treatment and/or infiltration for groundwater replenishment through the use of natural feature systems;
- Creation of attractive streetscapes that enhance neighborhood livability by enhancing the pedestrian environment and introducing park-like elements into neighborhoods;
- Service as an urban greenway segment that connects neighborhoods, parks, recreation facilities, schools, main streets, and wildlife habitats; and
- Meets broader community goals by providing pedestrian and, where appropriate, bicycle access;

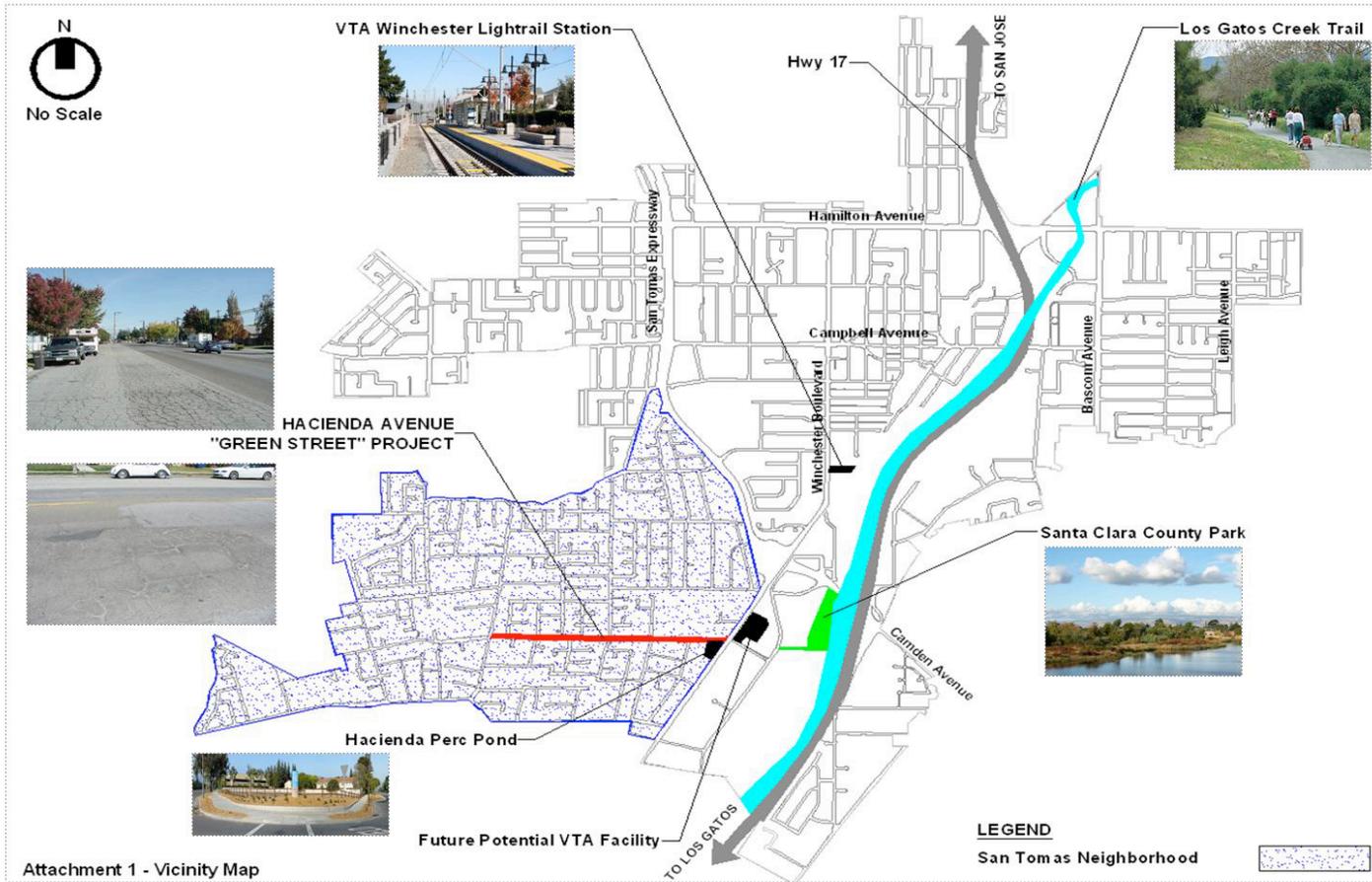
The Hacienda Avenue Improvement Project will also provide multiple other benefits that are not required by the NPDES Permit. These are:

- 1) Decrease in Air Pollution – Installing bike lanes would encourage use of an alternative transportation mode thereby decreasing air pollution from passenger vehicles. Increased bicycle use would also decrease the consumption and dependency on oil. The project proposes to plant more street trees which would lead to cleaner air and reduce the impact of heat islands leading to decreased energy consumption by nearby residents.
- 2) Reduce Consumption of Natural Resources & Energy – Narrowing the existing pavement from 70' to 50' would reduce the amount of natural resources and energy associated with manufacture and installation of asphalt and also for maintenance purposes.

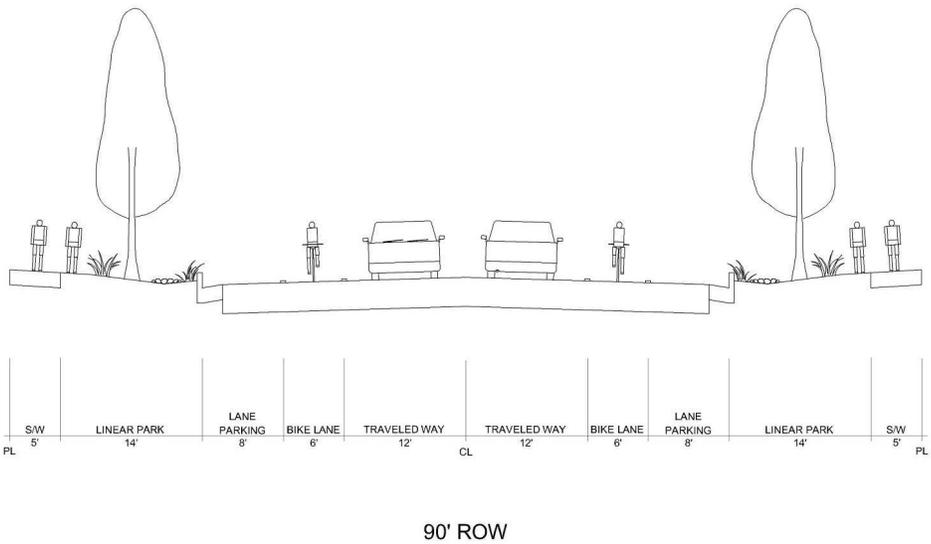
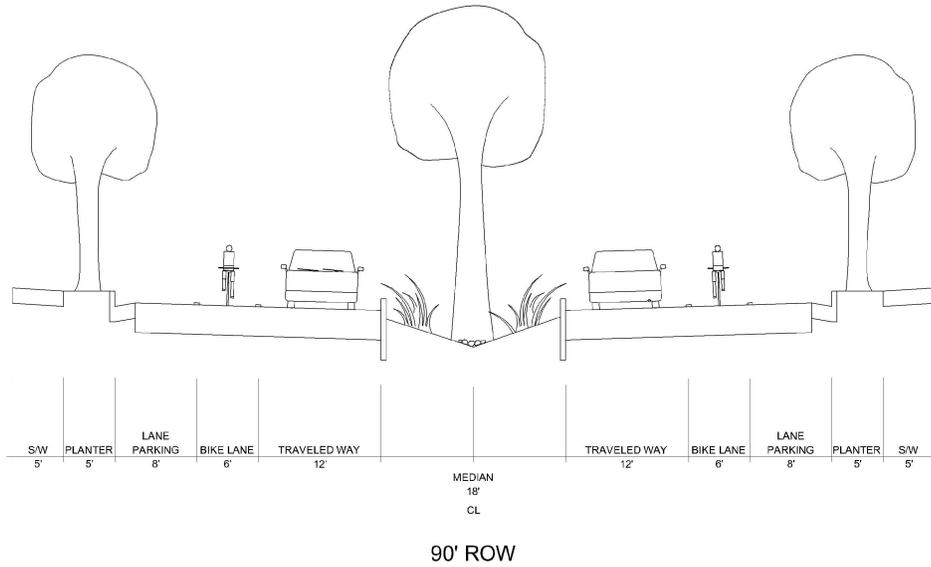
- 3) Reliability of Water Supplies – Use of open space and/or alternative permeable paving methods allow storm water runoff to infiltrate into native soil, removing contaminants before recharging the ground water. This would improve the reliability of water supply.

	Bike Lane	Tree Planting	Infiltration Bioswales	Reduce Asphalt Concrete	Increase Permeable Area
Decrease Air Pollution	X	X		X	
Decrease Water Pollution		X	X		X
Reduce Consumption of Natural Resources & Energy	X	X		X	
Reliability of Water Supplies					X

ATTACHMENTS



Hacienda Avenue "Green Street" Improvements Project Description
 January 25, 2010



Attachment 2 – Median Island Concept (Top) & Linear Park Concept (Bottom)

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APPENDIX C5

Illicit Discharge Detection and Elimination

- C5ciii Illegal Discharge Contacts
- C5fiii(4) Summary of IDDE by Incident Type

West Valley Clean Water Program



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West Valley Communities:
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West Valley Clean Water Program



SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
Campbell	<p>Alan Hom 408-866-2168 alanh@ci.campbell.ca.us</p> <p>Bill Helms (Susan Morgado-Gray) 408-866-2153 billh@cityofcampbell.com</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Bill Helms (Susan Morgado-Gray) 408-866-2153 billh@cityofcampbell.com</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Lorenzo Perez SCC FD, Haz Mat 408-378-4010 lorenzo.perez@cnt.sccgov.org</p> <p>Michael Cervantes Food Facilities – West Valley 408-918-3455 michael.cervantes@deh.sccgov.org</p>
Cupertino	<p>Kevin Rieden 408-777-3104 kevinr@cupertino.org</p> <p>Cheri Donnelly 408-777-3242 cherid@cupertino.org</p>	<p>Manuel Barragan 408-472-9907</p> <p>Cheri Donnelly 408-777-3242 cherid@cupertino.org</p>	<p>Larry Squarcia 408-777-3228 larrys@cupertino.org</p> <p>Cheri Donnelly 408-777-3242 cherid@cupertino.org</p>
Los Altos Hills	<p>John Chau 650-941-7222 jchau@losaltoshills.ca.gov</p>	<p>John Chau 650-941-7222 jchau@losaltoshills.ca.gov</p>	<p>Los Altos Hills does not have any industrial or commercial sites</p>

SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
Los Altos	<p>Kirk Ballard 650-947-2634 kirk.ballard@losaltosca.gov</p> <p>Larry Lind 650-947-2624 larry.lind@losaltos.ca.gov</p>	<p>Larry Lind 650-947-2624 larry.lind@losaltos.ca.gov</p>	<p>Larry Lind 650-947-2624 larry.lind@losaltos.ca.gov</p>
Los Gatos	<p>Mike Machado CBO 408-354-6815 mmachado@losgatosca.gov</p> <p>Mark Glendinning Building Inspector 408-354-6870 mglendinning@losgatosca.gov</p> <p>Steve Souza Engineering Inspector 408-395-3430 ssouza@losgatosca.gov</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Steve Souza Engineering Inspector 408-395-3430 (M-F) ssouza@losgatosca.gov</p> <p><i>Parks & Public Works General Line</i> 7am-4pm Mon thru Fri 408-399-5770</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Michael Benjamin SCC FD, Haz Mat 408-378-4010 benjamin@cnt.sccgov.org</p> <p>Michael Cervantes Food Facilities – West Valley 408-918-3455 michael.cervantes@deh.sccgov.org</p>
Milpitas	<p>Shelton Sawyer 408-586-3407 ssawyer@ci.milpitas.ca.gov</p> <p>Dorsey Wiseman 408-586-3246 dwiseman@ci.milpitas.ca.gov</p>	<p>Paramjit Uppal 408-586-3351 puppall@ci.milpitas.ca.gov</p>	<p>Patti Joki 408-586-3370 pjoki@ci.milpitas.ca.gov</p>

SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
Monte Sereno	<p>Mo Sharma City Engineer & PW Director 408-354-7635</p> <p>Sindhi Mekala Grading & Drainage Inspections; PW 408-354-7635 (Mon & We Only) sindhi@montesereno.org</p> <p>Howard Bell Building Official 408-354-2805</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Mo Sharma City Engineer & PW Director 408-354-7635</p> <p>Sindhi Mekala Grading & Drainage Inspections; PW 408-354-7635 (Mon & We Only) sindhi@montesereno.org</p>	<p>City of Monte Sereno does not have any industrial or commercial sites</p>
Mountain View	<p>Eric Anderson 650-903-6378 main 650-903-6225 direct eric.anderson@mountainview.gov</p> <p>Carrie Sandahl 650-903-6378 main 650-903-6224 direct carrie.sandahl@mountainview.gov</p>	<p>Eric Anderson 650-903-6378 main 650-903-6225 direct eric.anderson@mountainview.gov</p> <p>Carrie Sandahl 650-903-6378 main 650-903-6224 direct carrie.sandahl@mountainview.gov</p>	<p>Eric Anderson 650-903-6378 main 650-903-6225 direct eric.anderson@ci.mtnview.ca.us</p> <p>Carrie Sandahl 650-903-6378 main 650-903-6224 direct carrie.sandahl@mountainview.gov</p> <p>Scott Heyworth 650-903-6378 scott.heyworth@mountainview.gov</p>
Palo Alto	<p>Chris Fujimoto 650-329-2430 christopher.fujimoto@cityofpaloalto.org</p>	<p>Chris Fujimoto 650-329-2430 christopher.fujimoto@cityofpaloalto.org</p>	<p>Chris Fujimoto 650-329-2430 christopher.fujimoto@cityofpaloalto.org</p>
San Jose	<p>Steven Osborn 408-277-5635 steven.osborn@sanjoseca.gov</p>	<p>Steven Osborn 408-277-5635 steven.osborn@sanjoseca.gov</p>	<p>Steven Osborn 408-277-5635 steven.osborn@sanjoseca.gov</p>

SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
	<p>Jared Hart 408-277-3595 jared.hart@sanjoseca.gov</p> <p>Cathy Hoang-Mendoza 408-277-3993 catherine.hoang-mendoza@sanjoseca.gov</p>	<p>Cathy Hoang-Mendoza 408-277-3993 catherine.hoang-mendoza@sanjoseca.gov</p> <p>No Dumping Hotline 408-945-3000 http://www.sanjoseca.gov/esd/stormwater/stormdrain-complaint.asp</p>	<p>Mary Morse 408-277-2767 mary.morse@sanjoseca.gov</p> <p>Josef Denk (restaurants only) 408-277-4818 joe.denk@sanjoseca.gov</p>
Santa Clara	<p>Elliot Wier 408-615-3092 ewier@ci.santa-clara.ca.us</p>	<p>Elliot Wier 408-615-3092 ewier@ci.santa-clara.ca.us</p>	<p>Elliot Wier 408-615-3092 ewier@ci.santa-clara.ca.us</p>
Santa Clara County	<p>Clara Spaulding 408-299-5737 clara.spaulding@pln.sccgov.org</p>	<p>DEH/Solid/Medical Waste: 408-918-3400</p> <p>Chris Rummel 408-918-3400 chirs.rummel@deh.sccgov.org (refuse collection & pumper vehicles, biohaz & medical waste, body art & recycling facilities)</p> <p>Clara Spaulding Department of Planning & Development 408-299-5737 clara.spaulding@pln.sccgov.org</p>	<p>DEH, Hazardous Materials Control Division 408-918-3400</p> <p>Jim Blamey HMCD Program Manager 408-918-3400 jim.blamey@deh.co.santa-clara.ca.us</p> <p>Vicki Everly Food Facilities – North County 408 918-3490 vicki.everly@deh.sccgov.org everly.vicki@deh.sccgov.org</p> <p>Michael Cervantes Food Facilities – South West 408-918-3455 michael.cervantes@deh.sccgov.org</p> <p>Rochelle Gaddi Food Facilities, Pools – Central District 408 918-3479 rochelle.gaddi@deh.sccgov.org</p>

SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
SCVWD	<p>Denise Uriarte 408-265-2607, X2909 duriarte@valleywater.org</p> <p>Pollution Hotline 1-888-510-5151</p>	<p>Denise Uriarte 408-265-2607, X2909 duriarte@valleywater.org</p> <p>Pollution Hotline 1-888-510-5151</p>	Not Applicable
Saratoga	<p>Brad Lind 408-868-1224 bradlind@saratoga.ca.us</p> <p>Skylar McLean Grading / Land Development Inspections 408-868-1237 skyelarm@saratoga.ca.us</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Kristin Borel 408-868-1258 kborel@saratoga.ca.us</p> <p>Rick Torres Streets Maintenance Supervisor 408-857-6545 cell rtorres@saratoga.ca.us</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Richard Baker SCC FD, Haz Mat 408-378-4010 richard.baker@cnt.sccgov.org</p> <p>Michael Cervantes Food Facilities – West Valley 408-918-3455 michael.cervantes@deh.sccgov.org</p>
Sunnyvale	<p>Gordon Blancher 408-730-7448 gblancher@ci.sunnyvale.ca.us</p>	<p>Sarah Scheidt 408-730-7267 sscheidt@ci.sunnyvale.ca.us</p> <p>Kristy McCumby Hyland 408-730-7274 kmccumby@ci.sunnyvale.ca.us</p>	<p>Sarah Scheidt 408-730-7267 sscheidt@ci.sunnyvale.ca.us</p>
Caltrans	<p>Dragomir Bogdanic 510-622-0716 510-867-6007 dragomir_Bogdanic@dot.ca.gov</p>	<p>Hardeep Takhar 510-286-7182 hardeep_s_takhar@dot.ca.gov</p>	Not Applicable

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West Valley Clean Water Program



July 1, 2009 to June 30, 2010

CoPermittee/ Type of discharge	Accidental spills	Dewatering	Dumping - hazardous	Dumping - non-hazardous	Dumping - Landscape Matl	Dumpster discharge	Misc. incidents(not properly contained)	Pools/Spas/Fountains discharge	Sanitary spill or leak	Surface cleaning discharge	Un-hardened cement discharge	Vehicle & equipment discharge	Vehicle & equipment leaking	Vehicle Washing	Water line breaks	Allowable discharge	Complaint not found	Total Incidents:
Campbell			2	1		1	1	1	1			1		1				9
Los Gatos	1		1		1		3	2	2	1	1	2		1			1	16
Monte Sereno		1						1							1			3
Saratoga			1	1				2			1		1	1				7
	1	1	4	2	1	1	4	6	3	1	2	3	1	3	1	1		35

Monte Sereno

Allowable discharge	1	
Dewatering	1	
Pools/Spas/Fountains discharge	1	
Total Incidents:		3

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APPENDIX C7

Public Information and Outreach

- C7bc Local Advertising and Media Relations
- C7egh Events

West Valley Clean Water Program



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West Valley Communities:
City of Campbell, Town of Los Gatos, City of Monte Sereno, City of Saratoga

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West Valley Clean Water Program





C7bii1 Local Advertising, Creative [Material] Development and Outreach Media Used C7c Media Relations

1. Newsletters, Newspaper Articles, Web Postings

- a. Newsletters: WVCWP staff prepares articles for use in municipal newsletters for the 4 WV Communities. Submission of articles depends upon timeliness of newsletter distribution to residents vs topics being covered. Municipal newsletter staff also prepare articles relevant to stormwater issues, as feasible, based on priorities of municipal news.
 - i. Campbell Profile
 - ii. Los Gatos Vista
 - iii. Los Gatos Growing Greener
 - iv. Keep Los Gatos Beautiful
 - v. Monte Sereno
 - vi. Saratogan
- b. Local Newspapers
 - i. Campbell Reporter
 - ii. Los Gatos Weekly
 - iii. Los Gatos Weekender
 - iv. Saratoga News
- c. Websites
 - i. City of Campbell Website
 1. Main Page
 2. Engineering/PW
 - ii. Town of Los Gatos Website
 1. Los Gatos 'What's New'
 2. Public Works
 3. Environmental Programs
 - iii. City of Saratoga Website
 1. Saratoga Calendar
 - iv. Watershed Watch
 - v. West Valley Clean Water Program
 1. www.cleancreeks.org
 - vi. SCVRUPPP
 - vii. Our Water Our World (BASMAA)

• July 2009 / Summer 2009

– Created & distributed Press Release on car-washing, use of the WVCWP “Car Wash Kit” for fundraising events, and the upcoming car wash fundraiser in Campbell for Susan G. Komen.

Distribution: to 3 WV weekly newspapers,

- Article printed in the Campbell Reporter (7/23/2009)
- Article printed Saratoga News (7/23/2009).
- Generated calls to the WVCWP office, with questions about the Car Wash Kit.

– Created & distributed Press Release noting presentation of Stormwater Awards to WV Communities, via County-wide program. Press release covered topics related to “Trash” and “IPM”.

Distribution: to 3 WV weekly newspapers

4 Municipal Newsletters

- Article printed in Campbell’s “Profile” newsletter: Summer 2009 “City Receives Pollution Prevention Awards” which awards presented by CASQA -- details on the Trash Toolbox program, and a link to the “Trash Toolbox” flyer; the award-winning “Green Gardeners” program, -- and the “IPM Innovators Award”.

– Created & distributed Press Release: encourage residents to recognize and use ‘beneficial bugs’ in home gardens in place of pesticides.

Distribution: to 4 Municipal Newsletters

C7bii1 Local Advertising, Creative [Material] Development and Outreach Media Used C7c Media Relations

Page 2 of 6

- Article printed in Campbell's "**Profile**" newsletter: Summer 2009 "A Safe Garden" (Beneficial Bugs). The article included photos of beneficial bugs, and links to additional photos and information available on web sites. The article also encouraged residents to obtain free packets of seeds from WVCWP; the seeds are for plants that attract 'beneficial bugs'. Information on proper disposal of pesticides was also included.

- **City of Monte Sereno Newsletter:** July 2009 "15% Water Use Reduction"

The Newsletter included a reminder to residents to reduce water use. Readers were reminded to refer to conservation tips in the previous Newsletter (April 2009) which contained an article on water conservation.

• Sept. 2009 / Fall 2009

- Created & distributed 2 versions of a Press release on Pollution Prevention program at Campbell Cmnty Ctr (Thermometer Exchange, battery drop-off, prescription drugs drop-off). Created & distributed PR, including photos of previous events and encouraging a reporter to cover the P2 event, was submitted.

Distribution: to 3 WV weekly newspapers,

- A "Brief"/short article on the event was printed in the Campbell Reporter (DATE?)

- Created and distributed a Press Release encouraging participation in the California Coastal Cleanup event at WVCWP's Westmont site.

Distribution: to 3 WV weekly newspapers and 4 municipal newsletters

- Info on the event was **printed** in the "Briefs" section of the "Campbell Reporter" (9-11-09)

- Info on the event was **printed** in the "Briefs" section of the "Saratoga News" (9-11-09)

- Created and distributed a Press Release on the Thermometer Exchange/ Battery Drop-off event at Saratoga Community Center

Distribution: to 3 WV weekly newspapers

- A "Brief" article on the upcoming event was **printed** in the Saratoga News,(9/22/09).

-Related Article: The Campbell Profile featured a colorful graphic and a short article promoting water conservation, including a link to the website www.save20gallons.org

- Campbell's "Profile" newsletter: Fall 2009 "Water Conservation"

- Saratoga's "**The Saratogan**" Fall 2009 "E-Waste Drop-off Event"

The newsletter included information on the upcoming free E-waste Drop-off sponsored by the City's waste contractor.

