



WEST VALLEY CLEAN WATER PROGRAM

September 15, 2014

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

Subject: FY 2013-2014 Stormwater Program Annual Report for the West Valley Communities:

- City of Campbell
- Town of Los Gatos
- City of Monte Sereno
- City of Saratoga

Dear Mr. Wolfe:

This letter and Annual Report with attachments is submitted on behalf of the West Valley Communities of Campbell, Los Gatos, Monte Sereno, and Saratoga, in conjunction with the Santa Clara Valley Urban Runoff Pollution Prevention Program's Annual Report, pursuant to Permit Provision C.16.a of the Municipal Regional Stormwater NPDES Permit (MRP), Order R2-2009-0074, NPDES Permit No CAS612008 issued by the San Francisco Bay Regional Water Quality Control Board. The Annual Report provides documentation of activities conducted during FY 2013-2014 and consists of the following:

- A. Certification Statement
- B. Annual Report Form
 - Table of Contents
 - Completed Annual Report Form: Sections 1-15
 - Appendices, following respective sections

Please contact Kelly Carroll 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
Matt Morley, Town of Los Gatos
Brian Loventhal, City of Monte Sereno
John Cherbone, City of Saratoga

Attachment: Municipal Annual Report

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Municipal Regional Stormwater NPDES Permit Annual Report FY 2013-2014

NPDES Permit No. CAS612008 (Order R2-2009-0074)



West Valley Clean Water Program



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Councilmember: Lon Allan
Councilmember: Marshall Anstandig
Councilmember: Burton Craig
Councilmember: Walter Huff
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 FY2013-2014 ANNUAL REPORT

Certification Statement

I certify, under penalty of law, that the Annual Report and all its attachments were prepared under my direction or supervision in accordance with a system designed to ensure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the program, 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:

Brian Loventhal
City Manager

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ATTACHMENT B

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Acronyms/Abbreviations

AB	Assembly Bill	CDS	Continuous Deflective Separation, aka Vortex Separator
ABAG	Association of Bay Area Governments	CM	Control Measure
ABC	Annual Budget Review Compilation	CEP	Clean Estuary Partnership
ac	acre	CEUs	Continuing Education Units
ac-ft	acre-feet	CESQG	Conditionally Exempt Small Quantity Generator
ACCWP	Alameda Countywide Clean Water Program	CEQA	California Environmental Quality Act
ACOE	U.S. Army Corps of Engineers	CETA	Cleaning Equipment Trade Association
AHTG	Ad Hoc Task Group	CFR	Code of Federal Regulations
APWA	American Public Works Association	cfs	cubic feet per second
AR	Annual Report	CGP	State NPDES Construction General [stormwater] Permit
ARRA	American Recovery and Reinvestment Act [of 2010]	CI	Continuous Improvement
ASBS	Area of Special Biological Significance	CIP	Capital Improvement Project
ASCE	American Society of Civil Engineers	CIWMB	California Integrated Waste Management Board
ATS	Active Treatment System	CMIA	Conceptual Model Impairment Assessment
BAAQMD	Bay Area Air Quality Management District	CMS	Copper Management Strategy
BADA	Bay Area Dischargers Association	COA	Condition of Approval
BART	San Francisco Bay Area Rapid Transit	CoHHW	Santa Clara County Household Hazardous Waste Program, aka HHW
BAT	Best Available Technology	CoIWMP	Santa Clara County Integrated Waste Management Plan, aka IWMP
BATG	Budget Ad Hoc Task Group	COLD	Beneficial Use Category: cold freshwater habitat
Basin	Santa Clara Basin	Co-P	Co-Permittee
Basin Plan	Water Quality Control Plan for the San Francisco Basin	CRMP	Coordinated Resources Management and Planning
BACWA	Bay Area Clean Water Agencies	CSBP	California Stream Bioassessment Procedures
BAHM	Bay Area Hydrology Model	CTR	California Toxic Rule
BAMBI	Bay Area Macroinvertebrate Bioassessment Information	Cu	Copper
BASMAA	Bay Area Stormwater Management Agencies Association	cu-ft	cubic feet
Bay	San Francisco Bay	cu-yd	cubic yards
Bay Area	San Francisco Bay Area	CWA	Clean Water Act
BIA	Building Industry Association	CWC	California Water Code
BID	Business Improvement District	CY	Cubic Yards
BMI	Benthic Macroinvertebrate	DAC	Disadvantaged Community
BMM	Lower South Bay Monitoring and Modeling Subgroup	DAMP	Drainage Area Management Plan
BMP	Best Management Practice	DCIA	Directly Connected Impervious Area
BOMA	Building Owners and Managers Association	DDD	Dichlorodiphenyldichloroethane
BPP	Brake Pad Partnership	DDE	Dichlorodiphenyldichloroethylene
BU	Beneficial Use	DDT	Dichlorodiphenyltrichloroethane
C	Celsius	DEH	Department of Environmental Health
C.3	Permit Provision C3 (MRP 2009)	DI	drain inlet
C3PO	C3 Provision Oversight Ad Hoc Task Group (SCVURPPP)	District	Santa Clara Valley Water District, aka SCVWD
CA	California	DMA	Drainage Management Area
Cal-EPA	California Environmental Protection Agency	DO	Dissolved Oxygen
CalRecycle	Calif. Dept. of Resources Recycling and Recovery	DOE	Department of Energy
Caltrans	California Department of Transportation	DPR	Department of Pesticide Regulation
CAMLnet	California Aquatic Macroinvertebrate Laboratory Network	DWR	Department of Water Resources
Campaign	Watershed Watch Campaign	EC	Erosion Control
CAP	Copper Action Plan	E. Coli	Enterococcus Coli
CASA	California Association of Sanitation Agencies	EEC	SF Bay Wildlife Refuge Environmental Education Center
CASQA	California of Stormwater Quality Association	EEDMS	Environmental Enforcement Data Management System
CB	Copper Baseline	EEPS	Exposure and Effects Pilot Study
cb	catch basin	e.g.	for example
CCAG	Creek Connections Action Group	EIR	Environmental Impact Report
CCC	California Coastal Commission	EMAP	Environmental Monitoring Program
CCC	Continuous Concentration Criterion	EMB	Executive Management Board
CCCWP	Contra Costa Clean Water Program		
CD-ROM	Compact Disk-Read Only Memory		

Acronyms/Abbreviations

EOA	Eisenberg, Olivieri, and Associates	MEP	Maximum Extent Practicable
EPA	U.S. Environmental Protection Agency	Mercury Plan	Mercury Pollution Prevention Plan
EPR	Extended Producer Responsibility	mg	milligram
EPS	Expanded Polystyrene foam	mgd	million gallons per day
ERP	Enforcement Response Plan	MIGR	Beneficial Use category: fish migration
Estuary	San Francisco Bay Estuary	MOA	Memorandum of Agreement
F	Fahrenheit	MOFO	Morrison & Foerster
FCD	Full Trash Capture Device, aka TCD	MOU	Memorandum of Understanding
FEMA	Federal Emergency Management Agency	MP	Monitoring Priority
FLT	Fluorescent Light Tube	MROSD	Mid-Peninsula Regional Open Space District
FY	Fiscal Year	MRP	Municipal Regional NPDES Stormwater Permit
gal	gallons	[¹ MRP	Receiving Waters Monitoring and Reporting System,
GALP	Great American Liter Pick Up	¹ San Diego]	
GCRCDD	Guadalupe-Coyote Resource Conservation District	MS4	Municipal Separate Storm Sewer System
GIASP	General Industrial Activities Stormwater Permit	MTC	Metropolitan Transportation Commission
GIS	Geographic Information System	MYRWMP	Multi-Year Receiving Waters Monitoring Plan
GPM	Gallons per minute	N/A	Not Applicable, aka na
GRTS	Generalized Random Tessellation Stratified	na	not applicable, aka N/A
Haz Mat	Hazardous Materials	NAIOP	National Association of Industrial and Office Properties
HBANC	Home Builders Association of Northern California	NAP	Nickel Action Plan
Hg	Mercury	NEMA	National Electrical Manufacturers Association
HHW	Household Hazardous Waste, aka CoHHW	NEPA	National Environmental Policy Act
HM	Hydromodification	ng	Nanogram
HMP	Hydromodification Management Plan	NGO	Non-Governmental Organization
HVAC	Heating, Ventilation and Air Conditioning	Ni	Nickel
IBI	Index of Biotic Integrity	NOAA	National Oceanic and Atmospheric Administration
IC/ID	Illicit Connection and Illegal Dumping Program, aka IDDE	NOI	Notice of Intent
ID	Identification	NOC	Notice of Correction
IDDE	Illicit Discharge Detection & Elimination Program, aka IC/ID	NPDES	National Pollutant Discharge Elimination System
IND/COM	Industrial/Commercial Business Inspection Program	NPS	Nonpoint Source
i.e.	that is	NRCD	National Resource Conservation District
IPM	Integrated Pest Management	NRCS	Natural Resource Conservation
IRWMP	Bay Area Integrated Regional Water Management Plan, aka IRWM	NRDC	National Resource Defense Council
IWMP	Integrated Waste Management Plan, aka CoIWMP	NTC	Notice to Comply
JPA	Joint Powers Authority	OC	Organochlorine
kdg	Kindergarten	O&M	Operation and Maintenance
KAB	Keep America Beautiful	OP	Organophosphate
kg	Kilogram	OWOW	Our Water Our World
L	Liter	P2	Pollution Prevention
lb	Pound	PAHs	Polynuclear Aromatic Hydrocarbons
LA	load allocation	PBDE	Polybrominated Diphenyl Ether
LEED	Leadership in Energy & Environmental Design	Pb	Lead
LFA	Limiting Factors Analysis	PCA	Pest Control Advisor
LID	Low Impact Development	PCBs	Polychlorinated Biphenyls
LSSB	Lower South San Francisco Bay	PCDD	Polychlorinated Dibenzo-p-Dioxins
LTTTP	Long Term Trash Load Reduction Plan (2014)	PCDF	Polychlorinated Dibenzofurans
LUS	Land Use Subgroup	PCI	Pavement Condition Index
MC	Management Committee	PCO	Pest Control Operator
MCMP	Metals Control Measures Plan	PDA	Priority Development Area
MCTT	Multi-Chambered Treatment Train	pg	Picogram
MDDDB	Metadata Database	PHAB	Physical Habitat Assessments
MDL	Most Downstream Location	PIP	Public Information and Participation
		PI/P	Public Information and Participation
		PIPP	Public Information and Participation Program

Acronyms/Abbreviations

PMPS	Pest Management Performance Standard	SF	San Francisco
POC	Pollutant of Concern	sf	square feet
POTW	Publicly Owned Treatment Works, aka STP or WPCP	SFBWQIF	San Francisco Bay Water Quality Improvement Fund
PPPS	Planning Procedures Performance Standard	SFD	single family dwelling (detached)
Program	Santa Clara Valley Urban Runoff Pollution Prevention Program, aka SCVURPPP	SFEI	San Francisco Estuary Institute
PS	Performance Standard	SFEP	San Francisco Estuary Project
PVC	Polyvinyl Chloride	SFRWQCB	San Francisco Regional Water Quality Control Board
PW	Public Works	SIC	Standard Industrial Classification/ Code
Q	Quarter	SMaRT®	Sunnyvale Materials Recovery and Transfer
Q	Flow	SOP	Standard Operating Procedures
QAC	Qualified Applicator Certificate	South Bay	Lower South San Francisco Bay
QAPP	Quality Assurance Project Plan	SPLWG	Sources, Pathways and Loadings Work Group (RMP)
QSD	Qualified SWPPP Developer	SPWN	fish spawning
QSP	Qualified SWPPP Practitioner	SSC	Suspended Sediment Concentration
RAC	Regional Ad Campaign	SSI	Inventory of Santa Clara Basin Stream Studies
RARE	preservation of rare and endangered species	SSMP	Sewer System Management Plan
RCRA	Resource Conservation and Recovery Act	SSO	Water Quality Site-Specific Objective
REC-1	Beneficial Use Category: water contact recreation	State Board	State Water Resources Control Board, aka SWRCB
REC-2	Beneficial Use Category: non-contact water recreation	STOPPP	San Mateo Countywide Stormwater Pollution Prevention Program
Regional Board	San Francisco Bay Regional Water Quality Control Board, aka RWQCB or SF Bay RWQCB	STP	Sewage Treatment Plant, aka POTW or WPCP
RFP	Request for Proposal	STTP	Short Term Trash Load Reduction Plan (2012)
RFQ	Request for Qualification	SW	stormwater
RMAS	Regional Monitoring and Assessment Strategy	SWAMP	Surface Waters Ambient Monitoring Program
RMP	Regional Monitoring Program	SWANA	Solid Waste Association of North America
RPT	Report Preparation Team	SWID	Storm Water Infiltration Device
RPW	Rural Public Works	SWMP	Stormwater Management Plan
RS	Regulatory Subgroup	SWPPP	Stormwater Pollution Prevention Plan
RTA	Rapid Trash Assessment	SWRCB	State Water Resources Control Board, aka State Board
RWL	Receiving Water Language	TAC	Technical Advisory Committee
RWRC	Recycling & Waste Reduction Commission, County of Santa Clara	TCD	Trash Capture Device, aka FCD
RWQCB	San Francisco Bay Regional Water Quality Control Board, aka Regional Board or SF Bay RWQCB	TDS	Total Dissolved Solids
Rx	prescription	TIE	Toxicity Identification Evaluation
SB	Senate Bill	TSS	Total Suspended Solids
SC	Steering Committee	TMA	Trash Management Area
SCC	Santa Clara County	TMDL	Total Maximum Daily Load
SCC DEH, CPD	Santa Clara County Department of Environmental Health, Consumer Protection Division	TO	Tentative Order
SCC DEH, HMCD	Santa Clara County Department of Environmental Health, Hazardous Materials Compliance Division	TP	Total Phosphorus
SCC DEH, S/MW	Santa Clara County Department of Environmental Health, Solid/Medical Waste	TPH	Total Petroleum Hydrocarbons
SCC DEH, VCD	Santa Clara County Department of Environmental Health, Vector Control	TRC	Technical Review Committee
SCC FD	Santa Clara County Fire Department	UCCE	University of California Cooperative Extension Service
SCBWMI	Santa Clara Basin Watershed Management Initiative, aka WMI	ug	Microgram
SCV	Santa Clara Valley	UPC	Urban Pesticide Committee
SCVURPPP	Santa Clara Valley Urban Runoff Pollution Prevention Program	URMP	Urban Runoff Management Plan
SCVWD	Santa Clara Valley Water District	URP	Urban Runoff Program
SD	Storm Drain	URQM	Urban Runoff Quality Management
SDOM	Storm Drain Operation and Maintenance	USA	Unified Stream Assessment
		USACE	US Army Corp of Engineers
		USEPA	U. S. Environmental Protection Agency
		USFWS	U.S. Fish and Wildlife Service
		USGS	U.S. Geological Survey
		UST	Underground Storage Tank
		VTA	Santa Clara Valley Transportation Authority

Acronyms/Abbreviations

WAC	Watershed Assessment Consultant
WAMS	Watershed Assessment and Monitoring Subgroup
WAR	Watershed Assessment Report
WARM	Beneficial Use Category: warm freshwater habitat
Water Board	San Francisco Bay Regional Water Quality Control Board, aka SF Bay RWQCB or Regional Board
Water District	Santa Clara Valley Water District
WDA	Waste Discharge Allocation
WDR	Waste Discharge Requirements
WEF	Water Environment Federation
WEO	Watershed Education and Outreach
WE&O	Watershed Education and Outreach
WERF	Water Environment Research Foundation
WG	Work Group
WILD	Beneficial Use Category: wildlife habitat
WLA	Waste Load Allocation
WMI	Watershed Management Initiative, aka SCBWMI
Work Group "I"	SCBWMI Phase I Indicators Work Group
WP	Work Plan
WPCP	Water Pollution Control Plant, aka POTW or STP
WQC	Water Quality Criteria
WQV	Water Quality Volume
WRPC	Water Resources Protection Collaborative
WTP	Water Treatment Plant
WUPPP	Water Utility Pollution Prevention Plan
WV	West Valley
WVC	West Valley Communities
WVCWP	West Valley Clean Water Program
WVSD	West Valley Sanitation District
WW	Watershed Watch
WWTP	Wastewater Treatment Plant
WY	Water Year
YSI	Youth Science Institute
ZLI	Zero Litter Initiative
Zn	Zinc

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Section 1: Permittee Information

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Section 1 – Permittee Information

Background Information					
Permittee Name:		City of Monte Sereno			
Population:		3,450			
NPDES Permit No.:		CAS612008			
Order Number:		R2-2009-0074R			
Reporting Time Period (month/year):		July 2013 through June 2014			
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@cityofmontesereno.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			

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Section 2: Provision C2 Municipal Operations

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Section 2 - Provision C.2 Reporting Municipal Operations

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

Summary:

On March 26th, 2014 WVCWP hosted its annual "Street Maintenance Supervisors Training," this year and moving forward, this meeting has been expanded to include Facility and Parks Supervisors. The topics covered included but were not limited to; MRP Review, POCs, ERP review, as well as breakout sessions to further discuss pesticide use and the new Long Term Trash Plan as they relate to each department. All agencies were represented at the training. Evaluations indicated that the training was well received.

In addition, on May 15, 2014, WVCWP staff, Municipal Staff and staff from the Stormdrain Maintenance Contractor for the WV Communities, conducted a review of the current Stormdrain Maintenance Program. Topics discussed included: Cleaning & Inspection reports, Illicit Connection Reporting, Trash Capture Device Reporting, Storm System Mapping and increased communication between all agencies.

Participation in BASMAA's Municipal Operations Committee was provided by SCVURPPP Staff on behalf of our agency (see SCCURPPP FY13-14 Annual Report for description of BASMAA Committee activities and work products). Refer to the C.2. Municipal Operations section of the countywide Program's FY13-14 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 a **Y** in the boxes next to activities where applicable BMPs were implemented. If not applicable, type **NA** in the box and provide an explanation in the comments section below. Place an **N** in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.

Y	Control of debris and waste materials during road and parking lot installation, repaving or repair maintenance activities from polluting stormwater
Y	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.
Y	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 a **Y** in the boxes next to activities where applicable BMPs were implemented. If not applicable, type **NA** in the box and provide an explanation in the comments section below. Place an **N** in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.

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 of Monte Sereno does not have public facilities and does not perform any such activity.

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

Place a **Y** in the boxes next to activities where applicable BMPs were implemented. If not applicable, type **NA** in the box and provide an explanation in the comments section below. Place an **N** in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.

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 of Monte Sereno has recently acquired maintenance responsibilities for one (1) concrete bridge. The City is in the process of developing maintenance SOPs and contract language necessary to employ a sub-contractor to perform routine maintenance activities. The City of Monte Sereno does not own or operate a municipal operations yard and/or its associated staff.
 There were no maintenance activities scheduled or performed during the FY13-14 reporting period.

