Chapter 3

PUBLIC PARTICIPATION PROGRAM

I. Introduction

Public involvement and participation are important components of the City's Storm Water Management Program (SWMP). The term "public" refers to various sectors of the community including residents; commercial and retail business owners; industry representatives; developers; contractors; City staff; elected officials; and government bodies. The success of the program depends largely on acceptance and support from these sectors. Therefore, the City will not only inform the public about urban runoff concerns, but will also encourage participation in the program's development.

The objectives of the Public Participation Program are:

- > To involve the public in the SWMP development and implementation processes.
- > To raise public awareness about storm water pollution and urban runoff issues.
- > To generate support for citywide storm water pollution prevention efforts.

Specific education and outreach efforts to the residential community and general public are addressed in the Public Education chapter. Outreach programs for the commercial, industrial, development/redevelopment, and construction sectors are addressed in their respective chapters.

II. Public Involvement and Target Audience

EPA guidance documents recommend that the public has the opportunity to participate in activities that help to reduce storm water pollution and that they be involved in the development and implementation of storm water management programs. In addition, the Phase II NPDES General Permit for Discharges of Storm Water from Small Municipal Separate Storm Sewer Systems (General Permit) requires the City to comply with State and local public notice requirements when implementing a public involvement/participation program.

Regarding public notification, the City is committed to abiding by state and local public notification requirements in accordance with the State of California Brown Act and the City's Municipal Code. Individual City staff is responsible for compliance when he or she organizes a specific meeting or hearing that requires public notification. The City Clerk's Office is responsible for posting the agenda for each City Council meeting at least 72 hours prior to the meeting.

The target audiences are primarily the general public, which includes city residents, local government bodies, and local businesses. The business audience includes local facility owners,

managers, and employees, and business associations and trade organizations. City staff is also a target audience.

III. Program Elements and Best Management Practices

The City selected and developed the appropriate Best Management Practices (BMPs) after considering the best means to communicate with the general public, and how to involve the public and encourage participation in SWMP development and implementation. BMPs were also selected based on the most appropriate and effective methods to achieve program goals and compliance with the General Permit requirements. The Public Participation Program is comprised of the following elements:

- Public Meetings and Presentations
 - Public Works Commission
 - City Council
 - SWMP Public Meetings
- Communication With Business Groups and Associations
 - Chamber of Commerce
 - Downtown Association
 - Trade Organizations
 - Regulated Businesses
 - Clean Ocean Business Program
- **❖** Volunteer Monitoring Programs
 - First Flush
- ❖ Public Education and Outreach
- ❖ Participation and Involvement of City Staff

The program elements are described in more detail in the sections below. The selected BMPs are listed and described under each program element.

Public Meetings and Presentations

Informed and interested citizens are essential to the SWMP success and the ultimate goal of reducing storm water pollution. Therefore, public meetings and presentations are an integral part of the SWMP. The City's policy is to inform and include the public in the development and implementation of the program. Various public arenas are utilized to educate the public about the SWMP and to involve them in the development process. These arenas are briefly described below.

Public Works Commission Meetings

Established in 1987, the Public Works Commission is generally responsible for advising the City Council in matters pertaining to Public Works. The Commission consists of seven members appointed by the Council from the qualified electors of the City of Santa Cruz. Its duties include advising Council on planning, design, construction, reconstruction, installation, operation and maintenance of Public Works. The Commission makes recommendations to Council concerning the capital improvement program, the Public Works Department's annual budget, and various other Public Works projects. Public Works Engineering staff utilize these meetings to provide information and receive input and comments from both the Commission and the general public on various aspects of the SWMP. Meetings are held approximately every two months in the Santa Cruz City Council Chambers and are open to the public.

