

September 2011

**The Ballona Creek
&
Santa Monica Bay
Watershed Management
Committee
Annual Assessment 2010-2011**

Submitted to:
The Regional Water Quality Control Board, Los Angeles Region

Prepared by:
*The Ballona Creek &
Santa Monica Bay
Watershed Permittees*

Respectively Submitted



Yaneth Divesey, Chair, Ballona Creek Watershed Management Committee

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I. Introduction:

The NPDES Municipal Storm Water and Urban Runoff Permit (Order 01-182) requires that an annual watershed-wide assessment be conducted by each Watershed Management Committee. This assessment is to be incorporated into the Unified Annual Report covering the period July 1 through June 30 of each year which is to be submitted to the Los Angeles Regional Water Quality Control Board no later than October 15 of each year.

The overall assessment of effectiveness includes:

- a) Summary of common activities conducted by all permittees;
- b) WMA BMP implementation;
- c) Identification of management measures proven to be effective and/or ineffective at reducing urban runoff pollutants and flow;
- d) Permittee level of effort, as indicated in their Individual Annual Report self evaluations; and
- e) Integrated summary of Monitoring Program Results.

This assessment addresses items a, b and c above. Item d is included in the individual annual reports. Item e is addressed by the Monitoring Report being prepared by the Principle Permittee. This assessment is based upon the information submitted by the individual municipal permittees of the Watershed specifically for this assessment between July 1 and September 10, 2011.

II. Summary of Common Activities:

Permittees of the Ballona Creek watershed continue to implement a wide variety of BMPs in accordance with the Stormwater Quality Management Program (SQMP). These include:

Active participation in the Watershed and EAC meetings;
Adoption of adequate legal authority;
Implementation of BMPs specifically for “Pollutants of Concern”;
Employee Training;
Erosion control BMPs at construction sites;
Street Sweeping;
Continued cleanout of catch basins on a regular basis;
Screening or cleaning of catch basins during and immediately after major events;
Illegal connection and illicit discharge control; and
Critical source inspections

While these activities are more fully detailed within the individual annual reports, individual permittee highlights include:

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III. Summary of Cities:

City of Beverly Hills

FY 2010/11 WMC Assessment for the City of Beverly Hills

Regional Watershed Works:

The Ballona Creek TMDL group started the ambient monitoring for the Metals and Toxics and Bacteria TMDL. The watershed has submitted the Implementation Plan to the Regional Board for review and approval. The City of Beverly Hills paid approximately \$150,000 to the cost of the TMDL MOAs. The watershed group is currently working on a new MOA for the three TMDLs it has been managing.

Employee Training:

Two staff members went on a total of 20 hours of training in FY 2010/11. Staff attended the Stormwater Inspector Certification class hosted by the National Stormwater Center, Rainwater Harvesting & Low Impact Development Strategies; presented by Brad Lancaster, and LID compliance in the new MS4 permit; hosted by Ivar Ridgeway.

Catch Basin Inspection and Management:

At the end of FY 2010/11, the City has 513 catch basins surfgates. No additional catch basin surfgates were installed in this fiscal year due to shortage in the General fund. These catch basin surfgates have deterred a total of 5-tons of solids from going into the storm drain system. In addition, the enhanced street sweeping program has collected a total of 1200 tons of debris from entering the storm drain system. These numbers are significantly higher than previous FY.

Public Educational Activities:

Like last year, budget constraints have prevented the program from publishing educational notes in the annual Consumer Confidence Report (CCR). Instead, staff utilized the City's website to inform stakeholders of the latest General Construction Permit requirements for SWPPP and SWPPP certified preparers. The City also utilized LA County's collateral materials. The City used these materials for Earth Day, Woolstock and Affair in the Gardens.

The City of Beverly Hills provides tours to Beverly Hills High School Students and UCLA Nursing Program. In these tours, the City educated these students on the importance of watershed quality to water resource issues.

The City continues to support LA County's PIPP program by donating \$3,600 in their media contribution fund.

Commercial/Industrial Inspection Activities:

Environmental Program Inspectors inspected 112 restaurants this past FY. 5 out of 5 retail gasoline stations were inspected and 10 out of 10 automotive service stations were inspected, as well. 100% of all facilities have been inspected during the permit cycle.

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City of Beverly Hills

Construction Inspection Activities:

The Environmental Program Inspectors visited 18 construction sites in FY 2010/11. 89% of these sites were in compliance during their 1st inspection and were 100% in compliance in their second and follow up visits. These sites have implemented minimum BMPs. The success of our program is a result of our aggressive educational program and also require these BMPs during the plan check process.

Sanitary Sewer Overflow Management:

In FY 2010/11, there were 3 SSO events. All spills were responded to and mostly contained and returned to the sanitary sewer system. All SSO events were reported to CIWQS database. The low number of SSO events is a result of our aggressive maintenance program.

Illicit Discharge and Illicit Connection Management:

In FY 2010/11, there were 0 illicit connections discovered and reported to the City. The illicit connection inspection is included during catch basin inspection.

In FY 2009/10, there were 11 illicit discharge events. The majority of these events are due to cleaning agents in the sidewalk and human trash activities. There were occurrences of illegal pool discharge to the sidewalk. Since the inception of the program, there has been a steady decrease of illicit discharges in the city.

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City of Culver City

Culver City has complied and will continue to implement the MS4 NPDES Permit until a new version has been drafted/adopted. Given that FY10-11 was tough, economically, Culver City was able to sustain its storm water program.

STRENGTHS/ACCOMPLISHMENTS

- Prop 50 grant was decreased from \$1.25 million to \$1.1 million. Luckily the prices of the full capture devices have significantly gone down. This grant will install 672 full capture devices in catch basins throughout the City. It will also fund 4 rain gardens and place 50 trash and recycling bins in high trash volume areas.
- The City hired a consultant to continue the commercial/industrial inspections.
- New public outreach materials are being developed.
- All stakeholders have signed all of the TMDL MOAs. The implementation phase will begin soon as well as monitoring.
- Other aspects of the permit are sustained and each subsection will be upgraded as time goes by for FY11-12.

WEAKNESSES

- Annual training was done for half of the staff. A new set of training material will be developed in FY11-12.
- Outreach materials are outdated. New materials will be developed as well as the possibility of using social networks such as Facebook and Twitter.

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City of El Segundo

WMC Assessment Summary for 2010/2011

The primary mission of the City of El Segundo is to provide effective and responsive public services, which enhance the safety and quality of life in the community. As a result, the City takes a proactive approach to implementing storm water policies or procedures and the permit itself is viewed as a citywide responsibility with many departments working together as a team.

