

**City of Santa Cruz**  
**LID Education and Outreach Summary and Tracking Report**  
**FY 2013-2014**

Target Audience	LID: Public Education & Outreach Efforts	Estimated Schedule	Status
<b>Residents</b>			
	City funds the Santa Cruz Resource Conservation District (RCD) to conduct a LID education program for residents w/in the city. Some of the specific work elements are included in this table.	Q1-Q9	Done & Continuing
	<p>City website, Environmental Programs web pages, provides storm water information for residents including a section entitled “Managing Storm Water Runoff.” This section includes a link to the RCD LID guidance manual “Slow it. Spread it. Sink it! A Homeowner's Guide to Greening Storm Water Runoff”.</p> <p>2013-2014: In 2014, the City created a new webpage at <a href="http://www.cityofsantacruz.com/lid">www.cityofsantacruz.com/lid</a> that provides LID information, requirements, and resources for development and remodeling projects, both commercial and residential. The page has been updated with the latest PCR requirements in effect since March 6, 2014. The page also includes a link to the RCD LID guidance manual “Slow it. Spread it. Sink it! A Homeowner's Guide to Greening Storm Water Runoff”</p>	Q1-Q9	Done & Continuing
	Santa Cruz Neighbors meeting on 3/23/11, RCD gave a presentation to 28 residents on LID design. Also discussed and distributed the RCD LID guidance manual “Slow it. Spread it. Sink it!” storm water pollution prevention brochures for residents, info on the Water Dept Rain Barrel Program, and info on the GG program-class series.	Q2	Done & continuing
	<p>Tabling at the Earth Day Santa Cruz 2011 event on April 16. Outreach and distribution of the RCD guidance manual “Slow it. Spread it. Sink it!” were conducted at both the City PW and RCD booths at the event. Tabling at the Santa Cruz Garden Fair on April 26, 2011 by RCD staff, co-funded by City, on LID methods &amp; distribution of the RCD LID guidance manual “Slow it. Spread it. Sink it!” Tabling at the Earth Day Santa Cruz was continued in 2012 and 2013.</p> <p>2013-2014: Tabling at three events to share information on LID and the new development requirements: Santa Cruz Chamber Business Fair on March 19, Earth Day Santa Cruz on April 19, and the Santa Cruz Sanctuary Celebration on May 17. Outreach and distribution of the RCD guidance manual “Slow it. Spread it. Sink it!” was conducted at the City PW booth at the events.</p>	Q3	Done & continuing
	City Rain Barrel Program: The City Water Department is	Q2-Q3 and	Done &

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	offering Moby 65 gallon rain barrels, valued at \$149, to service area residents for \$50 each. Program outreach promotes water conservation, runoff pollutant control, and green gardening. During the Spring 2011 offer, approx. 196 rain barrels were distributed. Program was continued in the Fall and Spring 2013-14.	in Permit Year 3	continuing
	Related work: City website, Environmental Programs web pages, includes information for residents re “Ocean Friendly Landscaping” classes which are co-sponsored by the City.	Posted on web- Q2 Classes held- Q3 and in 2011-2012- Spring	Done
<b>Architects, Developers, Building Contractors, Design Consultants, etc:</b>			
	City Mandatory BMPs for Development and Remodeling Projects distributed to development permit applicants	Q1-Q9	Continuing
	Potential: Article in Builder’s Exchange newsletter, Downtown Association newsletter/email, or other trade organization. (Article written by City of Watsonville & Soquel Water District staff, courtesy of/printed in <i>The Sentinel</i> newspaper; article revised and submitted to Builder’s Exchange by MRSWMP staff)	Q3-Q5	Done
	Green Gardener and CLCA Workshop sponsored by the City Santa Cruz was conducted on May 28, 2013. Speaker Darla Inglis presented LID concepts and BMPs for storm water management.	Q7	Done
<b>All: Residents &amp; Architects, Developers, Building Contractors, Design Consultants, etc:</b>			
	City Mandatory BMPs for Development and Remodeling Projects posted on City website  2013-2014: In 2014, the City created a new webpage at <a href="http://www.cityofsantacruz.com/lid">www.cityofsantacruz.com/lid</a> that provides LID information, requirements, and resources for development and remodeling projects, both commercial and residential. The page has been updated with the latest PCR requirements in effect since March 6, 2014.	Q1-Q9	Done & Continuing
	City Mandatory BMPs for Development and Remodeling Projects available at Planning Dept. public counter	Q1-Q9	Done & Continuing
	City co-funds Ecology Action and the Santa Cruz Adult School to conduct a Green Gardener education program for landscapers and residents.  In 2011-2012, a series of “Ocean Friendly Landscaping” classes were held re landscaping skills that conserve water and reduce	Q3 and Permit Year 3-Spring	Done & Continuing in various formats