• Jan 2010/ Winter 2010

-Related Article: Campbell's "**Profile**" newsletter: Winter/Spring 09/10 "Hamilton Median Project" (Water Conservation). This article discusses a median project on a major arterial; the project incorporates the most up-to-date irrigation system, which saves water, and also ensures there will be no runoff in case of a stuck sprinkler head or similar problem. By setting an example of what can currently be done with appropriate irrigation systems, the article encourages water conservation, and discourages over-watering and runoff.

- Created and distributed article alerting residents on the need to keep leaves out of the gutter area and stormdrain system, and to dispose of them properly in the Yard Waste containers.

Distribution: to 4 municipal newsletters

- Campbell's "**Profile**" newsletter: Winter/Spring 09/10 "The Rain is Coming" (Keeping leaves out of gutters/stormdrains)

• Mar 2010/ Spring 2010

- Created and distributed Press Release to present Mercury info prior to the upcoming Thermometer Exchange. The Press Release resulted in a "Growing Greener" newsletter devoted to Mercury & HHW information.

Distribution: 4 municipal Newsletters

- Mercury article for Keep LG Beautiful Flyer.doc

- Los Gatos' "**Growing Greener**" newsletter: March 2010 "Taking Charge of Hazardous Waste".

- Los Gatos' Newsletter included articles on:

- Thermometer Exchange at LG Farmer's Market;

- upcoming HHW Drop-off events;



C7bii1 Local Advertising, Creative [Material] Development and Outreach Media Used C7c Media Relations

Page 3 of 6

- links to HHW info;
- proper drug disposal;
- proper car-washing.

- Los Gatos "**Vista**" Annual Newsletter: Spring 2010 "Safe Disposal of Medications". In response to a flyer on this subject distributed by WVCWP, Los Gatos published a long article on keeping medications out of our waterways. The article discussed the problem of medications as water pollution, and explained proper disposal procedures.

- **City of Monte Sereno Newsletter**: May/June 2010 "Maintaining Your Pool & Spa"

This full, front-page article discussed all the aspects of potential copper pollution in creeks due to improper draining. It discussed proper drainage methods and alternative, copper-free maintenance methods, and included links of further info on the Watershed Watch website.



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West Valley Clean Water Program



Samples of Media Coverage

Local Newspapers:

- Campbell Reporter
- Los Gatos Weekly
- Saratoga News

Agency Newsletters:

- Campbell Profile
- Los Gatos Vista
- Monte Sereno
- Saratogan

Agency Webposting



SEPTEMBER 18, 2009 CAMPBELL REPORTER 21

Special Events

BAWSI Boot Camp Fundraiser
Campbell's AlaVie Fitness and the Bay Area Women's Sports Initiative (BAWSI) hold a boot camp and Zumba workout to raise funds for BAWSI's Salud Por Vida Program. Men and women of all fitness levels are welcome. Sept. 19, 9-11 a.m. \$25 minimum donation. Gardner Community Center, 520 W. Virginia St., San Jose. 415.567.7411 or www.alaviefitness.com/bawsi.php.

Pollution Prevention Drop-off
The West Valley Clean Water Program holds a dropoff event for unwanted medications, old household batteries and cellphones. The event also includes a thermometer exchange. Bring a mercury thermometer to be recycled and receive a free digital thermometer. Sept. 23, 11 a.m.-2 p.m. Campbell Community Center, 1 W. Campbell Ave. www.cleancreeks.org.

Leigh High School Rummage Sale
Shop for treasures at this benefit for the Leigh High School Performing Arts Parents Association. Sept. 26, 8 a.m.-3 p.m. Leigh High School, 5210 Leigh Ave., San Jose. 408.489.4926 or www.leighpa.org.

SEPTEMBER 18, 2009 CAMPBELL REPORTER 5

BRIEFS

Residents are encouraged to join clean-up day

West Valley communities are being asked to pitch in locally and join the Sept. 19 international cleanup effort.

The West Valley Clean Water Program, which prevents stormwater pollution locally, is sponsoring a cleanup event at a site near Westmont High School, 4805 Westmont Ave., in Campbell. The event goes from 9 a.m. to noon.

For more information, visit www.cleanacreek.org.

Program will eliminate old, unwanted medicine

The West Valley Clean Water Program is hosting a National Pollution Week resource fair on Sept. 23, 11 a.m.-2 p.m., at the Campbell Community Center, 1 W. Campbell Ave.

Residents from the West Valley can drop off expired or unwanted medications, receive a free digital thermometer in exchange for a glass mercury thermometer, donate old cell phones and receive a free reusable shopping bag.

SEPTEMBER 8, 2009 LOS GATOS WEEKLY-TIMES 9

BRIEFS

Westmont area targeted for cleanup day

West Valley communities are encouraged to pitch in locally and join in on an international cleanup effort on Sept. 19.

The West Valley Clean Water Program, which prevents stormwater pollution locally, is sponsoring a cleanup event at a site near Westmont High School, 4805 Westmont Ave., in Campbell. The cleanup goes from 9 a.m. to noon.

For more information, visit www.cleanacreek.org.

SEPTEMBER 8, 2009 SARATOGA NEWS 9

BRIEFS

Westmont area targeted for cleanup day

West Valley communities are encouraged to pitch in locally and join in on an international cleanup effort on Sept. 19.

The West Valley Clean Water Program, which prevents stormwater pollution locally, is sponsoring a cleanup event at a site near Westmont High School, 4805 Westmont Ave., in Campbell. The cleanup goes from 9 a.m. to noon.

Visit www.cleanacreek.org.

Local Newspapers: P2 Event and Creek Cleanup Sept 2009



BRIEFS

This week is 'Walk to School Week'

Experts in new street children in crowding Oct. 5-9 as they participate in "Walk to School Week," a program focusing on teaching children safe walking and biking habits, such as how to cross streets and choose safe routes to school.

The program is part of the "International Walk to School Month," which runs through October. There is also a national "Walk to School Day" on Oct. 7. Visit www.walktoschool.com.

City to host thermometer exchange

Exposures to mercury can cause damage to the nervous system, brain, kidneys, liver and immune system. In an effort to rid homes of the dangerous substance, the city of Saratoga is hosting a thermometer exchange.

The event will take place Oct. 7 from 10 a.m. to 2 p.m. in the Joan Pizani Community Center, 16655 Allendale Ave.

Residents can rid themselves of e-waste

West Valley Collection and Recycling is hosting an e-waste event where Saratoga residents can rid their garages of old and unused electronic items.

Televisions and computer monitors, laptops, external computer hard drives, keyboards, computer mice, printers, DVD players and VCRs, phones, fax machines, electronic toys, speakers, cameras, stereo and speakers are some of the acceptable items.

The event will be held Oct. 24 from 9 a.m. to 2 p.m. at the North Campus, 10648 Progress Road.

Call 808.283.2050.

E-MAIL US AT:
sa@communitynewspapers.com

October 6, 2009



Photograph by George Kalland
 at the Moreland Community Gardens.

Art at Moreland

Plastic, in the dentist's hospital. In all 12 patients had broken, long or per-

The thing that has happened over a period of time is that we were not aware of it, so why else there was something that was broken in the first place. We had things that were broken in the hospital.

But with just about all 30 photos of the patients in broken back to full strength, and there are about 100 more waiting to go.

The Moreland Community Garden now serves those without the traditional dining table, which means it's some other place to go to get food to be the best.

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 OCTOBER 6, 2009 SARATOGA NEWS

BRIEFS

City to host thermometer exchange

Exposure to mercury can cause damage to the nervous system, brain, kidneys, liver and immune system. In an effort to rid homes of the dangerous substance, the city of Saratoga is hosting a thermometer exchange.

Households can exchange their old mercury fever thermometers for digital ones. Mercury thermometers should be double-bagged in two sealed plastic bags to prevent spills.

The event will take place Oct. 7 from 10 a.m. to 2 p.m. in the Joan Pizani Community Center, 16655 Allendale Ave.

E-MAIL US AT:
sa@communitynewspapers.com

VOLUME 54, NUMBER 30 SARATOGA, CALIFORNIA SEPTEMBER 22, 2009




Local Newspaper Mercury Exchange Event



The Saratoga
13777 Foothill Avenue
Saratoga, CA 95070

POSTED
U.S. MAIL
Saratoga, CA
Permit No. 136
E-MAIL

Postal Customer Local

North Campus Open House

Renovations to the North Campus have been finished! The City will be celebrating completion of the work during an open house on October 23, 2009 at 3:30 p.m. at the North Campus, which is located at 19848 Prospect Road in Saratoga. The event is open to the public and will feature live music, refreshments, and more.

Purchased in 2002, the City has been making improvements to the 2.6 acre site in phases. The first stage of work started in 2007 with improvements to the Administration Building, which is primarily used for meetings and recreation classes.

The second phase of work started last year with renovations to Fellowship Hall. The improvements to the building include a new hardwood floor, a kitchen, fully accessible bathrooms, and more. This work has also included demolition of two unusable buildings on the property, which have been replaced with new landscaping.

The City was able to make the improvements to Fellowship Hall thanks to a generous donation from the House Family Foundation, which was administered by the Saratoga-Monte Sereno Community Foundation.

The City is looking for a new name for the North Campus. Submit your ideas online at www.saratoga.ca.us by October 23, 2009!



Fellowship Hall at the North Campus

E-Waste Drop Off

Electronics such as computers, monitors, televisions, fax machines, printers, copiers, stereos, phones, and cameras all can contain toxic chemicals and compounds that should not be thrown in the trash. West Valley Collection & Recycling will be offering a free E-Waste drop-off event for residents to get rid of unwanted electronics from 9am to 2pm on Saturday, October 24th, 2009. The drop-off is located at the City of Saratoga's North Campus located at 19848 Prospect Road in Saratoga.

Enroll for Fall Recreation Class!

This fall, the City of Saratoga Recreation Department has classes for all ages and all interests. Youth programs include *My First Art Class*, which begins November 20th and runs through December 18th, as well as Camp Winter Wonderland that will be held at the Jean Piaget Community Center over the holiday break for children between 3.5 years to 10 years old. Some of the exciting adult programs include *Salsa & Ladies Latin Styling with Agnes* beginning November 9th and *Brewing 101 at St. Stan's Brewing Company* in downtown Saratoga starting November 7th. For more information, visit <http://www.saratoga.ca.us/cityhall/rec/default.asp> or call (408) 868-1249.

Got Ideas? Send story ideas or comments about The Saratoga to Crystal Morrow at cmorrow@saratoga.ca.us or (408) 868-1275.

the Los Gatos CA Official Site! - Los Gatos: Growing Greener Together Page 1 of 2



Government • Living in Los Gatos • Doing Business in Los Gatos

U.S. Mayor Climate Protection Agreement
Los Gatos: Growing Greener Together

NOTICE ME!

The Growing Greener theme for January is Sustainable New Year's Resolutions
View the January Growing Greener Flyer to learn tips and practices on setting New Year's Resolutions that create a more sustainable community in 2010!

GREEN NEWS

Holiday Tree Recycling
December 28, 2009 - January 18, 2010 Great Valley Collection and Recycling will pick up holiday trees cuttable as a part of their regular collection schedule. To be 2' unadorned, natural or flocked. Trees will be placed in your residence. Trees must be cut into 3 foot lengths and placed 1 foot away from garbage/recycling carts. More info at 408-263-9200 or www.meastore.com/recycle

Beach the Air
Don't you know that smoke from wood burning fireplaces is harmful for the environment and our health? For your fall to get more fun entertainment and connectivity, we'll bring wood to your fireplace this winter. The American Cancer Society and the Bay Area Air Quality Management District have teamed up to provide more information about the dangers of wood smoke.