A large portion of the City's success with its storm water program can be contributed to the effort provided by its staff. All city employees are knowledgeable about the importance of eliminating stormwater pollution. They are very motivated, informed and educated in storm water activities. Staff is also effective at educating the public and promoting storm water BMP's by distributing fliers and brochures to residents, businesses and contractors. In addition, the Fire Department is very active with our Industrial Waste Permit Program and the Community Development and Building Safety Departments ensure that all construction activities are conducted within the guidelines of the permit.

Accomplishments and on-going efforts over the past year have included:

- The City performed enhanced street sweeping in commercial areas and installed debris guards on some of the City's catch basins in heavy use areas.
- The City continues to work on identified water quality projects that will be constructed as part of the Santa Monica Bay Beaches Bacteria Total Maximum Daily Load Implementation Plan. These projects will divert runoff from the ocean and conserve water.
- The City published Best Management Practice tips in its seasonal publication, "Inside El Segundo". The information is provided to inform residents and City staff how their everyday behaviors and activities can influence water quality. General tips and guidelines regarding landscaping and garden activities, pet waste, car washing, and household hazardous and electronic waste were covered, all of which can help prevent urban runoff and contaminants from reaching the storm drain system, and eventually the ocean. This publication is distributed throughout the City.
- The City has continued to promote and advertise the permanent S.A.F.E. Collection Center Hyperion Plant that is administered by the City of Los Angeles. This site has given residents an easy and convenient way to dispose of hazardous and electronic waste.

In conclusion, the City plans to continue to improve storm water quality by continued inspection, installing debris guards on catch basins in heavy use areas, public education, staff training and implementation of the TMDL's. The City will also continue to evaluate its program on an ongoing basis for ways to improve storm water quality.

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City of Hermosa Beach

Hermosa Beach WMC Summary FY10-11

The City of Hermosa Beach is a small, historic beach town that encompasses only 1.4 square miles, with two miles of popular beaches and is home to over 19,500 residents. As a coastal city focused on surfing and other ocean-oriented activities as well as tourism, maintaining high water quality is an important issue for the City of Hermosa Beach. The City's residents are strongly supportive of proactive environmental measures and actions to protect water quality and the environment. City staff is innovative, progressive and strongly committed to protecting water quality.

Notable accomplishments and highlights of our program this year include:

On October 7, 2010 the City of Hermosa Beach held a ribbon cutting commemorating the completion of the Pier Avenue Improvement Project, a "green" multi-benefit streetscape improvement which retrofits the City's main street to capture and treat stormwater/urban runoff from residential areas and commercial development in the downtown corridor (36-acre drainage area). The project is partly funded by a grant from the Federal American Recovery and Reinvestment Act (ARRA) provided through the Clean Water State Revolving Fund from the 20% of funds set aside for green infrastructure, water and energy efficiency improvements and other environmentally innovative projects. The USEPA presented the City of Hermosa Beach with a 2010 Environmental Award for the Pier Avenue Improvement project in the category of Low Impact Development for Water Quality.



Pier Avenue Improvement Project, Hermosa Beach, CA

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City of Hermosa Beach

The City has completed the monitoring phase of the Phase I Hermosa Strand Infiltration Trench, a full-scale pilot project to evaluate the effectiveness of subsurface infiltration on the beach as an alternative to low flow diversions to the sanitary sewer for compliance with Bacteria Total Maximum Daily Loads. Since startup of the infiltration trench system in April 2010 through June 2011, a total of approximately 1.9 million gallons of water has been diverted into the trench. Los Angeles County Flood Control District is a partner with the City in the project. Planning and pre-construction funding was provided by California's Proposition 50 Clean Beaches Initiative, in-kind design was provided by Los Angeles County Flood Control District, and project construction and monitoring was funded by USEPA ARRA Stimulus Funds through the California Water Resources Control Board. At the March 15, 2011 meeting of the State Water Resources Control Board, U.S. EPA presented the 2010 Pisces Award to the City for the Hermosa Beach Strand Infiltration Trench project 'in recognition of its potential to protect environmental health and water quality'. The Southern California Chapter of the American Public Works Association also honored the project with a 2010 B.E.S.T APWA Project of the Year Award.

In 2010 the City adopted low impact development (LID) requirements as a customized amendment to the California Green Building Code. These LID requirements apply to new development commercial and residential projects regardless of size (i.e., even new development projects not subject to SUSMP under the MS4 Permit are subject to these requirements) and include the following provisions:

- Residential projects are required to utilize water permeable surfaces on at least 50% of exterior surface areas excluding the building footprint, must direct runoff from impermeable surfaces onto permeable areas, or must utilize a subsurface infiltration system to infiltrate the volume of runoff from impermeable surfaces produced by a 0.75 inch storm event.
- Non-residential new development projects must demonstrate no net increase in rate and quantity of stormwater runoff over predevelopment conditions or for redevelopment projects must achieve at least a 25 percent decrease in runoff rate and quantity for the SUSMP design storm or a 25 percent decrease in site impermeability. In addition post construction treatment control BMPs must mitigate the SUSMP design storm with an expressed preference for infiltration.

Hermosa Beach adopted a Water Conservation and Drought Management Plan Ordinance and a Water Efficient Landscape Ordinance that far exceeds State requirements. The City has been actively enforcing the water conservation ordinance. Implementation of these ordinances will reduce dry weather runoff to Santa Monica Bay as a result of the reduction in outside water use and waste.

The City of Hermosa Beach has instituted a Green Matrix of requirements for special events in the City. The requirements will be phased in over three years and are tiered based on the size of the event. The requirements include measures to:

- Reduce waste and single-use items
- Limit and reduce the size of handouts and flyers
- Control litter, contain wastes and prohibit hosing of surfaces
- Increase recycling and solid waste diversion rates
- Provide educational outreach to the public

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City of Hermosa Beach

The section of Hermosa Avenue which runs parallel to the beach from 27th to 35th Streets has been retrofit with a series of seven (7) filter/infiltration boxes designed by the City's engineering staff to intercept, filter, and infiltrate low flows conveyed down side streets from the areas east of Hermosa Avenue prior to entry into catch basin inlets on Hermosa Avenue.