C.2.d. ☐ Stormwater Pump Stations						
Does your municipality own stormwater pump stations: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No						
If your answer is No then skip to C.2.e.						
Complete the following table for dry weather DO monitoring and inspection data for pump stations ¹ (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. <input type="checkbox"/> Rural Public Works Construction and Maintenance			
Does your municipality own/maintain rural ² roads:		<input type="checkbox"/>	<input checked="" type="checkbox"/> Yes
If your answer is No then skip to C.2.f.		<input checked="" type="checkbox"/>	<input type="checkbox"/> No
Place a Y in the boxes next to activities where applicable BMPs were implemented. If not applicable, type NA in the box and provide an explanation in the comments section below. Place an N in the boxes next to activities where applicable BMPs were not implemented for one or more of these activities during the reporting fiscal year, then in the comments section below provide an explanation of when BMPs were not implemented and the corrective actions taken.			
<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 Stormwater Pollution Prevention Plan (SWPPP) for the Corporation Yard(s)

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

<input type="checkbox"/>	Control of pollutant discharges to storm drains such as wash waters from cleaning vehicles and equipment
<input type="checkbox"/>	Routine inspection prior to the rainy seasons of corporation yard(s) to ensure non-stormwater discharges have not entered the storm drain system
<input type="checkbox"/>	Containment of all vehicle and equipment wash areas through plumbing to sanitary or another collection method
<input type="checkbox"/>	Use of dry cleanup methods when cleaning debris and spills from corporation yard(s) or collection of all wash water and disposing of wash water to sanitary or other location where it does not impact surface or groundwater when wet cleanup methods are used
<input type="checkbox"/>	Cover and/or berm outdoor storage areas containing waste pollutants

Comments:
 The City of Monte Sereno does not own or operate a Municipality based Corporation Yard.

If you have a corporation yard(s) that is not an NOI facility, complete the following table for inspection results for your corporation yard(s) or attach a summary including the following information:

Corporation Yard Name	Inspection Date (1x/year required)	Inspection Findings/Results	Follow-up Actions

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Section 3: Provision C3 New Development and Redevelopment

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

C.3.b.v.(2)(a) □ 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:

The C.3 New Development and Redevelopment section of the Program's FY 13-14 Annual Report includes a description of program and regional activities.

The Green Street Pilot Project Summary Report submitted by BASMAA, on behalf of the MRP permittees, in BASMAA's MRP FY 13-14 Regional Supplement – New Development and Redevelopment includes information on the green street project constructed in our jurisdiction, including capital costs, O&M costs, legal and procedural arrangements to address O&M and its associated costs, and sustainable landscape measures.

Additionally, the status of Campbell's Hacienda Avenue project is described below. The City of Monte Sereno is a member of West Valley Clean Water Program (WVCWP). WVCWP is coordinating with SCVURPPP and City of Campbell on Hacienda Avenue "Green Street" project.

Hacienda Avenue Green Street Improvement Project: In 2010, Bay Area Clean Water Agencies (BACWA) selected the Hacienda Avenue Green Street Project (Project) to be part of their \$30 million IRWM grant proposal. The California Department of Water Resources (DWR), acting as the IRWM program administrator, awarded Proposition 84 grant funds to the BACWA IRWM Program in August 2011.

Since the award of the IRWM grant, city staff had refined and finalized the conceptual design for the Project. During a regular city council meeting on November 20, 2012, the City Council adopted a resolution approving the final conceptual design. In September 2012 as part of the public outreach leading up to this city council meeting, city staff hosted a series of neighborhood meetings to introduce the Project to the residents and property owners adjacent to the project limits, and solicited comments from those neighbors. Another meeting was also held in November to announce the Project to the greater neighborhood surrounding Hacienda Avenue.

In October 2012, the City entered into a project agreement with Association of Bay Area Governments (ABAG)/San Francisco Estuary Partnership (SFEPP) committing to the terms of the IRWM grant funds. Two of the grant fund requirements are groundwater monitoring and Bay Friendly rating. City staff worked with the scientists from San Francisco Estuary Institute (SFEI) and incorporate groundwater monitoring into the Project. In May 2013, the City issued a request for proposal seeking certified Bay Friendly Raters to provide rating service for the Project. From the qualified proposals, Gates and Associates, Inc. of San Ramon was chosen to be the Project Rater. A kickoff meeting with the Project Rater, city staff, and the project landscape architect took place in July of 2013.

In June 2013, the Project reached 30% final design milestone. The City hosted a neighborhood meeting to showcase the project progress to interested property owners and residents. With this input, city was able to finalize the design.

Final design was completed and the City Council approved the final plans, specifications, and engineer's cost estimate during a regular city

council meeting on October 1, 2013. The project was then submitted to the California Transportation Commission (CTC) and subsequently to the Department of Transportation of California (Caltrans) for their approval. The project did receive the approval from the state agencies. Solicitation of bids from potential contractors took place in April, 2014. Bids were opened in May followed by bid analysis. Ghilotti Construction Company of Santa Rosa was identified as the lowest, responsible bidder. The City anticipates awarding the construction contract in July 2014. Construction is expected to begin in August 2014 and last approximately 12 months.

City of Campbell participated in the C3 workshop's "Panel Presentation: Green Street Projects in the South Bay". Refer to SCVURPPP's Annual Report for more details of the workshop.

Some comments on the presentation:

- Excellent program.
- Good case study.
- Specific examples and the background of the project are very helpful. Graphics bring project to life.
- Good presenter. Concise, helpful presentation.
- Very interesting project.
- Interesting material. Unique project. Good funding overview.
- Awesome.
- Interesting project that showed importance of coordination with other departments.
- Seems like a lot of thought was put into determining what street to implement green infrastructure. Made more sense for a main thoroughfare, whereas San Jose seemed to choose small streets.
- Great presentation. Good at depicting real life application of what we learned today

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

Fill in attached table **C.3.b.v.(1)** or attach your own table including the same information. **See APPENDIX C3: C3bv Regulated Projects Reporting Table**

C.3.e.v. Alternative or In-Lieu Compliance with Provision C.3.c.

(For FY 11-12 Annual Report and each Annual Report thereafter) Is your agency choosing to require 100% LID treatment onsite for all Regulated Projects and not allow alternative compliance under Provision C.3.e.?		Yes	<input checked="" type="checkbox"/>	No
	Comments (optional):			

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)?		Yes	X	No
2. Has your agency granted final discretionary approval of a project identified as a Special Project in the March 15, 2014 report? If yes, include the project in both the C.3.b.v.(1) Table, and the C.3.e.vi. Table.		Yes	X	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. There are no regulated projects in the city of Monte Sereno.
(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: NA
(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: NA

(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 type="checkbox"/>	No	<input checked="" type="checkbox"/>	Not applicable. No new facilities were installed.
• Inspect at least 20 percent of the total number of installed stormwater treatment systems or HM controls? ¹	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	Not applicable. No treatment measures
• Inspect at least 20 percent of the total number of installed vault-based systems?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	Not applicable. No vault systems.
If you answered "No" to any of the questions above, please explain:						

C.3.i. Required Site Design Measures for Small Projects and Detached Single Family Home Projects

On an annual basis, discuss the implementation of the requirements of Provision C.3.i, including ordinance revisions, permit conditions, development of standard specifications and/or guidance materials, and staff training.

Summary:

- BASMAA prepared standard specifications in four fact sheets regarding the site design measures listed in Provision C.3.i, as a resource for Co-permittees. We have modified procedures and forms/checklists to require all applicable projects approved after December 1, 2012 to implement at least one of the site design measures listed in Provision C.3.i. The City of Monte Sereno is using BASMAA's site design fact sheets, and staff training regarding implementation of Low Impact Development for small projects and detached single family home projects was provided on October 8, 2012 and November 13, 2012. Monte Sereno has updated forms and procedures to implement new site design measures.

¹ If there is only 1 treatment measure in the jurisdiction, the agency must inspect it every year.

APPENDIX C3

New Development and Redevelopment

- C3b Grant Application Project Description



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West Valley Clean Water Program



City of Monte Sereno Annual Report: Provision C3b Reporting Table Regulated Projects Approved During the Reporting Period July 1, 2013 to June 30, 2014														
1. Project Name 2. Project Number 3. Location ¹ 4. Street Address	1. Name of Devlp'r 2. Project Phase ² 3. Project Type & Descp'n ³	Project Watershed ⁴	1. Total Site Area 2. Total Area of Land Distb'd	New/ Replaced Impervious Surface Area ⁵	Total Project Impervious Surface Area, Pre ⁶ & Post ⁷	Status of Project ⁸	Source Control Measures ⁹	Site Design Measures ¹⁰	Treatment Systems Installed ¹¹	Operations & Maintenance Responsibility Mechanism ¹²	Hydraulic Sizing Criteria ¹³	Alt Comp Meas ^{14, 15}	Alt Certif'n ¹⁶	HM Controls ^{17, 18}
PRIVATE PROJECTS: No regulated projects														

City of Monte Sereno Annual Report: Provision C3b Reporting Table Regulated Projects Approved During the Reporting Period July 1, 2013 to June 30, 2014														
1. Project Name 2. Project Number 3. Location ⁷ 4. Street Address	1. Name of Devlp'r 2. Project Phase ⁸ 3. Project Type & Descp'n ⁹	Project Watershed ¹⁰	1. Total Site Area 2. Total Area of Land Distb'd	New/ Replaced Impervious Surface Area ¹¹	Total Impervious Surface Area Pre ¹² and Post ¹³	Status of Project ¹⁴	Source Control Measures ¹⁵	Site Design Measures ¹⁶	Treatment Systems Installed ¹⁷	Operations & Maintenance Responsibility Mechanism ¹⁸	Hydraulic Sizing Criteria ¹⁹	Alt Comp Meas ^{20, 21}	Alt Certif'n ²²	HM Controls ^{23, 24}
PUBLIC PROJECTS: No regulated projects														

¹ Include cross street

² If a project is being constructed in Phases, use a separate row entry for each Phase.

³ Project Type is the type of development (i.e. new and/or redevelopment). Ex. Descriptions of development are: 5-story office building, residential with 160 single-family homes with five 5-story buildings, shopping mall, mixed use retail and residential development (apartments), industrial warehouse.

⁴ State the watershed(s) that the Regulated Project drains to.

⁵ State both the total new impervious surface area and the total replaced impervious surface area, as applicable.

⁶ For redevelopment projects state both the pre-project impervious surface area and the post-project impervious surface area

⁷ For redevelopment projects state the post-project impervious surface area.

⁸ For **Private** Projects, state application submittal date; application deemed complete date; and, final discretionary approval date. For **public** projects, state plans and specifications approval date.

⁹ List source control measures approved for the project. Examples include: properly designed trash storage areas; storm drain stenciling or signage; efficient landscape irrigation systems; etc. As of Dec. 1, 2011, C.3.c.i.(1) requires, at minimum, the listed source controls be addressed. For (a): (1) Restaurant floor mat/equipment/hood filter wash racks; (2) Area drains in dumpsters/food waste and compactor enclosures; (3) Wash areas for vehicles, equipment, and accessories; (4) Swimming pools; (5) Fire sprinkler test water. For (b): (1) Covers, (2) drains, and (3) storage precautions. For (d.): (1) Minimize irrigation and runoff; (2) promote surface infiltration; (3) minimize use of pesticides and fertilizers; and (4) incorporate sustainable practices

¹⁰ List site design measures approved for the project. Examples include: minimize impervious surfaces; conserve natural areas, including existing trees or other vegetation, and soils; construct sidewalk, walkways; etc. As of Dec. 1, 2011, C.3.c.i.(2) requires, at minimum, the listed site design strategies/measures be addressed. For (a): (1) minimize natural water/drainage disturbance; (2) minimize highly permeable soil compaction; (3) protect slopes & channels; (4) minimize SW impacts on biological integrity of natural water/drainage. For (b): (1) existing trees, (2) other vegetation, and (3) soils. For (e): (1) Roof runoff into cisterns or rain barrels; (2) Roof runoff onto vegetated areas; (3) Walkway/Patio runoff onto vegetated areas; (4) Driveway/Uncovered parking lot runoff onto vegetated areas; (5) Permeable surfaces for walkways, patios; (6) Permeable surfaces for driveways, bike lanes, uncovered parking lots.

¹¹ List stormwater treatment system(s) installed onsite or at a joint stormwater treatment system facility.

¹² List the legal mechanism(s) (e.g., O&M agreement with private landowner; O&M agreement with homeowners' association; O&M by public entity, etc...) that have been or will be used to assign responsibility.

¹³ See Provision C.3.d. "Numeric Sizing Criteria for Stormwater Treatment systems" for list of hydraulic sizing design criteria (i.e., 1.a., 1.b., 2.a., 2.b., 2.c., or 3)

¹⁴ For **Alternative Compliance at an offsite location in accordance with Provision C3e(1)**, on a separate page, give a discussion of the alternative compliance site including the information specified in Provision c3bv(1)(m)(i) for the offsite project.

¹⁵ For **Alternative Compliance by paying in-lieu fees in accordance with Provision C3e(2)**, on a separate page, provide the information specified in Provision C3bv(1)(m)(ii) for the Regional Project.

¹⁶ Note whether a third party was used to certify the project design complies with Provision C.3.d.

¹⁷ If HM Control is not required, state why not

¹⁸ If HM Control is required state control method used (e.g., method to design and size devices(s) or method(s) used to meet the HM Standard, and description of devices(s) or methods(s) used, such as detentions basin(s), bioretention unit(s), regional detention basin, or in-stream control.)

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West Valley Clean Water Program



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Section 4: Provision C4 Industrial and Commercial Site Controls

West Valley Clean Water Program



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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. <input type="checkbox"/> Business Inspection Plan
Do you have a Business Inspection Plan? <input type="checkbox"/> Yes <input type="checkbox"/> No
If No, explain:

C.4.b.iii.(1) <input type="checkbox"/> 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) <input type="checkbox"/> 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) <input type="checkbox"/> 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	

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	Verbal Notice (Education and Cooperation)		
Level 2	Written Notice of Correction		
Level 3	Written Notice of Violation (Citation)		
Level 4	Administration / Legal Action		
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

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:

There were no industries identified as non-filers during scheduled inspections for this fiscal year.

C.4.d.iii Staff Training Summary

Training Name	Training Dates	Topics Covered	No. of Inspectors in Attendance	Percent of Inspectors in Attendance

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.

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Section 5: Provision C5 Illicit Discharge Detection and Elimination

West Valley Clean Water Program



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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 response 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 West Valley Communities 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 FY13-14 Annual Report for description of activities at the countywide and regional levels. SCVURPPP provided a Training / Roundtable in May and was attended by WVCWP staff and WV Communities' contracted Inspectors, SCC FD & SCC DEH.

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 and Industrial Inspection 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 of illicit discharges by WVCWP, who utilize BASMAA Mobile Surface Cleaners Program material to educate and works with municipal staff to escalate enforcement, as necessary. Municipal staff and contractors are directed to utilize the same Mobile Surface Cleaner BMPs. In an effort to educate local communities, SCVURPPP AHTG produced outreach materials for "Mobile Businesses." This trifold is designed to reach a business' employees and owners. The SCVURPPP AHTG, with cooperation from all Santa Clara County Co-permittees, developed a data base of known Mobile Businesses in Santa Clara County. This data base was then utilized for a direct mail campaign introducing the stormwater program and provides the BMP trifold. The next steps will involve updates to SOPs for interface between the Co-permittees and business owners. At this time, it was agreed that SCVURPPP would manage the data base.

See also SCVURPPP's FY13-14 Annual Report, Section C5 Illicit Discharge Detection and Elimination, for a description of efforts by the IND/IDDE AHTG and the BASMAA Municipal Operations Committee to address mobile businesses.

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

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

Description:

The West Valley Communities continue to contract out services for annual inspections of the municipally maintained storm drain system and subsequent cleaning as necessary. At the time of the inspection, the legibility of the storm drain marking is noted along with a notation of the condition of the inlet, including any evidence of unusual flows, odors and contents needing to be cleaned out. Contractor staff and municipal crews attended training workshops which included topics on proper BMPs, which included management of discharges potentially containing copper, trash capture device maintenance and data collection of installed devices.

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))	Campbell-13 Los Gatos-10 Monte Sereno-3 Saratoga-7	
Discharges reaching storm drains and/or receiving waters (C.5.f.iii.(2))	Campbell-2 Los Gatos-5 Monte Sereno-1 Saratoga-3	C-15% L-50% M-33% S-43%
Discharges resolved in a timely manner (C.5.f.iii.(3))	Campbell-13 Los Gatos-9 Monte Sereno-3 Saratoga-7	C-100% L-90% M-100% S-100%

Comments:

Responses to complaints are handled by WVCWP, along with other Public 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 10-days' 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, and education of the surrounding area regarding the alleged incident is beneficial, 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 the storm drain' in which case clean-up is required and educational materials (or other action, as necessary) are

provided to the offender (as appropriate to the situation).

There were 34 reported incidents of discharges in the West Valley Communities, of those 11 reached a stormdrain and/or creek. Of the 34 reported incidents, fifteen (15) were associated with a single business and/or business complex, and will be added to the IND Inspection list for FY1415. Fifteen (15) incidents were referred/ reported by other agency staff, fifteen (15) were reported by West Valley citizens and four (4) were reported by WVCWP staff while in the field conducting other business. Calls from residents seem 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.

Of the eleven (11) cases where an active discharge was reported to have reached the stormdrain, all activities were immediately stopped.

Campbell

The two (2) discharges reported to reach the stormdrain and/or creek within the city of Campbell involved a food facility and the other was from an outfall into Los Gatos Creek. Although active at the time of reporting to WVCWP, both were reported outside of normal business hours and/or after the fact. Consequently, when WVCWP conducted the investigation at the food facility, the reported bulk material was not found however, a trace of the suspect material was noted in a stormdrain. The report of suspect material exiting an outfall into Los Gatos Creek could not be located at the time of the inspection. Follow up visits to the suspect outfall, did not reveal a repeat of this incident, nor were there additional citizen reports. This particular outfall has a storm conveyance line that extends through two municipal jurisdictions. Field observations of the surrounding area did not indicate a potential source.

Los Gatos

The five (5) discharges reported to reach the stormdrain and/or creek within the Town of Los Gatos involved, "Vehicle Washing," "Overwatering," "Saw Cutting Slurry," "Illicit Connection/ dumping." Where a responsible party was identified during the investigation, educational materials were distributed, along with discussions regarding appropriate BMPs necessary to protect stormdrain inlets. In one case, extra time was needed to develop a plan for corrective action that required a change in procedures and structural changes. In each situation, the discharges were immediately stopped and clean up of the materials and stormdrain was conducted. Of the five (5) reported discharges, two (2) were in association with a business, and have been added to the IND Inspection list for FY 1415.

Monte Sereno

The one (1) discharge reported to reach the stormdrain and/or creek within the City of Monte Sereno was associated with a Fire Hydrant that was left flowing. WVCWP contacted San Jose Water, and they sent out a Tech to shut off the Fire Hydrant.