E-Waste Collection Events
With the holiday season just in, many households end up with new electronics. It is important that the old ones are disposed of and recycled properly so they do not end up in the landfills. The county's Household Hazardous Waste Program will be sponsoring two e-waste collection events:

January 9, 2010
E-Shop, Inc. (Parking Lot)
1000 Lakeside Dr.
Redwood, CA 94065

March 6, 2010
Mountain (Parking Lot)
1000 La Avenida Street
Mountain View, CA 94033

For more information, please visit www.hhw.org.

Los Gatos: Growing Greener Together
The Town of Los Gatos has been certified as a Green Business. The program, coordinated by AGC, is a partnership of environmental agencies that assists, recognizes and promotes business and government agencies who operate in a more environmentally responsible way. The key goal of the program is to promote resource conservation and pollution prevention.

At the Town, we take this certification seriously and ask our Town Employees to follow our Green Business Commitments and do the right thing for our environment everyday, while at work in our Town offices. We invite you and your family to join us in our efforts to protect the



<http://www.losgatosca.gov/index.aspx?NID=1456> 1/12/2010



Local Newsletter And Webposting



2. Material Development: Give-aways and Handout items (including brochures and other stormwater literature)

a. RE-USABLE BAG/ ANTI-LITTER CAMPAIGN

Topic: POC-Trash/Litter

Audience: Residents and Students

Goal: Modify behavior => provide incentive for using re-usable bag thru ease of use (size, convenience) and ownership (personalization of bags)

2 types of re-usable bags, to promote litter reduction efforts; the bags carry the message is "Clean Creeks... It's In Our Hands". Both bags are foldable, and can easily fit in a pocket, purse, or school backpack.

- Blue nylon bag is aimed at residents who would use this instead of a grocery bag. **250** of these bags have been purchased. They can be distributed with relevant literature inside, depending on the event where they will be featured.
- White canvas is aimed at schoolchildren. **150** of these bags have been purchased. The message is printed on the small carrying bag; on the main bag, children will be able to color in a comic, which conveys a stormwater message. This children's activity portion will be a pilot program for WVCWP; it is being adopted from a similar program at the City of Palo Alto.

b. NATIVE PLANTS/ IPM CAMPAIGN (Beneficial Bugs)

Topic: POC-Pesticides/IPM

Audience: Residents and Students

Goal: Modify behavior => provide alternate option to pesticide usage

In FY 08-09 WVCWP carried out a Pilot Program of purchasing seeds for 4 types of California native plants; species which would attract 'beneficial bugs' to gardens, thus encouraging residents to reduce the use of pesticides. WVCWP developed labels for the seeds, and volunteers helped to package them in 2"x3" envelopes. The packages were attached to IPM literature. This seed program turned out to be very successful in terms of encouraging residents to pick up the IPM literature. In FY 09-10, the Pilot Program was reviewed, and 3 types of seeds were ordered, and more seed packages and blank labels were purchased. WVCWP is looking into soliciting volunteers to package these seeds for distribution in FY 10-11.

c. Copper Brochure

Topic: POC-Copper

Audience: Residents

Goal: Information dissemination => provide incentive (discount card) to learn and participate in pollution reduction thru typical daily activity (car washing)

WVCWP staff created a Copper outreach tri-fold, since no general Copper outreach material was available. The tri-fold was designed to have the "Watershed Watch Discount Card" attached to it, as a means of encouraging residents to take home the literature (i.e if they wanted the Discount Card, they were also getting the Copper information). This tri-fold with Discount Card has proven to be relatively successful in getting residents to take home literature about copper pollution.

d. CAR WASHING- residential and fundraising

Topic: POC-Copper

Audience: Residents

Goal: Modify behavior => provide mechanism for preventing pollution discharge during chosen activity (car wash for fundraising)

This tri-fold was forwarded to the Program, along with a request for more public outreach material on 'Car Washing & Copper'; subsequently a Car Washing tri-fold was produced by the Program. WVCWP modified this piece for the WVC by highlighting local contact info on it.

e. Information Cards

Topic: POCs (Trash/Litter, Pesticides, Copper); Creeks and SF Bay as local resource, Watersheds

Audience: Residents, Teachers, Students

C7bii1 Local Advertising, Creative [Material] Development and Outreach Media Used C7c Media Relations

Page 5 of 6

Goal: Information dissemination

f. PRESENTATION: "A Stormwater Campaign in Cartoons"

Topic: Conveying BMP and POC message to residents

Audience: Municipal/ Stormwater Staff

Goal: Information dissemination

At the end of FY 08-09, WVCWP staff was invited to present at the EPA National Outreach Conference in Portland on the topic of "A Stormwater Campaign in Cartoons". The presentation was very well received, and WVCWP continues to receive requests for information on this topic. The presentation is posted on the EPA website; WVCWP has shared information via e-mail so that other agencies can initiate advertising campaigns using cartoon characters.



Material Development: Handouts and Give-away items

Re-usable Bags
Native Plants/IPM
Copper Brochure
Car Washing
Information Cards





Reusable Bags And Native Plant/ Beneficial Bug Attractor Seeds



Why keep Copper out of our Creeks ?

1000 sq ft of copper roof, by itself, can lead to



TOXIC CONDITIONS
In a nearby creek within just 1 rainstorm

How does COPPER get into our Creeks?

Rain, irrigation, hosing down driveways, etc. can all carry pollution from our homes to nearby stormdrains.

STORMDRAINS FLOW DIRECTLY INTO OUR CREEKS
Water flowing into a stormdrain does NOT flow to the Water Treatment Plant— It flows straight into our creeks.

From there, it can enter our groundwater system or San Francisco Bay



Use this card for:
\$ 4 off
the "Deal Special" at any **CLASSIC CAR WASH** location

Delta Queen
981 E Hamilton Ave.
Campbell, CA - (408) 377-2525

Lark Avenue
16500 Lark Ave.
Los Gatos, CA - (408) 356-2525

Westgate
18540 Prospect Rd.
Saratoga, CA - (408) 996-2515

Robertsville
5005 Almaden Expressway
San Jose, CA - (408) 371-2565

Our Copper & Our Creeks

Did you know ... ?

◆ **COPPER**, even in very small amounts, can be **deadly to life** in our creeks and SF Bay



◆ **COPPER** is common in **car brake pads**, and runs into our creeks when we wash cars in driveways & parking lots



◆ **COPPER** can come from home sources, such as
•pool/spa chemicals
•copper garden pieces
•architectural elements

How can YOU help keep Copper out of creeks ?

Car Washing

Take your car to a commercial car wash Or, use a commercial "wash-it-yourself" facility.

This way the dirty water is cleaned and recycled, rather than carrying pollutants straight to a creek. If you can't use a car wash facility, **at least wash your car on a lawn or gravel area** – this allows dirty water to sink into the soil instead of running straight into a creek.

for Car Wash Fundraiser Events borrow a FREE "Car Wash Kit" This kit ensures that water from your event will flow to the Water Treatment Plant, rather than straight to our creeks. Get the kit from West Valley Clean Water Program at:

(408)354-3585
office@wvcp.org

Pools & Spas

Choose safe algaecides Check with your pool store for copper-free algaecides. **Drain your Pool or Spa properly**
NO: draining into a street, gutter or storm drain
YES: discharge water to a sanitary sewer cleanout.

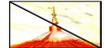


If you are on a septic system or have no sanitary sewer clean-out, contact your wastewater treatment authority. You may be told to drain the water to a lawn or gravel area. Residents of Campbell, Los Gatos Monte Sereno and parts of Saratoga, can get direction from: **West Valley Sanitation District** at (408) 378-2407

How can YOU help keep Copper out of creeks ?

Around your Home
Choose Copper-free outdoor garden accessories and architecture

Use non-copper weathervanes, birdbaths, gutters, roofing etc.



Copper, when used outdoors, will oxidize. These particles will be washed off by rain and flow straight into creeks.

For existing copper gutters & roofs, create a percolation area at your downspout outlet. The roof runoff can soak into the ground, rather than flowing to the creek.

For additional information contact **West Valley Clean Water Program**
www.cleancreeks.org
(408)354-3585
office@wvcp.org



WV Brochure on Copper





DISCOUNT CARD
Watershed Watch
 Protect Our Creeks And Bays
 Visit www.MyWatershedWatch.org or call 1-866-WATERSHED for new offers

Use the **Watershed Watch Discount Card** to get discounted car washes at the following locations:

Delta Queen Classic Car Wash:
 981 E. Hamilton Avenue,
 Campbell, CA 95008, (408) 377-2525

Lark Avenue Classic Car Wash:
 16500 Lark Avenue,
 Los Gatos, CA 95032, (408) 356-2525

Westgate Classic Car Wash:
 18560 Prospect Road,
 Saratoga, CA 95070, (408) 996-2515

Robertville Classic Car Wash:
 5005 Almaden Expressway,
 San Jose, CA 95118, (408) 371-2565

Premier Car Wash:
 735 Capitol Expressway Auto Mall,
 San Jose, CA 95136, (408) 979-7811

You can download the **Watershed Watch Discount Card** at www.MyWatershedWatch.org.

If your favorite car wash is not currently participating in the **Watershed Watch Discount Card** program, ask them to join!



For more information, contact your local storm water program.

Campbell
 Los Gatos
 Monte Sereno
 Saratoga
 Contact
West Valley Clean Water Program



(408) 354-5385
info@cleancreeks.org

Unincorporated Santa Clara County (408) 918-3400



San Jose Santa Clara County Watershed Protection Program
 A coalition of local government agencies.

Clean Cars & Clean Creeks

How to keep car wash pollution out of local creeks and the Bay!




1-866-WATERSHED
www.MyWatershedWatch.org



CONTACT US!

- ✓ Schedule an In-Class "Enviroscape" Presentation
- ✓ Request "Less-Toxic" Gardening Information
- ✓ Request a Watershed Watch Discount Card
- ✓ Borrow a "Car Wash Kit" for Fundraisers

info@cleancreeks.org
 Office: (408) 354-4734 • Fax: (888) 5458-CWFP



A Cooperative Effort of:
 City of Campbell • City of San Jose
 City of Merced • Town of Los Gatos
www.cleancreeks.org



WV Modified Version SCVURPPP Car Wash Brochure And Contact Us! Information Cards



3. Posters, Flyers

It is common for local events to be publicized via municipal websites and posting of event flyers in municipal facilities.

Municipal Facilities include:

- City/ Town Hall: main building: Planning, Building, Engineering Counter, where development applications and building permits are issued
 - Corporation Yard/ Service Center: Location for maint crews and equipment/ vehicles
 - Community Center
 - Senior Center
 - Library
 - Other Facility Building: MS Post Office
- a. Campbell: Campbell posted flyers at the Community Center, and on the City website for:
- i. Pollution Prevention Event – (9/09);
 - ii. Arbor Day (4/10);
 - iii. Community Cleanup (5/10);
 - iv. Bike to Work Day (5/10);
- b. Los Gatos: Los Gatos posted flyers at various municipal buildings and also notified residents of events via the Town website, especially by making use of it's "What's New" e-mail subscription service.
- i. E-waste Drop-off event (10/09);
 - ii. Thermometer Exchange (4/10);
 - iii. Arbor Day (4/10);
 - iv. Bike to Work Day (5/10)
 - v. PPW Open House (5/10)
- c. Monte Sereno: Monte Sereno posts flyers in the City Hall foyer; in addition, WVCWP posts info and events regularly on a large arrangement in the Monte Sereno City Post Office, which is the spot in Monte Sereno which receives the most foot traffic. Topics included:
- i. Mercury pollution prevention
 - a. Mercury Thermometer exchange
 - b. Battery recycling
 - c. Fluorescent Bulb recycling
 - ii. Protect creeks during Car Wash Fundraisers
 - iii. Preventing pollution with everyday activities
 - iv. Trash/ Litter/ Recycling
 - v. Sediment Impacts
 - vi. Watershed Watch/Protect our Creeks and Bay
 - vii. Clean-up Events
 - viii. Arbor Day/ Earth Day Events
 - ix. Home Maintenance Tips
 - x. Bike to Work
 - xi. Copper-Free Pools. Spas, and Fountains
 - xii. Pesticide-Free Gardens/ IPM
- d. Saratoga: Saratoga posts flyers at various municipal buildings, and also uses the City website's Home Page, RSS news feeds, and web-based calendar to advertise events.
- i. Thermometer Exchange (10/09);
 - ii. E-waste collection (10/09);
 - iii. Arbor Day (4/10)

FY2009-2010 Annual Report
West Valley Communities:
City of Campbell, Town of Los Gatos, City of Monte Sereno, City of Saratoga

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West Valley Clean Water Program



Samples of Posters and Flyers

Mercury Thermometer Exchange Events

Bike to Work Day

Open House

Clean-up Events

E-Waste Recycle Drop Off

Window Postings



National Pollution Prevention Week
Resource Fair
Be Part of the Green Solution!

