



WEST VALLEY CLEAN WATER PROGRAM

September 15, 2012

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

Subject: FY 2011-2012 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 the year ending June 30, 2012 and consists of the following:

- Certification Statement
 - Annual Report Form
 - Table of Contents
 - Completed Annual Report Form: Sections 1-15*
- *Attachments as appropriate

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

Very truly yours,

Kelly Carroll
Urban Runoff Program Manager

cc: Adam Olivieri, SCVRUPPP Program Manager
Jill Bicknell, SCVRUPPP
Bill Helms, City of Campbell
Todd Capurso, Town of Los Gatos
Brian Loventhal, City of Monte Sereno
John Cherbone, City of Saratoga

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



West Valley Community:

City of Monte Sereno

Municipal Regional Stormwater NPDES Permit Annual Report FY2011-2012



September 15, 2012

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program





Councilmember: Marshall Anstandig
Councilmember: Burton Craig
Councilmember: Susan Garner
Councilmember: Lana Malloy
Councilmember: Curtis Rogers

City Manager: Brian Loventhal
City Clerk: Andrea Chelemengos
Finance Officer: Sue L'Heureux
Building Official: Howard T. Bell

City of Monte Sereno

City of Monte Sereno Stormwater/NPDES Permit FY 2011-2012 ANNUAL REPORT

Certification Statement

"I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to ensure that qualified personnel properly gathered and evaluated the information submitted. Based on my inquiry of the person or persons who managed the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."

Signature by Duly Authorized Representative:

 9/15/12

Brian Loventhal
City Manager

9/15/12

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



**FY 2011-2012 Annual Report
West Valley Communities: City of Monte Sereno**

ATTACHMENT B

Table of Contents

Section	Page
Section 1 – Permittee Information.....	1-1
Section 2 – Provision C.2 Municipal Operations.....	2-1
Section 3 – Provision C.3 New Development and Redevelopment.....	3-1
Section 4 – Provision C.4 Industrial and Commercial Site Controls.....	4-1
Section 5 – Provision C.5 Illicit Discharge Detection and Elimination.....	5-1
APPENDIX C5	
C5ciii Construction-Illegal Discharge-Industrial Contacts (<i>Appendix C5 i – vi</i>)	
C5fiii(4) Summary of IDDE by Incident Type (<i>Appendix C5 vii</i>)	
Section 6 – Provision C.6 Construction Site Controls.....	6-1
Section 7 – Provision C.7 Public Information and Outreach.....	7-1
APPENDIX C7	
C7bc Local Advertising and Media Relations (<i>Appendix C7 i - v</i>)	
C7bii(1) Material Outreach (<i>Appendix C7 vi</i>)	
C7d Point of Contact (<i>Appendix C7vii</i>)	
Section 8 – Provision C.8 Water Quality Monitoring.....	8-1
Section 9 – Provision C.9 Pesticides Toxicity Controls.....	9-1
Section 10 – Provision C.10 Trash Load Reduction.....	10-1
Section 11 – Provision C.11 Mercury Controls.....	11-1
Section 12 – Provision C.12 PCBs Controls.....	12-1
Section 13 – Provision C.13 Copper Controls.....	13-1
Section 14 – Provision C.14 PBDE, Legacy Pesticides and Selenium Controls.....	14-1
Section 15 – Provision C.15 Exempted and Conditionally Exempted Discharges.....	15-1

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 1: Permittee Information

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



Section 1 – Permittee Information

Background Information					
Permittee Name:	City of Monte Sereno				
Population:	3,373				
NPDES Permit No.:	CAS612008				
Order Number:	R2-2009-0074R				
Reporting Time Period (month/year):	July 1 2011 through June 30 2012				
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@montesereno.org				
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				

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 2: Provision C2 Municipal Operations

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



Section 2 - Provision C.2 Reporting Municipal Operations

Program Highlights and Evaluation
Highlight/summarize activities for reporting year:

Summary:
On June 6, 2012 WVCWP hosted the annual “Street Maintenance Supervisors Stormdrain Training” for staff from West Valley Sanitation District, City of Campbell, Town of Los Gatos, City of Monte Sereno, and City of Saratoga. All agencies were represented at the training. Topics covered included: review of MRP reporting requirements, update on Stormdrain Maintenance Program, training on the Mobile Business BMPs and discussion on outreach, Trash Capture Devices and Trash Hot Spot. In addition attendees, who included Santa Clara County Fire District and representative of the DEA office discussed in detail Enforcement Response Program phone tree. Evaluations showed that attendees felt the training was useful.

Participation in BASMAA’s Municipal Operations Committee was provided by SCVURPPP Staff on behalf of our agency [see SCVURPPP FY11-12 Annual Report for description of BASMAA Committee activities and work products]. Refer to the C.2 Municipal Operations section of the countywide Program’s FY11-12 Annual Report for a description of activities implemented at the countywide and/or regional level.

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:

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: The city did not perform any such activity.

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
-----------	---

NA	Employee training on proper capture and disposal methods for wastes generated from bridge and structural maintenance and graffiti removal activities.
-----------	---

NA	Contract specifications requiring proper capture and disposal methods for wastes generated from bridge and structural maintenance and graffiti removal activities.
-----------	--

Comments: The city did not perform any such activity.

C.2.d. ► Stormwater Pump Stations

Does your municipality own stormwater pump stations: Yes No

If your answer is **No** then skip to **C.2.e.**

Complete the following table for dry weather DO monitoring and inspection data for pump stations¹ (add more rows for additional pump stations). If a pump station is exempt from DO monitoring, explain why it is exempt.

Pump Station Name and Location	First inspection Dry Weather DO Data		Second inspection Dry Weather DO Data	
	Date	mg/L	Date	mg/L

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:

 Attachments:

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 DO monitoring is exempted where all discharge from a pump station remains in a stormwater collection system or infiltrates into a dry creek immediately downstream.

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:					

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 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"/>	NA Control of pollutant discharges to storm drains such as wash waters from cleaning vehicles and equipment
<input type="checkbox"/>	NA 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"/>	NA Containment of all vehicle and equipment wash areas through plumbing to sanitary or another collection method
<input type="checkbox"/>	NA 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"/>	NA 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
NA	NA	NA	NA

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 3: Provision C3 New Development and Redevelopment

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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

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:
 City of Monte Sereno is a member of the West Valley Clean Water Program (WVCWP). WVCWP is coordinating with SCVURPPP and City of Campbell on Hacienda Avenue "Green Street" Improvement Project. Conceptual design and Topographic survey has been completed and the community is working on preliminary layout alternatives. Utility coordination has also begun. During the summer, the City of Campbell will be hosting neighborhood meetings to present the project to the affected neighbors. The project design and construction will start soon after the City of Campbell Council approval of the conceptual design.

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 has no Regulated Projects

C.3.iii(3) Low Impact Development Reporting

(For FY 11-12 Annual Report only) Report the method(s) of implementation of Provision C.3.c.i in the 2012 Annual Report. For specific tasks listed in Provision C.3.c.i. that are reported using the reporting tables required for Provision C.3.b.v, a reference to those tables is adequate.

The City of Monte Sereno is prepared to apply the appropriate standards to regulated projects. Provisions of C.3.c.i have been incorporated in the city standard conditions of development review and plan check list.

C.3.e.v. ► Alternative or In-Lieu Compliance with Provision C.3.c.			
<i>(For FY 11-12 Annual Report only)</i> Did your agency make any ordinance/legal authority and procedural changes to implement Provision C.3.e.?	<input type="checkbox"/>	Yes.	<input checked="" type="checkbox"/> No
If yes, attach a copy of the ordinance/legal authority changes or provide a link to the document(s). Discuss any procedural changes made.			
<i>(For FY 11-12 Annual Report and each Annual Report thereafter)</i> Is your agency choosing to require 100% LID treatment onsite for all Regulated Projects and not allow alternative compliance under Provision C.3.e.?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No
Comments (optional): Monte Sereno zoning code does not permit any regulated projects.			

C.3.e.vi ► Special Projects Reporting			
1. Has your agency received, but not yet granted final discretionary approval of, a development permit application for a project that has been identified as a potential Special Project based on criteria listed in MRP Provision C.3.e.ii(2) for any of the three categories of Special Projects (Categories A, B or C)?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No
2. Has your agency granted final discretionary approval of a project identified as a Special Project in the March 15, 2012 report? If yes, include the project in both the C.3.b.v.(1) Table, and the C.3.e.vi. Table.	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No
If you answered "Yes" to either question, 1) Complete Table C.3.e.vi . below. 2) Attach narrative discussion of 100% LID Feasibility or Infeasibility for each project.			

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.
 NA

(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:
 No regulated projects

(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:
 No such program other than street sweeping by a contractor

(4) During the reporting year, did your agency:

• Inspect all newly installed stormwater treatment systems and HM controls within 45 days of installation?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
• Inspect at least 20 percent of the total number of installed stormwater treatment systems or HM controls?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
• Inspect at least 20 percent of the total number of installed vault-based systems?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No

If you answered "No" to any of the questions above, please explain:
 Inspection of storm water treatment/HM controls are not required because none was installed.

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 4: Provision C4 Industrial and Commercial Site Controls

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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

Program Highlights
Provide background information, highlights, trends, etc.
MONTE SERENO DOES NOT HAVE ANY COMMERCIAL OR INDUSTRIAL SITES

C.4.b.i. ► Business Inspection Plan
Do you have a Business Inspection Plan? FY09-10 AR Only <input type="checkbox"/> Yes <input type="checkbox"/> 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. Indicate your violation reporting methodology below.		
<input type="checkbox"/> Permittee reports multiple discrete violations on a site as one violation.		
<input type="checkbox"/> Permittee reports the total number of discrete violations on each site.		
	Number	Percent
Number of businesses inspected		
Total number of inspections conducted		
Number of violations (excluding verbal warnings)		
Sites inspected in violation		
Violations resolved within 10 working days or otherwise deemed resolved in a longer but still timely manner		
Comments:		

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. active non-stormwater discharge or clear evidence of a recent discharge)	
Potential discharge and other	
Comments:	

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 Taken ²
Level 1			
Level 2			
Level 3			
Level 4			
Total			

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.

Business Category ³	Number of Actual Discharge Violations	Number of Potential/Other Discharge Violations

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

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

³ 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

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 5: Provision C5 Illicit Discharge Detection and Elimination

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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

Program Highlights

Provide background information, highlights, trends, etc.

Continued work on implementation of the collection system screening program and respond to reports of illegal discharges. Participation in SCVURPPP’s IND/IDDE AD Hoc Task Group (AHTG) was provided by West Valley Clean Water Program (WVCWP) staff on behalf of our agency, and includes AHTG member discussions and review of AHTG work products. SCVURPPP staff provided participation in the BASMAA Municipal Operations Committee. Refer to the C5 Illicit Discharge Detection and Elimination section of SCVURPPP’s FY11-12 Annual Report for description of activities at the countywide and regional levels.

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: 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 by WVCWP, who utilize BASMAA Mobile Surface Cleaners Program material to educate and escalate enforcement, as necessary. Municipal staff and contractors are directed to utilize the same Mobile Surface Cleaner BMPs. In effort to educate local communities SCVURPPP and AHTG designed outreach materials “Mobile Businesses” trifold to reach business employees and owners. See also SCVURPPP’s FY11-12 Annual Report, Section C5 Illicit Discharge Detection and Elimination, for a description of efforts by IND/IDDE AHTG and the BASMAAA 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 to contract service for inspection of storm drain system and clean 100% of the system, as necessary. At the time of the inspection, the condition of storm drain marking 'no dumping, flows to bay' is noted along with notation and condition of the inlet, including any evidence of unusual flows, odors and contents needing to be cleaned out. During the past year no unusual activities or discharges into the system were noted, nor was any excessive debris noted/ removed from the system. Most common items removed during cleaning were leaves and sediment, as is typical for these areas because of the many deciduous street trees. Contractor staff and municipal crews attended training which included topics on proper BMP's which included management of discharges containing copper, trash capture device discussion for planning installation and preparation for future maintenance and review of Enforcement Response Plan.