Saratoga

The three (3) discharges reported to reach the stormdrain and/or creek within the City of Saratoga were, "Misc. dumping," "Water Main Break," "Illicit Connection." Maintenance crews discovered a cementitious material within a drain inlet during routine inspections. At the time of the investigation, there were no reported construction activities taking place, nor any trace material leading to the stormdrain. Materials were cleaned out of stormdrain by maintenance crews. San Jose Water & SCVWD responded to a water main break on a main thoroughfare of the city. Observations noted proper use of BMPs by agency crews during the response activities and remained in-place until the leak could be stopped.

An active illicit discharge was discovered by maintenance crews, and resulted in an extensive investigation, abatement and remediation of impacted areas. Initial investigation of the storm conveyance system resulted in the discovery of a suspected single source event from a local Food Facility's Grease Interceptor. Further investigation by the facility owner revealed a previously unknown connection from a kitchen sewer line to a private stormdrain located outside the facility, and was corrected within 3-days. The illicit connection was part of a private storm line that emptied into the municipally maintained storm conveyance system that traveled to an outfall within a local creek. Municipal crews utilized the ERP Phone tree to initiate response activities. Response activities included but were not limited to, mobilizing the SCC FD HazMat team to sample the unknown material, West Valley Sanitation to trace the lines back to the source, and report the incident as a discharge of sewer material to a creek based on their standard protocols, notification to SCVWD and Fish & Wildlife due to the discharge reaching a creek. An open line of communication was established with Fish & Wildlife and their biologist throughout the cleanup activities. Upon completion of the cleanup activities, Fish & Wildlife were contacted to conduct a final walk-through of the cleanup area.

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

APPENDIX C5

Illicit Discharge

Detection and

Elimination

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



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West Valley Clean Water Program



**SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts
August 2014**

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 (PW) billh@cityofcampbell.com</p> <p>Charlotte Andreen, Code Enforcement 408-866-2130 Charlottea@cityofcampbell.com</p> <p>Bill Bruckart Building Official 408-866-2130</p>	<p>Anthony Ortega West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aortega@wvcwp.org</p> <p>Bill Helms 408-866-2153 (direct) 408-866-2150 (PW) billh@cityofcampbell.com</p> <p>Charlotte Andreen, Code Enforcement 408-866-2130 Charlottea@cityofcampbell.com</p>	<p>Anthony Ortega West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aortega@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 Balliet Food Facilities – West Valley 408-918-1976 (918-3400 hotline) michael.balliet@deh.sccgov.org</p>
Cupertino	<p>Kevin Rieden 408-777-3104 kevinr@cupertino.org</p> <p>Cheri Donnelly 408-777-3242 cherid@cupertino.org</p>	<p>Manuel Barragan 408-472-9907</p> <p>Cheri Donnelly 408-777-3242 cherid@cupertino.org</p>	<p>Larry Squarcia 408-777-3228 larrys@cupertino.org</p> <p>Cheri Donnelly 408-777-3242 cherid@cupertino.org</p>
Los Altos Hills	<p>John Chau 650-941-7222 jchau@losaltoshills.ca.gov</p>	<p>John Chau 650-941-7222 jchau@losaltoshills.ca.gov</p>	<p>Los Altos Hills does not have any industrial or commercial sites</p>

SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts August 2014

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>Jason Baker Engineering Inspector 408-354-6824 jbaker@losgatosca.gov</p>	<p>Anthony Ortega West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aortega@wvcwp.org</p> <p>Jason Baker Engineering Inspector 408-354-6824 (M-F) jbaker@losgatosca.gov</p> <p><i>Parks & Public Works General Line</i> 7am-4pm Mon thru Fri 408-399-5770</p>	<p>Anthony Ortega West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aortega@wvcwp.org</p> <p>Michael Benjamin SCC FD, Haz Mat 408-378-4010 benjamin@cnt.sccgov.org</p> <p>Michael Balliet Food Facilities – West Valley 408-918-1976 (918-3400 hotline) michael.balliet@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 puppal@ci.milpitas.ca.gov</p>	<p>Patti Joki 408-586-3370 pjoki@ci.milpitas.ca.gov</p>

SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts August 2014

Agency	Construction Inspection	Illegal Discharge	Industrial Inspection
Monte Sereno	<p>Mo Sharma City Engineer & PW Director 408-354-7635</p> <p>Brian Dong Grading & Drainage Inspections; PW 408-354-7635 (Mon & We Only) Mo@cityofmontesereno.org</p> <p>Howard Bell Building Official 408-354-2805</p>	<p>Anthony Ortega West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aortega@wvcwp.org</p> <p>Mo Sharma City Engineer & PW Director 408-354-7635</p> <p>Brian Dong Grading & Drainage Inspections; PW 408-354-7635 (Mon & We Only) Mo@cityofmontesereno.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>

**SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts
August 2014**

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>
<p>Santa Clara</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>	<p>Elliot Wier 408-615-3092 ewier@ci.santa-clara.ca.us</p>
<p>Santa Clara County</p>	<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>

SCVURPPP Construction, Illegal Discharge, and Industrial Inspection Contacts August 2014

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>Skylar McLean Grading / Land Development Inspections 408-868-1237 skyelarm@saratoga.ca.us</p> <p>Patrick Reed Building Inspector Preed@Saratoga.ca.us 408-868-1211</p>	<p>Anthony Ortega West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aortega@wvcwp.org</p> <p>Mainini Cabute Public Works Analyst 408-868-1258 mcabute@saratoga.ca.us</p> <p>Rick Torres Streets Maintenance Supervisor 408-868-1244 408-857-6545 cell rtorres@saratoga.ca.us</p>	<p>Anthony Ortega West Valley Clean Water Program 408-354-5386 office 408-828-4658 cell aortega@wvcwp.org</p> <p>Richard Baker SCC FD, Haz Mat 408-378-4010 richard.baker@cnt.sccgov.org</p> <p>Michael Balliet Food Facilities – West Valley 408-918-1976 (918-3400 hotline) michael.balliet@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

July 1, 2013 to June 30, 2014

CoPermittee/ Type of discharge	Abandoned Drums	Allowable discharge	Construction debris	Dumping - non hazardous / Illicit Connection	Grey Water	Food Facility oil & grease discharge	Over Watering	Material Storage	Misc. incidents	Surface Cleaning	Water-line Break	Sanitary spill or leak	Saw cutting slurry discharge	Vehicle & equipment leaking	Vehicle washing	Total Incidents:
Campbell	1		1	1	1	3		1	2			1		1	1	13
Los Gatos		1	1	2			1	1				1	2		2	11
Monte Serenio		1	1						1							3
Saratoga			1	1		1		1		2					1	7
	1	2	4	4	1	4	1	2	3	1	2	2	2	1	4	34

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Section 6: Provision C6 Construction Site Controls

West Valley Clean Water Program



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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 High Priority Sites (sites disturbing < 1 acre of soil requiring storm water runoff quality inspection) (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 (include only High Priority Site and sites disturbing 1 acre or more) (C.6.e.iii.1.c)
0	0	0
Comments: The City of Monte Sereno did not have any "High Priority Sites" and/or NOI Filers. The community of Monte Sereno consists primarily of single family dwellings.		

C.6.e.iii.1.d □ Construction Activities Storm Water Violations		
BMP Category	Number of Violations¹ excluding Verbal Warnings	% of Total Violations²
Erosion Control	1	50%
Run-on and Run-off Control	0	0%
Sediment Control	0	0%
Active Treatment Systems	0	0%
Good Site Management	0	0%
Non Stormwater Management	1	50%
Total³	2	100%

¹ Count one violation in a category for each site and inspection regardless of how many violations/problems occurred in the BMP category. For example, if during one inspection at a site, there are 2 erosion control violations, only 1 violation would be counted for this table.

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

³ The total number of violations may count more than one violation per inspection, since some inspections may result in violations in more than one category. For example, during one inspection of a site, there may have been both an erosion control violation and a sediment control violation. For this reason, the total number of violations in this table may not match the total number of enforcement actions reported in Table C6.e.iii.1.e.

C.6.e.iii.1.e Construction Related Storm Water Enforcement Actions

	Enforcement Action (as listed in ERP) ⁴	Number Enforcement Actions Issued	% Enforcement Actions Issued⁵
Level 1 ⁶	Verbal Warning (Education and/or Cooperation)	23	92%
Level 2	Written Warning (Notice of Correction)	1	4%
Level 3	Stop Work Order	1	4%
Level 4	Administrative / Legal Action	0	0%
Total		25	100%

C.6.e.iii.1.f, g Illicit Discharges

	Number
Number of illicit discharges, actual and those inferred through evidence at high priority sites and sites that disturb 1 acre or more of land (C.6.e.iii.1.f)	0
Number of sites with discharges, actual and those inferred through evidence at high priority sites and sites that disturb 1 acre or more of land (C.6.e.iii.1.g)	0

⁴ Agencies should list the specific enforcement actions as defined in their ERPs.

⁵ Percentage calculated as number of each type of enforcement action divided by the total number of enforcement actions.

⁶ For example, Enforcement Level 1 may be Verbal Warning.

C.6.e.iii.1.h, i □ Violation Correction Times		
	Number	Percent
Violations (excluding verbal warnings) fully corrected within 10 business days after violations are discovered or otherwise considered corrected in a timely period (C.6.e.iii.1.h)	2	100% ⁷
Violations (excluding verbal warnings) not fully corrected within 30 days after violations are discovered (C.6.e.iii.1.i)	0	0% ⁸
Total number of violations (excluding verbal warnings) for the reporting year⁹	2	100%
Comments: One site was initially corrected within 10-days, however, when maintenance of the applied BMPs was not being conducted, an immediate "Stop Work Order," was initiated until corrective action was taken. The site was reported to be in compliance within 10-days of the "Stop Work Order," and did not report another violation the remainder of the Wet Weather Reporting Season.		

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.).
Data has been captured electronically in a SCVURPPP spreadsheet since FY09-10. WVCWP provided updated tracking forms to the inspectors to better capture start and finish times of construction sites during the Wet Season. After additional training, feedback from WVCWP is that familiarity with the forms, has helped to ensure completeness and consistency with reporting requirements.
Monte Sereno conducts inspections at each of its Construction Sites, whether they are High Priority Sites or not. In addition, Monte Sereno starts with an initial verbal warning to all of its construction sites at the start of each Wet Season. Subsequent enforcement of observed violations during the first monthly inspection would begin with a written notification, or higher if the observed violation and subsequent cooperation warrant it.

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: The Strength of our program is that we have had the same inspectors doing this for several years. They are long term employees who are trained and know what they are looking for regarding storm water issues. They also have relationships with the contractors and easily get compliance.

⁷ 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.

⁸ 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.

⁹ The total number of violations reported in the table of Violation Correction Times equals the number of initial enforcement actions. I.e., This assumes one violation is issued for several problems during an inspection at a site. The total number of violations in the table of Violation Correction Times may 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.

The weakness is that we only have two inspectors on average and if one is out sick for a lengthy period of time, it puts an even greater stress on the remaining inspector.

A revision to the Construction Inspectors Reporting form was introduced during the previous reporting year. The revisions included areas to denote when construction begins / ends, to better understand the number of reported inspections during the Wet Season. Based on the feedback from the field staff, inspectors are readily recording when construction at a site incorporates either a private and/or public street, as well as verification that any installed storm drain inlets are marked prior to finalizing the site has been more consistent.

On behalf of the WV Communities, WVCWP participated in the SCVURPPP led Construction Inspection AHTG which provided subject matter for the SCVURPPP led Construction Inspectors Workshop on April 22 & 23, 2014.

C.6.f Staff Training Summary

Training Name	Training Dates	Topics Covered	No. of Inspectors in Attendance	Percent of Inspectors in Attendance
SCVURPPP Rural Roads Workshop	11/13/2013	Stormwater erosion controls, Effects of Uncontrolled Stormwater, BMP Tool Bag, Types of Erosion, Field Exercise	1	100%
Improving Your Stormwater Treatment System Construction and O&M Inspections, SCVURPPP lead workshop	12/16/2013	Overview of Stormwater Treatment Measures, What to inspect during Construction and during 45-day Inspections, Post-occupancy O&M Inspections, Vector Control Considerations	1	100%
Annual SCVURPPP C3 Stormwater Workshop	06/04/2014	LID Trends / Green Street Improvements	1	100%
C6 Annual SCVURPPP Construction Inspector Workshop	04/22/2014	MRP Review; BMPs; Review of Statewide General Permit ; Field Exercises	1	100%

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Section 7: Provision C7 Public Information and Outreach

West Valley Clean Water Program



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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.

WV Communities' active participation in SCVURPPP's Watershed Education Outreach AHTG is through West Valley Clean Water Program, whose staff provides review and input on countywide efforts and provided deliverables and strategies. In addition, local advertising is carried out through West Valley Clean Water Program (WVCWP).

SCVURPPP and BASMAA

The following separate reports developed by SCVURPPP and BASMAA summarize countywide and regional advertising efforts conducted during FY 13-14:

- FY 13-14 Watershed Watch Campaign Annual Campaign Report
- FY 13-14 Watershed Watch Partner Report
- FY 13-14 Watershed Watch Web Statistics Report
- BASMAA Be the Street Campaign Report

These reports are included within the C.7 Public Information and Outreach section of the SCVURPPP FY 13-14 Annual Report.

WVCWP

Local advertising is directed towards specific POCs and the 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, online and social media avenues, and developing target-specific "promotional" items for distribution at events. The promotional items are selected to promote a new or modified behavior (action) and paired with relevant 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 also re-ordered outreach items which have previously proven to be successful.

In FY 13-14, WVCWP researched and ordered a unique item: reusable "produce bags" (for fruits and vegetables), made of recycled materials, with one side mesh, and the other side solid fabric, with an imprint of "Clean Creeks... It's In Our Hands" and the WVCWP website. Recipients of the bags are encouraged to increase their litter awareness, and to move away from use of disposable plastic produce bags,. The message, relayed by staff while distributing the bags, is to avoid use of potential litter-generating single-use shopping items, and raise awareness of litter generated during shopping activities. Our bags have been well-received at outreach events, such as the Farmers Market.

Also in FY 13-14, WVCWP researched and ordered mercury-free “solar thermometers” for use at Thermometer Exchange events. The thermometers include an imprint of “Clean Creeks – It’s In Our Hands” and the WVCWP website. The solar thermometers serve to reinforce the message of the importance of proper recycling of mercury-containing products, and avoidance of purchasing mercury-containing products, when possible. The solar thermometers have been well-received at all WVCWP Thermometer Exchange events. Solar thermometers are exchanged for mercury filled thermometers during exchange events.

WVCWP continues to distribute promotional items in our stock; examples of popular promotional items include:

A backpack “Sport Sacks” which WVCWP now has in a variety of ‘water-themed’ colors. This item is aimed 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. These bags carry a graphic, with the message: “Clean Creeks... It’s in Our Hands”; the bag imprint also shows the WVCWP web site address.

WVCWP continues to distribute pencils made from recyclable materials. The statement on these pencils is “Only Rain Down the Storm Drain”. The pencil imprint includes the ‘recycling’ symbol - to show and encourage kids to recycle and choose items made from recycled materials. The pencils include the WVCWP web site address and the description “Stormwater Pollution Prevention Program”. The pencils are aimed at the elementary school audience, as promotional items during classroom presentations or class attendance at municipal tours. Pencils accompany the “Pest or Pal” workbook.

Another unique WVCWP promotional item is the packets of native plant seeds, which are packaged with information (created by WVCWP staff) about planting, drought-tolerant qualities, and the advantage of attracting “beneficial bugs” with native plantings.

WVCWP also works with various municipal facilities to post flyers for local and municipally sponsored events. Flyers are posted at recreation centers, police departments, libraries, etc.

For details on press releases, articles printed and social media:

SEE APPENDIX C7: C7bc Local Advertising and Media Relations

For details on materials distributed, see Table C.7.e, Table C.7.g and Table C.7.h (below) in this report.

The WVCWP display window overlooks the Monte Sereno Post Office customers waiting area. WVCWP has been able to utilize this display area to post a large-format "stormwater pollution prevention" presentation, whose topic changes throughout the reporting year. In FY 13-14 seven topics were covered ranging from Trash/Litter, Water Conservation to National and Regional Cleanup events. Each theme is carefully selected to convey POCs as they relate to events, newsletters and press releases. Each display includes behavior change suggestions. When appropriate, handouts associated with the events and/or additional resources are also made available at this site.

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:

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

	Survey report attached
X	Reference to regional submittal: Information on the pre-campaign survey for the BASMAA Regional Youth Litter Campaign was provided in the FY 11-12 Annual Report.

C.7.b.iii.2 Post-Campaign Survey

(For the Annual Report following the post-campaign survey) Discuss the campaigns and the measureable changes in awareness and behavior achieved. Provide an update of outreach strategies based on the survey results. If survey was done regionally, refer to a regional submittal that contains the following information:

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

	Survey report attached
X	Reference to regional submittal: Information on the post-campaign survey for the BASMAA Regional Youth Litter Campaign is provided in the BASMAA FY 13-14 Annual Report.
	Information on the SCVURPPPP 2014 Public Opinion Survey is included in the Program's FY 13-14 Annual Report.

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

The following separate report developed by BASMAA summarizes media relations efforts conducted during FY 13-14:

- BASMAA Media Relations Final Report FY 13-14

This report and any other media relations efforts conducted by the SCVURPPP Program are included within the C.7 Public Information and Outreach section of the SCVURPPP Program's FY 13-14 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, for all County-wide media campaigns in addition to ongoing involvement in the BASMAA Litter Outreach Campaign.

WVCWP also coordinates local media coverage to highlight stormwater-related topics and 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, municipal e-mailing/social media (Campbell, Los Gatos and Saratoga) and flyer 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

No Changes were made during FY 13-14

C.7.e Public Outreach Events

WVCWP, on behalf of the West Valley Communities, participates in SCVURPPP's WEO AHTG and its various sub-groups, and typically provides staffing for events. For a summary of countywide Public Outreach events, see SCVURPPP Program FY 13-14 Annual Report's Section C.7 "Table 7-1: Public Outreach Events - Outreach Events Reporting (C.7.e)".

Local event selection (type of event and level of support/ hosting) is based upon pollutant of concern, applicability, and ability to influence local residents.

The level of effort for event support is largely based upon an estimated return on effort:

The first level of effort is utilization/leveraging of an existing 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 utilizes distribution of promotional items to entice visitors to engage with activity or behavior change.

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 campus/creek clean-ups and co-hosting Mercury Thermometer Exchange Events with a municipal Police Dept. "Drug Take-Back Day".

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., Enviroscene 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
1. Event: Science Fair 2. Date: 10/03/13 3. Location: Forest Hill Elementary School 4. Local Event	5. Type of Event: Enviroscene Presentation 6. Audience: 4 th -6 th grade students 7. Message: General Stormwater	8. Estimated Attendance: 100 9. Feedback/Results: WVCWP along with 3 other science related organizations participated in the Science Fair Event.