The City's Dog Regulations include a leash law for all public and private property. Owners are required to carry a visible doggie bag when walking their dogs and must immediately remove and properly dispose of feces. The City has installed and maintains dispensers for pet waste collection bags in municipal parks and along the linear greenbelt. Dogs are prohibited on the beach.

The City has installed Drain Pac® inserts on 31 City-owned catch basins plus an additional 10 County-owned basins. The City cleans both the City-owned catch basins and the ten County-owned basins equipped with Drain Pac®.

The County through grant funding has installed debris excluders on 35 high priority catch basins in the City's commercial district along Hermosa Avenue and Pier Avenue. This has reduced the accumulation of trash and debris in the catch basins and the frequency of required catch basin cleaning. The debris excluders also increase the effectiveness of street sweeping.

The City plumbing code requires grease removal systems for food service establishments (FSEs) and provides for annual inspection of the grease recovery systems. Only facilities which do no frying of food can be exempted, e.g., coffee shops, or sandwich shops with no grilling.

The City of Hermosa Beach has cooperated with other South Santa Monica Bay Cities (Jurisdictional Groups 5 & 6) on a number of activities including:

The City of Hermosa Beach, along with the cities of Manhattan Beach, Redondo Beach, and Torrance in cooperation with the Santa Monica Bay Restoration Commission, has implemented the Clean Bay Restaurant Certification program targeting food service establishments with exposure to stormwater. The agencies developed a comprehensive 28-point storm water inspection checklist that requires 100% compliance in order for the facility to be awarded a Clean Bay Restaurant Certification by the Santa Monica Bay Restoration Commission—this checklist far exceeds the minimum requirements of the current MS4 Permit as does the frequency of inspection which is annual instead of twice in five years under the permit. Compliance with the FOG ordinance is an additional provision of earning the Clean Bay Restaurant Certificate.

The City contributed \$70,000 to jointly fund implementation activities under the Jurisdictional Groups 5 and 6 (J5&6) Implementation Plan which in combination with contributions from other J5&6 agencies totals \$591,028 in joint implementation activities. While the implementation plan focuses ostensibly on winter dry weather and wet weather compliance measures, benefits are also realized for summer dry weather. The J5&6 Implementation Plan is a three-pronged approach incorporating programmatic/institutional elements, source identification and control, and structural BMP siting. Among the implementation activities which have been funded by this effort are:

- An evaluation of the potential for sewer system exfiltration as the cause for elevated fecal indicator bacteria concentrations at Santa Monica Bay Beaches Bacteria (SMBBB) TMDL compliance monitoring locations SMB-5-2 and SMB-6-1. The findings of this study indicate that

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City of Hermosa Beach

groundwater transport of exfiltrating sewer lines is not the likely source of dry-weather indicator bacteria concentrations causing exceedances at shoreline monitoring locations SMB 5-2 and SMB 6-1.

- A source identification study of the two high priority drainage areas tributary to SMB 5-2 and SMB 6-1 consistent with USEPA Illicit Discharge Detection and Elimination field methods.
- A structural BMP siting study to identify optimal locations for structural BMPs that utilize infiltration systems to address wet weather and dry weather Bacteria TMDL compliance within the high priority 28th Street storm drain and Herondo storm drain tributary areas. Structural BMP concepts for the optimally sited BMPs were developed to the 10% design phase and a quantitative analysis was conducted using the EPA Storm Water Management Model (SWMM) Version 5 and the 10 year rainfall period from 1990 thru 1999 to analyze the level of compliance with the wet weather Bacteria TMDL that could be achieved if all nine structural BMP projects were installed. The integrated water resources benefits of the structural BMP project concepts were also assessed with respect to the Los Angeles Integrated Regional Water Management Plan.
- Public outreach programs directed at dry weather runoff and bacterial load reductions have been developed and are being implemented jointly by Jurisdictional Groups 5 & 6. A key component of that effort is the joint website www.southbaystormwaterprogram.com which is being used to disseminate programmatic information as well as a means for obtaining feedback for effectiveness assessment, e.g., the baseline survey which was conducted in early 2011.
- Jurisdictional Groups 5 & 6 conduct joint monitoring under the Coordinated Shoreline Monitoring Plan through a memorandum of agreement.

The City of Hermosa Beach cooperates with other agencies on a number of other initiatives including:

- Promoting Ocean Friendly Landscaping Workshop in cooperation with the South Bay Environmental Services Center (a non-profit center established by the South Bay Council of Governments), West Basin Municipal Water District and Surfrider Foundation.
- Hosting of an annual joint household hazardous waste and electronic waste collection event with the County of Los Angeles and promotion of City of Los Angeles' permanent collection centers.
- Supporting the joint Clean LA campaign headed by the County of Los Angeles

The City's representative participates in the monthly Executive Advisory Committee of the Los Angeles County Municipal Stormwater Permittees, the quarterly Santa Monica Bay-Ballona Creek WMC meetings, the quarterly countywide public education coordination meetings, and the monthly Jurisdictional Group 5 & 6 coordination meetings to ensure that the City stays abreast of important storm water/NPDES issues. The City is also an active participant in the South Bay Cities Council of Governments and its committees, working groups, task forces and other special meetings. The City also participates as a voting member of the Santa Monica Bay Restoration Commission.

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City of Los Angeles

**Ballona Creek and Santa Monica Bay Watershed Management Committee
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The City of Los Angeles is a member of the Ballona Creek and Santa Monica Bay Watershed Management Committee. Los Angeles follows a multifaceted approach to comply with the provisions of the Stormwater NPDES Permit with increased emphasis placed on complying with newly established as well as anticipated TMDL standards.