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)

	Number	Percentage
Discharges reported (C.5.f.iii.(1))	7	
Discharges reaching storm drains and/or receiving waters (C.5.f.iii.(2))	3	43%
Discharges resolved in a timely manner (C.5.f.iii.(3))	7	100%

Comments:

During the past fiscal year there was an increase of reported discharges, particularly "actual" discharges to the storm drain system (gutter, catch basin, or creek). Reports were called in by residents or referred through other agencies. Calls from residents seems to indicate that our public outreach efforts are creating more awareness about which kinds of discharges to report and who to contact when these non-stormwater discharges are seen and referrals from other agencies show that our annual trainings are effective.

Response to complaints is handled by WVCWP, along with other WV agencies. Complaints are logged and typically (for non-hazardous, non emergency situation) reviewed in the field within one business day. If the complaint indicates that a discharge is occurring in the moment, and is non-hazardous, then response to field is as soon as possible. For reporting purposes, all calls/ complaints are counted as 'reported discharges' and every report is followed up to the status 'resolved' and is counted, either as 'resolved in a timely manner' or tracked and reported as 'needing longer than 10days' until resolved. Resolution may be in the form of 'no discharge or incident found.' In cases where a responsible party or discharge cannot be substantiated, but education of the surrounding area regarding the alleged incident, the area will be canvassed with appropriate / relevant outreach materials (door hangers, brochures, etc). Resolution may also be in the form of 'discharge stopped before reaching storm drain' in which case clean-up is required and educational materials (or other action, as necessary) is provided to the offender (as appropriate to the situation).

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: C.5.f.iii(4) Summary of IDDE by Incident Type

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



APPENDIX C5

Illicit Discharge Detection and Elimination

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



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



**C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts
July 2012**

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
Campbell	<p>Alan Hom Hotline: 408-865-2150 408-866-2168 alanh@ci.campbell.ca.us</p> <p>Bill Helms 408-866-2153 (direct) 408-866-2150 (Joy @ PW) billh@cityofcampbell.com</p> <p>Susan Morgado-Gray, Code Enforcement 408-866-2760 Susang@cityofcampbell.com</p> <p>Bill Bruckart Building Official 408-866-2130</p>	<p>Akrista Aslin West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aaslin@wvcwp.org</p> <p>Bill Helms 408-866-2153 (direct) 408-866-2150 (Joy @ PW) billh@cityofcampbell.com</p> <p>Susan Morgado-Gray, Code Enforcement 408-866-2760 Susang@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 408-241-4439 cell lorenzo.perez@cnt.sccgov.org</p> <p>Michael Cervantes Food Facilities – West Valley 408-918-3455 (918-3400 hotline) 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>

C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts July 2012

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 (918-3400 hotline) 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>

C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts July 2012

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 408-945-3000 ESD 408-793-5352 steven.osborn@sanjoseca.gov</p>	<p>Steven Osborn 408-945-3000 ESD 408-793-5352 steven.osborn@sanjoseca.gov</p>	<p>Steven Osborn 408-945-3000 ESD 408-793-5352 steven.osborn@sanjoseca.gov</p>

**C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts
July 2012**

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
	<p>Jared Hart 408-793-5352 jared.hart@sanjoseca.gov</p> <p>Cathy Hoang-Mendoza 408-793-5324 catherine.hoang-mendoza@sanjoseca.gov</p>	<p>Cathy Hoang-Mendoza (or Mary) 408-793-5324 catherine.hoang-mendoza@sanjoseca.gov</p> <p>No Dumping Hotline 408-945-3000 http://www.sanjoseca.gov/esd/stormwater/stormdrain-complaint.asp</p>	<p>Chris Donaldson 408-793-5374 Chris.Donaldson@sanjoseca.gov</p> <p>Mary Morse (restaurants only-FOG) 408-793-5300 (hotline) LG & CmbI: Bill Chan, 408-793-5347 Stga: Steve Hildebrand, 408-793-5346 Mary.Morse@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>Viet Dao Food Facilities – North County 408 918-3490 Viet.Dao@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>

**C5ciii Construction, Illegal Discharge, and Industrial Inspection Contacts
July 2012**

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
SCVWD	<p>George Malekos 408-265-2607, X2487 gmalekos@valleywater.org</p> <p>Pollution Hotline 1-888-510-5151</p>	<p>George Malekos 408-265-2607, X2487 gmalekos@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 408-868-1244 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 (918-3400 hotline) 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

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



July 1, 2011 to June 30, 2012

CoPermittee/ Type of discharge	Accidental spills	Allowable discharge	Construction debris	Dumping - non hazardous	Dumpster discharge	Food Facility oil & grease discharge	Grey water discharge	Landscape material dumping	Misc. incidents	Paint discharge	Pool/Spas/Fountains discharge	Sanitary spill or leak	Saw cutting slurry discharge	Vehicle & equipment leaking	Vehicle washing	Total Incidents:
Campbell	1	1				1	1					1		1		6
Los Gatos		2		1		3		1		1	2		3	1		14
Monte Sereno		2				1		1		2			1			7
Saratoga			1			3				2	2		1	1		10
	1	2	3	1	1	0	8	1	1	5	4	1	5	3		37

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 6: Provision C6 Construction Site Controls

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



Section 6 – Provision C.6 Construction Site Controls

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)
0	0	0
Comments:		

C.6.e.iii.1.d ▶ Construction Activities Storm Water Violations		
BMP Category	Number of Violations¹	% of Total Violations²
Erosion Control	15	17%
Run-on and Run-off Control	0	0%
Sediment Control	48	55%
Active Treatment Systems	0	0%
Good Site Management	25	28%
Non Stormwater Management	0	0%
Total	88	100%

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

² Percentage 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) ³	Number Enforcement Actions Taken	% Enforcement Actions Taken ⁴
Level 1	Verbal Warning (education and/or cooperation)	50	88%
Level 2	Written Warning (notice of correction)	4	2%
Level 3	Stop Work Order	1	1%
Level 4	Administrative/Legal Action	2	4%
Total		57	100%

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)	0
Number of sites with discharges, actual and those inferred through evidence (C.6.e.iii.1.g)	0

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)	31	94% ⁵
Violations not fully corrected within 30 days after violations are discovered (C.6.e.iii.1.i)	2	6% ⁶
Total number of violations for the reporting year ⁷	31	100%

Comments:

As part of inspection practice each site is given a verbal warning at the start of the rainy season. However, there we two sites that did require further action (written notice and stop work order) in order to get their management practices in place and to continue working.

³ Agencies should list the specific enforcement actions as defined in their ERPs.

⁴ Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.

⁵ Calculated 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.

⁶ Calculated 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.

⁷ 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.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.).

Description:

Data has been captured electronically in a SCVURPPP spreadsheet since FY 09-10, During FY10-11 data tracking forms were updated based on training and feedback and have been used with better completeness and consistency.

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:

WVCWP staff worked with staff in a continual effort to revise inspection forms and track tools. WVCWP and staff met to revise operating procedures. City of Campbell attended county wide Construction Training. WVCWP continued participation in both of SCVURPPP’s C3P0 and Construction AHTG. Participation in the BASMAA Development Committee was provided through SCVURPPP. Refer to the C.6 Construction Site Control section of the Program’s FY 11-12 Annual Report for a description of activities at the countywide or regional level.

C.6.f ► Staff Training Summary

Training Name	Training Dates	Topics Covered	No. of Inspectors in Attendance	Percent of Inspectors in Attendance
Construction Workshop	February 7, 2012 February 8, 2012	<ul style="list-style-type: none"> • MRP Requirements for Inspections • Key Requirements for Inspections • Overview of Construction BMPs • Enforcement Experiences • Inspecting Stormwater treatment & HM Measures • Construction Site and Treatment Measure Inspection Exercises. 	1	100%
Staff Urban Runoff Management	March 28, 2012	<ul style="list-style-type: none"> • Update Performance Standards • Reporting Requirement • Legal Authority • Standard Operating Procedures • Tools/Forms/Resources 	1	100%

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 7: Provision C7 Public Information and Outreach

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

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 FY11-2 and are included in the Program's (SCVURPPP) FY11-12 Annual Report Section C.7 Public Information and Outreach.

The following separate reports developed by SCVURPPP and BASMAA summarize countywide advertising efforts conducted during FY 11-12:

- FY 11-12 Watershed Watch Campaign Annual Campaign Report
- FY 11-12 Watershed Watch Partner Report
- FY 11-12 Watershed Watch Web Statistics Report
- FY 11-12 BASMAA Be the Street Youth Litter Outreach Campaign Report

These reports are included within the C.7 Public Information and Outreach section of Program's FY 11-12 Annual Report.

WV Communities' 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).

This local advertising 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 weekly newspapers, and developing target-specific "give-away" items for distribution at events. The give-away items are bundled with literature, thereby providing incentives to take the printed information and "motivate the recipient to action."

WVCWP developed two new promo items for this year, and made some changes when re-ordering previous promo items.

One new item is a clip-on 'doggy waste bag dispenser', printed with the WVCWP logo, the website address, and the slogan "Stormwater Pollution Prevention". The bags included in the dispenser are biodegradable. In FY 11-12 staff also worked on development of bookmarks and posters with "dog waste" info and messages; when completed, these will accompany the new bag dispensers.

A second new item is reusable canvas bags, aimed at elementary school children. WVCWP staff use an iron-on transfer to apply a graphic to the bag; this graphic includes the WVCWP cartoon mascots, and the text refers to litter in the creek, and appreciation for clean-up volunteers. When distributing the bags, children are given information on the problems with plastic bags and litter. The children then have the opportunity to color in the graphic using permanent markers, or they may take the bags home and do the artwork there. It is hoped that the coloring helps the children to get more involved in the "no litter" message, and for the children and their families to take more notice of using these reusable bags, since the children have a personal involvement in the artwork.

Backpack "Sport Sacks" were ordered in new colors; this item is targeted at youth/ young adults; this age group is specifically targeted for participation in clean-up events/ general litter abatement, and these bags have proven to be popular with this audience at our clean-up events. The message on these bags is: "Clean Creeks... It's in Our Hands"; printing on these bags also gives the WVCWP web site address.

In addition, more "recycled newsprint" pencils were ordered. The statement on these pencils is "Only Rain Down the Storm Drain". The pencils also include the 'recycling' symbol - to help advertise the need to recycle and to emphasize the fact that they're made from recycled materials. The pencils include the WVCWP web site address; the statement "Stormwater Pollution Prevention Program" has now been added to the pencils. The pencils are aimed at the elementary school audience, for give-away during classroom presentations or class attendance at municipal tours, WVCWP staff searched extensively for new varieties of native plant seeds to add to its group of free seed packet handouts. However, it was determined that the program is already using the only native seeds available, which result in plants that attract beneficial bugs. Additional quantities of these seeds were ordered in FY 11-12.