	<p>Pollution, POC (Mercury, Trash, Pesticides)</p>	<p>The Stormwater Pollution Prevention programs message tied into the overall message of the other participants and Science Fair. The event was a great opportunity to engage parents and students about stormwater issues and watershed protection.</p> <p>10. Materials Distributed: 13x Most Wanted Bugs w/ seeds 2x "Know about Mercury" 3x Household Hazardous Waste 2x "Pest or Pal" Activity Work Book</p>
<p>1. Event: DEA Rx Take Back 2. Date: 10/26/13 3. Location: Los Gatos Department of Public Works 4. Local Event in conjunction w/ DEA Statewide event.</p>	<p>5. Type of Event: Rx Take Back 6. Audience: Local Residents 7. Message: General Stormwater Pollution, POC (Mercury, Pesticides, Trash)</p>	<p>8. Estimated Attendance: 270 9. Feedback/Results: The event was held in the LG Public Works parking lot. Residents were able to drive up and hand off their unused and expired medication to staff members for disposal. WVCWP staff collected: 338 lbs. batteries, 102 thermometers, 20+ cell phones, 30-40 eye glasses.</p> <p>10. Materials Distributed: 6x Most Wanted Bugs w/ seeds 7x Household Hazardous Waste 7x "Know about Mercury" 1x Pest Bugging You 4x Seafood Watch 58x Digital Solar Thermometers w/ message imprinted 15x Only Rain in Storm Drain, Pencils</p>
<p>1. Event: Saratoga Health Fair 2. Date: 11/02/13 3. Location: West Valley College 4. Local Event</p>	<p>5. Type of Event: Outreach 6. Audience: General Public 7. Message: General Stormwater Pollution, POC (Mercury, Trash, Pesticides)</p>	<p>8. Estimated Attendance: 100+ 9. Feedback/Results: The event is in association with the Saratoga Senior Center. This is an annual event, but this was the first year held at West Valley College. The event also has a new sponsor, El Camino Hospital. The new sponsor handled all media materials</p>

		<p>and advertising. However their advertising did not include information about WVCWP's thermometer exchange and material recycling. Collected: 7 thermometers, 78 lbs. batteries, 0 cell phones, 1 pair eye glasses</p> <p>10. Materials Distributed: 4x You are the solution 13x Household Hazardous Waste 14x Watershed Discount Card 7x Most Wanted Bugs w/ seeds 7x Clean It 3x Pools and Spas 3x Keeping it all in tune 5x Seafood Watch 7x Solar Digital Thermometers</p>
<p>1. Event: Classroom Presentation 2. Date: 12/03/13 3. Location: Delphi Academy 4. Local Event</p>	<p>5. Type of Event: Enviroscape Presentation 6. Audience: 2nd grade students 7. Message: General Stormwater Pollution, POC (Mercury, Trash, Pesticides)</p>	<p>8. Estimated Attendance: 20 students 9. Feedback/Results: Good event the students were very attentive during the enviroscape presentation and discussion. WVCWP should consider distributing stormwater material before the event so students have some familiarity with terminology. This was the first time WVCWP visited Delphi Academy. WVCWP plans on organizing future classroom presentations at Delphi Academy. 10. Materials Distributed: 25x "Pest or Pal" Activity Work Book 20x You are the solution 25x "Only Rain down the drain" pencils</p>
<p>1. Event: City Hall Tour 2. Date: 12/14/13 3. Location: Saratoga City Offices 4. Local Event</p>	<p>5. Type of Event: Information Distribution 6. Audience: 2nd grade students 7. Message: : General Stormwater Pollution, POC (Mercury, Trash,</p>	<p>8. Estimated Attendance: 50 9. Feedback/Results: The students were split into groups of two and introduced to different departments at Saratoga City Hall. The City of Saratoga had a</p>

	Pesticides)	<p>stormwater representative responsible for the distribution of educational materials. This is an annual event in which Saratoga staff reaches out to their residents.</p> <p>10. Materials Distributed: 50x "Pest or Pal" activity work book 50x Storm drain Pencils</p>
<p>1. Event: Classroom Presentation 2. Date: 1/27/14 3. Location: Delphi Academy, Campbell 4. Local Event</p>	<p>5. Type of Event: Enviroscape Presentation 6. Audience: Kindergarten students 7. Message: : General Stormwater Pollution, POC (Mercury, Trash, Pesticides)</p>	<p>8. Estimated Attendance: 26 9. Feedback/Results: The classroom event went well despite the regular teacher being out sick. The students were read a children's book about stormwater pollution in an effort to teach them about stormwater topics. The students really enjoyed the Enviroscape watershed model and said it was "awesome". 10. Materials Distributed: 26x "Pest or Pal" activity work book 26x You are the solution</p>
<p>1. Event: Blossom Festival 2. Date: 03/22/14 3. Location: Heritage Orchard, Saratoga 4. Local Event</p>	<p>5. Type of Event: Information Distribution 6. Audience: Local Residents 7. Message: General Stormwater Pollution, POC (Mercury, Pesticides, Trash)</p>	<p>8. Estimated Attendance: 200+ 9. Feedback/Results: Historical event with food vendors, artists and informational booths. The WVCWP booth was located near other vendors including Master Gardeners and Open Space. Many people stopped by the WVCWP booth and engaged in conversation and picked up local trail maps. People also were informed about upcoming events. 10. Materials Distributed: 20x Grow It 39x Fly Swatters w/ pesticide message 12x "Pest or Pal" activity work book 16x Most Wanted Bugs w/ seeds 48x Watershed Watch card</p>

		8x Seafood Watch 2x Pools and Spas 10x Household Hazardous Waste 12x Pet waste bag dispenser
<ol style="list-style-type: none"> 1. Event: Classroom Presentation 2. Date: 04/09/14 3. Location: Sacred Heart School 4. Local Event 	<ol style="list-style-type: none"> 5. Type of Event: Enviroscope Presentation 6. Audience: 5th grade students 7. Message: General Stormwater Pollution, POC (Mercury, Trash, Pesticides) 	<ol style="list-style-type: none"> 8. Estimated Attendance: 35 students 9. Feedback/Results: The event went well. The class was split into two separate interactive stations. One station included the Enviroscope watershed demonstration. The other station included an interactive worksheet with watershed concepts and vocabulary. Students were eager to raise their hands and ask questions about watershed pollution. Students had recently visited the Alviso environmental education center during a class field trip. Students were very engaged and knowledgeable of stormwater related topics. 10. Materials Distributed: 32x You are the solution to pollution 23x "Pest or Pal" activity work book
<ol style="list-style-type: none"> 1. Event: Earth Day Fair 2. Date: 04/18/14 3. Location: Old Orchard School 4. Local Event in conjunction with International Event celebration. 	<ol style="list-style-type: none"> 5. Type of Event: Enviroscope and Composting Presentation 6. Audience: K- 8th grade students 7. Message: General Stormwater Pollution, POC (Trash, Mercury, Pesticides) 	<ol style="list-style-type: none"> 8. Estimated Attendance: Approx. 120 9. Feedback/Results: The WVCWP tables were in conjunction with the school's Science Fair. Students were grouped by grade with varying interests in the Enviroscope and compost presentations. The round robin layout of the science fair allowed every group of students to visit our tables. Topics covered included: Mercury, Pesticides and Trash. Students and school staff enjoyed learning about watershed pollution prevention. 10. Materials Distributed: 45x "Pest or Pal" activity work book 15x You are the solution to pollution

		<p>10x Grow It 50x Most Wanted Bugs w/ seeds 8x Backyard Bugs</p>
<p>1. Event: School Earth Day 2. Date: 04/22/14 3. Location: Mooreland Middle School 4. Local Event in conjunction with International Event celebration.</p>	<p>5. Type of Event: Enviroscape Presentation 6. Audience: 6th- 8th grade students 7. Message: General Stormwater Pollution, POC (Trash, Mercury, Pesticide)</p>	<p>8. Estimated Attendance: 50+ students 9. Feedback/Results: The event went well especially since it was during the school's Earth Day celebration. The school's environmental awareness student committee hosted the event. The students had their own educational table about water issues. The WVCWP staff and Enviroscape model added to the learning experience. The students were able to demonstrate important relationships between water and stormwater pollution. 10. Materials Distributed: 20x You are the solution to pollution 18x Most Wanted Bugs w/ seeds</p>
<p>1. Event: City of Saratoga Arbor Day 2. Date: 04/22/14 3. Location: Saratoga City Hall 4. Local Event in conjunction with Regional Event celebration</p>	<p>5. Type of Event: Annual Event recognizing effort to protect trees. 6. Audience: General Public 7. Message: General Stormwater Pollution, Pesticides, Trash</p>	<p>8. Estimated Attendance: 75+, City Mayor 9. Feedback/Results: The city of Saratoga was pleased to have WVCWP staff participate in the event. Booth was located near Master Gardeners, WV Collection and Recycling and ECI consulting. The event included a ceremonial speech and a tree planting. The WVCWP booth focused on topics related to Arbor Day such as organic gardening and integrated pest management. Participants were thankful to receive educational information and give always. 10. Materials Distributed: 20x You are the solution to pollution</p>

		10x Grow It 11X Most Wanted Bugs w/ seeds 13x Fly Swatters w/ Pest Pocket Guide 7x Pet waste bag dispensers
<ol style="list-style-type: none"> 1. Event: Los Gatos Arbor Day 2. Date: 04/25/14 3. Location: Bachman Park, Los Gatos 4. Local Event in conjunction with Regional Event celebration. 	<ol style="list-style-type: none"> 5. Type of Event: Annual Event recognizing effort to protect trees. 6. Audience: General Public 7. Message: General Stormwater Pollution, Pesticides, Trash 	<ol style="list-style-type: none"> 8. Estimated Attendance: 50, Town Mayor, Council Members, Commissioners, Public Works Staff 9. Feedback/Results: The event included a ceremonial speech by the mayor of Los Gatos and a tree planting. The WVCWP booth was located near other participating vendors including PG&E and the planning department. WVCWP staff provided information on watershed pollution prevention and topics on integrated pest management. 10. Materials Distributed: <ul style="list-style-type: none"> 1x You are the solution to pollution 8x Most Wanted Bugs w/ seeds 5x Grow It 4X Pest Bugging You pocket guide 1x Pools and Spas 5x Watershed Watch Discount card 14x Fly Swatters 3x Pet waste bag dispenser
<ol style="list-style-type: none"> 1. Event: Campbell DEA Rx Take Back 2. Date: 04/26/14 3. Location: 70 N. First Street, Campbell 4. Local Event 	<ol style="list-style-type: none"> 5. Type of Event: Rx Take Back, thermometer exchange, battery, eye glasses and cell phone recycling. 6. Audience: General Public 7. Message: General Stormwater pollution, POC (Mercury, Copper, Trash, Pesticides) 	<ol style="list-style-type: none"> 8. Estimated Attendance: 50+ 9. Feedback/Results: The event was hosted by Campbell PD as part of DEA's National Rx Take Back day. The WVCWP booth was located at the Campbell police station. This was a successful event, residents were thankful for the opportunity to properly dispose medication. In an effort to address mercury pollution staff exchanged mercury thermometers for solar powered digital thermometers.

		<p>Citizens commented on the need for more medication tack-back events within the County. Collected: 15 mercury thermometers, 60 lbs. batteries, 52 eye glasses + 27 cases, 5 cell phones.</p> <p>10. Materials Distributed: 15x You are the solution to pollution 7x HHW program 24x Watershed Watch discount card 1X Seafood Watch 1x Pools and Spas 4x Most Wanted Bugs w/ seeds 4x What you don't know about Mercury 4x Clean It 16x Digital Solar Thermometers 9x Fly Swatters</p>
<p>1. Event: Los Gatos Farmer's Market 2. Date: 04/27/14 3. Location: Montebello Way, Los Gatos 4. Local Event</p>	<p>5. Type of Event: Table Top, Take Back 6. Audience: General Public 7. Message: General Stormwater pollution, POC (Trash, Mercury, Pesticides), reusable bags.</p>	<p>8. Estimated Attendance: 100+ 9. Feedback/Results: The WVCWP booth was located in the general vendor area at the farmers market. WVCWP staff introduced a new promotional item, reusable produce shopping bags. Staff handed out reusable produce bags along with postcards illustrating other reusable bag options available. Trash reduction was the message behind the reusable bags. People appreciated receiving reusable bags and many people exchanged their plastic bags for reusable bags and used them to shop. In addition, WVCWP staff collected 27 pairs of eye glasses, 7 eye glass cases, and 5 cell phones.</p> <p>10. Materials Distributed: 8x Most Wanted Bugs w/ seeds 2x You are the solution</p>

		<p>15x WVCWP postcard 2x WW Discount Card 5x Seafood Watch 2x HHW Program 6x Blue Avocado Reusable bags 29x Reusable Produce Bags 1x Don't know about mercury</p>
<p>1. Event: Los Gatos Parks & Public Works Open House 2. Date: 05/21/14 3. Location: Los Gatos Corporation Yard 4. Local Event, part of National APWA's Public Works Week</p>	<p>5. Type of Event: Enviroscope 6. Audience: 2nd & 4th grade students 7. Message: General Stormwater Pollution, POC's (Trash, Mercury, Pesticides)</p>	<p>8. Estimated Attendance: 100+, Students, Parents, Teachers, Town Manager, Town Staff 9. Feedback/Results: Great event, two classes' grades 2nd and 4th from separate schools attended the event. Enviroscope presentations and discussions were limited to 10 minutes due to the amount of interactive stations at the event. Students and teachers enjoyed the learning experience. Based on involvement with this event WVCWP was invited to conduct another presentation. 10. Materials Distributed: 20x Most Wanted Bugs w/ seeds 27x You are the solution 60x "Pest or Pal" Activity Workbook 17x Grow It 11 WW Discount Card</p>
<p>1. Event: SCVURPP Car Wash 2. Date: 06/04/14 3. Location: Delta Queen Car Wash, Campbell 4. Local, County Event</p>	<p>5. Type of Event: Car Wash/ Outreach 6. Audience: Residents 7. Message: The impacts of car washing on stormwater pollution. Proper car washing techniques including commercial car wash facilities. POCs (Trash, Copper, Pesticides)</p>	<p>8. Estimated Attendance: 60+ 9. Feedback/Results: WVCWP partnered with SCVURPP to host the discount car wash event. The car wash was well advertised on the radio and very busy. There was a mixture of people who were aware of proper car washing and those who were not. Participants were interested in being environmentally conscious.</p>

		10. Materials Distributed: 8x Grow It 4x Clean It 50x WW Discount Cards
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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

SCVURPPP
 During FY 13-14, the SCVURPPP Program actively supported the Santa Clara Basin Watershed Initiative, including 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 SCVURPPP Program's FY 13-14 Annual Report.

WVCWP
 WVCWP staff, on behalf of West Valley Communities, actively participates in the Watershed Management Initiative's Zero Litter Initiative (ZLI) Steering Committee, ZLI Training Action Group and the joint ZLI Public Education TAC/WEO Action Group. The WVCWP program manager participated in the ZLI panel presentation at SJ Trash Summit in Oct/Nov 2013. WVCWP partnered in organizing the May 13, 2014 SCV ZLI Workshop: "Solid Waste – Litter Reduction". WVCWP is also assisting ZLI with the task of filling speakers and topics at the upcoming CRRA/SWANA (solid waste) conference in Aug. 2014.

WVCWP is actively communicating with Caltrans in an effort to work on organizing litter enforcement days. Caltrans has expanded their program to enable collaboration at sites where multiple jurisdictions converge. They have also modified their Adopt-a-Highway program to accommodate community groups that participate in 1-day cleanups. In addition, WVCWP is actively working with Caltrans to increase their involvement with ZLI and the SCVURPP Trash AHTG.

WVCWP continues to partner with Creek Connections Action Group (CCAG) as an active member of their coordination team, tasked with organizing a donation program to sponsor volunteer efforts at the many sites in Santa Clara County. In addition WVCWP both coordinates and participates in creek-clean up events within Santa Clara County for Coastal Clean-up Day held in Sept. 2013 and National River Clean-up Day held in May 2014.

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.

The following separate reports developed by SCVURPPP and other organizations also include information about citizen involvement events conducted during FY 13-14:

- Watershed Watchers: Keeping Our Waterways Clean: FY 13-14 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)
- Going Native Garden Tour 2014- Summary Report

These reports are included within the C.7 Public Information and Outreach section of the SCVURPPP Program's FY 13-14 Annual Report. The following table lists Citizen Involvement Events focused on, and hosted by, the West Valley Communities. For the table showing SCVURPPP-sponsored events, see the SCVURPPP Program FY 13-14 Annual Report's Section C.7 "Table 7-2: Citizen Involvement Events (C.7.g.)".