- As part of its Public Outreach Program, Los Angeles made 5,000,000 impressions through the use of its online and social media elements (multiple web sites, Team Effort blog, quarterly LA Stormwater e-newsletter, LA Stormwater Facebook Page, and You Tube channel) a stormwater hotline, distribution of educational collateral materials, school assembly and Kids Ocean Day Beach Clean-Up program and participation in public events. Multiple media outlets including print, television, radio and online ran stories related to stormwater issues. Additionally, the City of Los Angeles produced two new educational videos; an employee training video, and a rainwater harvesting barrel installation how-to-video, which will both be featured on the City's You Tube channel.
- The City has committed \$128.8 million from the City's Proposition O – Clean Water Bond Program for nine projects in the watershed designated to improve water quality as well as provide additional benefits. The largest of these projects are the upgrades of the low flow diversion facilities and three projects that target wet weather capture and treatment with the goal of complying with the Santa Monica Bay Beaches Bacteria TMDL standards. The following project started its construction during this reporting period; Penmar Water Quality Improvement Phase I, and Package #3 of the Santa Monica LFD Upgrades. Construction was completed on Packages #1, #2, and #4 for the Santa Monica LFD Upgrades and on the Westside Park Rainwater Irrigation projects during this period.
- The City installed an additional 1,500 catch basin opening screens to prevent the discharge of trash into the Ballona Creek. The City is already on target of having reached at least 80% reduction in trash discharges into the Ballona Creek as required by the Trash TMDL by September 2010.
- As specified in the applicable Coordinated Monitoring Plans, the City continued monitoring of: a) bacteria along Santa Monica Bay shoreline; b) bacteria in Marina del Rey Harbor; c) bacteria in Ballona Creek, Ballona Estuary, and Del Rey Lagoon; d) metals in Ballona Creek; and e) toxics in Ballona Estuary.
- The City, in conjunction with the various Ballona Creek Jurisdictional Agencies and consultants Brown & Caldwell, designed and constructed five (5) automatic water samplers, in accordance with the specifications of the Coordinated Monitoring Plan for the Ballona Creek metals and toxics TMDLs. While currently operating on battery power, the automatic water samplers were fully operational for collecting flow-weighted composite samples during storm events of the 2010/11 wet season. The City contracted the services of Brown & Caldwell for connection of the automatic water samplers to permanent AC power, which is slated for completion by the end of 2011.
- The City submitted the draft Implementation Plan for the Ballona Creek Estuary Toxic Pollutants

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City of Los Angeles

TMDL in January 2011. The draft Implementation Plan for the Marina del Rey Harbor Toxic Pollutants TMDL, addressing the upstream portion of the watershed that is under the jurisdiction of the City, Culver City and Caltrans, was submitted in March 2011. The Final Implementation Plan for the Ballona Creek Metals TMDL was submitted in October 2010 upon receiving comments from the Regional Board staff on the January 2010 draft plan. The development of these plans included several stakeholder workshops, numerous meetings with non-governmental organizations and individual stakeholders, and monthly coordination meetings with the responsible jurisdictions and agencies.

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City of Manhattan Beach

Manhattan Beach WMC Summary 2010-11

The City of Manhattan Beach fronts 2.1 miles of southern California beaches with a scenic 928-foot long fishing pier. There are 48 acres of parkland in addition to the 21-acre Manhattan Beach Parkway in the 3.88 square mile city. According to the 2010 census, approximately 35,135 people reside in Manhattan Beach. As a coastal city focused on surfing and beach-oriented recreational activity, maintaining high water quality is very important to its residents and City officials.



Specific program highlights and accomplishments include:

On May 4, 2011 the City of Manhattan Beach defended its plastic bag ban in oral arguments before the California Supreme Court.

During FY10-11 City completed the retrofit of approximately 11,000 square feet of median between Aviation Boulevard and Aviation Way through a grant from West Basin Municipal Water District's Zero-Runoff Street Median Water Conservation Program. The project replaced the existing turf throughout the median with native/drought-tolerant plants and installed a water-saving drip irrigation system. The project reduced the annual consumption of potable water for irrigation at the site by 159,000 gallons per year and eliminated 100% of dry weather runoff from irrigation overspray. The project is located within the small area of the City which drains to the high priority Herondo Storm drain and, by reducing dry weather runoff

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City of Manhattan Beach

to this storm drain, the project helps reduce the hydraulic load on the Herondo low flow diversion system thereby increasing protection for recreational water quality at the beach.

The City has executed a Prop 84 Santa Monica Bay Restoration Commission funding agreement for the design and construction of the Greenbelt Infiltration Trench project. The project will utilize the linear greenbelt parkland which runs through the City of Manhattan Beach (City) to intercept and infiltrate dry weather and wet weather low flows from existing storm drains effectively retrofitting 55 acres of fully developed residential area. The project will be installed below ground to preserve the existing use of the linear greenbelt as a running path along the median between Ardmore Avenue and Valley Drive from 2nd to 8th Streets. Design of the project is currently under way.

Manhattan Beach adopted a strict water conservation ordinance that became effective July 2, 2009. Since its implementation the City-wide annual potable water use has been reduced by 20% in comparison with the average over the previous five years. This water conservation is accompanied by a reduction in dry weather runoff to Santa Monica Bay as a result of the reduction in outside water use and waste.

Ten (10) CDS® gross pollutant hydrodynamic separators are installed on major storm drains within the City. The City has also installed approximately sixty (60) debris screens on catch basin openings that have historically required frequent cleaning (Priority A). These screens have significantly reduced trash deposited into catch basins and frequency of catch basin cleaning and together with the CDS units have reduced the discharge of trash and debris to the ocean. As a consequence, many of those catch basins are no longer on the Priority A list for catch basin cleaning.

Seven (7) municipal parking lots have been retrofit with porous paving through Prop 50 funding from the Santa Monica Bay Restoration Commission. The City optimized site selection in deploying the grant funding to maximize the effective area of infiltration achieved by the porous paving--for the 128,226 square feet of porous paving installed, an effective pervious area of 892,951 square feet was achieved, a 7:1 ratio of effective area to area paved.

On July 7, 2009 the City adopted a Fats Oils and Grease (FOG) ordinance which requires the installation of grease interceptors and their proper maintenance for all food service establishments that have the potential to generate FOG. The program also requires the removal of food grinders within 180 days. The use of food grinders and the discharge of grease to the sanitary sewer system are significant contributors to sewer line clogs and sanitary sewer overflows.

The City has installed and maintains pet waste collection stations equipped with disposable bags for collecting and disposing of pet waste in municipal parks and along the linear greenbelt with a high frequency of use by residents with dogs. The City strictly enforces its leash law in all public parks—although ostensibly for public safety, this law has the secondary effect of reducing the likelihood that a dog will leave a deposit without the owner's knowledge.

The City of Manhattan Beach maintains more than 450 trash receptacles in municipal parks and the public right-of-way. The City utilizes trash receptacles with lids—usually the type with a small hole in the center that allows the user to deposit trash but prevents trash from being blown out of the trash can by wind and also deters birds and other animals from spreading trash. The City also maintains more than 125 additional receptacles for recyclable glass, plastic and aluminum beverage containers along the Strand, the

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City of Manhattan Beach

Pier and adjacent parking lots, in the downtown Manhattan Business District and in the North End Business District.