WVCWP also "advertises" at various municipal facilities with posters and flyers for local and municipally sponsored events. The Monte Sereno Post Office window overlooks the area where customers line up for the Postal window. WVCWP has been able to utilize this to post a large-format "stormwater pollution prevention" presentation, whose topic changes monthly (i.e. Trash, IPM, Clean-up Events, etc.). When appropriate, handouts associated with the presentation are also made available here.

WVCWP 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: C7bc Local Advertising and Media Relations

C.7.b.iii.1 ► Pre-Campaign Survey

(For the Annual Report following the pre-campaign survey) 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:

The following separate report developed by BASMAA summarizes the pre-campaign survey conducted in FY 11-12:

- **BASMAA Youth Litter Campaign Report**

WV Communities are participating in the BASMAA Regional Litter Ad Campaign, and WVCWP is providing additional participation, via SCVURPPP's "WEO Review Sub-group", for review of BASMAA Outreach Strategy/ Campaign, ad scripts, etc.

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

	Survey report attached
x	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:

The following separate report developed by BASMAA summarizes media relations efforts conducted during FY 11-12:

- FY 11-12 BASMAA Media Relations Final Report

This report and any other media relations efforts conducted countywide are included within the C.7 Public Information and Outreach section of Program's FY 11-12 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 detailed feedback on at least 9 media campaigns in addition to ongoing involvement in the BASMAA Litter Outreach Campaign.

WVCWP also coordinates local media coverage to highlight local events 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 implement.

For dates and details, **SEE APPENDIX C7: C7bc Local Advertising and Media Relations**

C.7.d ► Stormwater Point of Contact

Summary of any changes made during FY 11-12:

Refer to the Program's C.7 Public Information and Outreach section of Program's FY 11-12 Annual Report for efforts conducted by the Program to publicize stormwater points of contact.

No changes to the municipal or WVCWP Stormwater Points of Contact were made during FY 11-2, however new outreach items were developed to promote the WVCWP website:

WVCWP created a new outreach item, which will introduce the www.cleancreeks.org website to dog owners/ dog walkers. The promo item is a clip-on 'doggy waste bag dispenser', printed with the WVCWP website address. Work is in progress on posters and bookmarks to accompany this item; posters will be placed in veterinary offices, at dog groomers, etc.

SEE APPENDIX C7: C7bc Local Advertising and Media Relations.

WVCWP created a large, attractive creek-based banner, highlighting the www.cleancreeks.org website, for use at all outreach events.

SEE APPENDIX C7: C7d Stormwater Point of Contact

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), along with 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 (SCVURPPP) FY 10-11 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 to engage with information sharing.

Leveraging a broader-based countywide or nationally recognized event (like International Coastal Cleanup Day) 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 schoolyard/creek clean-ups and co-hosting Mercury Thermometer Exchange Events with San Jose Environmental Services Dept.

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).

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., Enviroscope 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

<ol style="list-style-type: none"> 1. Event: Saratoga Health Fair 2. Date: 10/21/11 3. Location: Saratoga Senior/Community Center 4. Local event 	<ol style="list-style-type: none"> 5. Type of Event: Thermometer Exchange, battery recycling, cell-phone recycling and eyeglasses drop-off 6. Audience: residents, in particular senior citizens 7. Message: general stormwater pollution, POC(Mercury) 	<ol style="list-style-type: none"> 8. Estimated Attendance: appx 250 attendees at the Fair. 9. Feedback/Results: This event was successful in that some quantities of thermometers were collected, along with batteries, eyeglasses and cell phones. Although the event was well attended, the collection of thermometers was greatly reduced. One aspect may have been the time of the event (5-7:30 on a Friday) rather than the traditional Saturdays. Another possibility is that this has been an annual event, and the supply of targeted thermometers is becoming depleted. Items collected: 10 pounds of batteries 9 Mercury Thermometers 2 cell phones 10. Brochures and Giveaways Distributed: 5 x Watershed Watch discount card 8 x What do you know about Mercury 2 x Seafood Watch 1 x Home repair and remodeling 6 x You are the Solution to Pollution 3 x WVCWP reusable bags
<ol style="list-style-type: none"> 1. Event: Audubon Environmental Center – Wildlife Fair 2. Date: 10/22/11 3. Location: McClellan Ranch, McClellan Ave. at Stevens Creek, Cupertino 4. Local event 	<ol style="list-style-type: none"> 5. Type of Event: Education/Fun fair for families, highlighting wildlife and nature. Site runs along creek. 6. Audience: residents – children/families 7. Message at booth: general stormwater pollution, POC 	<ol style="list-style-type: none"> 8. Estimated Attendance: appox 75 visitors to the 'stormwater' table. 9. Feedback/results: The event was successful with appx 300 attendees overall; visitors had contact with information and activities at the booth (Coastal and Bay Envirosapes as well as an "Environmental Jeopardy" game). This is an excellent opportunity to reach parents while their children are involved in activities at the booth. 10. Materials distributed: 75 x IPM Sheets You are the Solution to Pollution Watershed Discount Cards Reusable Bags

<p>1. Event: Haunted History at Kelly Park 2. Date: 10/30/11 3. Location: Kelly Park, San Jose 4. Countrywide event</p>	<p>5. Type of event: Education/Fun fair for families. 6. Audience: residents – children/families 7. Message: Stormwater/Pollutants of Concern (POC)</p>	<p>8. Estimated Attendance: See Countywide Program Report for details 9. Feedback: Children enjoyed using the bean bag toss game to learn about the difference between sewer / storm drain / garbage / recycling. 10. Materials Distributed: You are the Solution to Pollution 10 Most Wanted Pests Watershed Discount Cards Watershed Tattoos Fly Swatters</p>
<p>1. Event: City of Saratoga Tour of City Hall 2. Date: February 8, 2012 3. Location: Saratoga City Hall 4. Local event</p>	<p>5. Type of Event: Tour of City Hall and departments. 6. Audience: students 7. Message: General stormwater pollution</p>	<p>8. Estimated Attendance: appx 40 students 9. Feedback/Results: Children were very knowledgeable about stormdrains, creeks, and their part to control pollution. 10. Material Distributed: You are the Solution to Pollution Watershed Watch Pencils Sport Sacks</p>
<p>1. Event: Classroom Outreach 2. Date: April 2, 2012 3. Location: Saratoga, Sacred Heart School 4. Local event</p>	<p>5. Type of Event: Enviroscape presentation 6. Audience: school children 7. Message: General stomwater pollution including car wash and trash</p>	<p>8. Estimated Attendance: 57 students 9. Feedback/Results: Presented enviroscape to two clases (1each 5th and 6th grade). Discussed Watersheds, surface types, POC's – copper, mercury, trash and car wash options. 10. Materials Distributed: Your are the solution to Pollution Pest bugging you? Sport Sacks WV Reusable Bag Don't Pollute Pencils</p>

<p>1. Event: Classroom Outreach 2. Date: April 9, 2012 3. Location: Saratoga, Christa McAuliffe School 4. Local event</p>	<p>5. Type of Event: Enviroscape presentation and Litter pick up 6. Audience: school children 7. Message: General stormwater pollution including car wash and trash</p>	<p>8. Estimated Attendance: 27 students, 1 teacher, 1 parent 9. Feedback/Results: Students connect well with the message as they also have a native garden, compost, and recycling program on campus. 10. Material Distributed: You are the Solution to Pollution Watershed Watch Car Wash Card WV Sport Sac WV Resusable Bags Don't Pollute Pencils</p>
<p>1. Event: Senior Citizens Resource Fair 2. Date: April 12, 2012 3. Location: Los Gatos, Recreation Center 4. Local event</p>	<p>5. Type of Event: Thermometer Exchange, battery recycling, cell-phone recycling and eyeglasses drop-off 6. Audience: Residence, particularly senior citizens 7. Message: general stormwater pollution, POC (Mercury), and car wash</p>	<p>8. Estimated Attendance: over 60 adults 9. Feedback/Results: Approx. 35 people stopped at table, received 35 eyeglasses and 1 cell phone. WVCWP distributed 10 solar thermometers, SJESD distributed 29 thermometers. 10. Material Distributed: 3x You are the Solution to Pollution 8x Watershed Watch Car Wash Card 4x Seafood Watch 5x HHW – Household 6x Grow it/Clean it Guides 4x What you don't know about Mercury</p>
<p>1. Event: Arbor Day 2. Date: April 20, 2012 3. Location: Saratoga, Wildwood Park 4. Local event</p>	<p>5. Type of Event: Annual event recognizing efforts to preserve trees 6. Audience: residents, youth/children; Targeted neighborhood residents and locals schools. 7. Message: The value of trees, and encouragement to planting trees appropriate for "less-toxic" maintenance (pest resistant, etc.) WVCWP presented materials relating to gardening and IPM, appropriate planting near creeks.</p>	<p>8. Estimated Attendance: 30 9. Feedback/Results: Planted 1 large Valley Oak and handed out 30 saplings. Encouraging a tree-growing challenge of care and maintenance to support Arbor Day philosophy. Hoping for local school support. 10. Material Distributed: 25x 10 most wanted bugs w/seed packets 11x Seafood watch 9x Grow it guides 2x Our Copper Our Creeks – WVCWP 2x Watershed Watch Discount Card 14x Flyswatters</p>

<p>1. Event: Great American Litter Pickup 2. Date: April 21, 2012 3. Location: Campbell, 5 sites</p> <ul style="list-style-type: none"> • Los Gatos Creek Park • Los Gatos Creek Trail • Hwy 17 from Camden on-ramp to Pedestrian over crossing • Railroad track along Winchester Blvd from Hacienda to Kennedy • Undercrossing of Creekside of the Los Gatos Creek Trail <p>4. Local event, part of county-wide effort</p>	<p>5. Type of Event: Clean up Event City of Campbell staff organizes and publicize this event; WVCWP staff attend event to provide support and supply additional materials for distribution.</p> <p>6. Audience: Residents, families</p> <p>7. Message: Anti-littering, litter as a pollutant in creeks</p>	<p>8. Volunteers: 128</p> <p>9. Feedback/Results: This is about the same number of volunteers as the last few years. There is a definite interest in an annual event. Volunteers were enthusiastic, helped paint over graffiti, etc. 21 bags of recyclables 88 bags of trash</p> <p>10. Brochures & Giveaways Distributed 10x Watershed Watch Discount Card 26x WVCWP Canvas reusable bags 50x 10 Most Wanted Bugs with seed packets 10x Clean it Guides</p>
<p>1. Event: City of Saratoga Tour of City Hall 2. Date: April 23, 2012 3. Location: Saratoga City Hall 4. Local event</p>	<p>5. Type of Event: Tour of City Hall and departments.</p> <p>6. Audience: students</p> <p>7. Message: General stormwater pollution</p>	<p>8. Estimated Attendance: appx 30 students</p> <p>9. Feedback/Results: First grade students toured city hall and know the statement "only rain down the drain".</p> <p>10. Material Distributed: 30x Pest or Pal Activity Book 30x Watershed Watch Pencils</p>
<p>1. Event: Arbor Day 2. Date: April 27, 2012 3. Location: Los Gatos, Live Oak Manor Park 4. Local event</p>	<p>5. Type of Event: Annual event recognizing efforts to preserve trees</p> <p>6. Audience: residents, youth/children</p> <p>7. Message: The value of trees, and encouragement to planting trees appropriate for "less-toxic" maintenance (pest resistant, etc.) WVCWP presented materials relating to gardening and IPM, appropriate planting near creeks.</p>	<p>8. Estimated Attendance: 60</p> <p>9. Feedback/Results: Planted a dozen new trees in Live Oak Manor Park as part of the festivities.</p> <p>10. Material Distributed: 37x Pest or Pal activity Guide 15x Flyswatter 15x Pest bugging you 16x 10 most wanted bugs w/seeds 4x Grow it Guide 3x Clean it Guide 1x You are the Solution to Pollution 5x WW Beautiful Lawn 5x WW Safe Use & Disposal of Pesticide 5x Problem Pesticide 5x Naturally Manage Pests</p>