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
<ol style="list-style-type: none"> 1. Event: Coastal Clean-up Day 2. Date: 09/15/13 3. Los Gatos Creek 4. Local Site, Campbell Hot Spot, in conjunction with National event. 	<ol style="list-style-type: none"> 5. Type of Event: Creek Clean-up, Campbell Hot Spot <p>Description: WVCWP staff coordinated cleanup efforts as part of an international campaign. WVCWP staff provided supplies (trash bags, litter grabbers and gloves).</p>	<p>See "C.10. Trash" for details</p> <p>Volunteers: 12</p> <p>Feedback: Overall the event went well.</p> <p>Results: Approximately 300 linear feet of creek bank was cleaned. Trash and recyclables were collected other materials collected included a laptop, box spring and hockey mask.</p> <p>Materials distributed: 12x Watershed watch discount card</p>

		<p>3x You are the solution to water pollution 4x Mercury-what you don't know 6x House hold hazardous waste</p>
<p>1. Event: Creek Clean-up, Wildcat Creek 2. Date: 04/29/14 3. Sacred Heart Elementary School 4. Local Site</p>	<p>5. Type of Event: Creek Clean-up Description: WVCWP staff and parent, a chaperone supervised a student clean-up of creek and adjacent school campus. WVCWP provided supplies (trash bags, grabbers, gloves).</p>	<p>Volunteers: 21 students, 3 parent chaperones Feedback: WVCWP provided a brief presentation on Stormwater Pollution Prevention and provided supplies for the volunteer clean-up of Wildcat Creek adjacent from Sacred Heart School. Students' grades 4th-6th participated in the event. Students collected trash along the creek in two groups. One group focused efforts upstream of the school while the second group focused efforts downstream of the school. After the creek clean-up both groups collected trash on the school campus. Results: Trash and Recyclables were collected and disposed on site. Some items collected included: bicycle parts, tires, and scrap metal Materials Distributed: 10x Blue avocado reusable snack bags 21x WW tattoos 2x First Aid Kits</p>
<p>1. Event: Great American Litter Pick Up 2. Date: 05/03/14 3. Los Gatos Creek County Park, Campbell, 5 sites: <ul style="list-style-type: none"> • LG Creek County Park • LG Creek Trail • Camden on/off ramp, HWY 17 • Railroad tracks along Winchester Blvd. • Creekside overpass of LG Creek Trail. </p>	<p>5. Type of Event: Clean-up Description: The city of Campbell organized and advertised the event which included other state and local agencies: VTA, CalTrans. WVCWP partnered with the City of Campbell to provide support and distribution of information. WVCWP efforts focused on the Creekside overpass at Los Gatos Creek Trail site.</p>	<p>See "C.10. Trash" for details Volunteers: 100+, WVCWP staff, Muni. staff Feedback: WVCWP supervised the clean-up at the Creekside overpass at LG Creek Trail. High school students cleaned up trash along the creek bank and removed graffiti from the bridge overpass. The area was successfully cleaned within a few hours. Results: Trash, recyclables and leaf litter was removed from the creek site. Graffiti removed from bridge and walkway. Cigarette butts ranked as most common item found. Materials Distributed:</p>

<p>4. Local Site in conjunction with Regional event. Campbell Hot Spot</p>		<p>8x You are the solution 4x Most wanted bugs w/ seeds 25x WW discount card 12x Blue avocado reusable snack bags 25x WVCWP reusable produce bags 12x Grow It</p>
<p>1. Event: National River Clean-Up Day 2. Date: 05/17/14 3. San Tomas Aquino Creek 4. Local Site in conjunction with National Event. Monte Sereno Hot Spot</p>	<p>5. Type of Event: Clean-up Description: WVCWP coordinates a clean-up event every year at this site adjacent to a high school in collaboration with CCAG. The clean-up addressed trash accumulation along a creek that borders Westmont High School.</p>	<p>See "C.10. Trash" for details Volunteers: 2, WVCWP staff Feedback: The event was successful considering the low volunteer turnout. Volunteers and staff cleaned over 1,200 linear feet of the creek. WVCWP set up an information table near the public right of way which allowed citizens of the community to learn more about Watershed stewardship. Results: Trash and recyclables collected from the creek. Snack/food wrappers ranked most common item collected.</p>
<p>1. Event: Prospect High Creek Clean-Up 2. Date: 05/18/14 3. Saratoga Creek 4. Local Site, Saratoga Hot Spot</p>	<p>5. Type of Event: Clean-up Description: WVCWP staff and City of Saratoga staff organized the clean-up. WVCWP provided trash bags, gloves and litter grabbers.</p>	<p>See "C.10. Trash" for details Volunteers: 14 students, 1 teacher, WVCWP staff, Saratoga staff Feedback: Students from Moreland Middle School's environmental club volunteered for the clean-up event. The clean-up addressed trash accumulated by Prospect High School throughout the school year. Students cleaned the creek in teams of two. The creek bank adjacent to school perimeter was the focus of the clean-up. Results: Trash and recyclables were collected. Snack/food wrappers ranked most common item.</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.

The following separate reports developed by SCVURPPP and other organizations also include information about school-age children outreach efforts conducted during FY 13-14:

- ZunZun School Assemblies for Watershed Watch Campaign- FY 13-14 Academic Year Final Report
- Memorandum- Evaluation of the School Assembly Program- FY 13-14
- Watershed Watchers: Keeping Our Waterways Clean: FY 13-14 Fourth Quarter Report (includes end-of-year Summary from Alviso Education Center)

These reports are included as within the C.7 Public Information and Outreach section of Program's FY 13-14 Annual Report."

The active program of outreach for School-Age Children, handled mainly through WVCWP. A mainstay of the program is WVCWPs "Enviroscape" tabletop model, with curriculum adaptations for various grades.

Program Details	Focus & Short Description	Number of Students/Teachers reached	Evaluation of Effectiveness
Provide the following information: Name Grade or level (elementary/ middle/ high)	Brief description, messages, methods of outreach used	Provide number or participants	Provide agency staff feedback. Report any other evaluation methods used (quiz, teacher feedback etc.). Attach evaluation summary if applicable.
School Outreach with Enviroscape Target Audience: 4 th -6 th grade students	Topics: WVCWP presented the Enviroscape watershed model; discussed watersheds, sanitary sewer vs. storm drain, POC's (mercury, trash, pesticides) and BMP's such as proper car washing and handling of pet waste.	Attendees: Forest Hill Elementary School Campbell 10/3/13 4 th -6 th grade classes 100 participants	WVCWP along with 3 other science related programs participated in the Science Fair Event. Our programs stormwater topics tied into the overall environmental theme of the other participants and Science Fair. The event was a great opportunity to engage parents and students about the hydrological cycle, stormwater issues and watershed protection. The enviroscape demonstration and WVCWP staff knowledge provided students with ideas for future "watershed" related science projects Materials Distributed:

			<p>13x Most Wanted Bugs w/ seeds 2x "Know about Mercury" 3x Household Hazardous Waste 2x "Pest or Pal" Activity Work Book</p>
<p>Creek Education program at Audubon Environmental Education Center</p> <p>Target Audience: Elementary</p>	<p>Topics: creek, watersheds, habitat, litter, pollutants" affect on aquatic life</p> <p>Description: Creek Education Field Trip</p>	<p>Attendees: City of Saratoga 3rd graders who attend schools in Cupertino School District. Blue Hills Elementary participated October 2013: 77 students 20 parents 5 teachers</p>	<p>The Creek Field Trip is managed by the City of Cupertino Environmental Programs Coordinator. Students are introduced to concepts, such as stormdrains flow to creeks, and "only rain in the stormdrain". The Creek Field Trips at the Environmental Education Center are instructed by a Naturalist. Students try to identify environmental topics which they learned about in the classroom.</p>
<p>Classroom Presentation</p> <p>Target Audience: 2nd grade students</p>	<p>Topics: WVCWP presented the Enviroscape watershed model; discussed watersheds, sanitary sewer vs. storm drain, POC's (mercury, trash, pesticides) and BMP's such as proper car washing and handling of pet waste.</p>	<p>Attendees: Delphi Academy Campbell 12/03/13 2nd grade students 20 students</p>	<p>Good event the students were very attentive during the enviroscape presentation and discussion. WVCWP should consider distributing stormwater material before the event so students have some familiarity with terminology. This was the first time WVCWP visited Delphi Academy.</p> <p>Materials Distributed: 25x "Pest or Pal" Activity Work Book 20x You are the solution 25x "Only Rain down the drain" pencils</p>
<p>Municipality Outreach</p> <p>Target Audience: 2nd grade students</p>	<p>Topics: City of Saratoga discussed local government, different department roles and stormwater pollution.</p> <p>Description: City Hall tour, handed out activity books related to stormwater and pesticide use.</p>	<p>Attendees: Elementary School Students Campbell 12/14/13 2nd grade classes 50 participants</p>	<p>The students were split into groups of two and introduced to different departments at Saratoga City Hall. This is an annual event in which Saratoga staff reaches out to their residents.</p> <p>Materials Distributed: 50x "Pest or Pal" Activity Work Book 50x Storm drain Pencils</p>
<p>Classroom Presentation</p> <p>Target Audience: Kindergarten</p>	<p>Topics: WVCWP presented the Enviroscape watershed model; discussed watersheds, sanitary sewer</p>	<p>Attendees: Delphi Academy Campbell</p>	<p>The classroom event went well. Unfortunately, the regular teacher was sick so set-up needs were not conveyed. Due to scheduling</p>

<p>students</p>	<p>vs. storm drain, POC's (mercury, trash, pesticides) and BMP's such as proper car washing and handling of pet waste.</p>	<p>1/27/14 Kindergarten students 26 students</p>	<p>conflicts only 1 WVCWP staff was available for the event. The students were read a children's book about stormwater pollution in an effort to teach them about stormwater topics. The students really enjoyed the Enviroscape watershed model and said it was "awesome". Materials Distributed: 26x "Pest or Pal" Activity Work Book 26x You are the solution</p>
<p>Classroom Outreach with Enviroscape Target Audience: 5th grade students</p>	<p>Topics: WVCWP presented the Enviroscape watershed model; discussed watersheds, sanitary sewer vs. storm drain, POC's (mercury, trash, pesticides) and BMP's such as proper car washing and handling of pet waste.</p>	<p>Attendees: Sacred Heart School Saratoga 04/09/14 5th grade class 35 students 1 teacher</p>	<p>The class was split into two interactive stations. One station featured the Enviroscape watershed presentation. The other station featured a Q&A handout about watersheds and stormwater pollution. Students were very knowledgeable about stormwater topics. Materials Distributed: 32x You are the solution to pollution 23x "Pest or Pal" Activity Work Book</p>
<p>School Outreach with Enviroscape Target Audience: K-5th grade students</p>	<p>Topics: WVCWP staff presented the Enviroscape watershed model; discussed watersheds, sanitary sewer vs. stormdrain, POC's (mercury, trash, pesticides) and BMP's such as proper cash washing and handling of pet waste. Staff also presented a compost model; discussed composting, IPM and organic gardening. Description: Enviroscape & Compost presentations during school's Earth Day science event.</p>	<p>Attendees: Old Orchard School Campbell 04/18/14 K-5th grade 120 students</p>	<p>The WVCWP educational tables were in conjunction with the schools Earth Day fair. Groups of students from K-5th grade participated in the Enviroscape and compost demonstrations. The round robin layout allowed all groups of students to visit our tables. 6+ groups of students participated in our demonstrations. Topics covered included: Mercury, Pesticides and Trash. Both students and school staff enjoyed learning about watershed topics through our staff and Enviroscape model. Materials Distributed: 45x "Pest or Pal" Activity Work Book 15x You are the solution to pollution 10x Grow It 50x Most Wanted Bugs w/ seeds 8x Backyard Bugs</p>

<p>School Outreach with Enviroscope</p> <p>Target Audience: 6th-8th grade students</p>	<p>Topics: General Stormwater Pollution, IPM, POC's (mercury, trash, pesticides)</p> <p>Description: Enviroscope & Compost presentations during school's Earth Day science event.</p>	<p>Attendees: Moreland Middle School Campbell 04/22/14 6-8th grade 50+ students</p>	<p>The event went well especially since it was during the school's Earth Day celebration. The school's environmental awareness student committee hosted the event. The students had their own educational table about water issues. The WVCWP staff and Enviroscope model added to the learning experience. The students were able to demonstrate important relationships between water and stormwater pollution.</p>
<p>Creek Clean-up</p> <p>Target Audience: 5th grade students</p>	<p>Topic: Trash</p> <p>Description: WVCWP staff and parent chaperones supervised clean-up of creek and adjacent school campus. WVCWP provided supplies (trash bags, grabbers, gloves).</p>	<p>Attendees: Sacred Heart School Saratoga 04/29/14 4th grade 24 students</p>	<p>WVCWP organizes the volunteer clean-up event at Wildcat Creek adjacent from Sacred Heart School. Students' grades 4th-6th participated in the event. Students collected trash along the creek in two groups. One group focused efforts upstream of the school while the second group focused efforts downstream of the school. After the creek clean-up both groups collected trash on the school campus.</p> <p>Trash and Recyclables were collected and disposed on site. Some items collected included: bicycle parts, tires, and scrap metal</p> <p>Materials Distributed: 10x Blue avocado reusable snack bags 21x WW tattoos 2x First Aid Kits</p>
<p>Creek Clean-up</p> <p>Target Audience: 6th-8th grade students</p>	<p>Topic: Trash</p> <p>Description: WVCWP staff and City of Saratoga supervised the Saratoga creek clean-up adjacent to Prospect High School. WVCWP provided trash bags, gloves and litter</p>	<p>Attendees: Moreland Middle School Campbell 05/18/14 6th-8th grade students 14 students</p>	<p>Students from Moreland Middle School's environmental club volunteered for the clean-up event. The clean-up addressed trash accumulated by Prospect High School throughout the school year. Students cleaned the creek in teams of two. Snack/food wrappers ranked most common item collected.</p> <p>Materials Distributed: 20x You are the solution to pollution 18x Most Wanted Bugs w/ seeds</p>

<p>Los Gatos Parks and Public Works Open House</p> <p>Target Audience- Elementary</p>	<p>Topics: Trash, Car Washing, Pet Waste, Mercury</p> <p>Description: WVCWP staff had a station with educational information about stormwater pollution and the Enviroscope model.</p>	<p>Attendees:</p> <p>Two Elementary School Classes.</p> <p>05/21/14</p> <p>2nd & 4th grade students</p> <p>60 students</p> <p>2 Teachers</p>	<p>Two classes' grades 2nd and 4th from separate schools attended the event. Enviroscope presentations and discussions were provided in 10 minute segments for class. Students and teachers provided feedback that they enjoyed the learning experience.</p> <p>Materials Distributed:</p> <p>20x Most Wanted Bugs w/ seeds</p> <p>27x You are the solution</p> <p>60x "Pest or Pal" Activity Workbook</p> <p>17x Grow It</p> <p>11 WW Discount Card</p>
<p>ZunZun School Assemblies</p> <p>Target Audience: Elementary</p>	<p>See "ZunZun School Assemblies for Watershed Watch Campaign - FY 13-14 Academic Year Final Report" for assembly details</p>	<p>Attendees:</p> <p>Sherman Oaks Community Charter, Campbell 8/30/13</p> <p>2 Shows</p> <p>490 Students</p> <p>Blue Hills Elementary, Saratoga 9/11/13</p> <p>2 Shows</p> <p>500 Students</p> <p>Castlemont Elementary, Campbell 11/5/13</p> <p>2 Shows</p> <p>771 Students</p> <p>Marshall Lane Elementary, Saratoga 1/7/14</p> <p>2 Shows</p> <p>589 Students</p>	<p>For teacher comments and evaluations of the ZunZun School Assemblies program, see the "ZunZun End of Year Teacher Evaluation 13-14" in the SCVURPPP Program's C.7 section. An additional internal evaluation tool has been developed, and planning is underway for implementation in FY 14-15.</p> <p>A total of 2350 WV Community elementary school children received interactive education exposure to watershed and runoff pollution prevention concepts via ZunZun in FY 13-14.</p>

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APPENDIX C7

Public Information and Outreach

- C7bc Local Advertising and Media Relations

West Valley Clean Water Program



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City of Monte Sereno

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West Valley Clean Water Program



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

1. Newsletters, Newspaper Articles, Web Postings, Social Media

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) Los Gatos-Saratoga Adult Recreation
- (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. Main Page
 - b. Engineering/PW
- (ii) Town of Los Gatos Website
 - a. Home Page "What's New"
 - b. Public Works
 - c. Environmental Programs
- (iii) City of Saratoga Website
 - a. City News (Home Page)
 - b. Saratoga Calendar
- (iv) Watershed Watch: www.mywatershedwatch.org
- (v) West Valley Clean Water Program: www.cleancreeks.org
- (vi) SCVURPPP: www.scvurppp.org
- (vii) Our Water Our World/BASMAA: <http://www.ourwaterourworld.org/>

- (4) Social Media

- (i) Facebook
 - a. City of Saratoga
 - b. Watershed Watch/SCVURPPP
 - c. Be The Street/BASMAA
- (ii) "Next Door" subscription email communication (Campbell, Los Gatos, Saratoga)
- (iii) "What's New" subscription email communication (Los Gatos)
- (iv) Twitter

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- a. Watershed Watch/SCVURPPP
- b. Be The Street/BASMAA
- (iv) Instagram: Be The Street

2. PRESS RELEASES SUBMITTED

**Newsletters, Newspaper Articles, Web Postings, Social Media
and PRESS RELEASES PRINTED / POSTED TO WEBSITES / SOCIAL MEDIA**

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	Printed/ Appeared
<i>1st Quarter FY13-14 – July, August, September</i>					
C.9		IPM Article: IPM Shelf Talkers – IPM Ant Control	Saratoga Muni Newsletter: "The Saratogan"	July 2013	Summer/Fall 2013
			Monte Sereno Muni Newsletter: "City of Monte Sereno"	July 2013	Fall 2013
			Town of LG website "Growing Greener"	July 2013	Oct. 30, 2013
			City of Campbell Muni Newsletter: "Campbell Profile"	July 2013	Winter/Spring 2014
C.11		Recycle Household Batteries (from WVC&R Press Release)	Muni Newsletter: "The Saratogan"	June 2013	Summer/Fall 2013
C.11		E-Waste Event – WV Communities Summer Event	Flyer to all customers WVC&R website	generated by WVC&R	June/July 2013
C.10		Los Gatos Re-usable Bag Ordinance generated by Town	Town of LG website – What's New web page & emailed link	generated by Town	July 12, 2013
			Town of LG website "Growing Greener"	generated by Town	July, Aug. 2013
			Town of LG website "Growing Greener" Email	generated by Town	July 11, 2013
			Los Gatos Next Door Email	generated by Town	Aug. 10, 2013
			Los Gatos Patch (online)	generated by Town	Aug. 25, 2013
C.10		Los Gatos Foam Foodware Ordinance generated by Town	Town of LG website – What's New web page & emailed link	generated by Town	July 26, 2013
C.15		CAMPBELL – National Mayor's Challenge for Water Conservation – generated by City	Campbell Patch (online)	July 2013	July 24, 2013
C.10		Street Sweeping	Campbell Profile	June 28, 2013	Fall 2013

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MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	Printed/ Appeared
C.10		CA Coastal Cleanup Day – Event Posting	Campbell Patch (online)	Sept. 2013	Sept. 5, 2013
			Campbell Patch Calendar feature	Sept. 2013	Sept. 9, 2013
			Campbell Next Door Email	Sept. 2013	Sept. 13, 2013
			Los Gatos Patch (online)	Sept. 2013	Sept. 5, 2013
			City of Campbell website	Sept 2013	Sept. 16, 2013
			Saratoga Patch (online)	Sept. 2013	Sept. 5, 2013
			Saratoga Next Door Email	Sept. 2013	Sept. 2013
C.10		CA Coastal Cleanup Day - Article	Campbell Patch (online)	Sept. 19, 2013	Sept. 19, 2013
			Muni Newsletter: "Campbell Profile"	Sept. 2013	Fall 2013
			Los Gatos Next Door Email	Sept. 2013	Sept. 10, 2013
			City of Saratoga Face Book	Sept. 2013	Sept. 10, 2013
			Campbell Reporter Newspaper	Sept. 2013	Sept. 11, 2013
C.10		Campbell's Annual Garage Sale – Event Posting - generated by City	Campbell Muni Newsletter: "Campbell Profile"	generated by City	Fall 2013
C.3		Hacienda Redo Moves Forward (City of Campbell Green Street Project) - generated by City	Campbell Express Newsletter	generated by City	Sept. 18, 2013
2nd Quarter FY13-14 – October, November, December					
C.11		Thermometer Exchange/Battery Recycling w/ LG Police Dept/Pharmaceutical Take-Back	LG Patch online - Article	Oct. 2013	Oct. 25, 2013
			LG Patch online – Events	Oct. 2013	Oct. 4, 2013
			Town of LG website – Home Page & What's New	Oct. 2013	Oct. 21, 2013
			Los Gatos Next Door – Email to residents	Oct. 2013	October 2013
			Community Against Substance Abuse website	Oct. 2013	Oct. 8, 2013
			Los Gatos Weekly Newspaper	Oct. 2013	Oct. 15, 2013
C.11		Thermometer Exchange/Battery Recycling w/ Saratoga Senior Council Health Fair	City of Saratoga – Web Site Home Page – "City News"	Oct. 2013	October 2013
			City of Saratoga – Facebook	Oct. 2013	October 2013
			Saratoga Next Door Email	Oct. 2013	Oct. 29, 2013
			Saratoga News newspaper	Oct. 2013	Oct. 29, 2013
			Saratoga Patch (online) Events	Oct. 2013	Oct. 27, 2013
C.9	C.15	"Park Design Protects Creek" news article	Los Gatos Weekly Newspaper	Nov. 2013	Dec. 17, 2013