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	<p>runoff pollutants such as: ecological landscape design, rainwater and gray water harvesting, proper installation of irrigation systems, less toxic pesticide control, etc.</p> <p>In 2012-2013: the City partnered w/Ecology Action, the CA Landscape Contractors Association (CLCA) and the Water Board to provide a workshop on LID at a CLCA dinner meeting on May 28, 2013. The event was titled "Low Impact Development Solutions for Storm Water Control" and Dr. Darla Inglis, from the LIDI Center, was the guest speaker. Approx. 25 people attended the event.</p> <p>In 2013-2014: the City participated in Green Gardner Program however storm water staff time was transitioned to participation in Ecology Action's Prop 84 Planning Grant re countywide Low Impact Development incentivization and implementation including the development of a residential sustainable landscape incentive program.</p>		
	<p>Article/informational piece on LID published in the local newspaper, <i>The Sentinel</i>. The article was published on April 30, 2011.</p>	Q3	Done
	<p>LID BMP Design Guidance piece</p>	Q4	Done
	<p>2013-2014: the City developed specific guidance and supporting documents to meet the approved PCRs. The guidance was completed and published in February 2014, and the new requirements started being enforced on March 6, 2014.</p> <p>The revised mandatory BMPs for development and redevelopment projects are now separated into Chapter 6A for single-family home projects on small lots and Chapter 6B for private and public development projects. Chapter 6A is designed to provide simple straight-forward guidance and recommendations for site design and runoff management for homeowners and non-specialized designers. Chapter 6B includes all of the provisions of the PCRs, including application process and required documentation, design guidance for preferred LID BMP types, and engineering calculations to meet volumetric water quality treatment, retention, and peak management requirements.</p>	Q8*-changed to due March 6, 2014	Modified per adopted PCRs (due March 6, 2014)
	<p>The City conducted a training workshop with designers and developers on the new post-construction requirements and their application within the city on October 9, 2013. The public workshop was announced via email and an ad in the local newspaper. The workshop was led by Dan Cloak and a City SW staff.</p>	October 9, 2013	Done

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	Twenty-four participants signed in and total attendance was approximately 35. Most of the large engineering firms in the City were represented, as well as 2 developers, 2 landscape architects and 1 architect. There were also representatives from the City's Water, Public Works, Planning and Building Departments.		
	The City sent an email announcement to stormwater stakeholders, including the City's list of stormwater interested parties, as well as local engineering, landscape architecture, and architecture firms, on 9/26/13 and 10/4/13 regarding the new post-construction requirements and the October 9, 2013 workshop.	September 26, 2013	
<b>City Council and/or Public Works Commission</b>			
	<p>On March 18, 2013, the pending Central Coast PCRs were noted during a storm water program presentation to the Public Works Commission.</p> <p>2013-2014: A presentation on the new PCR requirements was given to the City Public Works &amp; Transportation Commission on November 18, 2013. A presentation on the new PCR requirements was given at a City Council meeting on November 26, 2013.</p>	Q7-Q8*	Done & Continuing