<ol style="list-style-type: none"> 1. Event: Science Fair 2. Date: May 10, 2012 3. Location: Forest School, Campbell 4. Local event 	<ol style="list-style-type: none"> 5. Type of Event: Enviroscope presented at Science Fair 6. Audience: students and parents 7. Message: Discuss watersheds, sewer vs. stormdrain, POCs (Trash, car wash) 	<ol style="list-style-type: none"> 8. Estimated Audience: 25-35 9. Feedback/Results: Students connect well with message; determined by results of game played on school site and questions during presentation 10. Materials Distributed: <ul style="list-style-type: none"> 5x Soil Matters 5x Streamside Planting 13x 10 most wanted bugs w/seeds 20x Clean it Guides 6x Watershed Watch Car wash card 8x Watershed Watch Post-it 10x Watershed Watch Tattoo 4x Fly Swatter 11x Pests Bugging You
<ol style="list-style-type: none"> 1. Event: Arbor Day 2. May 22, 2012 3. Location: Rosemary Elementary, Campbell 4. Local, part of national recognition of Arbor Day 	<ol style="list-style-type: none"> 5. Type of Event: Annual event recognizing efforts to preserve trees. 6. Audience: residents, youth/children 7. Message: The value of trees, and proper planting and maintenance of trees. WVCWP presented materials related to gardening and IPM. 	<ol style="list-style-type: none"> 8. Estimated Audience: 60 9. Feedback/Results: Well attended by students. 10. Materials Distributed: <ul style="list-style-type: none"> 45x Pest or Pal Activity Guide
<ol style="list-style-type: none"> 1. Event: Los Gatos Parks and Public Works Open House 2. May 23, 2012 3. Location: Town of Los Gatos Corporation Yard 4. Local, part of national/regional recognition 	<ol style="list-style-type: none"> 5. Type of Event: Municipal Outreach and Education 6. Audience: residents, students (2nd-4th grade) 7. Message: General Stormwater Pollution with demonstration using Enviroscope 	<ol style="list-style-type: none"> 8. Estimated Audience: 60 9. Feedback/Results: 86 students + parents and 5 teachers visited the Enviroscope Table. <ul style="list-style-type: none"> Lakeside 14 x 2nd graders Hillbrook 36 x 3rd graders St. Mary's 36 x 4th graders 10. Materials Distributed: <ul style="list-style-type: none"> 50x Pest or Pal Activity Guide 36x WVCWP Canvas Reusable Bags 3x WVCWP Blue Reusable Bag

<ol style="list-style-type: none"> 1. Event: Watershed Watch Car Wash 2. Date: 06/13/12 3. Location: Delta Queen Classic Car Wash, 981 E. Hamilton Ave, Campbell 4. Regional/Countywide 	<ol style="list-style-type: none"> 5. Type of Event: Car Wash – outreach to discourage car-washing at home 6. Audience: Residents/car wash customers 7. Message: Impacts of car washing on stormwater pollution. 	<ol style="list-style-type: none"> 8. Estimated Attendance: 50 residents 9. Feedback: Opportunity to speak with residents about car wash pollution. 10. Materials Distributed: Watershed Watch Discount Cards You are the Solution to Water Pollution Our Copper, Our Creeks
<ol style="list-style-type: none"> 1. Event: Pollution Prevention, Thermometer Exchange 2. Date: 6/19/12 3. Location: Campbell Community Center 4. Local event, part of POTW regional effort 	<ol style="list-style-type: none"> 5. Type of Event: Thermometer Exchange; battery, cell-phone and eyeglass recycling 6. Audience: Residents 7. Message: general stormwater pollution POC (mercury) 	<ol style="list-style-type: none"> 8. Estimated Attendance: 50 residents 9. Feedback/Results: Items collected: Thermometers, 40 Batteries, 150 pounds EyeGlasses, 43 Cell Phones, 25 10. Materials Distributed: 16x WVCWP Reusable Bags 2x Solar Thermometers 8x WW Discount Card 6x What you don't know about Mercury 2x You are the Solution to Pollution 6x Seafood Watch 3x Don't be left in the dark (EPA0 15x 10 Most Wanted Bugs w/seeds

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 11-12, the Program actively supported the Santa Clara Basin Watershed Initiative, including the Steering Committee, the Land Use Subgroup, and the Santa Clara Valley Zero Litter Initiative. Information on these efforts is included within the C.7 Public Information and Outreach section of the Program's FY 11-12 Annual Report.

WVCWP actively participates in the SCV Zero Litter Initiative group meetings and has been involved in planning upcoming conferences.

The Program also participated in the Bay Area Macroinvertebrate Bioassessment Information Network. Information on this is included in the C.8 Water Quality Monitoring section of the Program's FY 11-12 Annual Report.

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
1. Event: Creek Cleanup – Coastal Cleanup Day 2011 2. Date: 09/17/11 3. Location: Los Gatos Creek at Creekside Drive, Campbell 4. Local site, part of County-wide effort and International event.	Creek Clean Up Event Description: WVCWP sponsors a Cleanup event at this site in the fall, to address trash which accumulates from homeless.	See C.10 "Trash" for details Volunteers: 15 Results: Cleaned stretch of Los Gatos Creek. Picked up approx. 500 pounds of trash. Distributed: 3 x You are the Solution to Pollution 9 x WVCWP Reusable Bags 4 x WVCWP Sport Sacks 1 x Clean Creeks Visor (ca 2000)

<p>1. Event: Great American Litter Pickup 2. Date: April 21, 2012 3. Location: Los Gatos Creek Park, 5 sites</p> <ul style="list-style-type: none"> • Los Gatos Creek Park • Los Gatos Creek Trail • Hwy 17 from Camden on-ramp to Pedestrian over crossing • Railroad track along Winchester Blvd from Hacienda to Kennedy • Undercrossing of Creekside of the Los Gatos Creek Trail <p>4. Local site, part of County-wide effort</p>	<p>Clean-up Event City of Campbell staff organize and publicize the event; WVCWP staff attends event to provide support and supply additional materials distribution. This year included creek clean up at the Creekside location in addition to graffiti cleanup.</p>	<p>Volunteers: 128</p> <p>Results: 21 bags or recyclables 88 bags of trash</p> <p>Distributed: 10x Watershed Watch Discount Card 26x WVCWP Canvas reusable bags 50x 10 Most Wanted Bugs with seed packets 10x Clean it Guides</p>
<p>1. Event: Creek Cleanup – High School Students: area adjoining their campus 2. April 29, 2012 3. Location: Prospect High School, Saratoga, Saratoga Creek at Prospect Ave. 4. Local</p>	<p>Creek Clean-up Event Description: WVCWP staff and City of Saratoga staff supervised cleanup Saratoga creek near the High School. WVCWP provided trash bags, gloves and litter grabbers for the event. Students handled monitoring during cleanup.</p>	<p>See C.10 "Trash" for details Volunteers: 15 Prospect High School students, 1 teacher. Feedback: Approximately the same number of students as previous year, with positive comment on the success of the program. The students were excited to participate in the program. One response: We love helping our environment Results: 14 partially filled bags of trash were collected. Distributed: 15x WVCWP Sport Sacks 15x You are the Solution to Pollution</p>
<p>1. Event: Creek Cleanup – Los Gatos Creek Trail at Lark 2. May 5, 2012 3. Location: Los Gatos Creek Trail at Lark Ave., Los Gatos 4. Local site</p>	<p>Creek Clean-up Event Description: WVCWP and Town of Los Gatos staff supervised cleanup of creek bank in association with Kiwanis and Starbucks. WVCWP provided supplies (trash bags, gloves, litter grabbers) Students and adults picked up litter at Town "Hot Spot" and conducted monitoring activities.</p>	<p>See C.10 "Trash" for details Volunteers: 5 students and 2 adults Results: Less than a quarter of small bag Distributed:</p>

<p>1. Event: Creek Cleanup-Wildcat Creek 2. May 5, 2012 3. Location: Wildcat Creek at Sacred Heart and school campus, Saratoga 4. Local site</p>	<p>Creek Clean-up Event Description: WVCWP and Science Teacher supervised cleanup of creek and school campus. WVCWP provided supplies (trash bags, gloves, litter grabbers).</p>	<p>Volunteers: 18 students, 1 teacher, 1 parent and 3 WVCWP staff Results: 15 bags of trash Distributed: 20x You are the Solution to Pollution 20x Watershed Watch Post-its</p>
<p>1. Event: Creek Cleanup – National River Cleanup Day 2. Date: May 19, 2012 3. Location: San Tomas Aquino Creek @ Westmont High, Campbell 4. Local site, part of County-wide effort and National Event.</p>	<p>Creek Clean-up Event Description: WVCWP staff supervised Creek Clean-up. WVCWP usually sponsors a Cleanup event at this site in the spring, to address trash which accumulates from Westmont High School during the school year.</p>	<p>See “C.10 Trash” for details Volunteers: 5 (students and adults) Cleaned approximately 1 mile of creek. WVCWP coordinated and tracked items volunteers picked up. Results: 6 full bags of trash Distributed: 2x Canvas reusable bags 2x WVCWP reusable coffee mugs 2x You are the Solution to Pollution</p>

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.

Refer to the C.7 Section of the countywide program’s FY 11-12 Annual Report for a description of School-age Children Outreach efforts conducted at the countywide level.

The following separate reports developed by SCVURPPP and other organizations also include information about school-age children outreach efforts conducted during FY 11-12:

- Zun Zun School Assemblies for Watershed Watch Campaign- FY 11-12 Academic Year Final Report
- Memorandum- Evaluation of the School Assembly Program- FY 11-12
- Watershed Watchers: Keeping Our Waterways Clean: FY 11-12 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)

These reports are included within the C.7 Public Information and Outreach section of Program’s (SCVURPPP) FY 11-12 Annual Report.