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MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	Printed/ Appeared
3rd Quarter FY13-14 – January, February, March					
C.10		Campbell Reusable Bag Ordinance in effect January 27, 2014	City of Campbell – Web Site Home Page	generated by City	January 2014
			Next Door Campbell	January 27, 2014	January 2014
C.10		Los Gatos Re-usable Bag Ordinance February 3, 2013	Town of LG website – What's New web page & emailed link	generated by Town	Jan. 10, 2014
			Town of LG website – What's New web page & emailed link	generated by Town	Feb. 1, 2014
			Los Gatos Weekly Newspaper	generated by Town	Jan. 31, 2014
			Los Gatos Patch (online)	generated by Town	Feb. 3, 2014
C.15		Town of Los Gatos – website & email: Water Conservation SCVWD flyer posted	Town of LG website – What's New web page & emailed link	generated by Town	Feb. 5, 2014
		Water Conservation SCVWD flyer	WVCWP sent to Cmpbl, MS, Stga	Feb. 14, 2013	
			City of Campbell website – Home Page - announcements	Feb. 14, 2013	March/April, 2014
			Monte Sereno Muni Newsletter: "City of Monte Sereno"	Feb. 14, 2013	Spring 2014
			Saratoga Muni Newsletter: "The Saratogan"	Feb. 14, 2013	Summer 2014
C.10		Great American Litter Pickup – Campbell	City of Campbell website – Home Page - announcements	generated by City	March/April 2013
			Campbell Muni Newsletter: "Campbell Profile"	generated by City	Winter/Spring 2014
			Campbell Reporter newspaper – paid ads	generated by City	April 2014 issues
			Next Door Campbell	generated by City	April 2014
C.10		Anti-Litter "Meme" Contest with Cleanup Event info	Campbell Patch – article + email headline	March 6, 2014	March 7, 2014
			Los Gatos Patch – article + email headline	March 6, 2014	March 7, 2014

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			Saratoga Patch – article + email headline	March 6, 2014	March 7, 2014
C.11		Mercury Thermometer Exchange – Battery Recycling scheduled with Campbell PD Drug Take Back	Campbell “Courier” Senior Ctr Newsletter	March 11, 2014	April/May edition
			San Tomas Neighborhd Assn web site	March 11, 2014	
			Campbell Reporter Newspaper	March 19, 2014	March 28, 2014
			Campbell Express Newsletter	March 19, 2014	
			AARP Newsletter	March 2014	April 2014
			Next Door Campbell	April 2014	April 2014
			City of Campbell Web Site	April 2014	April 2014
C.15		Water-wise Gardening Tips – Article	City of Campbell Web Site	generated by City	March 31, 2014
C.15		SCVWD Drought Watch	City of Campbell Web Site	generated by City	March 31, 2014
4th Quarter FY13-14 – April, May, June					
C.11		Battery & Cell Phone Recycling at LG Farmers Mkt – Keep LG Beautiful Month	Los Gatos Weekly (In “Keep Los Gatos Beautiful Month” article)	April 14, 2014	April 18, 2014
			Next Door Los Gatos	April 2014	April 16, 2014
		Battery & Cell Phone Recycling - Appeared in Town of Los Gatos “Keep Los Gatos Beautiful Month” flyer	Los Gatos Weekly – paid ad	April 2014	April 6, 2014
			Town of Los Gatos Website	April 2014	April 2014
C.9	C.15	“Going Native Garden Tour” - generated by Town	Los Gatos Weekly (In “Keep Los Gatos Beautiful Month” article)	April 2014	April 18, 2014
C.10		Volunteer for “Clean Up Saturdays” – Downtown LG - generated by Town	Los Gatos Weekly (In “Keep Los Gatos Beautiful Month” article)	April 2014	April 18, 2014
C.10		Los Gatos Re-usable Bag Ordinance - generated by Town	Town of Los Gatos Website (In “Keep Los Gatos Beautiful Month” flyer) & distributed around Town	April 2014	April 2014
C.9		Proper Disposal of Pesticides/ Avoid Banned	City of Campbell – website	April 2014	April 2014

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	Printed/ Appeared
		Pesticides			
			Next Door Campbell – email	April 2014	April 2014
C.10		National River Cleanup Day: WV Communities	Campbell Reporter newspaper	April 24, 2014	
			Saratoga News newspaper	April 24, 2014	
			Westmont High School	May 1, 2014	
			Rolling Hills Middle School	May 1, 2014	Distributed at school
			Marshall Lane Elementary School	May 1, 2014	
			City of Campbell – Next Door	May 8, 2014	
			City of Campbell – web site	May 8, 2014	
			Town of Los Gatos – Next Door	May 8, 2014	May 2014
			Town of Los Gatos – web site Growing Greener & Keep LG Beautiful site	May 8, 2014	March - May 2014
			City of Saratoga – Next Door	May 8, 2014	May 2014
			City of Saratoga – FaceBook	May 8, 2014	May 2014
C.15		Arbor Day: drought-tolerant planting + Water Conservation: drought tolerant planting	Saratoga Muni Newsletter: "The Saratogan"	generated by City	Summer 2014 issue
C.11		More Items to be Recycled: E-waste	Saratoga Muni Newsletter: "The Saratogan"	generated by City	Summer 2014 issue
C.15		City Water Conservation/ Irrigation - generated by City	Campbell Muni Newsletter: "Campbell Profile"	June 2014	Summer 2014 issue
C.15		Message from the SCVWD - generated by City	Campbell Muni Newsletter: "Campbell Profile"	June 2014	Summer 2014
C.11		Hazardous Wastes: SCC Hazardous Waste Program - generated by City	City of Campbell – web site	June 2014	June 2014
		Stormwater – Pollution Prevention	City of Campbell – web site	June 2014	Current
C.10		Great American Litter Pickup – Campbell - generated by City	Campbell Muni Newsletter: "Campbell Profile"	June 2014	Summer 2014

MRP	MRP	PRESS RELEASE TITLE	SENT TO:	DATE SENT	Printed/ Appeared
C.9		Pesticides Article: Hire an IPM-Certified Contractor (Home & Yard)	Monte Sereno Muni Newsletter: "City of Monte Sereno"	June 16, 2014	Summer 2014
			Campbell Muni Newsletter: "Campbell Profile"	June 16, 2014	
			Town of LG website & email: "Los Gatos Growing Greener"	June 16, 2014	
			Saratoga Muni Newsletter: "The Saratogan"	June 16, 2014	
C.13	C.15	Proper Car Washing/ Avoid Runoff	Monte Sereno Muni Newsletter: "City of Monte Sereno"	June 2014	Summer 2014
			Campbell Muni Newsletter: "Campbell Profile"	June 2014	
			Town of LG website & email: "Los Gatos Growing Greener"	June 2014	
			Saratoga Muni Newsletter: "The Saratogan"	June 2014	

3. FLYERS/POSTERS: Created -- for WVCWP and/or Municipal Events

MRP	MRP	FLYER / POSTER TOPIC	DATE
1st Quarter FY13-14– July, August, September			
C.10		Coastal Cleanup Day Sept. 21, 2013 - Flyer – highlighting WVCWP-sponsored site	Prepared in Sept. for posting on social media & online sites
C.11		Thermometer Exchange/Battery Recycling Oct. 26, 2013 - w/ LG Police Dept/Pharmaceutical Take-Back	Prepared in Sept. 2013 for October event
C.11		Thermometer Exchange/Battery Recycling Oct. 26, 2013 - w/ LG Police Dept/Pharmaceutical Take-Back – Take-home postcards	Prepared in Sept. 2013 for October event
2nd Quarter FY13-14 – October, November, December			
C.11		Thermometer Exchange/Battery Recycling Nov. 2, 2013 w/ Saratoga Senior Council Health Expo	Prepared in Oct. 2013 for November event
C.11		Thermometer Exchange/Battery Recycling Nov. 2, 2013 w/ Saratoga Senior Council Health Fair Take-home postcards	Prepared in Oct. 2013 for November event
3rd Quarter FY13-14 – January, February, March			
C.10		Postcard mailed to Town of Los Gatos residents – Bag Ban (Muni-generated)	Jan. 2014
4th Quarter FY13-14 – April, May, June			

MRP	MRP	FLYER / POSTER TOPIC	DATE
C.11		Thermometer Exchange – Battery Recycling April 27, 2014 -- scheduled with “Keep Los Gatos Beautiful” Farmers Market event	Prepared for April 2014 event
C.10		National River Cleanup Day – May 17, 2014 – postcard/flyer highlighting WVCWP site	Prepared for May 2014 event
C.13		Car Wash Events –highlighting Classic Car Wash, Campbell & including San Jose event	Prepared in May for June 2014 events

4. CREATIVE [MATERIAL] DEVELOPMENT/ Promotional Items: created and purchased

For WVCWP and/or Municipal Events: New for FY 13-14

- 1) **Mercury-free Solar Thermometers:** for use at “Thermometer Exchange”/“Mercury-Containing Products” collection events.
 - a) 100 count purchased
 - b) With imprint



- 2) **Re-usable Produce Bags:** to replace single use plastic produce/ grocery bags for grocery shopping (ie Farmer’s Market)
 - a) 250 count purchased
 - b) With imprint



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Section 8: Provision C8 Water Quality Monitoring

West Valley Clean Water Program



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Section 8 - Provision C.8 Water Quality Monitoring

C.8 Water Quality Monitoring

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

Summary

During FY 13-14, we participated in BASMAA Regional Monitoring Coalition (RMC) and conducted monitoring consistent with the MRP through the Program. 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. Monitoring efforts and results are documented in a separate report submitted March 15 of each year, as required in Provision C.8. 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 13-14 Annual Report and the Integrated Monitoring Report, submitted to the Water Board on March 15, 2014.

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Section 9: Provision C9 Pesticides Toxicity Controls

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Section 9 – Provision C.9 Pesticides Toxicity Controls

C.9.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.

Summary:

City of Monte Sereno has had no pesticide usage since 2008. 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. This area has been landscaped to be pest resistant and drought-tolerant. 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 Used¹

Pesticide Category and Specific Pesticide Used	Amount ²				
	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14
Organophosphates	⊖	⊖	⊖	⊖	⊖
Pyrethroids	⊖	⊖	⊖	⊖	⊖
Carbaryl	⊖	⊖	⊖	⊖	⊖
Fipronil	⊖	⊖	⊖	⊖	⊖

¹ Includes all municipal structural and landscape pesticide usage by employees and contractors.

² Weight or volume of the product or preferably its active ingredient, using same units for the product each year. The active ingredients in any pesticide are listed on the label. The list of active ingredients that need to be reported in the pyrethroids class includes: allethrin (D-allethrin), bioallethrin, bifenthrin, beta-cyfluthrin, cyfluthrin, cypermethrin, cyphenothrin, deltamethrin, esfenvalerate, etofenprox, gamma-cyhalothrin, imiprothrin, lambda-cyhalothrin, metofluthrin, permethrin, phenothrin, prallethrin, resmethrin, sumithrin (D-phenothrin), tau fluvalinate, tefluthrin, tetramethrin, tralomethrin, and zeta-cypermethrin (S-cypermethrin).

C.9.c <input type="checkbox"/> 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 A City-wide Staff Memo on IPM alternatives, proper pesticide disposal, etc., for personal purposes, is distributed annually. The City Finance Officer/Facilities-Grounds Manager received the training from the WVCWP municipal workshop, via CD. The workshop addressed TMDLs, IPM certification programs and contractor compliance with IPM Plans/Policies and SOPs.	*0
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

C.9.d <input type="checkbox"/> 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 <input type="checkbox"/> 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 13-14, we participated in regulatory processes related to pesticides through contributions to the Program, BASMAA and CASQA. For additional information, see the Regional 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 13-14:

- FY 13-14 Store Employee Training Report (SCVURPPP)
- FY 13-14 Store Employee Training Evaluation Summary (SCVURPPP)
- FY 13-14 Store Employee Training Status Table (SCVURPPP)
- FY 13-14 List of Stores in the IPM Store Partnership Program (SCVURPPP)
- FY 13-14 BASMAA "Our Water, Our World" (OWOW) Report (BASMAA)

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 13-14:

- FY 13-14 Watershed Watch Campaign Final Report
- FY 13-14 Green Gardener Training Report

These reports are included within the C.7 Public Information and Outreach and C.9 Pesticides Toxicity Control sections of the SCVURPPP Program's FY 13-14 Annual Report.

WVCWP distributed flyers for the Oct. and Dec. 2013 "PAPA—Univ. Calif. IPM Program—SF Bay Water Quality Control Board IPM for Landscapers and Public Agencies Seminar" to WV Communities' Pest Control Contractors.

WVCWP prepared and distributed an article on "**Hire an IPM Certified Contractor**", with information on the Fall 2014 "Green Gardener Classes" to the 4 WVC municipal newsletters and websites. The article encourages homeowners to promote the Green Gardener classes to their home landscaping contractors. The article was provided in June 2014 for use in Summer and Fall 2014 newsletters.

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Section 10: Provision C10 Trash Load Reduction

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Section 10 - Provision C.10 Trash Load Reduction

C.10.a.iii ► Minimum Full Trash Capture

Provide the following:

- 1) Descriptions of actions/tasks completed towards achieving the Minimum Full Trash Capture requirement in provision C.10.a.iii. Include the:
 - Total number and types of full capture devices (publicly and privately-owned) installed to-date;
 - Total land area (acres) and land areas within each trash generation category (i.e., very high, high, moderate and low) treated by full capture devices (or other types of devices for non-population based Permittees), in comparison to the MRP-required full capture requirements in Attachment J to the MRP; and,
 - Percentage of jurisdictional land areas with very high, high, moderate and low trash generation rates treated by full capture devices.
- 2) A narrative summary of maintenance activities implemented for each device, group of devices, or device type, including descriptions of typical maintenance frequencies and issues associated with maintaining these devices.

Descriptions of Actions/Tasks (Conducted or Planned):

As of June 30, 2014, the City of Monte Sereno has completed installation of four publicly owned Trash Full Capture Devices (TCD). All 4 devices are Advanced Solution's AS-1 (ST3G) small devices that fit inside the catch basins. The total area treated by all four devices in the City of Monte Sereno is 15 acres. The minimum treatment area required in Attachment J is zero acres. The total acres treated and percentage of jurisdictional land area treated by full capture devices within a specific trash generation category is shown in the following table.

Total Number of Devices Installed	Connector Pipe Screens or Filters	Netting Devices	HDS Units	Gross Solid Removal Devices	LID Facilities	Other	TOTAL
	4	0	0	0	0	0	4

Full Capture Treatment Area	Low (green)	Moderate (yellow)	High (red)	Very High (violet)	TOTAL	Minimum Treatment Area Required (Attachment J)
Acres (All TMAs)	15	0	0	0	15	0
% (All TMAs)	1%	0%	0%	0%	1.4%	

Descriptions of Maintenance Activities:

Regular maintenance includes annual cleaning prior to wet season and cleaning before a major rain event, as needed, plus checks for signs of flooding during wet season and cleaned as necessary to alleviate flooding. Monte Sereno's storm conveyance system maintenance contractor provides annual cleaning and inspections. The contractor maintains both electronic and hard copies in house and provides a hard copy to Monte Sereno's Public Works Department for recordkeeping. Four devices were installed in October 2012. Monte Sereno experienced at least one major rain event after the October installation. No major flooding was observed/reported in and around catch basins where TCD's were installed. No performance issues associated with the devices were observed between October 2012 and June 30, 2014.

In FY 13-14, the City of Monte Sereno also participated in the initial development of a Model Trash Full Capture Device Operation and Maintenance (O&M) Verification Program initiated by SCVURPPP. The model program is intended to provide Permittees with a template for documenting O&M procedures, including inspection and maintenance frequencies. Over the course of the next year, the City of Monte Sereno plans to further document their specific O&M verification program by tailoring the Model Program developed by SCVURPPP to incorporate city-specific characteristics/processes. Additional details on the City of Monte Sereno's O&M verification program will be included in our FY 14-15 Annual Report.

C.10.b.iii ► Trash Hot Spot Assessment

Provide the volume of material removed during each MRP-required Trash Hot Spot cleanup during each fiscal year, and the dominant types of trash (e.g., glass, plastics, paper) removed and their sources in FY 2013-14 to the extent possible.

Trash Hot Spot	FY 13-14 Cleanup Date	Volume of Trash Removed (cubic yards)				Dominant Type(s) of Trash in FY 2013-14	Trash Sources in FY 2013-14 (where possible)
		FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14		
WVC01	9/21/2013	4.9	4.0	4.0	4.6	Convenience/Fast Food items, Paper and cardboard, Bottles (plastic or glass), Spray paint cans, Cigarette butts	Litter, Illegal dumping, Homeless encampments
WVC02	5/17/2014	1.5	0.2	0.7	0.4	Convenience/Fast Food items, Bottles (plastic or glass), Paper and cardboard, Plastic Bags, Spray paint cans	Litter, Trash accumulation
WVC03	5/18/2014	0.7	2.0	1.0	0.7	Convenience/Fast Food items, Other plastic products, Paper and cardboard, Bottles (plastic or glass), Styrofoam	Litter, Trash accumulation
WVC04	6/11/2014	0.3	0.0006	0.1	.02	Bottles (plastic or glass), Other, Other plastic products, Plastic Bags, Paper and cardboard	Litter (no accumulation because litter picked up weekly by ranger)

C.10.c ► Long-Term Trash Load Reduction Plan

Provide descriptions of significant revisions made to your Long-term Trash Load Reduction Plan submitted to the Water Board in February 2014. Describe significant changes made to primary or secondary trash management areas (TMA), trash generation maps, control measures, or time schedules identified in your plan.

Description of Significant Revision(s)	Associated TMA
The trash generation map for the City of Monte Sereno has been revised for TMA MS01-3 to change the rate designation from Moderate (yellow) to Low (green) trash generation. The generation rate was adjusted after on-land visual assessments were conducted in this TMA and determined that the trash generation rate should be low not moderate.	MS01-3

C.10.d □ PART A - Trash Control Measure Implementation and Assessment (Jurisdictional-wide Actions)

Provide a description of each jurisdictional-wide trash control measure implemented to-date. Identify the dominant trash source(s) and dominant type(s) of trash addressed by each control measure. For each jurisdictional-wide measure, identify the trash assessment method(s) used to demonstrate on-going reductions, summarize the results of the assessment(s), and estimate the associated reduction of trash within your jurisdictional area.