Meeting agendas are posted at the Santa Cruz City Council Chambers and on the City's web site at least 72 hours prior to the next meeting. Meeting agendas are also sent out to various members of the public including the following: interested private citizens; City Council members; the Santa Cruz Chamber of Commerce, several local businesses; one environmental group; and the media. The media includes three newspapers and a local radio station. To date, Public Works Department staff has made several presentations and requests for public input and comments at the Public Works Commission meetings regarding the Storm Water Ordinance, implementation of the Clean Ocean Business Program for vehicle service facilities, the City's SWMP, and educational efforts to promote storm water pollution prevention. In general, staff presents items to the Commission and the public in attendance at their meetings for their input, comments, and recommendations prior to submitting them to the City Council. Also, occasionally, staff submits an informational report to the Commission as an update on a specific project such as a storm water education effort.

In September 2002 and in January 2003, staff made presentations at Public Works Commission meetings regarding the SWMP and storm water related issues. In September 2008, staff gave a presentation regarding the SWMP, Revision #3, at a Commission meeting. Staff will continue to present SWMP related items at Public Works Commission meetings at least twice during the five year General Permit period.

City Council Meetings

The Santa Cruz City Council is the legislative and policy making body of city government. It sets city policy by passing ordinances and resolutions. The City Council is comprised of six Council members and a Mayor. They are elected by city voters and serve a four-year term. The Council meets biweekly and regular meetings are televised on TCI Community TV, Station 25. Meetings are open to the public and, generally, are well attended. In general, staff presents items to the City Council and the public in attendance at their meetings for their input, comment, and approval.

In 1997 and early 1998, Public Works Department staff wrote the new Storm Water Ordinance in conjunction with the City Attorney. Staff presented the proposed ordinance to the City Council for their review and approval in April 1998. The Council passed the ordinance for final adoption on April 28, 1999. In June 2003, staff presented revisions to the Storm Water Ordinance to the City Council. After approving the introduction of the new ordinance for publication at the June

meeting, the Council passed the ordinance for final adoption on July 8, 2003. In October 2008, staff is scheduled to give a presentation regarding the SWMP, Revision #4, at a City Council meeting. Staff will continue to present SWMP related items at City Council meetings at least twice during the five year General Permit period.

SWMP Public Meetings

The City will hold annual public meetings for the purpose of public and stakeholder input and involvement in development and implementation of the City's SWMP. The public meetings will also be used to provide program updates and achievements to the public and stakeholders. At these meetings, the City will also collect the names and contact information of the attendees to add to/update the City's list of interested parties. The public meetings will be held annually either at a PW Commission or a City Council meeting (in addition to the 2 meetings per 5year permit period), or as a separate meeting dedicated to the SWMP in a City location easily available to the public.

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

Communication With Business Groups and Associations

Chamber of Commerce

In spring 1999, the Public Works Department sent a letter to the Chamber of Commerce providing information on the new storm water regulations and the upcoming City efforts to reduce urban runoff. The new program for vehicle service facilities, including development of Best Management Practices (BMPs), was also described. In summer 2002, the City contacted the Chamber of Commerce regarding the new upcoming regulations pertaining to the cleaning of sidewalks and other outdoor areas particularly with regard to retail shopping areas. The Chamber was very receptive to helping distribute this information to its members including allowing the City to write articles and include flyers in its newsletter.

Downtown Association

The Downtown Association is an association of local retail businesses and restaurants located on the main downtown shopping avenue, Pacific Avenue. In summer 2002, the City informed the Downtown Association of the new regulations regarding the cleaning of sidewalks and other outdoor areas, specifically the prohibition of the discharge of wastewater from pressure washing, steam cleaning, and hand scrubbing to the storm drain. The City wanted to notify the downtown businesses in advance of the new regulations so that they would have time to develop alternate methods of cleaning their sidewalks prior to the compliance deadline. The City anticipated that the new regulations would be an issue of concern to the businesses since much of their revenue comes from tourism and it is important to them that their storefronts and Pacific Avenue appear clean and litter free.