Program Details	Focus & Short Description	Number of Students/Teachers reached	Evaluation of Effectiveness
<p>Classroom outreach with Enviroscape Target Audience: Elementary</p>	<p>Topics: WVCWP staff presented the Enviroscape watershed model; discussed watersheds, aquifers, sewer vs. stormdrain, POCs (mercury, copper, trash), and some BMPs such as proper car washing, and handling of pet waste. Description: Enviroscape Demonstration.</p>	<p>Attendees: Sacred Heart School Saratoga 4/2/2012 5th/6th grade class 57 students 1 teacher</p>	<p>2 Enviroscape presentations were given by WVCWP staff to 5th and 6th grade science core class. Students seemed to connect well with the information as the 5th grade class is just starting water section of class, and 6th grade just completed science fair. Distributed: Sports Sacks (in relation to trash reduction) Rain down the Drain pencils You are the Solution to the Pollution</p>
<p>Classroom outreach with Enviroscape and Litter Pickup Target Audience: Elementary</p>	<p>Topics: WVCWP staff presented the Enviroscape watershed model; discussed watersheds, aquifers, sewer vs. stormdrain, POCs (mercury, copper, trash), and some BMPs such as proper car washing, and handling of pet waste. Description: Enviroscape Demonstration and School Litter Pickup</p>	<p>Attendees: Christa McAuliffe School Saratoga 4/9/12 5th/6th grade class 27 students 1 teach 1 parent assistant</p>	<p>2 Enviroscape presentations were given by WVCWP staff to the combined 5th/6th grade class. Students all responded positively and understand the concept of pollution. Many actively participate in activities (pick up litter/wash cars on lawn/pick up pet waste) beyond what they are learning in the school. Distributed: Sport Sacks (in relation to trash reduction) Rain down the drain pencils You are the Solution to the Pollution</p>

<p>Creek Cleanup Target Audience: High School</p>	<p>Topic: Trash Description: WVCWP staff and City of Saratoga staff supervised cleanup of Saratoga creek, near Prospect High School</p>	<p>Attendees: 4/29/12 15 Prospect High Students 1 Teacher WVCWP & City of Saratoga Staff</p>	<p>See "C.10 Trash" for details. WVCWP provided trash bags, gloves and litter grabbers for this event. Students handled monitoring tasks during cleanup. The number students were approximately the same as previous year with positive comment on the success of the program. The students were excited to participate in the program. One response: We love helping our environment Results: 14 partially filled bags of trash were collected. Distributed: 15x WVCWP Sport Saks 15x You are the Solution to Pollution</p>
<p>Creek Cleanup Target Audience: Elementary School</p>	<p>Topic: Trash Description: WVCWP and Town of Los Gatos staff in association with Kiwanis and Starbucks supervised cleanup creek bank along Los Gatos Creek Trail, Los Gatos</p>	<p>Attendees: 5/5/12 5 students 2 adults 2 WVCWP Staff</p>	<p>See "C.10 Trash" for details WVCWP provided trash bags, gloves, and litter grabbers for this event. This event was organized with Town of Los Gatos Volunteer, Kiwanis, and Starbucks for a creek and park cleanup event. Results: Picked up approximately 6 bags of trash</p>
<p>Creek Cleanup Target Audience: Elementary and Middle School</p>	<p>Topic: Trash Description: WVCWP and Science teacher organized clean up of creek behind school in addition to campus cleanup.</p>	<p>Attendees: Sacred Heart Elementary 5/9/12 18 Students 1 Teacher 1 Parent 3 WVCWP Staff</p>	<p>WVCWP provided trash bags, gloves, and litter grabbers for this event. This event was organized by Science Teacher at school. Results: Cleaned Wildcat Creek behind school and campus. Collected 15 bags of trash; most found was fast food and snack wrappers. Some illegal dumping in creek found rebar, metal and concrete. Distributed: 20x You are the Solution to Pollution 20x Watershed Watch Post it</p>

<p>School Outreach with Creek Cleanup Target Audience: Elementary and Middle School students</p>	<p>Topic: POC's including trash and car wash Description: Three Enviroscope presentations at school Science Fair</p>	<p>Attendees: Forest Hill Elementary 5/10/12 20 students Plus teachers and parents</p>	<p>WVCWP provided outreach and enviroscope to students along with storm drain location game onsite. Results: Students connected well with the messages. Distributed: 5x Soil Matters 5x Streamside Planting 13x 10 most wanted bugs w/seeds 20x Clean it Guides 6x Watershed Watch Car wash card 8x Watershed Watch Post-it 10x Watershed Watch Tattoo 4x Fly Swatter 11x Pests Bugging You</p>
<p>Los Gatos Parks and Public Works Open House Target Audience: Elementary</p>	<p>Topics: Litter, Trash, Pet Waste, Car Washing Description: WVCWP staff gave Enviroscope presentations at the Municipal Public Works/Operations Open House Event</p>	<p>Attendees: 5/23/12 Lakeside School - 14x 2nd graders Hillbrook School – 36x 3rd graders St. Mary's School – 36x 4th graders Total = 86 students</p>	<p>All students enjoyed participating in the Enviroscope activity. Students, teachers and parents showed interest in the topics covered. Distributed: 50x Pest or Pal Activity Guide 26x WVCWP Canvas Reusable Bag 3x WVCWP Blue Reusable Bag</p>
<p>Creek Education program at Audubon Environmental Education Center, Target Audience: Elementary</p>	<p>Topics: creek, watersheds, habitat, litter, pollutants" affect on aquatic life Description: Creek Education Field Trip</p>	<p>Attendees: City of Saratoga 3rd graders who attend schools in Cupertino School District, along with related parents and teachers.</p>	<p>The Creek Field Trip is managed by the City of Cupertino Environmental Programs Coordinator, with help from funding from the City of Saratoga, for Saratoga schools which are in the Cupertino School District. Students are introduced to concepts in the classroom. For the Creek Field Trips, they are driven to the Environmental Education Center, where they are instructed by a Naturalist and they try to identify the issues which they learned about in the classroom.</p>

<p>Watershed Watchers Program at Don Edwards Wildlife Refuge in Alviso Target Audience: Elementary</p>	<p>See Watershed Watchers: "Keeping Our Waterways Clean: FY 11-12 Fourth Quarter Report" (includes end-of-year Summary from Alviso Education Center)</p>	<p>Attendees: WVC Schools which participated in field trips to the Watershed Watchers Program. Grade level: K-8, Dates: Throughout the school year Christa McAuliffe School: 48 Village Elementary: 45 Sacred Heart: 31 Rolling Hills: 90 Hillbrook: 37 Blossom Hill: 70</p>	<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.</p>
<p>Zun Zun School Assemblies Target Audience: Elementary</p>	<p>See "Zun Zun ... FY 11-12 Academic Year Final Report" for assembly details</p>	<p>Participants: Mulberry Elementary Los Gatos 9/9/2011 1 Shows 100 students</p> <hr/> <p>Village Elementary Campbell 1 Show 250 Students</p> <hr/> <p>Van Meter Elementary Los Gatos 10/6/2011 2 Shows 600 students</p>	<p>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 11-12.</p>

APPENDIX C7

Public Information and Outreach

- C7bc Local Advertising and Media Relations
- C7bii(1) Material Outreach
- C7d Point of Contact



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program





1. Newsletters, Newspaper Articles, Web Postings

WVCWP staff prepares articles/press releases for local newspapers, municipal newsletters, and websites for the 4 WV Communities.

- (1) Newsletters: Submissions to newsletters depends upon timeliness of newsletter distribution to residents vs topics covered. Municipal staff also prepare articles relevant to stormwater issues, as feasible, based upon priorities of municipal news.
 - (i) Campbell Profile
 - (ii) Campbell Courier (Senior Center)
 - (iii) Los Gatos Growing Greener
 - (iv) Keep Los Gatos Beautiful
 - (v) Monte Sereno City Newsletter
 - (vi) The Saratogan
- (2) Local Newspapers: WVCWP staff submits Press Releases to 3 local weekly papers; WVCWP staff answers reporters' questions and provides graphics.
 - (i) Campbell Reporter
 - (ii) Los Gatos Weekly
 - (iii) Saratoga News
- (3) Websites
 - (i) City of Campbell Website
 - a. "Next Door" social media – subscription email notices
 - b. Main Page
 - c. Engineering/PW
 - (ii) Town of Los Gatos Website
 - a. Los Gatos 'What's New' – subscription email notices
 - b. Public Works
 - c. Environmental Programs
 - (iii) City of Saratoga Website
 - a. City News (Home Page)
 - b. Saratoga Calendar
 - (iv) Watershed Watch
 - (v) West Valley Clean Water Program
 - a. www.cleancreeks.org
 - (vi) SCVURPPP
 - (vii) Our Water Our World (BASMAA)



2. Press Releases Submitted to: Newsletters, Newspaper Articles, Web Postings And Press Releases Printed / Posted to Websites

1st Quarter 2011 – July, August, September

C.5 & C.10 - "Home Improvement Projects Can Really Add Up – To Pollution!"

(WVCWP press release/article sent FY 10-11)

Printed in: "Monte Sereno City Newsletter" – Summer 2011

Printed in: "Campbell Profile" Municipal Newsletter – Fall 2011

C.13 - "Did You Know – There May Be Heavy Metal in Your Pool?"

(from WVCWP press release/article sent FY 10-11)

Printed in: "Monte Sereno City Newsletter" – Spring/Summer 2011

C.9 & C.15 - Green Gardeners Classes (press release + flyer) 8/22/11

Submitted to: Campbell Reporter, Los Gatos Weekly, Saratoga News

Printed in: Los Gatos Weekly 8/30/11

Printed in: Campbell Reporter 9/2/11

C.10 - "Clean Beaches... It's In Our Hands" (press release/ article) 8/22/11

Coastal Cleanup Day – Creek Clean-up Event

(info for WVCWP-sponsored site & link to cleanacreek.org for other sites & info on volunteering)

Submitted to: Campbell Reporter, Los Gatos Weekly, Saratoga News

Submitted to: Municipal Newsletters/Websites: Campbell, Los Gatos, Monte Sereno, Saratoga

Printed in: Los Gatos Weekly 9/6/11

Printed in: SVCN Online 9/5/11

Posted on: Town of Los Gatos "What's New" E-mail list + Home Page – 9/11

C.10 - Coastal Cleanup Day – Creek Clean-up Event (press release and flyer) 9/12/11

Submitted to: High Schools for posting on school websites and distribution

Submitted to: Campbell Union High School District; West Valley Christian Academy; Westmont High School (3x teachers & administrators)

Municipally-generated and printed/posted:

C.10 - "Voluntary Ban on Plastic Bags"

Printed in: "Monte Sereno City Newsletter" – Summer 2011

C.10 - "Garbage and Recycling Essentials"

Printed in: "The Saratogan" City Newsletter – Fall 2011

C.10 - "Heavy Leaf Drop Areas"

Printed in: "Campbell Profile" City Newsletter – Fall 2011

Municipally-generated

C.9 & C.15 - "Saratoga Goes Green by Removing Green Grass "

Printed in: "Saratoga News" 7/19/11

2nd Quarter 2011 – October, November, December

C.11 - Thermometer Exchange/ Battery Cell Phone Recycling at Saratoga Health Fair

Press Release provided to Saratoga Senior Center staff for distribution to newspapers, etc. 10/12

Posted on: City of Saratoga website - home page 10/12

Municipally-generated and printed/posted:

C.10 - "Stop Using Disposable Coffee Cups at Coffee Bars"

Posted on: Town of Los Gatos "What's New" E-mail list + Home Page – 12/11

C.10 - "Tenth Annual Great American Litter Pick-up Event" (1st article for event)

Printed in: "Campbell Profile" City Newsletter – Winter 2011

3rd Quarter 2012 – January, February, March

C.9 - "New Resources for Safe Pest Control" (WVCWP press release/ article; 2/4/12)

Submitted to: Campbell Profile, Los Gatos "Growing Greener", Monte Sereno City Newsletter, The Saratogan

Printed in: "Monte Sereno City Newsletter" – February 2012

Posted on: Town of Los Gatos "What's New" E-mail list + Home Page – 2/12

C.11 - Thermometer Exchange/ Battery Cell Phone Recycling at Los Gatos Senior Resources Fair (press release & flyer) 3/12

Submitted to: Campbell Reporter, Los Gatos Weekly, Saratoga News.
Online news: Los Gatos Patch, Bay Area Active Over 50.
Municipal: Town of LG website; Community Calendar; Senior Center;
"Keep LG Beautiful Flyer"

Printed in: Los Gatos Weekly 3/20/12; 3/27/12; 4/3/12

Printed in: Los Gatos Weekly "Google Alert" 4/2/12

Printed in: Campbell Reporter 3/27/12

Printed in: Los Gatos "Senior Center Twitters" Newsletter

Printed in: "Keep Los Gatos Beautiful" flyer (emailed, distributed, posted, posted on Town website)

Municipally-generated and printed/posted:

C.10 - "Potential Plastic Bag Ban" – "Plastic Bags as Litter"

Posted on: Town of Los Gatos "What's New" E-mail list + Home Page – 2/12

C.15 - "Ways to Conserve Water"

Posted on: Town of Los Gatos website; LG "Growing Greener" site/email list
3/12

C.10 – Great American Pick-up – call for volunteers

Posted on: City of Campbell website – Home Page "Alert" – March-April/12

Posted on: City of Campbell website – Full page – March-April /12

4th Quarter 2012 – April, May, June

C.9 - "Going Native Garden Tour" (WVCWP press release with flyer; 4/6/12)

Submitted to: Municipal website: Campbell, Los Gatos, Monte Sereno, Saratoga

Posted on: Town of Los Gatos website; LG "Growing Greener" site/email list 4/12

C.11 - Thermometer Exchange/ Battery Cell Phone Recycling at Campbell Community Center (press release & flyer; sent 4/30/12 & 6/5/12)

Submitted to: Campbell Reporter, Los Gatos Weekly, Saratoga News.