Wednesday, September 23, 2009
Campbell Community Center
1 W. Campbell Avenue, Campbell
11:00 a.m. - 2:00 p.m.

SORCIS PHARMACY
 1400 W. 14th St.

Waste Water Programs

Come learn about simple actions you can take to reduce and prevent pollution.

- ▶ **Bring your expired or unwanted medications** for safe and proper disposal.
- ▶ **Receive a free digital thermometer** in exchange for your glass mercury thermometer.*
- ▶ **Donate your cell phones** to Happy Hollow Park and Zoo Cell Phone Recycling Program in support of orangutan conservation.
- ▶ **Receive a free reusable shopping bag** and help reduce plastic pollution!

Reduce Plastic Pollution
 Pick up a reusable shopping bag

For additional information
 visit www.sanjoseca.gov/esd
 or call (408) 945-3000.

SAN JOSE SANTA CLARA WATER POLLUTION CONTROL PLANT

Mercury Fever Thermometer Exchange

Bring us your glass mercury fever thermometer and exchange it for a digital thermometer.*

FREE

Become Mercury-Wise!
Wednesday, October 7, 2009
10:00 a.m. to 2:00 p.m.
Juan Pineda Community Center
3653 Alameda Ave., Saratoga, CA

Recycle unwanted eye glasses, household batteries, and cell phones too!

SAN JOSE SANTA CLARA WATER POLLUTION CONTROL PLANT

BAPPG

For more information, please call (408) 945-3000 or visit www.baywise.org

Outreach Event Evaluation

Event Name: Mercury Fever Thermometer Exchange
Your Name: Evelyn Brooker Your Program (if applicable): WVCWP
Shift Date: October 7, 2009 **Time Started:** 10am **Time Ended:** 2pm

- Report the materials taken and their estimated quantities distributed at this event. (An attachment is fine.) 75 each of the following:
 - Re-usable bags (plastic from SaveMart, users can receive Scents credit at any participating grocery store, not just SaveMart - i.e., Safeway, Genes, etc) [=> covers litter topic]
 - WW Discount Cards w/ WVCWP brochure on Copper pollution [=> covers POC Copper topic]
 - Fly Swatter w/brochure on Less Toxic Fact Sheets on Pests (insects, rodents, etc) [=> covers POC Pesticide topic]
 - Mercury Disposal booklet [=> covers POC Mercury topic]
- Report the estimated number of attendees you engaged with in "information contacts" or discussions at this event. Approximately 126 attendees; 216 mercury thermometers were collected and this equates to 108 grams of mercury. We also collected a 5 gallon bucket of batteries, 2 cell phones and 7 eyeglasses.
- Was this event a satisfactory venue? Yes. The location and timing were excellent. Senior citizens are most likely to have mercury thermometers. The Senior Center was also holding a luncheon with a guest speaker and an opportunity to speak with a librarian from El Camino Hospital.
- How appropriate were the materials for this audience at this event? Quite appropriate.
- How adequate was the staffing at the event during the time that you were working? Two working at the table and one to actually hand out information.
- What messages (not materials) did you deliver? Pollution awareness and venues for discarding toxic/hazardous waste (medicine, sharps, paint, e-waste)
- What did you learn from interfacing with the public at this event? Some attendees have gardeners and housekeepers which could benefit by extending them the gardening and cleaning information.
- What giveaway items did you find most useful for this event? Discount Cards w/ WVCWP brochure on Copper pollution and San Jose's polymer material reusable grocery bags.
- Which giveaway items were least useful for this event? SaveMart's recycled plastic reusable bags.
- What other literature should have been provided at this event? N/A

Other comments: Have chairs available for senior citizens to complete the onsite evaluation form. Keep evaluation forms brief with a maximum of three questions to include multiple choice answers. Have forms with large print.

*Credit to BayWise WVCWP This Annual Report FY09/10 POC Pesticide Event Sat Oct. 10

 Mercury Thermometer Exchange Event
 WVCWP Co-Host w/ San Jose
 Sept 23, 2009; Oct 7, 2009



Bike to Work - May 13, 2010



- ✓ Reduce your carbon foot print for the day.
- ✓ It's fun!
- ✓ It's green!
- ✓ It's a great way to see all those details you miss in the car!

For more information about this event visit the Silicon Valley Bike Coalition at: bikesiliconvalley.org



When is the last time you smelled the crisp springtime air during your morning commute? Or pulled into the parking lot with a big smile plastered across your face, pumped with endorphins and ideas? Or lost weight just by going back and forth to work each day?

A HEALTHY BODY – Ride your bike to work, and you no longer need to make time to exercise. Racking up just 3 hours of riding time a week can lead to cutting your risk of heart disease in half. Please consult your doctor before starting any new physical activity.

MORE MONEY – The average annual price of keeping an automobile running; at least \$3,000. The cost of running a bike for a year: less than \$300. The joy of saving more than two thousand dollars a year: priceless.

CLEAN AIR – Motorized vehicles are responsible for 70% of the carbon monoxide, 45% of the nitrogen dioxide, and 35% of the hydrocarbons people produce. Riding a bike is a simple way to improve the environment.

FREE BREAKFAST

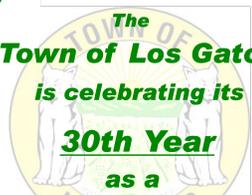
All those who participate in Bike-to-Work Day, including those who walk, carpool or use low fuel vehicles (hybrids, motorcycles, etc.) for their commutes, and those who live within a mile or two of the work place will be honored with a light breakfast to be hosted on the patio outside Greg's office on the morning of Thursday, May 13th from 9:00 AM -10:00 AM.

Please RSVP with Patsy Garcia at PGarcia@LosGatosCA.gov or by calling (408) 354-6832 if you are planning on attending the breakfast.



Bike To Work May 13, 2010





The
Town of Los Gatos
 is celebrating its
30th Year
 as a
Tree City USA

Join us for a
Tree Planting Ceremony
Friday, April 30, 2010
10 AM
Belgatos Park
330 Belgatos Lane

To celebrate its 30th Tree City USA Award, the
 Town will plant 30 trees at designated park locations

For more information contact:
Parks and Public Works
(408) 399-5776

ARBOR DAY
 APRIL 22, 2010 – 4:00 P.M.
 AZULE PARK – 12277 GOLETA AVENUE

Arbor Day Event Schedule

3:00 p.m.	Event Set Up
3:15 p.m.	Skillet Likkers Set Up
3:45 p.m.	Skillet Likkers Begin Performing
4:00 p.m.	Event Starts
4:05 p.m.	Opening Remarks – Mayor <ul style="list-style-type: none"> - Acknowledgements <ul style="list-style-type: none"> o Saratoga Councilmembers o Saratoga Commissioners o PG&E (donated saplings) o West Valley Clean Water Program o West Valley Collection & Recycling (donated compost) o Skillet Likkers (musical performance) o Youth Commission (Sustainable Scavenger Hunt) - Introductions for Willlys and Betty Peck.
4:15 p.m.	Poem Reading – Willys Peck
4:20 p.m.	Tree Blessing – Betty Peck
4:25 p.m.	Ceremonial Tree Planting – Mayor and Council <ul style="list-style-type: none"> - Mayor to announce the tree planting - Invite Council and other VIPs to gather around tree for photo/ceremonial planting
4:40 p.m.	Sustainable Scavenger Hunt – Youth Commission <ul style="list-style-type: none"> - Following tree planting, Youth Commission to announce Sustainable Scavenger Hunt & direct people to maps or provide instructions
5:00 p.m.	Event Close and Cleanup



Arbor Day Events April 2010



Great American Litter

PICK UP



Saturday, May 8, 2010

Clean-up: 8:30 – 11:30 AM • Celebration: 12:00 – 1:00 PM

Help clean up litter in the City of Campbell. Register your family, friends, students or service club! To register for this event, please call (408)866-2145, or visit our website at www.cityofcampbell.com

The City of Campbell's cleanup will focus on four locations: John D. Morgan Park, the freeway on and off ramps at Camden and Highway 17, along the railroad tracks adjacent to Winchester Boulevard, and the Creekside under crossing on the Los Gatos Creek Trail.

Rain or shine, volunteers will be asked to meet at the park at which time they will sign in and then disperse into groups. An agenda and instructions on safety and debris removal will be discussed. Gloves, vests and other tools will be provided.

Volunteers are encouraged to dress appropriately for the event.

Refreshments will be provided in the morning and the event will conclude with a lunch at noon at the park.

Schedule of Events:

Registration	8:00 – 8:15 AM	John D. Morgan Park 540 W. Rincon Avenue, Campbell
Orientation	8:15 – 8:30 AM	Welcome and introductions, safety precautions, group assignments
Disperse to Cleanup Sites	8:30 – 11:30 AM	Pick up litter in designated areas
Celebratory Lunch	12:00 – 1:00 PM	Return to John D. Morgan Park, Closing Ceremonies

For information online, please visit our website at www.cityofcampbell.com.



Campbell Clean-up Event May 8, 2010



WEST VALLEY
COLLECTION & RECYCLING, LLC

**FREE AND EASY
E-WASTE DROP OFF EVENTS
(3 Locations)**

ELECTRONICS ACCEPTED FOR FREE:
TVs, Monitors, Computers, Laptops, DVD and CD
Players, Printers, Scanners, Vacuum Cleaners,
Electronic Toys and Games
(No kitchen appliances or light bulbs)

9:00 AM - 2:00 PM / Rain or Shine
For more information
call WVC&R at (408)293-9250

<p>Date: October 24th (Saturday) City of Saratoga North Campus 13000 Foothill Road Saratoga, CA Located between Miller Road and Saratoga-Sunnyvale Road</p>	
<p>Date: October 17th (Saturday) Los Gatos United Methodist Church 1111 Church Street Los Gatos, CA Hwy 17 to CA85, it on Los Gatos Blvd and it on Main and it on Church</p>	<p>Date: October 17th (Saturday) Campbell United Church of Christ 400 West Campbell Ave Campbell, CA Between Winchester and San Tomas</p>

Please do not be following when bringing you if there is the need
to remember to bring a receipt from your car. This is there will be the date of
collection. The information will be kept confidential.
Name: _____
Address: _____

WEST VALLEY
COLLECTION & RECYCLING, LLC

**FREE AND EASY
E-WASTE DROP OFF EVENTS
(3 Locations)**

ELECTRONICS ACCEPTED FOR FREE:
TVs, Monitors, Computers, Laptops, DVD, and CD
Players, Printers, Scanners, Vacuum Cleaners,
Electronic Toys and Games
(No kitchen appliances or light bulbs)

9:00 AM - 2:00 PM / Rain or Shine
For more information
call WVC&R at (408)293-9250

<p>Date: May 16th (Saturday) Saratoga Prospect Center 13000 Foothill Road Saratoga, CA Located between Miller Road and Saratoga-Sunnyvale Road</p>	
<p>Date: April 17th (Saturday) Los Gatos United Methodist Church 1111 Church Street Los Gatos, CA Hwy 17 to CA85, it on Los Gatos Blvd and it on Main and it on Church</p>	<p>Date: April 18th (Saturday) Campbell Church of Christ 1075 West Campbell Ave The entrance is around the back of this address, enter on Hedgeland Ave</p>