The Manhattan Village Soccer Park is surfaced in synthetic turf. This eliminates the need for fertilizer, pesticides or irrigation thereby reducing pollutant loads and nuisance flows from recreational areas. These playing surfaces are maintained via dry methods (vacuuming).

The City of Manhattan Beach cooperated with other cities on a number of activities including:

The City of Manhattan Beach, along with the cities of Hermosa Beach, Redondo Beach, and Torrance in cooperation with the Santa Monica Bay Restoration Commission, has implemented the Clean Bay Restaurant Certification program targeting food service establishments with exposure to stormwater. The agencies developed a comprehensive 28-point storm water inspection checklist that requires 100% compliance in order for the facility to be awarded a Clean Bay Restaurant Certification by the Santa Monica Bay Restoration Commission—this checklist far exceeds the minimum requirements of the current MS4 Permit as does the frequency of inspection which is annual instead of twice in five years under the permit. Compliance with the FOG ordinance is an additional provision of earning the Clean Bay Restaurant Certificate.

The City has contributed \$176,913 to jointly fund implementation activities under the Jurisdictional Groups 5 and 6 (J5&6) Implementation Plan which in combination with contributions from other J5&6 agencies totals \$591,028 in Phase I and Phase II implementation activities. While the implementation plan focuses ostensibly on winter dry weather and wet weather compliance measures, benefits are also realized for summer dry weather. The J5&6 Implementation Plan is a three-pronged approach incorporating programmatic/institutional elements, source identification and control, and structural BMP siting. Among the implementation activities which have been funded by this effort are:

- An evaluation of the potential for sewer system exfiltration as the cause for elevated fecal indicator bacteria concentrations at Santa Monica Bay Beaches Bacteria (SMBBB) TMDL compliance monitoring locations SMB-5-2 and SMB-6-1. The findings of this study indicate that groundwater transport of exfiltrating sewer lines is not the likely source of dry-weather indicator bacteria concentrations causing exceedances at shoreline monitoring locations SMB 5-2 and SMB 6-1.
- A source identification study of the two high priority drainage areas tributary to SMB 5-2 and SMB 6-1 consistent with USEPA Illicit Discharge Detection and Elimination field methods.
- A structural BMP siting study to identify optimal locations for structural BMPs that utilize infiltration systems to address wet weather and dry weather Bacteria TMDL compliance within the high priority 28th Street storm drain and Herondo storm drain tributary areas. Structural BMP concepts for the optimally sited BMPs were developed to the 10% design phase and a quantitative analysis was conducted using the EPA Storm Water Management Model (SWMM) Version 5 and the 10 year rainfall period from 1990 thru 1999 to analyze the level of compliance with the wet weather Bacteria TMDL that could be achieved if all nine structural BMP projects were installed. The integrated water resources benefits of the structural BMP project concepts were also assessed with respect to the Los Angeles Integrated Regional Water Management Plan.

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City of Manhattan Beach

- Public outreach programs directed at dry weather runoff and bacterial load reductions have been developed and are being implemented jointly by Jurisdictional Groups 5 & 6. A key component of that effort is the joint website www.southbaystormwaterprogram.com which is being used to disseminate programmatic information as well as a means for obtaining feedback for effectiveness assessment, e.g., the baseline survey which was conducted in early 2011.
- Jurisdictional Groups 5 & 6 conduct joint monitoring under the Coordinated Shoreline Monitoring Plan through a memorandum of agreement.

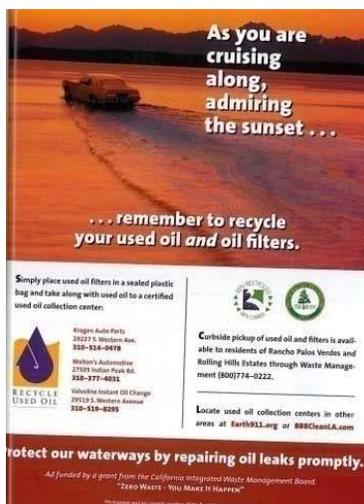
The City of Manhattan Beach hosts the quarterly Santa Monica Bay-Ballona Creek WMC meetings and the City's representative serves as the watershed representative to the Executive Advisory Committee of the Los Angeles County Municipal Stormwater Permittees. The City also participates in the quarterly Countywide public education coordination meetings, and the monthly Jurisdictional Group 5 & 6 coordination meetings.

The City of Manhattan Beach is also an active participant in the South Bay Cities Council of Governments and its committees, working groups, task forces and other special meetings. The City participates in the Green Task Force of the South Bay COG which is an advisory group that serves as a clearinghouse for policies, programs and projects on energy efficiency, air quality, resource conservation and climate action.

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City of Rancho Palos Verdes

The City continues to remain in complete compliance with MS4 permit requirements by implementing the tasks designated in the permit on schedule and meeting all required deadlines. Many entities in the City are involved in the implementation of the NPDES program. In addition, the City continues to collaborate with other outside agencies to mitigate stormwater pollution to the maximum extent practicable. The City of Rancho Palos Verdes has also been very proactive in public outreach in a continuing effort to get the stormwater program message out to the general public and businesses.



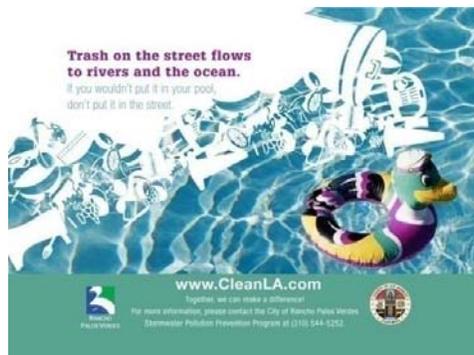
- The City ran a collaborative ad with a neighboring city in the annual car magazine, "PV Concours de Elegance". This ad specifically addressed Used Oil pollution and recycling and made approximately 5000 impressions.
- The annual Household Hazardous Waste /E-waste roundup event (May 7, 2011) was promoted via the City's newsletter, Peninsula Newsletter For Active Seniors, the City's waste hauler newsletter mailer and postcard which is sent to 11,000 customers, The Palos Verdes Peninsula News on April 21, and Daily Breeze on May 1, 2011.
- The City continues to air informational programming on its local station, Channel 33 to inform residents about stormwater related issues. This year, programs about the storm drain project update and the Curiosity Quest Stormwater were aired for a week in April and May.
- An article named "When it rains...keep a lid on it!" addressing the rainy season stormwater pollution was published in the city's waste hauler newsletter mailer which is mailed to 11,000 residents in Rancho Palos Verdes
- A presentation with the EnviroScape was conducted at Mira Catalina Elementary School 5th grade science classes (65-70 students) on September 24, 2010. In addition, the city reached out to all 5th grade school teachers during the earth day month (April) with a mailer offering educational materials and encouraging schools to be more environmentally concerned.
- In order to keep the public and contractors informed about the stormwater requirements, "Rain Drops", "Food for Thought", and "The Ocean Begins at Your Front Door" brochures are made available at the City's public counter.
- The city distributes its pet waste tip cards and "Bags on Board" whenever is possible at local events, including its annual dog clinic on May 25, 2011. Local pet related businesses were also contacted and provided with materials for display/distribution to their customers once or twice a year. The city's used oil program also promotes and encourages recycling of the used oil and filters on an on-going basis.
- Rancho Palos Verdes continues in its efforts, along with the County's, to implement the annual