Municipal: City of Campbell website; "Campbell Courier"
Senior Newsletter, Other: sent to 4 retirement communities

Printed in: Campbell Courier

Printed in: Campbell Reporter

Posted: Press Release resulted in flyers being posted & distributed at 3 retirement
communities: Corinthian House (Campbell); Los Gatos Terraces; Los Gatos
Meadows

Posted on: SVCN (Campbell Reporter) online (6/14/12)

C.9 - "Safe Alternatives to Pesticides" (from WVCWP press releases/ articles sent FY 10-11 & 2/12)

Printed in: "The Saratogan" City Newsletter – Spring/Summer 2012

C.15 - "Change in Seasons, Change in Watering the Yard" (WVCWP press release/article sent
6/20/12)

Submitted to: "The Saratogan" municipal newsletter

Printed in: "The Saratogan" City Newsletter – Summer 2012

Municipally-generated and printed/posted:

C.10 - "Tenth Annual Great American Litter Pick-up Event" (2nd article on this event)

Printed in: "Campbell Profile" City Newsletter – Spring/Summer 2012

C.15 - "Are You Ready to Try Composting?"

Printed in: "Campbell Profile" City Newsletter – Spring/Summer 2012

C.10 - "Use Re-usable Mugs + Reusable Bags"

Posted on: Town of Los Gatos Keep LG Beautiful Flyer (posted + distributed + online) – 4/12

C.10 - "Park & Trail Clean Up – May 19"

Posted on: Town of Los Gatos website – Keep LG Beautiful Flyer (posted + distributed + online) – 4/12

C.11 - "E-Waste Drop-off Events"

Posted on: Town of Los Gatos website – Keep LG Beautiful Flyer (posted + distributed + online) – 4/12

C.10 - "Plastic Bag Ban Discussion + EIR Info" Town of Los Gatos

Posted on: Town of Los Gatos website – "What's New" E-mail list + Home Page – 6/12

C.10 - "Soliciting sign-ups for "Catalog Choice": opt-out of bulk mail"- Town of Los Gatos

Posted on: Town of Los Gatos Website: "What's New" E-mail list + Home Page – 6/12

C.10 - "Soliciting sign-ups for "Catalog Choice": opt-out of bulk mail"- Town of Los Gatos

Posted on: "Growing Greener" Summer 2012 – (entire page covering "Catalog Choice", bulk mail, trash)

C.10 - "Annual Neighborhood Clean-up Program"

Printed in: "The Saratogan" City Newsletter – 6/12 (Printed in June/ arrives in homes in July)

Municipally-generated:

C.10 - "Town of LG Cleanup Event – Looking for Volunteers"- Town of Los Gatos

Posted on: LG Patch online newsletter – 5/12

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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

Materials Development:
Give-away items



Reusable Bags – Sport Sacs
Recycled Pencils “Nothing but Rain down the Storm Drains”
Doggy Bag Dispenser

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



C7d Stormwater Point of Contact

West Valley Clean Water Program Banner
“Clean Creeks...It’s in Our Hands”



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 8: Provision C8 Water Quality Monitoring

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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 11-12, we contributed through the Program to the BASMAA Regional Monitoring Coalition (RMC). In addition, we contributed financially to the Regional Monitoring Program for Water Quality in the San Francisco Estuary (RMP) and were represented at RMP committees and work groups. For additional information on monitoring activities conducted by the Program, BASMAA RMC and the RMP, see the C.8 Water Quality Monitoring section of the Program's FY 11-12 Annual Report.

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 9: Provision C9 Pesticides Toxicity Controls

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



Section 9 – Provision C.9 Pesticides Toxicity Controls

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 organophosphates, pyrethroids, carbaryl, and fipronil. A separate report can be attached as evidence of your implementation.

City of Monte Sereno had no pesticide usage in FY 11-12, 10-11 or FY 09-10. City Hall/Municipal Property consists of ½ acre, including buildings and parking lot; there is a very small landscaped area in front of the municipal buildings. Any weeds in the landscaping are hand-pulled. Any gopher infestations are handled by trapping. Pest control inside buildings is handled by good sanitation practices; if any ants appear, they are removed by washing with soapy water.

Trends in Quantities and Types of Pesticides Used ⁵⁶					
Pesticide Category and Specific Pesticide Used	Amount ⁵⁷				
	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14
Organophosphates	0	0	0		
Pyrethroids	0	0	0		
Carbaryl	0	0	0		
Fipronil	0	0	0		

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.	0
Enter the number of these employees who received training on your IPM policy and IPM standard operating procedures within the last 3 years. *100% of employees receive annual notice prohibiting use of over-the-counter pesticides, and referencing the City’s IPM Policy	*
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. **The City does NOT USE ANY pesticides; therefore, no employees apply pesticides.	0**

⁵⁶ Includes all municipal structural and landscape pesticide usage by employees and contractors.
⁵⁷ Weight or volume of the product or preferably its active ingredient, using same units for the product each year.

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 11-12, we participated in regulatory processes related to pesticides through contributions to the Program, BASMAA and CASQA. For additional information, see the Regional Pollutants of Concern Report submitted by BASMAA on behalf of all MRP Permittees.

C.9.f ▶ Interface with County Agricultural Commissioners

Did your municipal staff observe any improper pesticide usage or evidence of improper usage (e.g., pesticides in storm drain systems, along street curbs, or in receiving waters) during this fiscal year?		<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
If yes, provide a summary of improper pesticide usage reported to the County Agricultural Commissioner and follow-up actions taken to correct any violations. A separate report can be attached as your summary.					

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 11-12:

- FY 11-12 Store Employee Training Report (SCVURPPP)
- FY 11-12 Store Employee Training Evaluation Summary (SCVURPPP)
- FY 11-12 Store Employee Training Status Table (SCVURPPP)
- FY 11-12 List of Stores in the IPM Store Partnership Program (SCVURPPP)
- FY 11-12 BASMAA "Our Water, Our World" (OWOW) Report (BASMAA)

These reports are included within the C.9 Pesticides Toxicity Control section of Program's FY 11-12 Annual Report.

Two stores in the WVC participated in the Our Water Our World point of purchase program in FY 11-12; WVCWP has worked closely with these stores for a number of years:

SummerWinds Campbell 9/19/11 (DRP grant funded)

Trained 9 employees.

Feedback: "The employees were trained by Annie and David the IPM Advocate. The store manager Jose attended and loved the training. The response was very good. Many of the staff already recommend less toxic options because of past trainings but they continue to like the information on recognizing beneficial insects, the bug charts, and the additional information on how pesticides can change the dynamic of a garden in an unintended negative way. They were very happy about having David Perkins as their IPM Advocate and felt honored to be a part of the added program."

Yamagami's Nursery 1/24/12 (DRP grant funded) – this store adjoins the City of Saratoga and is heavily patronized by Saratoga residents; WVCWP staff is in frequent contact with this store

Trained 17 employees

Feedback: "This was a great training and I designed a **pest or pal** feature to change it up a little. The staff really responded well and did not realize that some of the bugs shown were beneficial. The training emphasized the need to research pests before recommending any pest control action. They also loved David's tour of the UCIPM website so they can research more pests. They also appreciated the information about how whitefly can become a problem if they are spraying other pesticides and knocking down the natural predators."

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 reports developed by SCVURPPP summarize Public Outreach: Pest Control Operators efforts conducted during FY 11-12:

- FY 11-12 Watershed Watch Campaign Final Report
- FY 11-12 Green Gardener Training Report

These reports are included within the C.7 Public Information and Outreach and C.9 Pesticides Toxicity Control sections of Program's FY 11-12 Annual Report.

WVCWP submitted Press Releases to local weekly papers to advertise upcoming "Green Gardener" classes (Countywide training program) for Landscaping Contractors. Residents were encouraged to inform their personal landscaping contractors about these classes. Articles on the subject were subsequently published in the newspapers. See **APPENDIX C7: C7bc Advertising and Media Efforts** for details.

**Response to Water Board Staff Comments on Section 9, Provision
C.9, of FY 10-11 Annual Report**

Our agency's submittal was considered Acceptable (A)

FY2011-2012 Annual Report
West Valley Community

Section 10: Provision C10 Trash Load Reduction

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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:

The Short –Term Trash Loading Reduction Plan was submitted to the Water Board on February 1, 2012. See the C.10 Trash Load Reduction section of the Program's FY 11-12 Annual Report for information on countywide and regional activities conducted on behalf of co-permittees.

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:

The Baseline Trash Load and Trash Load Reduction Tracking Method was submitted to the Water Board on February 1, 2012. See the C.10 Trash Load Reduction section of the Program's FY 11-12 Annual Report for information on countywide and regional activities conducted on behalf of co-permittees.

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 the Bay-area Wide Trash Capture Demonstration Project administered by San Francisco Estuary Partnership and an estimate of the total land area that is planned for treatment by July 1, 2014.

Description:

See the C.10 Trash Load Reduction section of the Program's FY 11-12 Annual Report for information on countywide and regional activities conducted on behalf of co-permittees. Municipality is participating in grant purchase of full capture devices and is preparing for installation this fiscal year.

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.

Fill out the following table or attach a summary of the following information. *Three pieces of trash removed from WVC04 site. During FY12-12 there will be realignment in the location of this particular hot spot to address an area more impacted by trash.

Trash Hot Spot	Cleanup Date	Volume of Material Removed	Dominant Type of Trash	Trash Sources (where possible)
WVC01	09-17-11	4.000 cubic yards	Convenience wrappers, other plastic products, bottles, cigarette butts, and fabric or cloth	Trash accumulations, litter, illegal dumping and homeless encampments
WVC03	04-29-12	2.000 cubic yards	Convenience wrappers, plastic bags, paper/cardboard, aluminum cans, and cigarette butts	Trash accumulation and litter
WVC04*	05-05-12	0.001 cubic yards	Paper/cardboard and other plastic products	Litter
WVC02	05-19-12	0.222 cubic yards	Convenience wrappers, cigarette butts, bottles, other plastic products, and glass pieces	Trash accumulation and litter

C.10.d ► Summary of Trash Reduction Actions and Loads Reduced

Provide a summary of trash load reduction actions (i.e., control measures and best management practices) implemented within your jurisdictional boundaries during the reporting period to achieve a 40% trash load reduction goal by July 1, 2014. For those actions implemented in FY 2011-12, include brief descriptions of levels of implementation and the total trash loads and dominant types of trash removed from each action.