Control Measure	Summary Description of Control Measure & Dominant Trash Sources and Types	Assessment Method(s)	Summary of Assessment Results To-date	Estimated % Trash Reduced
<p>Single-use Plastic Bag Ordinance or Policy</p>	<p>The City of Monte Sereno representatives met with the other West Valley communities through its Joint Powers Authority (JPA) solid waste agreement on February 2, 2012. The JPA voted unanimously to support the county-wide effort for a single use plastic bag ban and recommended that each of the West Valley municipalities enact the ban.</p> <p>On June 21, 2011, despite having no commercial or retail land use, the City of Monte Sereno enacted a voluntary ban (via Resolution of the City Council) on plastic bags encouraging its residents to voluntarily discontinue the use of plastic bags in other cities to prevent single use bags from entering Monte Sereno and protect the environment.</p> <p>As required by its Resolution to voluntarily ban plastic bags, the City of Monte Sereno will conduct outreach to encourage its residents to discontinue receiving plastic bags in other communities. Beginning in 2014 the City will conduct annual outreach to its residents in the form of website updates and articles via the City's online mailing list to encourage the use of reusable bags and provide information on the negative impacts of single-use bags (both plastic and paper) on the environment. Monte Sereno will ensure its website is up to date and accessible to the public and provide at least one outreach article to the City's mailing list or through another outreach tool.</p> <p>Trash Source: 1. pedestrian litter 2. vehicles 3. inadequate container management 4 illegal dumping Trash Type: single-use carryout plastic bags</p>	<p>Although the City of Monte Sereno has adopted and implemented a policy prohibiting the distribution of single-use plastic bags, evaluations of the effectiveness of the ordinance have not yet been conducted. For the purpose of estimating trash reductions in stormwater discharges associated with the single-use bag ordinance, the results of assessments conducted by the cities of San Jose and Palo Alto were used to represent the reduction of trash associated with the City of Monte Sereno's ordinance. Assessments conducted by these cities were conducted prior to and following the effective date of their ordinances, and include audits of businesses, surveys of customer bag usage, and assessments of bags observed on streets, storm drains and local creeks. The results of assessments conducted by these cities are assumed to be representative of the effectiveness of the City of Monte Sereno's ordinance because the implementation (including enforcement) of the City of Monte Sereno's ordinance is similar to the City of San Jose's and Palo Alto's. The City of Monte Sereno developed its percent trash reduced estimate using the following assumptions:</p> <ol style="list-style-type: none"> 1.) Single use plastic bags comprise 8% of the trash discharged from stormwater conveyances, based on the Regional Trash Generation Study conducted by BASMAA; 2) 95% of single use plastic bags distributed in the City of Monte Sereno are affected by the implementation of the ordinance, based on the County of San Mateo's and RecycleMore (West Contra Costa) Environmental Impacts Reports; and 3) Of the bags affected by the ordinance, there are now 87% less being distributed and/or observed in the environment, based on assessments conducted by the City of Palo Alto and City of San Jose. 	<p>Results of assessments that are representative of the City of Monte Sereno, but were conducted by the cities of San Jose and Palo Alto, indicate that City of Monte Sereno's single-use bag ordinance is effective in reducing single use plastic bags in stormwater discharges. This conclusion is based on the following assessment results: 1) An average of 91% of businesses affected by the ordinance are no longer distributing single use plastic bags; 2) An average of 93% of customers observed at these businesses are no longer using single use plastic bags; and 3) An average of 76% less plastic bags are observed on streets, storm drains and/or local creeks. Based on these results, the estimated average reduction of single use plastic bags in stormwater discharges is 87%. Assuming single use bags are 8% of the trash observed in stormwater discharges, the City concludes that there has been a 7% (i.e., 8% x 87%) reduction in trash in stormwater discharges as a result of the ordinance.</p>	<p>7% reduction in the trash from stormwater discharges as a result of ordinance implementation.</p>

C.10.d □ PART A - Trash Control Measure Implementation and Assessment (Jurisdictional-wide Actions)

Provide a description of each jurisdictional-wide trash control measure implemented to-date. Identify the dominant trash source(s) and dominant type(s) of trash addressed by each control measure. For each jurisdictional-wide measure, identify the trash assessment method(s) used to demonstrate on-going reductions, summarize the results of the assessment(s), and estimate the associated reduction of trash within your jurisdictional area.

Control Measure	Summary Description of Control Measure & Dominant Trash Sources and Types	Assessment Method(s)	Summary of Assessment Results To-date	Estimated % Trash Reduced
Expanded Polystyrene Food Service Ware Ordinance or Policy	<p>The City of Monte Sereno has no commercial or retail land uses. Therefore, no EPS ordinance is planned. However, the City has adopted an internal polystyrene foam food service-ware ban for City facilities and events. As of June 30, 2014, no violations involving the purchase or use of polystyrene foam were observed at City facilities or events. By 2016 the City will consider adopting a resolution to encourage residents to stop using polystyrene in other cities and bringing it into Monte Sereno, similar to its bag ban resolution. The resolution would be accompanied by outreach via the City's website and e-mail distribution list.</p> <p>Trash Source: 1.pedestrian litter 2.vehicles 3.inadequate container management 4 illegal dumping Trash Type: expanded polystyrene foam food service ware</p>	NA	NA	NA

C.10.d □ PART A - Trash Control Measure Implementation and Assessment (Jurisdictional-wide Actions)

Provide a description of each jurisdictional-wide trash control measure implemented to-date. Identify the dominant trash source(s) and dominant type(s) of trash addressed by each control measure. For each jurisdictional-wide measure, identify the trash assessment method(s) used to demonstrate on-going reductions, summarize the results of the assessment(s), and estimate the associated reduction of trash within your jurisdictional area.

Control Measure	Summary Description of Control Measure & Dominant Trash Sources and Types	Assessment Method(s)	Summary of Assessment Results To-date	Estimated % Trash Reduced
<p>Public Education and Outreach Programs Targeted at Trash Reduction and Implemented post-MRP Adoption</p>	<p>On behalf of the City of Monte Sereno, SCVURPPP and BASMAA also implemented public education and outreach actions at the countywide and regional scales that were targeted at reducing the impacts of trash on local water bodies. For descriptions of these activities, please see Section 7 of the SCVURPPP Program's Annual Report.</p> <p>Additionally, the WVCWP attends meetings on the City's behalf and hosts events including National River Cleanup Day, Coastal Cleanup Day, and school outreach events (such as Science Fairs, creek cleanups), that have an emphasized focus on litter reduction messaging. For descriptions of these activities, please see Section 7 of the City's Annual Report.</p> <p>Trash Source: All trash sources Trash Type: All trash types</p>	<p>BASMAA conducted post-campaign surveys in FY 13-14 to assess the effectiveness and impacts of their youth litter campaign "Be the Street". The methods used by BASMAA are described in Section 7 of the SCVURPPP Program's Annual Report.</p> <p>The methods used by WVCWP are evaluation forms for each event which is described in Section 7 of the City's Annual Report.</p>	<p>Reductions (i.e., trends) in the levels of trash in stormwater discharges that occur as a result of the implementation of Public Education and Outreach campaigns and programs are very difficult to measure. Both the inherent spatial and temporal variability in trash generation and the timeframes by which behavior change occurs as a result of education and outreach largely governs our ability to link this control measure to water quality outcomes. That said, changing littering behaviors is paramount to the long-term success of trash management programs. As described in Section 7 of the SCVURPPP Program's Annual Report, the City of Monte Sereno has spent significant resources on local, county-wide, and public education and outreach programs that are slowly reducing the generation of trash at its source. Based on the results of assessments conducted by BASMAA in FY 13-14 to assess the effectiveness and impacts of their youth litter campaign "Be the Street" (see SCVURPPP Program's Section 7), a modest conservative load reduction associated with public education and outreach programs is assumed .</p>	<p>1% reduction in trash as a result of public education and outreach program implementation.</p>

C.10.d ► PART B - Trash Control Measure Implementation and Assessment (TMA Specific Actions)

Complete the following trash control measure implementation and assessment summary for each primary trash management area (TMA) identified in your Long-term Plan. Include the following information:

- Identify the total jurisdictional area and the % of that area that generates very high (VH), high (H), moderate (M), or low (L) levels of trash;
- Identify the dominant trash source(s) and dominant type(s) of trash addressed or to-be addressed in the TMA;
- Include the area currently treated by full capture devices, the quantity and type of devices installed to-date, and the % of jurisdictional area that generates very high (VH), high (H), moderate (M), and low (L) levels of trash after accounting for reductions via full capture devices;
- Summarize control measures other than full capture devices implemented to-date, distinguishing between implementation that began pre- and post-MRP effective date. If not implemented in the entire TMA, describe generation category targeted and % of TMA addressed;
- Provide the % of the jurisdictional area that generates very VH, H, M or L levels of trash after accounting for all control measures implemented to-date;
- Describe the methods used to evaluate the effectiveness of control measures other than full capture devices, and any assessment results to-date. If the method was not implemented in the entire TMA, describe generation category targeted and %of TMA addressed; and
- Provide an estimate of the % of trash reduced in the TMA and jurisdiction-wide.

C.10.d ► PART B - Trash Control Measure Implementation and Assessment (TMA Specific Actions)									
TMA ID	TMA Area (Acres)	Dominant Sources	Dominant Types		% TMA in Each Trash Generation Category				
					VH	H	M	L	
MS01-3	9	NA	NA	Baseline Generation (Pre-MRP)	0%	0%	0%	100%	
Trash Full Capture Devices		Summary Descriptions of Full Trash Capture Devices (Quantity and Type)			After taking into account Full Capture Devices	0%	0%	0%	100%
Total Area (Acres)	0	One connector pipe screen (public)							
% of TMA	0%								
% of VH/H/M	0%								
Summary Descriptions of Control Measures Implemented Since MRP Adoption, Other than Full Capture Devices					After taking into account all New or Enhanced (post-MRP) Control Measures	0%	0%	0%	100%
<p>Street Sweeping The City's street sweeping program includes sweeping streets in the city four times per year. Although, parking enforcement signs for street sweeping are not posted in the City, parking enforcement equivalent exists on arterial roads in the form of no available/restricted street parking. Most of the City's streets are have no curbs and are located mostly in residential areas except for a small segment at a public elementary school. As of FY 2013-14 the City will evaluate its street sweeping program annually to determine if problem areas exist that may require an increase in street sweeping.</p> <p>On-land Trash Cleanups The City maintains its roads through contracts with the Town of Los Gatos and private contractors. Unincorporated areas with public streets adjacent to Monte Sereno are maintained and cleaned by Santa Clara County. Minimal to no litter pickup is required as there is no commercial/retail land use and very few areas in the City have curbs, gutters, or sidewalks. However, the City provides regular in-field observations for trash problem areas during maintenance activities. As of March 2014, with the implementation of the City's new solid waste franchise agreement, the City will rely on its hauler to provide outreach through media such as newsletters, flyers, door hangers, notification tags, and direct contact to residents. Outreach messaging must be approved by the West Valley Solid Waste Management Authority and will plan to include information on source reduction and anti-littering. The hauler will also provide outreach to schools through programs including presentations and contests that will include anti-littering messaging. As a SCVURPPP Co-Permittee, the City also began working with transit organizations such as Caltrans in 2013 to address litter generating areas the City does not have access to, or jurisdiction over, such as Highway 9.</p> <p>Partial-Capture Treatment Devices The City will evaluate the installation of partial-capture devices beginning in 2015.</p> <p>Enhanced Storm Drain Inlet Maintenance The City's storm drain system is inspected and cleaned annually by the City's contractor, with additional support from City's contract maintenance staff (i.e. prior to or during rain events).</p> <p>Activities to Reduce Trash from Uncovered Loads The City's new solid waste franchise agreement to be implemented March 2014 will continue to require covered loads for hauler trucks and debris boxes. Hauler vehicles are subject to inspection by the JPA and must be cleaned and maintained to prevent the spread of litter. The City will continue to rely on the Police Department to enforce CA Vehicle Code Sections 23114 and 23115 that prohibit uncovered loads and issue monetary fines, as needed.</p> <p>Anti-Littering and Illegal Dumping Enforcement When illegal dumping or trash accumulation sites are reported or discovered they are cleaned the same day or within 24 business hours by City staff (limited number of incidents to date). As of December 31, 2012 the City updated its Illicit Discharge Detection</p>									

<p>and Elimination (IDDE) Enforcement Response Program (ERP) to include litter and illegal dumping as types of stormwater violations that can be met with a citation (as warranted).</p> <p>Improved Trash Bins/Container Management The City's municipal code requires all properties to have the minimum of once-a-week waste collection service. In FY 2013-14 the City's new solid waste franchise agreement with the other West Valley agencies was developed to include stormwater language for pollution prevention. The City utilizes its waste hauler to ensure all households within the City have adequate trash service. Beginning in FY 2012-13, through its participation in the Santa Clara County Zero Litter Initiative (ZLI) as a WVCWP member, Monte Sereno is continuing to work with this committee to develop a right-size/right-service regional campaign to prevent litter generated in the waste collection process. Through its participation in the Santa Clara County Zero Litter Initiative (ZLI) as a WVCWP member, Monte Sereno is working with this committee to develop a right-size/right-service regional campaign to prevent trash generated in the waste collection process, including the development of model ordinance and franchise language.</p>						
<p>Assessment Methods for Control Measures Other than Full Capture Devices</p>						
<p>"As part of the City's Long-Term Trash Reduction Plan, the City worked collaboratively with other SCVURPPP Permittees to develop the SCVURPPP Pilot Trash Assessment Strategy (Assessment Strategy), which was submitted to the Water Board in February 2014. The Assessment Strategy is focused on answering three core management questions and uses the following four main indicators to assess progress towards trash reduction goals. To assess environmental outcomes associated with control measures other than full capture devices, visual trash assessments were conducted using a standard on-land visual assessment protocol developed by BASMAA member agencies. For each TMA assessed, sites were selected using a probabilistic sample draw to randomly pick sites in priority TMAs and allow for extrapolation within the applicable TMA. In FY 13-14, the City conducted visual assessments at 0 sites to assess the level of trash observed on-land in priority TMAs. Through this effort, 0 linear feet of streets and sidewalks were assessed. The results of the assessments in FY 13-14 are presented below. Additional information on the Assessment Strategy and results of initial assessments can be found in the Program's FY 13-14 Annual Report.</p>						
<p>Summary of Assessment Results To-date</p>						
<p>In Summer 2014, a total of 1 site or 1,000 linear feet of streets and sidewalks in this TMA (i.e., 100% of streets/sidewalks with M, H or VH generation rates) were assessed using the on-land visual assessment protocol. Based on the results of these assessments, the area in this TMA where control measures other than full capture devices are implemented was determined to have 100% low, 0% moderate, 0% high and 0% very high levels of trash. The results to the right include not only the reduction observed via on-land assessments, but also via full capture devices (as applicable).</p>	<p>Estimated % Trash Reduction in TMA due to New or Enhanced Post-MRP actions</p>	<p>TMA generates a level of trash that does not adversely affect water quality and therefore no reductions are needed.</p>				
	<p>Estimated % Trash Reduction Jurisdiction-wide due to New or Enhanced Post-MRP actions</p>	<p>NA</p>				

TMA ID	TMA Area (Acres)	Dominant Sources	Dominant Types		% TMA in Each Trash Generation Category				
					VH	H	M	L	
MS02-4	1,018	NA	NA	Baseline Generation (Pre-MRP)	0%	0%	0%	100%	
Trash Full Capture Devices		Summary Descriptions of Full Trash Capture Devices (Quantity and Type)			After taking into account Full Capture Devices	0%	0%	0%	100%
Total Area (Acres)	15	Three connector pipe screens (public)							
% of TMA	1%								
% of VH/H/M	-								
Summary Descriptions of Control Measures Implemented Since MRP Adoption, Other than Full Capture Devices					After taking into account all New or Enhanced (post-MRP) Control Measures	0%	0%	0%	100%
<p>Street Sweeping The City's street sweeping program includes sweeping streets in the city four times per year. Although, parking enforcement signs for street sweeping are not posted in the City, parking enforcement equivalent exists on arterial roads in the form of no available/restricted street parking. Most of the City's streets are have no curbs and are located mostly in residential areas except for a small segment at a public elementary school. As of FY 2013-14 the City will evaluate its street sweeping program annually to determine if problem areas exist that may require an increase in street sweeping.</p> <p>On-Land Trash Cleanup The City maintains its roads through contracts with the Town of Los Gatos and private contractors. Unincorporated areas with public streets adjacent to Monte Sereno are maintained and cleaned by Santa Clara County. Highway 9 that intersects TMA MS02-4 is maintained by CalTrans. Minimal to no litter pickup is required as there is no commercial/retail land use and very few areas in the City have curbs, gutters, or sidewalks. However, the City provides regular in-field observations for trash problem areas during maintenance activities. As of March 2014, with the implementation of the City's new solid waste franchise agreement, the City will rely on its hauler to provide outreach through media such as newsletters, flyers, door hangers, notification tags, and direct contact to residents. Outreach messaging must be approved by the West Valley Solid Waste Management Authority and will plan to include information on source reduction and anti-littering. The hauler will also provide outreach to schools through programs including presentations and contests that will include anti-littering messaging. As a SCVURPPP Co-Permittee, the City also began working with transit organizations such as Caltrans in 2013 to address litter generating areas the City does not have access to, or jurisdiction over, such as Highway 9.</p> <p>Partial-Capture Treatment Devices The City will evaluate the installation of partial-capture devices beginning in 2015.</p> <p>Enhanced Storm Drain Inlet Maintenance The City's storm drain system is inspected and cleaned annually by the City's contractor, with additional support from City's contract maintenance staff (i.e. prior to or during rain events).</p> <p>Activities to Reduce Trash from Uncovered Loads The City's new solid waste franchise agreement to be implemented March 2014 will continue to require covered loads for hauler trucks and debris boxes. Hauler vehicles are subject to inspection by the JPA and must be cleaned and maintained to prevent the spread of litter. The City will continue to rely on the Police Department to enforce CA Vehicle Code Sections 23114 and 23115 that prohibit uncovered loads and issue monetary fines, as needed.</p> <p>Anti-Littering and Illegal Dumping Enforcement When illegal dumping or trash accumulation sites are reported or discovered they are cleaned the same day or within 24 business hours by City staff (limited number of incidents to date).</p>									

<p>As of December 31, 2012 the City updated its Illicit Discharge Detection and Elimination (IDDE) Enforcement Response Program (ERP) to include litter and illegal dumping as types of stormwater violations that can be met with a citation (as warranted).</p> <p>Improved Trash Bins/Container Management The City's municipal code requires all properties to have the minimum of once-a-week waste collection service. In FY 2013-14 the City's new solid waste franchise agreement with the other West Valley agencies was developed to include stormwater language for pollution prevention. The City utilizes its waste hauler to ensure all households within the City have adequate trash service. Beginning in FY 2012-13, through its participation in the Santa Clara County Zero Litter Initiative (ZLI) as a WVCWP member, Monte Sereno is continuing to work with this committee to develop a right-size/right-service regional campaign to prevent litter generated in the waste collection process. Through its participation in the Santa Clara County Zero Litter Initiative (ZLI) as a WVCWP member, Monte Sereno is working with this committee to develop a right-size/right-service regional campaign to prevent trash generated in the waste collection process, including the development of model ordinance and franchise language.</p>					
<p align="center">Assessment Methods for Control Measures Other than Full Capture Devices</p>					
<p>"As part of the City's Long-Term Trash Reduction Plan, the City worked collaboratively with other SCVURPPP Permittees to develop the SCVURPPP Pilot Trash Assessment Strategy (Assessment Strategy), which was submitted to the Water Board in February 2014. The Assessment Strategy is focused on answering three core management questions and uses the following four main indicators to assess progress towards trash reduction goals. To assess environmental outcomes associated with control measures other than full capture devices, visual trash assessments were conducted using a standard on-land visual assessment protocol developed by BASMAA member agencies. For each TMA assessed, sites were selected using a probabilistic sample draw to randomly pick sites in priority TMAs and allow for extrapolation within the applicable TMA. In FY 13-14, the City conducted visual assessments at 0 sites to assess the level of trash observed on-land in priority TMAs. Through this effort, 0 linear feet of streets and sidewalks were assessed. The results of the assessments in FY 13-14 are presented below. Additional information on the Assessment Strategy and results of initial assessments can be found in the Program's FY 13-14 Annual Report.</p>					
<p align="center">Summary of Assessment Results To-date</p>					
<p>On-land visual assessments were not conducted in this TMA in FY 13-14 and therefore no load reductions associated control measures other than full capture devices are assumed to have occurred. Assessments may be conducted in subsequent years.</p>	<p align="center">Estimated % Trash Reduction in TMA due to New or Enhanced Post-MRP actions</p>	<p>TMA generates a level of trash that does not adversely affect water quality and therefore no reductions are needed.</p>			
	<p align="center">Estimated % Trash Reduction Jurisdiction-wide due to New or Enhanced Post-MRP actions</p>	<p align="center">NA</p>			

C.10.d ► PART C – Estimated Overall Trash Load Reduction

For Population-based Permittees, provide an estimate of the overall trash reduction percentage achieved to-date within the jurisdictional area of your municipality that generates problematic trash levels (i.e., Very High, High or Moderate trash generation). Base the estimate on the information presented in C.10.d – Parts A and B and creek/shoreline cleanups not reported in C.10.b.iii. Provide a statement regarding the confidence in the estimate and challenges and/or successes in measuring progress towards the 40% trash reduction target described in provision C.10.