The Downtown Association offered the City space in its newsletter, for an article or flyer, to provide educational and regulatory information to its members. Public Works staff submitted an article on the new sidewalk cleaning regulations for the newsletter, which was published in

November 2002. Subsequent contact with the Downtown Association has been very insightful to the City regarding the ability of downtown businesses to comply with the new sidewalk cleaning regulations. This coordination and cooperation was instrumental in preparing the Downtown merchants about the new storm water regulations prior to the compliance deadline.

Trade Organizations

Public Works representatives, from Engineering and Environmental Compliance, attended a meeting with the local chapter of the trade organization, Auto Service Council, in October 1999. City staff was invited to attend in order to discuss the new storm water ordinance and the Vehicle Service Facilities Program. The members of the Auto Council wanted to know how the new regulations and inspection program would affect their businesses. Staff presented an overview of the Vehicle Service Facilities Program and answered questions regarding what businesses could expect the site inspections to entail. Businesses also wanted to know what they could do to improve their facilities and what types of pollution prevention measures they should implement. Staff discussed the BMPs and emphasized the educational aspects of the program.

Regulated Businesses

The City has involved businesses in the development and implementation of the Storm Water Management Program, particularly in the development of regulations directly affecting specific business sectors. Business support and compliance is necessary for the program's success, and business involvement is important for many reasons. First, the City wants to educate business owners and employees on urban runoff issues and pollution prevention practices. In addition, input and feedback from businesses provide valuable information to staff when developing and implementing a program and when evaluating its success. Also, when businesses are included in the process, their "buy in" tends to be higher and this reduces an "us versus them" scenario that sometimes occurs between business and government.

Currently, the City implements compliance programs for Food Service Facilities and Vehicle Service Facilities. These sites are regularly inspected by the City's Environmental Compliance Division. The programs combine the compliance inspections with education on implementation of BMPs. The Food Service Facilities, in particular, had been regulated for many years and, thus, when the new Storm Water Ordinance was passed, the City combined educational efforts with the annual grease interceptor inspections to make local restaurants and other food related businesses aware of the new regulations. Issues, such as the prohibition of outdoor mat washing and mop water discharge, were highlighted. Most food service facilities were quite receptive of the new regulations and the initial educational/regulatory inspections were effective at reducing storm water pollution.

Before 1999, Vehicle Service Facilities were unregulated by the City although the County had inspected some shops periodically. Therefore, when the Vehicle Service Facilities program began in 1999, the City sent a letter to each facility to explain the new regulations and to introduce the inspection program. The letter emphasized that the initial inspections would be mainly for educational purposes and to help bring shops into compliance. Subsequent follow-up and current annual compliance inspections continue to focus on pollution prevention education.

In 1999, the City developed and published separate BMP brochures for both vehicle service and food service facilities. During the development of the brochures, the City mailed the respective drafts to all local food service and vehicle service facilities. The mailing explained why the BMPs were being developed, and asked for comments and feedback. Business owners and managers were also invited to a public forum on July 27, 1999 to discuss the draft BMPs and to learn more about the new regulations.

After the public forum was held, the brochures were finalized and distributed to each of the facilities by mail. Over the course of the following year, the Environmental Compliance Inspectors gave a brochure to every facility owner or manager when conducting the routine annual inspections. Currently, the Inspectors keep a supply of brochures on hand when conducting routine and follow-up site visits at vehicle or food service facilities. Both brochures are also available for viewing or downloading from the City's website. The BMPs for Food Service Facilities and Vehicle Service Facilities were translated into Spanish and these brochures are also distributed during annual inspections.

As mentioned in Chapter 8, each of the approximately 95 vehicle service and 270 food service facilities in the City is visited once per year or more by the Environmental Compliance Inspectors and evaluated for both compliance purposes and Clean Ocean Business recognition.

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

Volunteer Monitoring Programs

Volunteer monitoring programs provide the public with the opportunity to participate in a monitoring effort that serves to educate residents on local storm water pollution issues. In, 2002, the City began sponsoring the annual "First Flush" volunteer monitoring event.