Please do not be following when bringing you if there is the need
to remember to bring a receipt from your car. This is there will be the date of
collection. The information will be kept confidential.
Name: _____
Address: _____



E-Waste Events
At three locations
Oct 2009, May 2010





WINDOW POSTINGS AT MONTE SERENO USPS SUBSTATION FY 0910	
Date Posted	Subject
09/09/09	Watch out for mercury pollution! Keep batteries out of the trash Preventing pollution is an everyday activity Protect our creeks during your next Car Wash Fundraising Event
11/16/09	Watch out for mercury pollution! Keep batteries out of the trash Preventing pollution is an everyday activity Car Wash Fundraising Event
12/02/09	Clean Sweep U.S.A. - Take a Field Trip To Clean Sweep U.S.A. 254 Million Tons of Trash -- Compost, Recycle, Waste-to-Energy, Landfill Keep batteries out of the trash No Grease Down the Drain!
02/02/10	Watershed Watch Protect Our Creeks and Bay
03/04/10	Great American Litter Pick Up - Saturday, March 20, 2010 Arbor Day: Los Gatos Tree Planting Ceremony - April 30, 2010 National River Cleanup Day - May 15, 2010
04/06/10	Los Gatos Tree Planting Ceremony National River Cleanup Day - May 15, 2010 Los Gatos: Bring Your Own Mug/Save with Reusable Shopping Bags Home Maintenance Tips for a Cleaner Bay: -- Carpet/Upholstery Cleaning -- Pool/Spa Maintenance -- Housecleaning and Window Washing Handouts: -- Los Gatos Tree Planting Ceremony -- National River Cleanup Day -- Home Maintenance Tips for a Cleaner Bay
05/04/10	Great American Litter Pick Up - May 8, 2010 - City of Campbell Bike to Work - May 13, 2010 - City of Campbell National River Cleanup Day - May 15, 2010 Parks and Public Works Community Open House - May 19, 2010 - Los Gatos Keep Your Pool, Spa, or Fountain Copper-Free Handouts: -- National River Cleanup Day -- Keep Your Pool, Spa, or Fountain Copper-Free
06/03/10	No Dumping! Flows to Creek Naturally Managing PESTS...with a Healthy Garden Pest or Pal The 10 "Most Wanted" Bugs In Your Garden Handouts: -- Naturally Managing PESTS...with a Healthy Garden -- The 10 "Most Wanted" Bugs In Your Garden



Window Postings Monte Sereno Post Office





Window Postings Monte Sereno Post Office





WEST VALLEY CLEAN WATER PROGRAM

C7egh Events

<p>Car Wash using WVCWP CAR WASH KIT 7/26/09 Location: Del Taco Parking Lot, Campbell</p>	<p>Susan G. Komen Cancer "Walk for Life" organized this event; WVCWP supported the event by providing the Car Wash Kit to prevent runoff pollution.</p>	<p>This event was successful in that the organizers learned about use and benefits of the Car Wash Kit. In fact, the group returned in June 2010 to borrow the Kit again. All volunteers were receptive to using it. In addition, the Kit includes automatic hose shut-off nozzles, which help volunteers learn about water conservation.</p> <p>At the time this Car Wash event took place, no Copper or Car Wash outreach materials had been developed, so copper pollution education was conducted by WVCWP via 'word of mouth'.</p> <p>A Press Release for this event, and use of the Car Wash Kit, was issued by WVCWP. An article ran in the local weekly newspapers (see C.7.c "Media Relations", above).</p> <p>In addition to increasing public awareness, the Kit serves the very important function of keeping the wash water runoff from entering the stormdrain system.</p>
<p>Pollution Prevention Resource Fair Event at Campbell Community Center 9/23/09 Sponsored by City of Campbell, WVCWP and San Jose Environmental Service Dept. The event was open to any SC County residents, but much of the outreach was aimed at the WVC area.</p>	<p>The Fair provided a Thermometer Exchange, battery recycling, eyeglasses drop-off, cell-phone recycling, and medications disposal.</p> <p>WVCWP staffed a table and provided info on stormwater and pollution, especially mercury pollution (i.e. related to the thermometer and battery recycling opportunity).</p> <p>This event is aimed at local residents.</p>	<p>150 residents attended (appx). Items collected & removed from the landfill stream: 242.5 lbs of pharmaceuticals (14.5 controlled, 228 non-controlled), 57 thermometers 18 cell phones 95.5 lbs of batteries <u>Brochures & Giveaways Distributed:</u></p> <ul style="list-style-type: none"> • 99x - reusable bags. • 45x -- Native Seed Packets with Healthy Gardens: Naturally Managing Pests flyer • 30x -- /10 pollution prevention tri-fold with Watershed Watch Discount Card • 44x -- Fly Swatters • 18x -- Pest or Pal Activity guide • 14x -- Pests Bugging You?

C7egh Events

<p>Thermometer Exchange Event at Saratoga Community Center 10/7/09 Sponsored by City of Saratoga, WVCWP and San Jose Environmental Service Dept.</p> <p>The event was open to any SC County residents, but much of the outreach was aimed at the WVC area.</p>	<p>This event provided a Thermometer Exchange, battery recycling, eyeglasses drop-off and cell-phone recycling. WVCWP staffed a table and provided info on stormwater and pollution, especially mercury pollution (i.e. related to the thermometer and battery recycling opportunity). The event was especially convenient for Senior Citizens whose 'Senior Center' is attached to the Community Center.</p> <p>This event is aimed at local residents.</p>	<p>This event was particularly successful with Saratoga's senior citizens; they appeared to be residents who had a number of glass thermometers that needed to be properly disposed of, and they appreciated the convenience of the location (attached to the Senior Center) and the chance to drop off household batteries at the same time.</p> <p>They did ask to have more chairs available for sitting, the next time this event is held.</p> <p>Event included opportunities for recycling: thermometers and batteries 126 people came to drop off their thermometers and receive some literature on pollution prevention, 216 mercury thermometers were collected, equating to 108 grams of mercury.</p>
<p>Thermometer Exchange Event at Los Gatos Farmers' Market; part of "Keep Los Gatos Beautiful" Month 4/11/10 Sponsored by Town of Los Gatos, WVCWP and San Jose Environmental Service Dept.</p> <p>The event was open to any SC County residents, but much of the outreach was aimed at the WVC area.</p>	<p>This event is aimed at local residents.</p> <p>WVCWP worked with SJ Env. Services Dept and Town of LG to arrange this event as part of "Keep Los Gatos Beautiful Month".</p> <p>SJ ESD staff a table and provided info on stormwater and pollution, especially mercury pollution (i.e. related to the thermometer recycling opportunity).</p>	<p>1 mercury thermometer was collected.</p> <p>Due to rainy weather at this outdoor event, it turned out to not be very productive. Extensive outreach/advertising had been conducted, and despite the rain at least 10 people stopped at the booth. WVCWP staff is exploring options for an indoor venue for FY 10-11.</p> <p>Materials distributed were:</p> <ul style="list-style-type: none"> 10x - HHW Tri-fold 1x - Medication Disposal 1x - Seafood Watch Guide - Spanish 1x - Seafood Watch - Sushi Guid 1x - What You Don't Know About Mercury 8x - Grease Scrapers 4x - Grow It Guide 4x - 10 Most Wanted Bugs 1x - Wonder of our Water Works

C7egh Events

<p>City of Campbell Arbor Day 4/20/2010 Campbell Middle School</p>	<p>This annual event recognizes the City's efforts to preserve trees. It teaches residents about the value of trees while encouraging them to plant trees appropriate to the area (pest resistant, etc.).</p>	
<p>City of Saratoga Arbor Day 4/22/10 Azule Park, Saratoga</p>	<p>This annual event recognizes the City's efforts to preserve trees. It teaches residents about the value of trees while encouraging them to plant trees appropriate to the area (pest resistant, etc.). WVCWP efforts were acknowledged in the mayor's opening statement.</p> <p>PG&E distributed saplings for residents to plant at home. Children attending participated in a "Sustainable Scavenger Hunt".</p> <p>This event is aimed at local residents; youth activities are included to encourage attendance by local children.</p>	<p>60 attendees (appx). Attendees chose to take: 5x – "You are the Solution to Water Pollution" 15x – "Kids Guide to Backyard Bugs" 18x – "Pests Bugging You" brochures 38x – "Original Pest Control" fly swatters</p>
<p>Los Gatos Arbor Day 4/30/10 Belgatos Park, Los Gatos</p>	<p>This was a celebration of the Town's 30th year to have been named a "Tree City USA". Town staff planted 30 trees at various park locations in recognition of this honor.</p> <p>This event is aimed at local residents.</p> <p>The Town did targeted outreach to the Bel Gatos neighborhood, and to local schools.</p>	<p>appx. 100 elementary schoolchildren from Mulberry School – pre-K through 5th grade.</p> <p>Attendees chose to take: 14x – "Soil Matters" booklets 8x – "Stream Care Guide" booklets 12x – "Pests Bugging You" brochures 14x – "Clean It Guides" 80x – "Original Pest Control" fly swatters 50x – "Get the Scoop – Don't Pollute" pencils 100x – "Pest or Pal" Activity guides/booklets</p>

C7egh Events

<p>Bike to Work Day May 13, 2010 Town of Los Gatos & City of Campbell Municipal offices</p>	<p>Bike-to-Work Day is an annual event held on the third Friday of May across the United States and Canada that promotes the bicycle as an option for commuting to work.</p> <p>WVC muni offices encourage people to try bicycle commuting as an alternative to driving, which can help reduced various forms of pollution, including copper pollution in waterways.</p> <p>The City of Campbell and the Town of Los Gatos promoted the event to staff, and to their general communities. Flyers were posted, and info appeared on municipal websites.</p>	<p>Town of Los Gatos had appx. 5 staff members who participated.</p> <p>Participants met at "Orchard City Green" (park) for remarks by the City CEO, and refreshments donated by the City Manager.</p>
<p>Car Wash using WVCWP CAR WASH KIT 6/26/10 Location: Del Taco Parking Lot, Campbell</p>	<p>Susan G. Komen Cancer "Walk for Life" organized this event; WVCWP supported the event by providing the Car Wash Kit to prevent runoff pollution.</p>	<p>This event was successful in that the organizers learned about use and benefits of the Car Wash Kit. This group had borrowed the Kit 11 months previously and chose to request it again. All volunteers were receptive to using it. In addition, the Kit includes automatic hose shut-off nozzles, which help volunteers learn about water conservation.</p> <p>In addition to increasing public awareness, the Kit serves the very important function of keeping the wash water runoff from entering the stormdrain system.</p>
<p>Coastal Cleanup Day 2009 9/19/09 San Tomas Aquino Creek @ Westmont High, Campbell Local site; part of County-wide effort and International event.</p>	<p>WVCWP has served as the sponsor for this Creek Cleanup site for a number of years. Outreach has been targeted at different groups, at different times – for example, Westmont High School students, Scout troops, and elementary school students.</p> <p>This event is aimed at local residents; WVCWP also targets schools and Scout troops during outreach.</p>	<p>Volunteers: 11</p> <p>Trash collected: 330 Lbs. Recyclables: 90Lbs.</p>

