



Public Works Department

November 8, 2007

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

**SUBJECT: CITY OF BENICIA SUPPLEMENTAL ENVIRONMENTAL PROJECT PROPOSAL**

ATTENTION: Mr. John Madigan:

In reference to MMP complaint No. R2-2007-0064, the City of Benicia waives the right to a hearing before the Water Board and proposes the following supplemental environmental project for the maximum allowed amount of \$22,500.00 with the balance of \$7,500.00 to be paid to the State Water Pollution Cleanup and Abatement Account within 30 days of the waiver becoming effective. Attached is the signed Waiver form.

**Create and Broadcast a Series of Public Service Announcements Related to Water Quality**

**Need for the Project.** The public education programs instituted by the City of Benicia have historically had a primary focus on young adults and children because the City recognizes the importance of early education to raise stewards of our environment. While we have not ignored the remainder of the populous through our large participation in coastal cleanup days along with handouts of water saving devices, fat trappers, brochures and the like at City events, there is a pressing need to find some means of reaching a larger number of our citizens to address environmental concerns other than the typical mailers, bill stuffers and the limited contact through public events.

**Project Description**

**Public Service Announcements.** The City proposes, with the assistance of an outside production company, to create and air a series of Public Service Announcements (PSAs) all focused on environmental issues. The PSAs will initially focus on fats, oils and grease (FOG) in the sewers, trash in storm drains, water conservation and proper disposal of pharmaceuticals. These PSAs would be aired on the community access channel provided by Comcast Cable as part of their franchise agreement with the City. In addition, the PSAs would be in a prominent place on the City's website for viewing along with further relative information. City contact numbers would be given at the end of each PSA for further information. For every contact a follow-up packet, with additional environmental literature, and notepad would be sent to the customer.

During the course of research for this project, City Staff looked at several styles of PSAs and will model our program after the City of Vancouver, British Columbia. One applicable example of Vancouver's many PSAs can be viewed at the following URL:

<http://www.city.vancouver.bc.ca/greaterdot/video/01-sewerpsa.rm>

Calls were placed to the City of Vancouver regarding the program and the feedback was positive. The Collections System Supervisor, Greg Lewis, stated that they realized an approximate 20% reduction of fats, oils and grease being contributed to the collection system in residential areas. Considering Vancouver's population is 600,000, this is a significant reduction.

**Goals.** Currently all City announcements on the access channel are of a rolling billboard variety where the viewer simply reads all the information provided. In addition, most people are obtaining much of their daily information via the Internet rather than print news. The City has just finished upgrading its website for just that reason, making it more attractive and user friendly. We feel that by using actual City Staff along with the style and format used by Vancouver, we will catch the attention of our target audience both on television access and on the new and attractive Internet site for City information. We believe not only will they focus on the message, but because we are a smaller community the announcements will prompt conversation with the filmed staff members as they are recognized around town during the course of normal work. This affords staff the opportunity to reinforce the message on a personal level and encourages our citizens to action. Being involved in this project will also provide City Staff with a great deal of ownership in bringing the message. We intend, through working with the production company, to brand our environmental PSAs with a slogan and establish a recognizable character or logo that will remind our citizens to be environmentally conscious.

#### **Work Plan and Timeline.**

1. Early January 2008 - Issue request for proposals
2. Mid to late February - review proposals; conduct interviews and select production company
3. March 2008-meet with production company to brand our program
4. April thru May 2008 - Script, select staff, sites and film PSAs
5. April thru June 2008 - Production company edit of PSAs
6. May through December 2008 - Air PSAs and post on City's web site
7. April 2008 - Order response packet materials and note pads
8. May through December - Track responses, PSA play counts on web site, Staff field contacts.
9. Continuous - Provide progress response data and budget to ABAG (third party monitoring)

**Budget.** Preliminary inquiries put the cost between \$2,000.00 and \$2500.00 per PSA for filming, editing and processing. It is, therefore, anticipated a minimum of six (6) PSAs will be produced. Per the agreement with the Board, ABAG will provide third party oversight at 6%. Notepads incorporating the selected brand to be sent out with additional literature such as tips for conservation,

grease disposal, etc. (already on hand). Postage at bulk rate and miscellaneous expenses. A table of estimated expenditures follows:

PSA costs (6) @ \$2500 each	\$15,000
ABAG oversight cost (6% of \$22,500)	\$ 1,350
Notepads and other literature	\$ 3,000
Postage	\$ 1,600
Miscellaneous costs	\$ 1,550
<b>GRAND TOTAL</b>	<b>\$22,500</b>

**Personnel.** Wastewater Superintendent Gerald Gall will provide oversight along with Assistant Public Works Director Chris Tomasik. Water Quality Supervisor Vicki Shidell and Water Quality Technicians Peter Fong and David Wenslawski will be co-coordinating filming, response to public comment and distribution of literature. We envision the involvement of as many as twenty City Staff members for various portions of this project.