New or Enhanced Trash Load Reduction Action	Description of New or Enhanced Action Implemented in FY 11-12	Estimated Trash Load Removed in FY 11-12 (Gallons) ¹	Estimated Percent Reduction as of FY 11-12 ¹	Estimated Dominant Types of Trash Removed in FY 11-12
Single-Use Carryout Bag Policies	<p>Although the City of Monte Sereno does not have commercial property and credit is not available for this control measure in its Short Term Trash Load Reduction Plan submitted February 1, 2012, City representatives met with the other West Valley communities through its Joint Powers Authority (JPA) solid waste program on February 2, 2012 in show of support of a ban. The JPA voted to move forward with recommendation for single use plastic bag ban implementation in each WV municipality (via the West Valley Mayors and Managers Association).</p> <p>In addition, on June 21, 2011, Monte Sereno, despite having no commercial property, enacted a voluntary ban on plastic bags encouraging its residents to voluntarily ban the use of plastic bags in other cities to prevent single use bags from entering Monte Sereno. Voluntary use of reusable bag messaging was provided to residents in the Summer 2011 city-wide newsletter, which is mailed to each property, emailed to all Subscribers, and posted on the City's website.</p>	Not applicable	Not applicable	Single Use Plastic and Paper Bags
Polystyrene Foam Food Service Ware Policies		To be achieved in FY 12-13	To be achieved in FY 12-13	Polystyrene Foam Food Service Ware

¹The estimated load removed and percent reduction in FY 11-12 is consistent with assumptions described in the Trash Load Reduction Tracking Method Technical Report (version 1.0) submitted to the Water Board on February 1, 2012. In the future, load reductions reported in Annual Reports may be adjusted based on revisions to the tracking methodology.

C.10.d ► Summary of Trash Reduction Actions and Loads Reduced

Provide a summary of trash load reduction actions (i.e., control measures and best management practices) implemented within your jurisdictional boundaries during the reporting period to achieve a 40% trash load reduction goal by July 1, 2014. For those actions implemented in FY 2011-12, include brief descriptions of levels of implementation and the total trash loads and dominant types of trash removed from each action.

New or Enhanced Trash Load Reduction Action	Description of New or Enhanced Action Implemented in FY 11-12	Estimated Trash Load Removed in FY 11-12 (Gallons) ¹	Estimated Percent Reduction as of FY 11-12 ¹	Estimated Dominant Types of Trash Removed in FY 11-12
Public Education and Outreach Programs	<p>Litter Reduction Advertising Campaigns Watershed Watch Campaign (Countywide)</p> <p>The Watershed Watch Campaign conducts media advertising that includes anti-litter messages. Anti-litter advertisements for television, print, transit, and radio have been developed and are used each year and will continue in the future. A telephone survey is conducted every five years to measure the effectiveness of outreach and increase in awareness about litter and stormwater related messaging.</p> <p>Following MRP adoption, the Watershed Watch Campaign developed a set of new anti-littering advertisements. In FY 2011-12, the anti-litter "karma" spot in English was placed on KNTV NBC 11. A 15-second version of the "karma" spot was placed online on www.nbcbayarea.com. The Spanish "karma" spot was placed on Univision KDTV 14 and Telefutera KFSF 66. Litter messages and litter-prevention tips ran on KBAY and KEZR radio. Interviews on KDTV and KFSF promoted litter prevention and National River Cleanup Day. A new Watershed Watch segment that ran on the KNTV Class Action program included an educational video on Creek Cleanups and the impact of litter on local creeks and the Bay. Overall, the Watershed Watch Campaign media advertising included 2,262 anti-littering spots. These included 206 television placements (advertisements, educational videos, and interviews), 44 radio ads and PSAs, one print advertisement, and 2,011 online advertisements (these are actual clicks on the ad by web visitors, not total placements).</p>	25	8%	Single Use Plastic and Paper Bags, Single Use Packaging, Cigarette Butts, Food and Beverage Ware

C.10.d ► Summary of Trash Reduction Actions and Loads Reduced

Provide a summary of trash load reduction actions (i.e., control measures and best management practices) implemented within your jurisdictional boundaries during the reporting period to achieve a 40% trash load reduction goal by July 1, 2014. For those actions implemented in FY 2011-12, include brief descriptions of levels of implementation and the total trash loads and dominant types of trash removed from each action.

New or Enhanced Trash Load Reduction Action	Description of New or Enhanced Action Implemented in FY 11-12	Estimated Trash Load Removed in FY 11-12 (Gallons) ¹	Estimated Percent Reduction as of FY 11-12 ¹	Estimated Dominant Types of Trash Removed in FY 11-12
	<p>Youth Outreach Litter Campaign (Regionwide) In FY 2011-12, BASMAA began implementing the "Be the Street" anti-litter Youth Outreach Campaign. Be the Street takes a Community Based Social Marketing approach to encourage youth to keep their community clean. The intent of the campaign is to make "no-littering" the norm among the target audience (youth between the ages of 14 and 24). The campaign is using online social marketing tools to conduct outreach. Activities in FY 11-12 included launching a website, Facebook page, and a quarterly e-newsletter. An "anti-littering" video contest was also announced and the winning entry will be promoted on television.</p> <p>Outreach to School-age Children or Youth ZunZun (Countywide) As part of SCVURPPP, the City funds up to 50 ZunZun musical assemblies at elementary schools in the Santa Clara Valley each year. These bilingual musical assemblies educate elementary school students and their teachers on watersheds and urban runoff pollution prevention, including litter. ZunZun performances use physical comedy, audience participation, and musical instruments to educate teachers and children. Handouts, including teacher and student activity sheets, are distributed following the assembly. The SCVURPPP Schools and Youth Education and Outreach Work Group provides a list of schools for ZunZun to contact. In addition to schools with high Hispanic populations, the list includes schools with high Asian/Pacific Islander populations.</p>			

C.10.d ► Summary of Trash Reduction Actions and Loads Reduced

Provide a summary of trash load reduction actions (i.e., control measures and best management practices) implemented within your jurisdictional boundaries during the reporting period to achieve a 40% trash load reduction goal by July 1, 2014. For those actions implemented in FY 2011-12, include brief descriptions of levels of implementation and the total trash loads and dominant types of trash removed from each action.

New or Enhanced Trash Load Reduction Action	Description of New or Enhanced Action Implemented in FY 11-12	Estimated Trash Load Removed in FY 11-12 (Gallons) ¹	Estimated Percent Reduction as of FY 11-12 ¹	Estimated Dominant Types of Trash Removed in FY 11-12
	<p>ZunZun assemblies are evaluated using postage- paid evaluation cards that are distributed to all teachers present at the performances. Teachers mail the completed evaluation cards to SCVURPPP, and results are compiled by SCVURPPP staff. Based on the teacher feedback, changes are made to future assemblies and/or handouts.</p> <p>In FY 11-12, ZunZun conducted 48 assemblies at elementary schools in Santa Clara Valley. In addition, two assemblies were conducted at the Pumpkins in the Park event. The assemblies reached approximately 13,003 students and their teachers in grades K-6. The Program received completed evaluation cards from 184 teachers. Overall, the feedback has been very positive and indicates an increase in the students' knowledge about watersheds and pollution prevention, including litter prevention. The FY 11-12 Teacher Evaluation Report and the FY 11-12 ZunZun School Assembly Report are included in Appendix 7-8 of the SCVURPPP Annual Report.</p> <p>Local Events and Advertising (Citywide)</p> <p>In the Summer of 2011, Monte Sereno provided an outreach article in its City newsletter regarding its voluntary plastic bag ban that discourages residents using single use bags when shopping in cities with commercial property. In addition, the WVCWP advertised in the Silicon Valley Community Newspaper about International Coastal Cleanup Day on behalf of Monte Sereno in September 2011. See C7 for more information on local events and media efforts.</p>			

C.10.d ► Summary of Trash Reduction Actions and Loads Reduced

Provide a summary of trash load reduction actions (i.e., control measures and best management practices) implemented within your jurisdictional boundaries during the reporting period to achieve a 40% trash load reduction goal by July 1, 2014. For those actions implemented in FY 2011-12, include brief descriptions of levels of implementation and the total trash loads and dominant types of trash removed from each action.

New or Enhanced Trash Load Reduction Action	Description of New or Enhanced Action Implemented in FY 11-12	Estimated Trash Load Removed in FY 11-12 (Gallons)¹	Estimated Percent Reduction as of FY 11-12¹	Estimated Dominant Types of Trash Removed in FY 11-12
Activities to Reduce Trash from Uncovered Loads	The City of Monte Sereno's Joint Powers Authority (JPA) contract with its franchised waste hauler requires the hauler to have enclosed trucks and cover loads when transporting trash and debris to the disposal site. This exclusive franchise agreement prevents other haulers or debris box providers from entering the City that may not be regulated to have covered loads. The City coordinates with the Police Department to ensure enforcement of uncovered loads through the California Vehicle Code Sections 23114 and 23115.	16	5%	Windblown Litter, Single Use: Bags, Food and Beverage Ware, and Packaging; Organics, Construction Debris
Anti-littering and Illegal Dumping Enforcement Activities				Litter from vehicles and illegal dumping activities and windblown litter such as single use bags and food and beverage ware.
Improved Trash Bins/Container Management	The City of Monte Sereno Municipal Code 6.09 requires all occupied private and public properties that generate garbage or rubbish to have an approved collection receptacle that is accessible by the franchised hauler. All waste generated on any property must at all times be contained within designated receptacles and collected at a minimum of once per week by the City's hauler. The City of Monte Sereno partners with its waste hauler to require all households within the City to have adequate trash service (i.e., sufficient trash collection or use of bins of the appropriate size) through its JPA agreement with the hauler.	9	3%	Litter from container overflow generated by commercial or residential properties including single use bags, organics, and packaging

C.10.d ► Summary of Trash Reduction Actions and Loads Reduced

Provide a summary of trash load reduction actions (i.e., control measures and best management practices) implemented within your jurisdictional boundaries during the reporting period to achieve a 40% trash load reduction goal by July 1, 2014. For those actions implemented in FY 2011-12, include brief descriptions of levels of implementation and the total trash loads and dominant types of trash removed from each action.

New or Enhanced Trash Load Reduction Action	Description of New or Enhanced Action Implemented in FY 11-12	Estimated Trash Load Removed in FY 11-12 (Gallons) ¹	Estimated Percent Reduction as of FY 11-12 ¹	Estimated Dominant Types of Trash Removed in FY 11-12
				materials.
Additional Enhanced Street Sweeping (Beyond Existing Enhanced)				
Full-Capture Treatment Devices	Monte Sereno will install four full-trash capture treatment devices in the form of StormTek Inlet Devices prior to the November 1, 2012 grant funding requirement.	To be achieved in FY 12-13	To be achieved in FY 12-13	Street Litter from Vehicles and Pedestrians: Primarily Single Use Bags and Food and Beverage Ware, and Cigarette Butts
Preliminary Estimate of Trash Load Removed (Gallons) in FY 2011-12		50		
Preliminary Baseline Trash Load Estimate (Gallons)		312		
Total Percentage Reduction in FY 2011-12 (Compared to Baseline Trash Load)		16%		

FY2011-2012 Annual Report
West Valley Community

Section 11: Provision C11 Mercury Controls

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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).

1) PROMOTION

The Program’s Watershed Watch Campaign conducts advertising to promote proper disposal of fluorescent lamps and other household hazardous waste. The fluorescent lamps disposal locations and thermometer take-back events are promoted on the Watershed Watch website. See Section 11 Mercury Controls of the Program’s Annual Report.