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City of Rancho Palos Verdes

restaurant outreach program. The program consists of annual outreach to all restaurants through a mailer which emphasizes sidewalk, patio & parking lot cleaning and maintenance management practices.

- The City continued to implement the Clean Bay Restaurant Certification Program in partnership with the Santa Monica Bay Restoration Commission. During this reporting period, over 60% of inspected restaurants were awarded with certification.
- The City continued to encourage sustainable building practices through a new ordinance entitled “Green Building Construction” which establishes a Voluntary Green Building Program, providing incentives to developers that meet certain green building requirements.
- Rancho Palos Verdes continued to receive exceptional grades (A+), on the Heal the Bay’s Annual Beach Report card for all 3 beaches within the City boundaries (Long Point, Abalone Cove, and Portuguese Bend).
- The City continued to be the lead agency in Jurisdiction 7 for the Santa Monica Bay Bacteria TMDLs, and will continue these efforts in the upcoming reporting year.
- The City was active in the Peninsula Cities' TMDL work group which developed Monitoring and Implementation Plans for the Machado Lake Nutrient TMDL this year. As part of the Implementation Plan, the Peninsula Cities are developing a joint outreach ad addressing potential nutrient sources.
- Rancho Palos Verdes installed certified full-capture inserts (CPS units) in 60% of the catch basins draining to Machado Lake.



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City of Redondo Beach

City of Redondo Beach
Storm Water Program Summary Highlights
The Watershed Assessment Report
FY 2010-11

- The City is the lead agency for Jurisdictions 5&6 of the SMBBB TMDL, a group effort that developed the joint monitoring and the Implementation Plan to comply with the TMDL's. The Implementation Plan includes programmatic and structural programs and BMPs. These tasks have been individually distinguished and separately assigned with specific deliverables for proper implementations.
- The first task of the programmatic program which was the "Restaurant Certification Program", was launched and developed. The city jointly with the Santa Monica Bay Restoration Commission and the neighboring agencies implemented the "Clean Bay Restaurant Certification Program". This program has been designed to target restaurants and modify the operator's behaviors by providing incentives to encourage the implementation of appropriate BMPs.
- Programmatic tasks such as outreach to schools, graphic art contest, conducting a survey, design of inspection manual, inspectors round table, Parks and Recs activities evaluation and checklist, website design, compiling a list of available stormwater educational videos and DVDs, identifying appropriate speakers, designating targeted audience, developing restaurant and pet waste BMP brochures, website design, installation and monitoring it have been the main accomplishments of the Implementation phase of the Plan.
- The City has also started implementing the structural BMP tasks of the Plan by conducting initial studies and obtaining samples to determine the most adequate catchments for such BMPs. The study included samples of dry weather at various locations of the storm drain system within the Jurisdictions as wells as samples near the sanitary sewers to determine any possible leakages. The J5/6 agencies have already completed Phase I of the Site-Specific Structural BMP management approach of the IP utilizing available grant funding to pilot various structural BMPs. Consistent with Phase II of the Site-Specific Structural BMP management approach of the IP, evaluation of the performance of these pilot projects were completed. Based on experience with the BMP pilot projects, the agencies decided to move forward with Phase III of the Structural BMP management approach utilizing infiltration-based structural BMPs in the two high priority drainage areas if funds are available. A structural BMP siting study is underway and the study will be complete in FY 11/12. The structural BMPs for the IP are a major component in achieving compliance with the SMBBB TMDL. However, it is anticipated that the Programmatic Solutions and Source Identification and Control components will also help achieve compliance through less intrusive, less expensive routes and therefore it should not be necessary that 100% compliance be achieved with the Structural BMPs alone. A full report of findings is available at the City.
- The City has inspected the restaurants regularly with the goal of visiting each establishment at least twice per year. This is far above and beyond the NPDES permit requirement of once every

City of Redondo Beach

thirty months. The critical sources have also been the target establishments to be inspected by the City at a minimum of once every 30 months.

- The City has received a state grant for \$600,000 to install structural BMPs designed to reduce the accumulation of trash. The construction of the first BMP continuous deflection system (CDS) was completed in November of 2002. A second CDS unit was installed in Oct. 2003. A Third CDS unit was installed in April 2005 and a fourth was installed in May 2005.
- The \$350,000 State Grant was received for improving water quality around the City's Municipal Pier. Improvements funded by the grant include replacing sewer mains under the pier, installation of a fish cleaning station, constructing covered trash enclosures and replace trash receptacles on the pier. Installation of a low flow diversion on a storm drain that discharges under the pier was completed in April 2005.
- The City has continued the pet waste awareness program in conjunction with the animal control and pet related businesses (i.e. veterinarians, pet stores). The City's website provides helpful tips for the pet owners.
- The City's Quarterly Newsletter ads published information regarding the City's storm water program as well as promoting the various related events and helpful tips.
- The Mayor and City Council formed a Water Quality Task Force in August 2005 made up of a diverse cross section of the community include individuals from teachers, youth, boaters, non-profit, general public, chamber of commerce, and harbor businesses. The Task Force is to provide the City Council with recommendations that will address water quality in the harbor and other waterfront areas of the City.
- The Green Task Force was established in January 2007, for the purpose of improving community knowledge of environmental topics and encouraging practices which protect the environment. This task force has been served as a model in the region which considers the tremendous growth of interest in green issues and environmental concerns.
- The City council approved an increase in the wastewater sewer user fee. This fee increase will help fund new State sewer system operational mandates to reduce sewer overflows.
- The City has obtained a permit from the Los Angeles County Beaches and Harbors Department and installed a Dry-Weather diversion facility to stop all discharges from the Sapphire Street storm drain during dry weather year around. This facility was made operational in July 2010.
- The City completed the installation of two pilot projects in the harbor area. These projects include the installation of trash filters in the drain inlets and re-routing roof gutters on the pier so that they don't directly discharge in to the ocean. Construction was completed in February 2010.
- The City worked with the Sanitation District and the Los Angeles Conservation Corps to conduct a study of ocean water quality around the pier in order to identify the source or sources of bacteria. The study was completed in February 2010