Discussion of Trash Reduction Estimate:

The City of Monte Sereno generates a level of trash that does not adversely affect water quality and therefore no reductions are needed. However, the city will continue to evaluate trash levels and adjust control measures as necessary.

The preliminary trash load reduction estimates presented in this section provide the best available estimate of trash reduction from the City of Monte Sereno's municipal separate stormwater sewer system (MS4). These estimates were developed consistent with the trash reduction framework developed in collaboration with Water Board staff in 2013-14, and the Pilot SCVURPPP Trash Assessment Strategy submitted to the Water Board in February 2014. All estimates are based on available information collected by the City of Monte Sereno, should be considered preliminary at this time, and are subject to revision by Permittees based on additional information on the effectiveness of trash controls, the magnitude and extent of trash control measure implementation, and/or the levels of trash discharged from the City of Monte Sereno's MS4.

Trash reduction estimates were based on initial data collection efforts that began in FY 13-14 and utilize the verified levels of baseline trash generation in the City of Monte Sereno. Reductions associated with jurisdictional-wide trash control measures, trash full capture devices, other TMA-specific control measures, and trash cleanup events in local creeks and shorelines are included. Reductions associated with jurisdictional-wide actions are based on a combination of data collection and observations applicable to the City of Monte Sereno. Reductions associated with trash full capture devices assume that trash generated in areas treated by effectively maintained devices reduce trash to a level of "no adverse impacts" to local water bodies. For control measures other than full capture devices, all reductions estimates are based on empirical observations of current trash levels (i.e., on-land visual assessments) and associated reductions in applicable trash management areas. Reductions associated with creek and shoreline cleanups are based on the amount of trash removed via these cleanups in FY 13-14, in comparison to baseline trash generation in the City of Monte Sereno.

Estimated % Trash Reduction due to Jurisdictional-wide Actions	NA
Estimated % Trash Reduction due to Trash Full Capture Devices (All TMAs)	NA
Estimated % Trash Reduction due to Other Control Measures (All TMAs)	NA
Sub-Total for Above Actions	NA
Estimated % Trash Reduction due to Creek/Shoreline Cleanups (All TMAs)	NA
Total Estimated % Trash Reduction in FY 13-14	NA*
*Monte Sereno is 100% Low (green) trash generation (i.e. no visual impact)	

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West Valley Clean Water Program



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APPENDIX C10

Trash Load Reduction

- C10d Single Use Plastic Bag Policy

West Valley Clean Water Program



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West Valley Clean Water Program



RESOLUTION NO. 3465
RESOLUTION OF THE CITY COUNCIL OF CITY OF MONTE SERENO
ENCOURAGING RESIDENTS TO VOLUNTARILY BAN
THE USE OF PLASTIC BAGS

WHEREAS, single-use carryout bags are a source of litter impacting the County of Santa Clara and the wider environment;

WHEREAS, according to the Santa Clara Valley Urban Runoff Pollution Prevention Program, 60 percent of the litter found in Bay Area creeks is plastic;

WHEREAS, litter collection for beaches, state highways, cities and counties costs the state \$303.2 million each year; plastic bags represent approximately 1% of the total litter at an approximate cost of \$3 million for plastic bags alone;

WHEREAS, Santa Clara County land-based debris, including litter (mostly bags, packaging and single-use disposable products) is conveyed through storm drains to local creeks, into San Francisco Bay and into the Pacific Ocean, endangering marine and wildlife;

WHEREAS, the use of plastic bags has significant environmental impacts which include the use of fossil fuels (petroleum and natural gas) *equivalent* to more than 12 million barrels of oil to produce plastic bags, the related pollution and energy consumption due to resource extraction, manufacture and transportation, the billions of bags that end up as litter each year and the fact that plastic breaks into toxic bits that foul soil, waterways and the food web;

WHEREAS, although the City of Monte Sereno does not have any retail or commercial business, in the interest of protecting the environment, the City Council is encouraging its residents to stop using plastic bags; and

WHEREAS, the City Council hereby directs its staff to embark on a campaign to educate the residents about the detriments of plastic bags and appropriate environmentally sensitive alternatives.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Monte Sereno does hereby encourage its residents to stop using plastic bags and to use environmentally sensitive alternatives.

REGULARLY PASSED AND ADOPTED this 21st day of June, 2011, by the following vote:

AYES:	Council Members Craig, Malloy, Rogers and Mayor Anstandig
NOES:	None
ABSENT:	Council Member Garner
ABSTAIN:	None

BY: _____
Marshall Anstandig, Mayor

ATTEST:

ANDREA M. CHELEMENGOS, CITY CLERK

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West Valley Clean Water Program



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Section 11: Provision C11 Mercury Controls

West Valley Clean Water Program



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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).

Summary:

1) PROMOTION

Local Municipal Efforts

The City website includes a "Recycling" link, leading to the West Valley Collection & Recycling website, with info on proper E-waste disposal. <http://www.montesereno.org/index.php?src=gendocs&ref=Residents&category=Main>

WVCWP

WVCWP posts information on proper disposal for fluorescent bulbs/lamps on its website at <http://www.cleancreeks.org/> - at the "Mercury" link. The WVCWP window, viewed by customers in the Monte Sereno Post Office, featured information on mercury containing products and proper disposal of e-waste a number of times throughout the year. In January, the display provided residents with direction for disposing of old electronic equipment, replaced with new equipment during the holidays. The window is also used to advertise various e-waste drop-off events.

SCVURPPP

The SCVURPPP Program's Watershed Watch Campaign conducts advertising to promote proper disposal of fluorescent lamps and other household hazardous waste. The fluorescent lamps and HHW disposal locations are promoted on the Watershed Watch website. See Section 11 Mercury Controls of the SCVURPPP Program's Annual Report.

Event Promotion

Extensive organizing and advertising was carried out in an effort to inform residents of the recycling/disposal opportunities at the WVCWP local Mercury Containing Products (MCPs) events. A variety of outlets are used to promote the MCP-recycling events which are coordinated by WVCWP.

WVCWP posts information about E-waste, and its own MCP drop-off events, in the Monte Sereno Post Office window. The in Fall and Spring, the window covered E-waste disposal advice, and advertised upcoming WVCWP drop-off events.

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

Efforts.

WVCWP supplies press releases to weekly newspapers, municipal newsletters, community center newsletters and senior center newsletters. For listing of published press releases, **APPENDIX C7: C7bc Advertising and Media Efforts.**

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

Posters/Flyers created by WVCWP 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 police stations). Event outreach information is included in **APPENDIX C7: C7bc**

Advertising and Media Efforts.

Local Municipal Contractor's Efforts

West Valley Collection & Recycling (the solid waste contractor for the West Valley Communities) provides E-waste drop-off events which are publicized via flyers mailed to residents, and on the contractor's website (www.westvalleyrecycles.com/), and via press releases to local weekly newspapers. During FY 13-14, the contractor initiated curbside pick-up of batteries at single family homes, and advertised this new service via its website and newsletters.

2) FACILITATION/ORGANIZATION.

Mercury collection and recycling is available throughout the year 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. In addition, 4 events are put on by WVCWP, in partnership with other municipal events; the WVCWP events take in mercury thermometers, household batteries, and cell phones. Residents also have access to numerous events put on by local charitable/service organizations.

Local Municipal Efforts

WVCWP, on behalf of the WV Communities, organized 4 events in FY 13-14, as "take-back" collection efforts, in partnership with various municipal departments, such as the Police Dept. and the Senior Center. 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 the thermometer exchange and household battery, cell phone (and eyeglasses) collection and recycling. Details of these events can be found in section C.7 "Public Outreach Events".

With its very small facilities footprint, the City of Monte Sereno generates very little used mercury-containing products for recycling.

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, several times a year – in FY 13-14, events were held in July and October, resulting in a total of 6 free E-waste drop-off opportunities for residents. These events are in addition to the many e-waste drop-off events sponsored by local charitable organizations.

3) COLLECTION:

Listed below are the events held in the past year. Details on WVCWP-sponsored events, and event 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

WVCWP invested funds in purchasing imprinted mercury-free solar thermometers, to encourage residents to bring in glass mercury thermometers, for a free exchange. This program has been very successful, and discussion of the mercury-free vs old glass thermometers, increases mercury awareness.

Los Gatos/Monte Sereno Thermometer Exchange – Town of Los Gatos Corp Yard – Oct. 26, 2013

The WVCWP event was held in conjunction with the DEA/Police Dept. "Drug Take-Back" event. The event included opportunities for recycling: thermometers, batteries and cell phones. WVCWP purchased and provided mercury-free thermometers (with "Clean Creeks" message) in exchange for old glass mercury thermometers. Event also provided opportunities to drop off medications for proper disposal.

City of Saratoga Thermometer Exchange – West Valley Community College (Saratoga) – Nov. 2, 2013

The WVCWP event was held in conjunction with the City of Saratoga and El Camino Hospital "Health Expo". The event included opportunities for recycling: thermometers, batteries and cell phones. WVCWP purchased and provided mercury-free thermometers (with "Clean Creeks" message) in exchange for old glass mercury thermometers.

City of Campbell Thermometer Exchange – Campbell Police Station – April 26, 2014

The WVCWP event was held in conjunction with the DEA/Police Dept. "Drug Take-Back" event. The event included opportunities for recycling: thermometers, batteries and cell phones. WVCWP purchased and provided mercury-free thermometers (with "Clean Creeks" message) in exchange for old glass mercury thermometers. Event also provided opportunities to drop off medications for proper disposal.

Town of Los Gatos Farmers Market – Mercury Products Collection – Los Gatos Town Plaza Park – April 27, 2014

The WVCWP event was part of the Town of Los Gatos "Keep Los Gatos Beautiful" month, with environmentally-focused booths at the April Farmers Markets. Event included opportunities for recycling: thermometers, batteries and cell phones.

Municipal Contractor-organized E-waste Drop-off events

E-Waste Drop-off events for residents

July 2013

7/13/13 –Campbell

7/27/13 –Los Gatos

7/20/13 –Saratoga

October 2013

10/12/13 –Campbell

10/26/13 –Los Gatos

10/19/13 –Saratoga

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.

Summary:

Please refer to the FY 13-14 Program 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 13-14 Annual Report, Integrated Monitoring Report

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Section 12: Provision C12 PCBs Controls

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Section 12 - Provision C.12 PCBs Controls

C.12.a.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 SCVURPPP's FY 13-14 Annual Report for a description of training provided at the program and/or regional level.

- 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 SCVURPPP and regional accomplishments for these sub-provisions are included within the C. 12 PCB Controls section of SCVURPPP's FY13-14 Annual report and/or BASMAA Regional POC Report.

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Section 13: Provision C13 Copper Controls

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Section 13 - Provision C.13 Copper Controls

C.13.a.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. :

- Development of BMPs on how to manage the water during and post construction
- Requiring the use of appropriate BMPs when issuing building permits
- Educating installers and operators on appropriate BMPs
- Enforcement actions taken again noncompliance

Summary:

In August 2011, the SCVURPPP Program developed a fact sheet entitled "Requirements for Copper Roofs and Other Architectural Copper - Protect water quality during installation, cleaning, treating, and washing!"

The fact sheet describes BMPs for proper disposal of copper-containing wash water. The fact sheet was provided (via email) to attendees of the SCVURPPP Program's Construction Site Inspection Workshop held on February 7 and 8, 2012. In addition, information on BMPs was provided to attendees of the SCVURPPP Program's IND/IDDE Training Roundtable, held on May 23, 2012, and hard copies of the fact sheet were included in the workshop folder

- 1) In FY 11-12, staff reviewed Urban Runoff Management Plan; discussed and updated:
 - Performance Standards
 - Reporting Requirements
 - Standard Operating Procedures for Planning and Development and Construction
- 2) Staff is aware of appropriate BMP's to manage water during construction. Copper -related outreach is attached with all building permits.
- 3) Installers are educated by receiving SCVURPPPs 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. SCVURPPP's Copper BMPs Fact Sheet and WVCWP's copper tri-fold. Staff uses control measures outlined in the ERP when conducting any inspections related to sections C4, C5 and C6.

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 a potential source of copper.

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

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

Note: There are no reporting requirements in the FY 13-14 Annual Report for Section C.14.

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Section 15: Provision C15 Exempted and Conditionally Exempted Discharges

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

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

Is your agency a water purveyor?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
If No , skip to C.15.b.vi.(2):				
If Yes , Complete the attached reporting tables or attach your own table with the same information. 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:

Promotional Outreach by City of Monte Sereno, WVCWP and SCVURPPP

City of Monte Sereno

Monte Sereno promoted less-toxic pest control with publication of a WVCWP article about the 'shelf talkers' program (IPM Store Partnership Program) in its Fall 2013 issue of the City's muni newsletter. The City reached residents via its Spring 2014 issue of the municipal newsletter, to promote the Santa Clara Valley Water District water conservation programs and information, including proper irrigation and use of drought resistant landscaping. Monte Sereno's contract Post Office also hosts the WVCWP Stormwater Pollution Prevention window (see below) which regularly highlights proper irrigation and runoff issues.

WVCWP

WVCWP provides promotion of this issue for all WV Communities. WVCWP uses the Monte Sereno Post Office window to help promote stormwater pollution prevention concepts. The May window promoted "proper irrigation/runoff" via its window exhibit; the November window highlighted "less-toxic pest control", while "hiring an IPM-certified contractor" was publicized in the December window.

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; these plants are also "beneficial bug attractants". The seed packets, attached to related literature, have proven 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.

WVCWP worked with a local weekly newspaper to run a feature article on the award-winning Town of Los Gatos Creekside Sports Park; the article highlighted the importance of preventing runoff into creeks. Photos highlighted several of the design features in the Park, which help to address runoff, resulting in an approximately 90% infiltration solution.

WVCWP prepared and distributed a municipal newsletter article on "Hiring an IPM-Certified Contractor" in June 2014; the general issue of runoff pollution was addressed in a separate press release covering "car washing", sent to municipal newsletters in June 2014. See Appendix C.7.bii1/C.7.c for details on Monte Sereno and WVCWP outreach via the press and the internet.

In addition, the Santa Clara Valley Water District provides extensive outreach on water conservation, including landscaping and irrigation issues, so West Valley Communities' residents benefit from this information. Examples include a press release from April 2014, advertising rebates for various irrigation controller upgrades, and a Spring 2014 water conservation web page and flyer,

SCVURPPP

SCVURPPP is involved in county-wide outreach on less toxic pest control, which includes info on appropriate irrigation practices and drought-tolerant gardening. For details, refer to the SCVURPPP Program's FY13-14 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 SCVURPPP Program outreach efforts via WVCWP, including review of programmatic reports provided to the SCVURPPP Program. As part of the SCVURPPP Program, WVCWP participation included reviewing and critiquing radio ads aimed at less-toxic pest control and reviewing and critiquing pertinent aspects of the Bay Area EcoGardens website: <http://bayareaecogardens.org/>. FY13-14 AR Form_final SCVURPPP 6/30/14 1-2 BASMAA rev: 3/27/14

C1_CoP_AR1314_091514_M

RWQCB submitted: 4/01/14

Participation also included WVCWP staff involvement at Watershed Watch outreach events, where staff educate residents and distribute materials.

City of Monte Sereno Facilities

Monte Sereno's 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. This area has been landscaped to be pest resistant and drought-tolerant. Any weeds in the landscaping are hand-pulled. There has been no pesticide usage on City property since 2008.

New Development and Redevelopment

Monte Sereno Water Efficiency Ordinance

The City of Monte Sereno has adopted and is implementing a Water Efficiency Ordinance – see Chapter 10.22: <https://library.municode.com/index.aspx?clientId=16498>

Water Conservation for Landscaping is addressed in the "City of Monte Sereno Design Guidelines", Chapter 6.C
<http://www.montesereno.org/clientuploads/Online%20Documents/Planning/Design%20Guidelines.pdf>

City of Monte Sereno New and Redevelopment

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 which address LID friendly plantings will be added to distribution lists as they become available.

Illicit Discharge Enforcement Response Plan

Facilities/grounds supervisory staff received training via CD, in March 2014, on the importance of reporting and addressing ongoing, large volume landscape irrigation runoff. Refer to Section C.5 for responses associated with overwatering and irrigation-related runoff and any subsequent enforcement response.

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