Local Municipal Efforts

On-going website promotion for proper disposal:

WVCWP posts information on proper disposal for fluorescent bulbs/lamps on its website at <http://www.cleancreeks.org/> - via the “Mercury” link.

Event Promotion

Extensive organizing and advertising was carried out in an effort to ensure that residents were aware of the recycling/disposal opportunities at the WVCWP local MCP events. A variety of outlets are used to promote the MCP-recycling events which are coordinated by WVCWP in partnership with San Jose Environmental Services Dept.

Press releases are produced by WVCWP and sent to the widely-read local weekly papers; these papers are mailed to each household. Our press releases are usually published in the “Briefs” section of these papers. For listing of published press releases, see **APPENDIX C7: C7bc Advertising and Media Efforts**.

WVCWP also supplies press releases to municipal newsletters, community center newsletters and senior center newsletters and this information is published whenever the printing schedule allows for appropriate timing. Efforts were also made to have information published in two online newsletters: “Los Gatos Patch” and “Bay Area – Active Over 50”. For listing of published press releases, **APPENDIX C7: C7bc Advertising and Media Efforts**.

Municipal websites for Campbell, Los Gatos and Saratoga post the information carried in the WVCWP press releases.

The **Watershed Watch website** is also utilized to promote our Mercury Take-back events.

Posters/Flyers created by both WVCWP and SJ ESD are physically posted, and are also distributed for pick-up by residents. Flyers are posted in public places (such as libraries, community centers, senior centers, city/town halls and retirement communities).

The October 2011 Saratoga event was advertised by WVCWP and SJ ESD with distribution of appx 525 flyer/posters; for the April 2012 Los Gatos event appx 392 flyers/posters were distributed. For the June 2012 Campbell event, over 550 flyer/posters were distributed; the larger number was partly due to an effort to increase the sites where flyers were distributed. In the end, the event was very well attended, but this may have been due to the fact that it was scheduled in conjunction with an AARP event at the Community Center, and this aspect was found to be very successful. Event outreach information is included in **APPENDIX C7: C7bc Advertising and Media Efforts**

Local Municipal Contractor's Efforts

These E-waste drop-off events are publicized via **flyers** mailed to residents, and on the contractor's **website**(www.westvalleyrecycles.com/), and via press releases to **local weekly newspapers**.

2) FACILITATION/ORGANIZATION

Refer to FY 11-12 Program Annual Report for a list of mercury collection and recycling efforts conducted countywide and regionally. Mercury collection and recycling is available throughout the year at locally sponsored events (private fundraisers), through e-waste drop-off events hosted by the solid waste contractor for West Valley Communities (WVC) and drop-off services at the contractor's facility and at Santa Clara County HHW program.

Local Municipal Efforts

WVCWP, on behalf of the WV Communities, organizes 3 events annually as MCP collection efforts, in partnership with San Jose Environmental Services Dept. These are coordinated for City of Campbell, Town of Los Gatos, City of Monte Sereno and City of Saratoga. Municipal facilities are used for these events.

WVCWP handles household battery, cell phone (and eyeglasses) collection and recycling, while SJ ESD handles the thermometer exchange aspect of the events. Details of these events can be found in section C.7 "Public Outreach Events". Overall attendance/participation increased from last year.

City of Monte Sereno: With its very small facilities footprint, the City generates very little used mercury-containing products for recycling. In FY 11-12, there are appx. 8 used fluorescent lamps stored in the municipal garage, in their original shipping container. When the container is full, staff will take all items for proper disposal.

Local Municipal Contractor's Efforts

West Valley Collection & Recycling (the solid waste contractor for the West Valley Communities) provides free E-waste drop-off events on behalf of the West Valley Communities. Events are usually held at 3 different sites, each July, October and April, resulting in a total of 9 different free E-waste drop-off opportunities for residents in FY 11-12.

3) COLLECTION:

Listed below are the events held in the past year; Event details and evaluations can be found in Section C.7 "Public Outreach Events". These events are each held annually. Advertising is done prior to each event to inform residents and businesses of the exact location, date and times.

WVCWP/Municipally-organized events

City of Saratoga Health Fair – Saratoga Community Center - 10/21/11

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

Town of Los Gatos Senior Resources Fair – Los Gatos Recreation Center – 4/12/12

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

City of Campbell Pollution Prevention/Thermometer Exchange – Campbell Community Center – 6/19/12

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

Municipal Contractor-organized events

E-Waste Drop-off events for residents

July 2011

7/16/11 – City of Saratoga N. Campus, Saratoga

7/23/11 – Campbell United Church of Christ, Campbell

7/23/11 – Los Gatos United Methodist Church, Los Gatos

October 2011

10/15/11 – Los Gatos United Methodist Church, Los Gatos

10/22/11 – Campbell United Church of Christ, Campbell

10/29/11 – City of Saratoga N. Campus, Saratoga

April 2012

4/14/12 – City of Saratoga N. Campus, Saratoga

4/21/12 – Orchard Community Church, Campbell

4/28/12 - Calvary Church of Los Gatos, Los Gatos

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.

Please refer to the Program’s FY 11-12 Annual Report for an estimate of the mass of mercury collected through collection and recycling efforts in the Program area.

- 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 and regional accomplishments for these sub-provisions are included within the C.11 Mercury Controls section of Program's FY 11-12 Annual Report and/or the BASMAA Regional POC Report.

FY2011-2012 Annual Report
West Valley Community

Section 12: Provision C12 PCBs Controls

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



Section 12 - Provision C.12 PCBs Controls

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:

See the FY 11-12 Program Annual Report for a description of training provided countywide and/or regionally.

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 and regional accomplishments for these sub-provisions are included within the C.12 PCB Controls section of Program’s FY 11-12 Annual Report and/or the BASMAA Regional POC Report.

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 13: Provision C13 Copper Controls

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



Section 13 - Provision C.13 Copper Controls

C.13.a. iii.(1) ► 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?	X	Yes	No
If No , explain and provide schedule for obtaining authority within 1 year.			

C.13.a.iii.(2) ► Training, Permitting and Enforcement Activities	
(FY 11-12 Annual Report and each Annual Report thereafter) Provide summaries of activities implemented to manage waste generated from cleaning and treating of copper architectural features, including copper roofs, during construction and post-construction including. :	
<ol style="list-style-type: none"> 1) Development of BMPs for quality management during and post construction 2) Requiring the use of appropriate BMPs when issuing building permits 3) Educating installers and operators on appropriate BMPs 4) Enforcement actions taken for noncompliance 	
<p>In August 2011, the Program developed a fact sheet entitled "Requirements for Copper Roofs and Other Architectural Copper - Protect water quality during installation, cleaning, treating, and washing!".</p> <p>The fact sheet describes BMPs for proper disposal of copper-containing wash water. The fact sheet was provided (via email) to attendees of the Program's Construction Site Inspection Workshop held on February 7 and 8, 2012. In addition, information on BMPs was provided to attendees of the Program's IND/IDDE Training Roundtable, held on May 23, 2012, and hard copies of the fact sheet were included in the workshop folder</p> <ol style="list-style-type: none"> 1) Reviewed Urban Runoff Management Plan; discussed and updated: <ul style="list-style-type: none"> Performance Standards Reporting Requirements Standard Operating Procedures for Planning and Development and Construction 2) Staff discussed appropriate measures on use of BMP's to minimize water quality impacts during construction. Copper -related outreach is attached with all building permits. 3) Installers are educated by receiving Program's new Copper BMPs Fact Sheet* and WVCWP's copper tri-fold** attached to "Blueprint for a Clean Bay" during permit approval process. 4) Education and enforcement actions for operators will include providing outreach, i.e. Program's new Copper BMPs Fact Sheet* and WVCWP's copper tri-fold* during IDDE and for both IND and IDDE. At this time no enforcement action has been required. All noncompliance would be handled in the same manner as our standing ERP for all inspection programs. <p><i>** Requirements for Copper Roofs and Other Architectural Copper</i></p> <p><i>*** Our Copper, Our Creeks</i></p>	

Staff has participated in IND/IDDE AHTG (12-1-11) to review draft of Copper outreach.
Staff also reviewed outreach at local meeting (1-17-12 WV Meeting).

C.13.b. 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? **X** **Yes** **No** **No**

If **No**, explain and provide schedule for obtaining authority within 1 year:

C.13.c ► Vehicle Brake Pads

A summary of the Program’s participation with the Brake Pad Partnership (BPP) is included within the C.13 Copper Controls section of Program’s FY 11-12 Annual Report and/or the BASMAA Regional POC Report.

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

Based upon inspection activities conducted under Provision C.4, highlight copper reduction results achieved among the facilities identified as potential users or sources of copper, facilities inspected, and BMPs addressed.

Summary
No facilities in our city were identified as potential source of copper.

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

Report on progress of studies being conducted countywide or regionally to reduce copper pollutant impact uncertainties. State below if information is reported in a separate regional report.

Summary
A summary of the Program and/or regional efforts to develop regional studies to reduce copper pollutant impact uncertainties is included within the C.13 Copper Controls section of Program’s FY 11-12 Annual Report and/or BASMAA Regional POC Report.

FY2011-2012 Annual Report
West Valley Community

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

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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

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

Report on progress of studies being conducted countywide or regionally to characterize the distribution and pathways of PBDEs, legacy pesticides, and selenium. State below if information is reported in a separate regional report.

Summary

A summary of the Program and regional efforts related to the Control Program for PBDEs, Legacy Pesticides and Selenium is included within the C.14 PBDE, Legacy Pesticides and Selenium section of Program's FY 11-12 Annual Report and/or BASMAA Regional POC Report.

FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

Section 15: Provision C15 Exempted and Conditionally Exempted Discharges

West Valley Clean Water Program



FY2011-2012 Annual Report
West Valley Community

This page intentionally left blank

West Valley Clean Water Program



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. Provide any clarifying comments below.				
Comments:				

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

Provide implementation summaries of the required BMPs to promote measures that minimize runoff and pollutant loading from excess irrigation. Generally the categories are:

- 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.

Summary:
 For county-wide outreach on less toxic pest control, which usually includes info on appropriate irrigation practices and drought-tolerant gardening, refer to SCVURPPP's FY11-12 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]. The WV Communities 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.

WVCWP is involved in promotion of this issue for all WV Communities. Promotion includes distribution of information on gardening programs which teach drought-tolerant gardening and water conservation. Press releases on these programs are sent to local weekly papers, and to WV Communities for posting on municipal websites.

WVCWP uses the Monte Sereno Post Office window to help promote stormwater pollution prevention concepts. The May window posting included information on careful irrigation, use of drought-tolerant plants, using compost to encourage infiltration, etc.

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 trying the use of basic IPM

measures. The literature and attached packets of native seeds are consistently a popular take-away at Public Outreach Events (see section C.7 Public Outreach Events for details).

The City of Monte Sereno has adopted and is implementing a Water Efficiency Ordinance.

The City distributes materials which include info on water conservation measures/drought-tolerant landscaping to all project applicants, including "Top Ten Development Tips to Preserve Creeks" Factsheets and native plants information. Newer flyers and brochures, such as "Soak it Up" (created by WMI subgroup), which address LID friendly plantings will be added to distribution lists as they become available.

Landscaping at the municipal facilities incorporates drought-tolerant landscaping. Monte Sereno's municipal property covers appx. ½ acre with most of the land covered by a parking lot, and 2 buildings containing office space, council chambers, and the post office, so there is minimal space for landscaping.