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City of Redondo Beach

- The City adopted the Non-Smoking Beach Ordinance
- The City has installed thirty eight (38) smart manhole covers that monitor the sewer level and alarm the City when the level rises.
- Rain Water Harvesting is an important means of helping meet the water needs of Southern California. The City operates a facility that captures rain since May 2011. This facility can divert and capture up to six million gallons of rain water a year for irrigation use or infiltration into the underground soils. Diversions from the storm drain system will reduce the amount of rain water, along with the bacteria and other pollutants it carries, from being discharged into the Santa Monica Bay – thus improving water quality and reducing the number of days bacteria concentrations in the water exceed healthful standards.

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City of Rolling Hills

City of Rolling Hills WMC Summary 2010-11

The City of Rolling Hills is a private, entirely residential community of single-family homes located on the Palos Verdes Peninsula. The City has a very small population of 1,860 residents in three square miles. There are just 684 single-family one-story homes, only 16 undeveloped lots remain with an additional 13 undevelopable lots in a landslide area. Minimum lot size is 1 acre; the average lot size is 2.7 acres. There is no public infrastructure, and no City-owned or maintained storm drains, roads, sewers, sidewalks or curb-and-gutter. Accordingly, many of the NPDES Permit requirements do not apply to the City. The City of Rolling Hills is in full compliance with applicable permit requirements.

Highlights of the City's stormwater pollution prevention programs include:

Rolling Hills, as a municipality and in its geography, is unique. The City is by design a low density, low impact, rural residential community with primary drainage conveyed via natural canyons. Dry weather flows and small rainfall events are infiltrated within the natural soft-bottom canyons which are the primary drainage system. Storm water from private property drains into largely undisturbed heavily vegetated natural soft bottom canyons; there is no continuous improved storm drain system throughout the City. Source control is the primary means available to the City for maintaining and improving water quality; structural control/treatment devices are neither feasible nor environmentally appropriate in natural canyons nor does the City have easements in the canyons.

Monitoring results in accordance with the City's approved Trash Monitoring and Reporting Plan (TMRP) for Compliance with the Machado Lake Trash Total Maximum Daily Load, Resolution No. R4-2007-006 demonstrate that the City's Best Management Practices (BMPs) effectively achieve zero trash discharge. The results document that the City has been achieving greater than 99.5% reduction of trash from the baseline waste load allocation. Compliance has been achieved through institutional and source controls aided by the densely vegetated natural canyons which effectively function as full capture filters for the small quantities of trash generated within the City that evade institutional and source control measures. The City's TMRP has established that the City is not now and has not been out of compliance with the Machado Lake Trash TMDL and that the City of Rolling Hills is not contributory to the 303d listing of Machado Lake or to the Santa Monica Bay Marine Debris listing.

The City of Rolling Hills is a hillside community and some areas of the City are prone to unstable geology and landslides, which limit onsite retention of stormwater beyond that which can be achieved by preserving pervious area and natural topography and vegetation. The City's Zoning Ordinance contains strict standards for development ratios on each property. Only 40% of the net lot area of a lot may be disturbed for construction. Only 35% of the net lot area may be developed with impervious surfaces, including all structures, patios and other paved areas. Given that the minimum lot size in the City is one acre, this provision promotes infiltration of storm waters into the ground instead of onto streets. Residential roof runoff is also required to be diverted to vegetated areas before discharge.

The City encourages residents to install pervious surfaces when landscaping or installing/reconstructing driveways. Many residents have resurfaced their driveways with grass-crete and other porous material. Stable access-ways may not be entirely paved and are encouraged to be 100% gravel. The City's Zoning

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City of Rolling Hills

Ordinance precludes large impervious surfaces, i.e., driveways may not cover more than 20% of the area of the yard in which they are located; uncovered motor courts/parking pads may not cover more than 10% of the yard in which they are located. Tennis and sports courts are encouraged to have pervious surfaces.

City ordinance requires that residential solid waste containers be stored within a trash enclosure located in the side or rear yard. Trash enclosures must be designed with a solid wood fence or concrete wall six feet high on a cement or asphalt base with self-locking gate. Manure collection and recycling service for horse owners is available through the City's franchise hauler and is collected when placed in separate containers weighing no more than sixty pounds as green waste at no extra charge to residents. Alternatively if a larger bin for manure storage and hauling is needed, the solid waste franchise provides a special bin for such purpose for an additional fee.

Community association maintenance staff picks up any stray trash observed along roadsides or trails during daily rounds and every Friday conducts systematic patrol of roadways and trails specifically to collect stray litter or trash.

The City of Rolling Hills' newsletter is prepared by staff and mailed to every residence twice per month and includes frequent articles on storm water pollution prevention as well as related environmental issues. Brochures and flyers on various storm water best management practices (BMPs) are also available at the City Hall counter and at the Rolling Hills Community Association offices.

The City of Rolling Hills cooperated with other cities on the Palos Verdes Peninsula in a number of activities including:

- cooperation among four sister cities on the Palos Verdes Peninsula to complete development of a joint Implementation Plan for the Machado Lake Nutrient TMDL which has been reviewed and accepted by the Executive Officer of the Los Angeles Regional Water Quality Control Board.
- The Peninsula cities' joint monitoring plan for the Machado Lake Nutrient TMDL was reviewed and approved by the Executive Officer and a memorandum of agreement was subsequently executed by the Peninsula cities to carry out the approved monitoring plan.
- partnership with the City of Rolling Hills Estates in staffing a stormwater quality educational booth at the Earth Day event held at the Peninsula's open air shopping mall with the assistance of a local Boy Scout troop
- Joint promotion of local household hazardous waste and electronic waste collection events.
- Participation in Jurisdictional Group 7 coordination meetings to implement plans for ensuring that beach water quality on the Peninsula does not degrade

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City of Rolling Hills



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City of Rolling Hills Estates

Rolling Hills Estates WMC Summary FY2010-11

The City of Rolling Hills Estates is a small contract city of approximately 8,000 residents with a small full-time staff. The City, which is located on the Palos Verdes Peninsula in Southwest Los Angeles County, is predominantly residential, encompassing 4.2 square miles with a significant equestrian community, a central commercial district, and very little industrial zoning.