**Evaluation Plan and Criteria.** Evaluation of this project would be based on viewer response, requests for literature, web site hits on the PSAs, field contacts of City Staff, and documented reductions in the amounts of FOG and Storm Drain trash.

**Continuation/Monitoring Plan.** Positive feedback and measurable reductions of FOG, trash, and water consumption would provide incentive and maintenance cost savings to request the program be continued in the next budget cycle.

If you have any questions or concerns regarding the proposals, please do not hesitate to call me at (707) 746-4294 or email me at [jgall@ci.benicia.ca.us](mailto:jgall@ci.benicia.ca.us).

Sincerely,



Gerald Gall  
Wastewater Treatment Plant Superintendent

JG:dg

F:\Pubworks\Jerry\RWQCB\SEP Proposal Nov07.doc  
File: WWTP\CRWQCB Correspondence

Attachment

Cc: Farhad Azimzadah, RWQCB Water Resources Control Engineer  
Chris Tomasik, Assistant Director of Public Works/Utilities Manager  
Vicki Shidell, Water Quality Supervisor  
Peter Fong, Water Quality Technician

## WAIVER

If you waive your right to a hearing, the matter will be included on the agenda of a Water Board meeting but there will be no hearing on the matter, unless a) the Water Board staff receives significant public comment during the comment period, or b) the Water Board determines it will hold a hearing because it finds that new and significant information has been presented at the meeting that could not have been submitted during the public comment period. If you waive your right to a hearing but the Water Board holds a hearing under either of the above circumstances, you will have a right to testify at the hearing notwithstanding your waiver. Your waiver is due no later than November 12, 2007.

- Waiver of the right to a hearing and agreement to make payment in full.  
By checking the box, I agree to waive my right to a hearing before the Water Board with regard to the violations alleged in Complaint No. R2-2007-0064 and to remit the full penalty payment to the State Water Pollution Cleanup and Abatement Account, c/o Regional Water Quality Control Board at 1515 Clay Street, Oakland, CA 94612, within 30 days after the Water Board meeting for which this matter is placed on the agenda. I understand that I am giving up my right to be heard, and to argue against the allegations made by the Executive Officer in this Complaint, and against the imposition of, or the amount of, the civil liability proposed unless the Water Board holds a hearing under either of the circumstances described above. If the Water Board holds such a hearing and imposes a civil liability, such amount shall be due 30 days from the date the Water Board adopts the order imposing the liability.
- Waiver of right to a hearing and agree to make payment and undertake an SEP.  
By checking the box, I agree to waive my right to a hearing before the Water Board with regard to the violations alleged in Complaint No. R2-2007-0064, and to complete a supplemental environmental project (SEP) in lieu of the suspended liability up to \$22,500 and paying the balance of the fine to the State Water Pollution Cleanup and Abatement Account (CAA) within 30 days after the Water Board meeting for which this matter is placed on the agenda. The SEP proposal shall be submitted no later than November 12, 2007. I understand that the SEP proposal shall conform to the requirements specified in Section IX of the Water Quality Enforcement Policy, which was adopted by the State Water Resources Control Board on February 19, 2002, and be subject to approval by the Executive Officer. If the SEP proposal, or its revised version, is not acceptable to the Executive Officer, I agree to pay the suspended penalty amount within 30 days of the date of the letter from the Executive Officer rejecting the proposed/revised SEP. I also understand that I am giving up my right to argue against the allegations made by the Executive Officer in the Complaint, and against the imposition of, or the amount of, the civil liability proposed unless the Water Board holds a hearing under either of the circumstances described above. If the Water Board holds such a hearing and imposes a civil liability, such amount shall be due 30 days from the date the Water Board adopts the order imposing the liability. I further agree to satisfactorily complete the approved SEP within a time schedule set by the Executive Officer. I understand failure to adequately complete the approved SEP will require immediate payment of the suspended liability to the CAA.

GERALD GALL  
Name (print)

Gerald Gall  
Signature

11/8/2007  
Date

WWTP SUPERINTENDENT  
Title/Organization  
CITY OF BENICIA