First Flush

First Flush is an annual region-wide volunteer monitoring event coordinated by the Monterey Bay Sanctuary Citizen Watershed Monitoring Network and the Coastal Watershed Council. First Flush is conducted simultaneously, during the first major rainstorm of the rainy season, at participating cities throughout the Monterey Bay area. Resident volunteers collect storm water samples, which are then sent to a laboratory for analyses. The volunteers receive training in sample collection prior to the First Flush event.

The findings of the First Flush event are released to the news media and are generally published by all the major newspapers. First Flush offers a snapshot view of the amount of pollutants that are released to our storm drains and Monterey Bay during the first major rainstorm of the winter. The publicity surrounding First Flush increases public awareness on storm water pollution and educates them on the fact that, just because pollutants are not necessarily seen, they can remain on the ground until they are flushed into the storm drain system and ocean by a major rainfall.

In fall 2002, the City sponsored the third annual First Flush event and has continued sponsoring First Flush every year since then. Each year in early Fall, the Coastal Watershed Council recruits local volunteers and conducts training on sample collection. Sampling is conducted at predetermined sites within the City during the first major rainstorm of the year. The Monterey Bay Sanctuary Citizen Watershed Monitoring Network, in conjunction with the Coastal Watershed Council, produces the final reports. The City intends to continue sponsoring First Flush in future years.

BMP #PP-3: Sponsorship of First Flush

Public Education and Outreach

The City has begun implementing a comprehensive public education program in order to educate and involve the public in storm water pollution prevention. The various aspects of the City's public education and outreach efforts are described in detail in Chapter 4: Public Education. In summary, the efforts include the following:

- Three brochures on pollution prevention tips for residents entitled: 1) Home Maintenance, Painting and Repair, 2) Garden, Pool and Spa Maintenance, and 3) Vehicle Repair and Washing.
- Best Management Practices brochures for specific business sectors. BMP brochures for food service and vehicle service facilities were initially mailed to each facility and are distributed annually by the Environmental Compliance Inspectors during routine site visits. Both of these brochures were also translated into Spanish and distributed during facility site inspections. The City also published a BMP brochure for Retail and Commercial Businesses in late 2002. BMP brochures for Construction Work and Industrial Facilities were published in late 2003 and a BMP brochure for Development and Remodel Projects was published in 2004 (which has subsequently been revised).
- Clean Ocean Business Program for Vehicle Service and Food Service Facilities.
- Public education booths at special events.
- Door hangers that notify residents of an illegal discharge from their property and include pollution prevention information. When Environmental Compliance Inspectors visit an address due to complaint or report of an illegal storm water discharge, a door hanger is left at the residence if the resident is not home.
- Sponsorship of the First Flush Volunteer Monitoring Program
- Support of the O'Neill Sea Odyssey Educational Program
- Sponsorship of the Our Water Our World Program (pesticide and herbicide information for residents and in-store training for retail garden department staff)
- Coastal Clean-Up Day
- Earth Day Santa Cruz
- Earth Vision Environmental Film Festival

- Participation in the Monterey Bay Area Green Business Program
- Public Education on the Restoration and Protection of Riparian and Wetland Areas
- SWMP List of Interested Parties
- The SWMP is posted on the City's Website
- Creation and maintenance of an Environmental Programs Webpage on the City's Website

Participation and Involvement of City Staff

Many City departments have been involved in developing the SWMP. The Public Works Department has taken the lead in developing the program, although input from the various departments has been essential. Many departments conduct similar types of municipal activities, and sometimes their activities overlap or intersect. Coordination between departments has been necessary to develop a comprehensive program.

The Public Works Department has held joint meetings and discussions with the affected departments in order to develop integral and consistent city policies. For example, four departments (Fire, Parks and Recreation, Public Works, and Water) regularly conduct municipal operations that have the potential to impact storm water quality and, therefore, all were involved in development of the BMPs for Municipal Operations. During the summer 2002, staff from Public Works and Parks and Recreation met to discuss the upcoming new sidewalk cleaning regulations and how each department and outside contractors could take measures to comply. Discussions also included how building exterior cleaning, garage cleaning and graffiti removal could be conducted so that there would be no discharge to the storm drain system.