C7egh Events

<p>City of Campbell Great American Pick-up 5/8/10</p>	<p>Campbell holds this event annually, and traditionally generates excellent community participation. For the 2010 event, 4 tasks were assigned: Litter pickup & graffiti removal from the undercrossing of Creekside of the Los Gatos Creek Trail Litter pickup at 3 other sites:</p> <ul style="list-style-type: none"> • John D. Morgan Park • Hwy 17 from Camden on-ramp to Pedestrian over-crossing • railroad tracks along Winchester Blvd from Hacienda to Kennedy <p>This event is aimed at Campbell residents. City of Campbell does extensive outreach to solicit residents to volunteer for this activity.</p>	<p>Volunteers: 100 Results: 29 partially-filled bags of recyclables 52 partially-filled bags of trash</p> <p>Participants chose to take:</p> <ul style="list-style-type: none"> 8x – "Soil Matters" literature 10x – "Pests Bugging You" brochure 14x – "Clean-It Guides" 5x – "Mercury – What You Don't Know" brochures 42x – "Strip" thermometers 4x Copper Tri-fold w/Discount Card attached 20x "Original Pest Control" fly swatters 20x – "2000 Creek Cleanup" bandanas 12x – Lip Balm 35x – "Get the Scoop – Don't Pollute" pencils 3x – "Native Plants" seeds with "10 Most Wanted Bugs" brochure attached
<p>National River Cleanup Day 2010 5/15/10 San Tomas Aquino Creek @ Westmont High, Campbell Local site; part of County-wide effort and National event.</p>	<p>WVCWP has served as the sponsor for this Creek Cleanup site for a number of years. Outreach has been targeted at different groups, at different times – for example, Westmont High School students, Scout troops, and elementary school students. For this event, outreach was focused on generating interest among families of students from a nearby elementary school (Marshall Lane).</p>	<p>Volunteers: 16 (8 of these were families associated with a local elementary school where the Zun Zun assembly was held on 12/10/09).</p> <p>Two sections of the creek were cleaned: 600 feet on two sides of the creek and another 300 feet on one side of the creek in a different direction.</p> <p><u>Participants chose to take:</u></p> <ul style="list-style-type: none"> 5x – "You're the Solution to Water Pollution" brochures 10x – "Adopt a Creek" lanyards 9x - Re-usable bags (sponsored by Safeway) 10x – "Watershed Watch" tattoos

C7egh Events

Program Details	Focus & Short Description	Number of Students/Teachers reached	Evaluation of Effectiveness
<p>Creek Cleanup Prospect High School Saratoga 4/17/10 Saratoga Creek at Prospect Ave.</p>	<p>WVCWP and City of Saratoga staff organized this cleanup of a Saratoga 'Trash Hot Spot', located near Prospect High School.</p> <p>High School students were solicited for the cleanup; those that participated were every enthusiastic.</p> <p>600 feet of creek bank, near the High School, were cleaned.</p>	<p>Participants: 11 Prospect High School students 1 Teacher WVCWP & City of Saratoga staff</p>	<p>WVCWP provided trash bags, gloves and litter grabbers for this event.</p> <p>Students handled monitoring tasks during cleanup. 14 partially-filled 30 gal. trash bags were collected. See "C.10 Trash" for details.</p> <p>Participants selected the following 'give-away items:</p> <ul style="list-style-type: none"> • 5x "Your Copper & Your Creeks" tri-folds (with Car Wash Discount card) • 5x "Native Plants" seeds (with "10 Most Wanted" bug brochures attached) • 5x "Original Pest Control" Fly Swatters • 2x "Don't Litter" license plate covers
<p>Creek Cleanup Sacred Heart School (K-8) Saratoga 5/5/10 Wildcat Creek at Saratoga Ave.,</p>	<p>WVCWP and a parent voluteer organized this cleanup of a Saratoga schoolyard and adjacent creek. WVCWP has traditionally worked with Sacred Heart School for a number of years.</p>	<p>Participants: Appx. 40 students 1 parent WVCWP staff</p>	<p>WVCWP provided trash bags, gloves and litter grabbers for this event.</p> <p>This event was very effective in that 40 students, from a small school, participated – which demonstrated a high level of interest.</p> <p>Students handled monitoring tasks.</p> <p>Results: 10 partially-filled bags of trash were collected.</p> <p>Results were: 20 lbs trash 5 lbs recyclables</p> <p>School yard and 0.5 - 0.75 miles of creek and creekbank were cleaned.</p>

C7egh Events

<p>Los Gatos Public Works Open House 5/19/10 (3rd Grade students attended) Town of Los Gatos Corporation Yard</p>	<p>At this annual event, the Town showcases Public Works activities, including stormdrain-related topics. School children are invited, and parents accompany them. WVCWP staff (2) provided stormwater pollution information, and performed hands-on demonstrations with the students, using the Enviroscope Watershed Model. The students learned about pollution from litter, pet waste, car washing, etc. – and learned about appropriate behaviors to help prevent pollution.</p>	<p>80 Third Grade students attended.</p>	<p>Attendees chose to take: 6x – “Naturally Managing Pests” IPM Fact Sheet 12x – Copper Tri-fold with Discount Card 9x – “Original Pest Control” fly swatter 40x – “Get the Scoop – Don’t Pollute” pencils 40x – “Watershed Watch” tattoos</p> <p>This event was well-attended. Until a few years ago, LG staff took this program directly to the schools, but for the past several years the venue has been changed to recruit students to come to the Corp Yard itself. It is rewarding to see this many students make the effort to come to the site and attend the event.</p>
<p>Classroom outreach with Enviroscope St. Mary’s School (K-8) downtown Los Gatos 5/20/10</p>	<p>WVCWP has given Enviroscope presentations to various classes at St. Mary’s for a number of years. St. Mary’s requested that WVCWP give a classroom presentation in May. This-presentation was given in support of a science unit. Last year WVCWP donate a book to the school “All the Way to the Ocean. Before the presentation began, the teacher read the book to each class, which provided background information relevant to the hands-on activity. The presentation covered the impact on watersheds of trash/litter/re-usable containers in lunches, pet waste, car washing, pesticides, vehicle fluids, etc. – and behavior changes to help prevent watershed pollution. WV CWP also brought litter grabbers; while one class was involved in the Enviroscope activity, the other class rotated outside to pick up litter and vice versa.</p>	<p>Presentation was given to 2 Kindergarten classes 28 Students 2 Teacjers 1 Parent</p>	<p>Having a relevant story read prior to the presentation was very effective for a Kindergarten class. The students loved the presentation and really knew the answer to the question “where does the water/pollution go?”. The teachers also gave positive feedback, and stated they would like to continue to have WVCWP return each year, 28 “Watershed Puzzles Worksheets” were distributed to the students.</p>

C7egh Events

<p>Creek Education program at Audubon Environmental Education Center, 3rd Grade students Various dates in FY 09-10 McClellan Ranch, McClellan Ave. at Stevens Creek, Cupertino</p>	<p>3rd Grade Storm Drain Pollution Prevention Program: Creek Education Field Trip</p> <p>City of Saratoga provides funding for students who are Saratoga residents, attending schools in adjoining districts, which participate in this education program.</p> <p>City of Saratoga provides funding for busing students from Blue Hills School; in addition, some Saratoga students attend other local schools, but funding for them is not requested from the City (some travel via car pool).</p> <p>This activity involves a ½ -day creek field trip to Stevens Creek at McClellan Ranch in Cupertino. City of Cupertino provides two docents for creek field trip. Messages include less-toxic pest control and litter prevention. Docents stress the importance of protecting the ecosystem and the habitat for all aquatic life. The field trip helps to encourages protection of habitat for these creatures.</p>	<p>In FY 09-10 student participation was:</p> <p><u>Blue Hills School – Saratoga residents:</u> 64 students 14 parents</p> <p><u>Meyerholz & Murdoch-Portal Schools combined:</u> <u>Saratoga residents:</u> 15 students (appx.)</p> <p>(Due to a scheduling conflict, students from <u>McCauliffe Elementary</u> were not able to attend this year).</p>	<p>More than 95% of the students are very enthusiastic about this trip.</p> <p>Students and the parents always are amazed at how much they have learned about the creek and how storm drains can affect creeks..</p> <p>A large b/w picture for them to identify undesirable activity around storm drains in their neighborhood is distributed. They are encouraged to take this home and share it with their family. On the day of the trip a handout is sent home, with one more reminder about the correct way to dispose of light bulbs and batteries, so that these items do not end up polluting storm drains.</p>
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Example of Events

Car Wash Kit
Clean-up Events
Open House
E-Waste Recycle Drop Off





West Valley Clean Water Program
Car Wash Kit
Used at Private Fundraiser
July 2009, Jun 2010





**Parks and Public Works
Community Open House**
to honor National Public Works Week

**Wednesday, May 19, 2010
9 AM to 2 PM**

Residents are invited to visit the Parks and Public Works Department to learn about the department, its services and upcoming capital projects. Tours available every hour.*

**Service Center
41 Miles Avenue
Los Gatos**

For more information
contact (408) 399-5776

Group tours are available. Please call in advance.
*The last tour begins at 1 pm.



West Valley Clean Water Program
Enviroscape Presentation
At Los Gatos Open House
Public Works Week
May 19, 2010





West Valley Clean Water Program
Enviroscape Presentation and Litter Pick-up
St Mary's Kdg Class
May 20, 2010



FY2009-2010 Annual Report
West Valley Communities:
City of Campbell, Town of Los Gatos, City of Monte Sereno, City of Saratoga

APPENDIX C9

Pesticides

Toxicity Controls

•C9a IPM Plan

West Valley Clean Water Program



FY2009-2010 Annual Report
West Valley Communities:
City of Campbell, Town of Los Gatos, City of Monte Sereno, City of Saratoga

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West Valley Clean Water Program



City of Monte Sereno Integrated Pest Management Plan

March 8, 2002

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Policy Statement

The City of Monte Sereno will carry out its pest management operations using reduced-risk IPM techniques to reduce or eliminate chemicals to the maximum extent. Chemicals will be used only as a last resort for pest management problems. The City will maintain an active IPM plan to ensure the long-term prevention or suppression of pest problems with minimum negative impact on human health, non-target organisms, and the environment.

The City will actively pilot non-toxic alternatives for structural and landscape pest control, seeking to use the most recent technology, best management practices, and least toxic methods for all pest control measures.

The City will use appropriate venues to educate staff and the public about its IPM commitment in an effort to role model less toxic approaches to structural and landscaping pest control.

Integrated Pest Management Plan

A. Restricted Chemicals

Pesticides are defined as: any substance or mixture of substances intended for preventing, destroying, repelling, or mitigating any pest. Pests can be insects, mice and other animals, unwanted plants (weeds), or fungi. The term pesticide applies to herbicides, fungicides, rodenticides, molluscicides and other substances used to control pests.

City employees and City contractors will not use the following pesticides: Acute Toxicity Category I chemicals, and Category II chemicals as identified by the Environmental Protection Agency (EPA), diazinon, chlorpyrifos, and chlorpyralid. Emergency applications may be authorized via the completion of a written request and approval by the City Manager

The purchase of any pesticide by staff is prohibited unless directed by a Monte Sereno Pest Control Advisor or licensed contractor. Structural pest management actions will be managed and overseen by the Finance Officer.

B. Staff Education and Training

The City will provide City-wide IPM training. City staff who are not applying pesticides as part of their regular job will receive annual outreach from City staff about the City's IPM policy and appropriate procedures for controlling pests.

Applicator training and supervision: City staff who manage pest problems or who apply pesticides as part of their job will be trained annually on "Integrated Pest Management" and less toxic methods to control common pests.

C. Record Keeping and Annual Evaluation

All contractors who apply pesticides will maintain pest management and pesticide application records using the Monthly Contractor Pesticide Use Record (Attachment C) Copies should be sent to the City Manager. Pesticide use records will record the amount used, date and location of use, target pest, and biological and mechanical controls used. All records will be made available to the public upon request.

Annual Evaluation – City staff will prepare an annual summary of pest management problems. Because this is a County-wide storm water permit requirement, the West Valley Clean Water Program will be responsible for consolidating the monthly use reports and preparing the annual report. Attachment A includes a checklist of annual and on-going IPM Plan responsibilities

D. Public Outreach

The City will use appropriate opportunities to communicate with the public about IPM strategies and their benefits. Public outreach will include:

- IPM information provided to local schools, residents, and businesses via special events, IPM workshops, advertisements, and point-of-sale (hardware and nurseries).
- Pesticide disposal options: Residential and business pesticide disposal options will be provided and promoted through the City's Household Hazardous Waste Program.
- All IPM and pesticide use records will be made available to the public within one week of request.

E. Contractor Compliance

Monte Sereno's contractors must follow all aspects of the Monte Sereno IPM Plan, including the restrictions contained in "A" above.

F. Pest Specific IPM Plans

The City will maintain pest-specific IPM Plans which will outline pest management guidelines for the most persistent and frequent pests (See Attachment C). The IPM Plans will:

- Use preventative maintenance and the most recent best management practices as a primary strategy to prevent key pests and thereby minimize the use of chemical pesticides.
- Establish inspection procedures for key pests to monitor pest population and tolerance levels based on the biological, aesthetic, and economic loss each site can tolerate, and set pest population levels at which corrective action should be taken.
- Use alternative control options such as (but not limited to): habitat management (changing the biological environment), maintenance practices (modifying watering, mulching, waste disposal), physical controls (mechanical removal, traps and barriers), biological controls (use of natural enemies), and re-design (modifying landscape design) to the maximum extent practical.
- Pilot and report on the results of new less-toxic measures for animal or plant pest control.

Attachment A

**Checklist of Annual and On-going
“IPM Plan” Responsibilities**

“IPM Plan” Checklist

IPM Requirements

Pesticide Use

The following pesticides are prohibited from use: Category I chemicals, Category II chemicals, diazinon, chlorpyrifos, and chlorpyralid.

Employee purchase of pesticides:

Employees may not purchase pesticides of any kind through City contracts, or blanket accounts without the written permission of a certified pest control advisor.

Contractors

Contractors will comply with all elements of the City’s pesticide plan and must make arrangements with division staff for reporting.

Annual Responsibilities

The City will complete or provide the following by February 1 each year:

- Review Pest Specific IPM plans for any updates, changes, and for evaluation from previous year.
- Complete the *Annual “IPM Plan”* (Attachment C) and provide to City Manager by February 1 of each year.
- Provide/attend annual IPM training on seasonally relevant topics.
- Pilot new least-toxic IPM strategies.

On-Going Responsibilities

- Maintain and adhere to site specific IPM Plans (see Attachment A, Ant IPM Plan, and Mouse IPM Plan)
- Report all pesticide applications using Attachment B - *Monthly Contractor Pesticide Use Record* to the City Manager
- Trial new least-toxic IPM strategies

Attachment B

Pest-specific “IPM Plans”

“Ant IPM Plan”

Ant Control and Management!

Goals:

- Remove ant invasion and protect human and environmental health using the least-toxic products and methods.
- Reduce honeydew producing insects (e.g., aphids, scales, psyllids) which attract ants.

Tolerance level: Low

Argentine ant facts:

- Argentine ants eliminate *native* ant species, are territorial, have many queens, and reproduce rapidly
- Colonies have shallow nests and readily move into structures when weather is too hot, cold, wet, or dry, or when natural food supplies decline. They will also nest in the moist soil of potted plants, in walls, and traverse through the walls on electrical and plumbing conduits.
- Adult ants feed principally on carbohydrates/sugars while gathering proteins to feed young.
- Argentine ants have young which serve as the “stomach of the colony” and digest solids which they regurgitate and feed to adults (adults only feed on liquids). **This is why slow-acting baits work best. Fast acting baits kill the workers before they feed the young, colony ants and queens.**
- Populations are synergistic with honeydew producing insects. The ants herd them, protect them from biocontrols and clean up honeydew so the plant pests can increase.

For additional information, visit:

<http://www.ipm.ucdavis.edu/PMG/selectnewpest.home.html>

Cleaning up an immediate ant problem

Inside –

- Use a vacuum to remove ants. If the suction does not kill them then the dust inside the vacuum will.
- Use soapy water, glass cleaner or products such as Orange Guard*. This removes the ant scent trail.
- Caulk cracks and dust inside walls with diatomaceous earth. This makes the space in the walls uninhabitable for ants.
- Remove what is luring them inside-garbage, food, water, shelter. Thoroughly clean the area.
- Place bait in places not accessible to children and pets.

Outside –

- Apply granular baits where ants are seen (see list for approved baits. Be sure to follow label directions). Do not overbait.

Outside baiting done properly will leave no ants to invade nearby buildings. Sometimes ants invade from quite a distance and cross areas where resident ants have been eliminated. If ants persist, try switching baits-their food preferences change abruptly.

When ants decline and can no longer protect honeydew producing pests, other predators such as wasps, ladybird beetles, lacewings are able to kill the plant pests.

Bait effectively

Baits are the most effective ant control because they kill a majority of the population as opposed to sprays which kill just those ants in the sprayed area.

Bait tips:

Where to bait: Bait outside, along building perimeters, and away from people. Look at past complaint logs, exactly where were these complaints. Ask where did you last see the ants?

When to bait: **The best time to bait is early spring** where the food supply is variable and the ants are foraging for food.

February to May (or during warm weather): Use protein baits (e.g., Maxforce/Combat) when the ants have larvae that feed off the protein. When the larvae eats the protein the slow acting bait is passed up the food chain to the queen. This will kill the colony!

Year Round: Use a carbohydrate bait (e.g., Terro) throughout the year, especially during the winter when the ants are typically not eating. Note that this is faster acting bait than the protein and for that reason; it will not wipe out the entire colony.

Slow-acting baits work best because Argentine ants have young which serve as the “stomach of the colony” digesting solids which they regurgitate and feed to adults. Fast acting baits kill the workers before they feed the young, colony ants and queens.

Approved baits and ant supplies:

During warm weather and seasons when there are young

- MaxForce Ant Killer Bait gel (fipronil).
- Combat or MaxForce granular insect bait (hydramethynon)
- Niban

All seasons

- Terro Ant Killer Liquid Ant Baits (plastic station with 11 cc. = 0.36 oz)

Dust barriers (for wall cracks-makes crawl spaces uninhabitable)

- Diatomaceous earth
- Tim Bor (to control carpenter ants, 1-3 teaspoons dusted into the boxes of wall sockets and electrical switches).

Why don't we just use spray?

Health Risks Associated with Traditional Ant Sprays

When sprays are used, only one percent of the mix reaches the targeted pest. Ninety-nine percent of it is lost as pollution which impairs air quality for humans. Human health risks associated with pesticides:

Children are more sensitive to pesticides. Ant sprays or bombs usually kill pests by disrupting their nervous system. These same chemicals can affect people, especially young children whose small body size and developing nervous systems make them more susceptible to hazards of pesticides.

Environmental concerns: Water quality and wildlife are affected by the pesticides and other chemicals we use. Run-off carries chemicals into storm drains, creeks and then the Bay impairing those ecosystems.

“Mouse IPM Plan”

Mouse Control and Management

Goal: Prevent or stop structural damage due to rodents.

Tolerance level: inside tolerance is zero.

Quick facts:

- Most reports about rat problems are actually mouse problems.
- Because controls for mice and rats are somewhat different it is important to accurately identify the cause of the infestation.
- Removal of mice should be followed by taking steps to exclude them so that the problem does not reoccur.

For additional information, visit:

<http://www.ipm.ucdavis.edu/PMG/selectnewpest.home.html>

Mouse or rat? Identify the pest correctly.

Because the controls for mice and rats are somewhat different it is important to accurately identify the cause of the infestation.

- Evidence of mouse infestation: droppings, holes chewed in food containers, gnawed edges and holes chewed through walls. In large populations there is a distinctive “mousy” odor. Mice are often active in the daytime.
- House mouse droppings look like grains of rice. A mouse can produce 30-50 droppings per day so the droppings accumulate rapidly. If all the droppings are the same size there is probably only one mouse. Multiple sizes indicate a breeding population. Mouse droppings can be removed to see if an infestation is active.
- Seeing one mouse does not indicate a large infestation.

Effective Trapping

Snap traps provide a fast, non-toxic, economical way to catch mice.

- Used traps catch more mice than clean un-used traps. Use four traps for every estimated mouse.
- Use enough traps to catch all the mice at once to reduce the possibility of “trap shyness.”
- Peanut butter is a good bait. If a mouse is hard to catch use white glue to attach an M&M, jelly bean (or a hard candy) to the trigger.
- Trap placement is critical. Mice can live between traps set too far apart (five feet). Mice run along walls and are often caught by blundering into traps. A trap even an inch away

from the wall will catch less than one set right against the wall. Two traps can be set back-to-back along a wall. If mice jump over the trap(s) build an artificial tunnel with a piece of cardboard, shingle, etc.

- Place a piece of paper under the trap to catch any fluids, pick up the trap and mouse in a plastic bag, and dispose of the catch and trap in an outside trash container. The odor will escape a plastic bag, so do not place a bagged dead rodent in inside trash.

Preventing mouse problems

Rodents, mice and rats, dribble urine as they walk leaving an odor trail that may persist for five to ten years. New mice can easily find their way in unless the access is repaired.

- Inspect the outside of a building looking for any gap greater than ¼” (a pencil width). These gaps are potential mouse access points. Under outside doors, broken foundation vent screens, and utility penetrations (water, sewer and electrical). Check utility boxes in walls). Check for holes where new additions are joined to existing structures.
- It may be necessary to cover the edges of doors and windows with metal to prevent gnawing. Plastic screening, rubber or vinyl, wood, and other gnawable materials are unsuitable for plugging holes used by mice.
- Materials used to seal gaps are patching cement, ¼” mesh wire, door sweeps (install to corners - do not cut short). Steel wool is sometimes used, but it can rust and leave stains. Copper, or stainless steel dish scrubbers are better. Mice can easily chew through plastic foam. To prevent this put a layer of wire in the foam.

Sanitation is essential.

The less food and shelter available the more stressed the animal is and the easier to catch.

- Kibbled pet food and birdseed should be stored in metal containers.
- Lunchroom areas should be kept clean and swept.
- Keep counters wiped down with soapy water or surface cleaner.

Approved rat supplies:

- All traps
- Plaster lath wire, or ¼ inch hardware cloth

Attachment C

Monte Sereno Contractor Monthly Pesticide Use Summary

Date:

Company Name:

Contact/Phone:

City of Monte Sereno Contact:

Monte Sereno Contractor Monthly Pesticide Use Summary

- 1. List all total chemicals (including baits) and biological/mechanical (traps, hoeing, mulching, release of predator, landscape design controls, etc.) used at each site serviced.**

Specific Location	Active Ingredient	Trade Name/EPA #	Quantity	Biological/Mechanical Control	Target Pest

Attachment D

Annual “IPM Plan” Report

FY2009-2010 Annual Report
West Valley Communities:
City of Campbell, Town of Los Gatos, City of Monte Sereno, City of Saratoga

APPENDIX C10

Trash Load Reduction

- C10biii Trash Hot Spot Assessment Photos

West Valley Clean Water Program



FY2009-2010 Annual Report
West Valley Communities:
City of Campbell, Town of Los Gatos, City of Monte Sereno, City of Saratoga

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West Valley Clean Water Program





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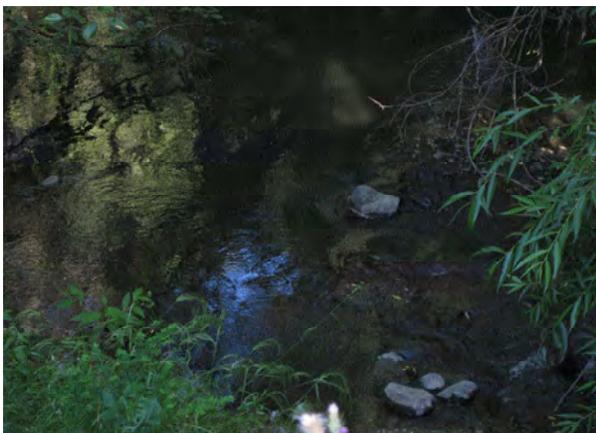
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