Public Works Engineering staff is working to keep all City departments informed on the SWMP and on what policies or procedures are being established to ensure the success of the program. Beginning in November 2001, an informational package was sent out to all departments about the SWMP. The package included information on the Phase II regulations and an update on the program development along with milestone dates. Since then, many packets have been sent out to the responsible City departments regarding the SWMP programs or special storm water related issues. For example, in October 2002, all department managers and other specific employees were sent a memo regarding the new regulations prohibiting the discharge of wastewater from pressure washing, steam cleaning, and hand scrubbing of outdoor areas to the storm drain system. This notice served to make all departments aware of the upcoming regulations, especially staff who supervise employees or who hire outside contractors to clean sidewalks and dumpster areas.

Public Works Engineering staff will continue to inform and involve other City departments and divisions in the SWMP. Public Works Engineering staff will therefore meet at least 4 times per year with the appropriate personnel to discuss the SWMP and receive their input on program related topics or issues.

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

IV. Program Implementation

City Personnel

The Public Works Department is primarily responsible for implementing the Public Participation Program. The Engineering Division is responsible for conducting presentations to city government bodies, such as the Public Works Commission and the City Council. The Engineering and Environmental Compliance Office work together on conducting presentations to trade organizations, and local businesses. Staff also jointly conducts outreach at special events, such as the Public Works Week celebration and Earth Day. Table 3-1 below details which department/division is responsible for the program BMPs.

Implementation Timetable and Measurable Goals

The City has established a timetable for implementation of the Public Participation Program. Measurable goals will be used to assess the City's efforts to reduce urban runoff pollution and to evaluate the success of the BMPs each year. A list of the BMPS, measurable goals, and the implementation schedule are detailed in Table 5-1 below:

Table 3-1
BMPs, Measurable Goals, and Implementation Schedule

BMP#	BMPs	Measurable Goals	Responsible Dept. or Division	Implementation Schedule
	Public Meetings and			
	Presentations			
PP-1	Hold Public Meetings for SWMP Related Issues	 Present SWMP items at Public Works Commission meetings twice during the five year permit period. Present SWMP items at City Council meetings twice during the five year permit period. Annual public meeting in addition to #1 & 2 above. 	Public Works: Engineering	Year 1-5
	Communication with			
	Business Groups &			
	Associations			
PP-2	Staff Will Contact the Downtown Association Annually; and Will Contact the Chamber of Commerce, Local Trade Organizations, and Business Groups on an" As Needed" Basis.	Annual contact with Downtown Association Contact with the Chamber of Commerce, local trade organizations, and business groups as needed"	Public Works: Engineering	Year 1-5
	Volunteer Monitoring			
	Programs			
PP-3	Sponsorship of First Flush	1. At least 15 volunteers participating	Public Works:	Year 1-5

BMP #	BMPs	Measurable Goals	Responsible Dept. or Division	Implementation Schedule
		2. Annual report of sample results prepared by the Monterey Bay Sanctuary Citizen Watershed Monitoring Network	Engineering	
	Volunteer Monitoring			
	Programs			
	Please See Chapter 4 for Public Ed BMPs	Please See Chapter 4	Public Works: Engineering	Year 1-5
	Participation &			
	Involvement of City Staff			
PP-4	Involve City Staff in the Development and Implementation of the SWMP	4 meetings per year with the appropriate personnel	Public Works: Engineering	Year 1-5

<u>Table 1: Responsible Department or Division Contact Information</u> Public Works Department: Engineering

Associate Civil Engineer, (831) 420-5428

Public Works Department: Environmental Compliance Office, Wastewater/Pretreatment Division

Laboratory/Environmental Compliance Manager, (831) 420-6045

V. Program Documentation and Reporting

The City will maintain records to document program implementation and annual progress. The City will report the results of the program in the annual SWMP report to the Regional Water Quality Control Board. The report will include information and a summary of the progress made relative to the measurable goals.