The City has a significant amount of dedicated open space including six parks, 25 miles of equestrian trails. Significant portions of the City's drainage system consist of natural, unimproved, canyons. The City has dedicated the George F Canyon Nature Center and Stein-Hale Nature Trail as a riparian preserve for public enjoyment with both passive and active education programs. We have partnered with the Palos Verdes Peninsula Land Conservancy in the preservation and restoration of coastal sage habitat and the endangered Palos Verdes Blue Butterfly at the Linden S. Chandler Preserve and at George F Canyon Nature Preserve.

That portion of the City which drains to the Santa Monica Bay is within the drainage area associated with the stretch of shoreline known as Abalone Cove. Two of the shoreline monitoring locations on the Palos Verdes Peninsula were listed on Heal the Bay's 2010-11 Honor Roll including the shoreline monitoring site at Abalone Cove, SMB 7-4. Monitoring over the past six years substantiates that the water quality in Abalone Cove is significantly higher than the reference beach and has maintained its historically high water quality without degradation.

The City's notable accomplishments this year with respect to NPDES programs as well as highlights of the City's ongoing program include:

The City of Rolling Hills Estates took the lead in coordinating an effort with sister cities on the Palos Verdes Peninsula to develop a joint Implementation Plan for the Machado Lake Nutrient TMDL. The plan was submitted in March 2011 and was reviewed and accepted by the Executive Officer of the Los Angeles Regional Water Quality Control Board on July 20, 2011.

The Peninsula cities' joint monitoring plan for the Machado Lake Nutrient TMDL was also reviewed and approved by the Executive Officer during FY2010-11. A memorandum of agreement was subsequently executed by the Peninsula cities to carry out the approved monitoring plan with the City of Rolling Hills Estates as the lead agency. Rolling Hills Estates issued a request for proposals for conducting the joint monitoring, reviewed submitted proposals and consulted with the Peninsula cities in selecting the monitoring contractor.

In July 2010 the City of Rolling Hills Estates adopted a Water Efficient Landscape ordinance and guidelines in accordance with statewide requirements. The City also has a water conservation ordinance applicable to existing and new development of all land use types. The anti-waste provisions of this ordinance not only conserve water but also reduce runoff, e.g.:

- Leaks, breaks and malfunctions must be repaired upon discovery and no later than 72 hours of notification
- Residential car washing is prohibited unless a hose with a positive action quick release shutoff

City of Rolling Hills Estates

valve or nozzle is utilized.

- Excessive watering of lawns and landscapes and runoff of lawns or landscape areas onto gutters, streets and alleys is not permitted.

The City's residential solid waste service requires use of automated carts with hinged lids that prevent wind-blown and vector scattering of trash or green waste prior to collection. The City contracts for street sweeping at least twice per month throughout the entire city. The City has a proactive litter abatement program for keeping public rights-of-way, streets, medians, parks, and trails free of litter and debris. It also has a successful Adopt-a-Trail Cleanup and Maintenance program. The City has placed recycling bins for beverage containers in City parks with particular emphasis on parks with playing fields that are heavily utilized for youth sports programs.

The City provides curbside pickup of used oil and filters and compact fluorescent bulbs for recycling along with yard waste and other recyclables. Used oil collection increased by 29% over the previous year through the City's curbside collection program. The City has also initiated a new program to include home-based collection of all household hazardous waste, e.g., paint, aerosol cans, and household cleaners.

Manure collection and recycling service for horse owners is available through the City's franchise hauler. The City's solid waste ordinance prohibits improper disposal of manure by requiring that "Manure shall be kept in an enclosed container designed for such purpose. Manure that is not used for composting must be removed completely from individual properties at least once per week."¹ Based on manure collection rates provided by the City's solid waste franchise hauler, manure collection during reporting period 2010-11 increased by 4% in comparison with the previous reporting year and overall there has been an increase in manure diversion by 45% since instituting the solid waste franchise agreement in 2006-07 with manure diversion increasing in each of the subsequent years. Given that the horse population on the Palos Verdes Peninsula has remained relatively constant over the years, the City attributes the increase in manure recycling to a higher public awareness due to increased level of outreach, education and enforcement of the manure ordinance, as well as a more favorable pricing structure offered by the franchise waste hauler.

City parks are equipped with pet waste clean-up stations and leash laws are strictly enforced.

The City coordinated and staffed public education booths at its annual City Celebration and at the Earth Day event held at the Promenade on the Peninsula shopping center. At the City Celebration this year, teen volunteers from the local 4-H club assisted in conducting hands-on demonstrations using the Enviroscope® Non-Point Source Model purchased with CIWMB Used Oil Block Grant funds. The demonstrations emphasize targeted pollutants (pet waste, horse manure, fertilizers and pesticides) and ways to reduce their release.

City of Rolling Hills Estates



The City of Rolling Hills Estates cooperated with other cities on the Palos Verdes Peninsula and the Machado Lake Watershed in a number of activities including:

- joint development of the Palos Verdes Peninsula Cities Implementation Plan for the Machado Lake Nutrient TMDL
- execution of a memorandum of agreement among the Palos Verdes Peninsula cities to jointly carry out the Coordinated Monitoring Plan for the Machado Lake Nutrient TMDL
- participating in Jurisdictional Group 7 coordination meetings to implement plans for ensuring that beach water quality on the Peninsula does not degrade
- partnership with the City of Rolling Hills in sponsoring an Earth Day water quality booth at the local shopping mall
- joint promotion of local household hazardous waste and electronic waste collection events
- issuing a joint ad with the City of Rancho Palos Verdes promoting used oil and filter recycling in the local auto show program magazine

The City's representative attends the monthly Executive Advisory Committee of the Los Angeles County

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City of Rolling Hills Estates

Municipal Permittees, the quarterly Santa Monica Bay-Ballona Creek WMC meetings, and the quarterly countywide public education coordination meetings, to ensure that the City stays abreast of important storm water/NPDES issues. The City is also an active participant in the South Bay Cities Council of Governments and its committees, working groups, task forces and other special meetings. The City participates in the Green Task Force of the South Bay COG which is an advisory group that serves as a clearinghouse for policies, programs and projects on energy efficiency, air quality, resource conservation and climate action.

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City of Santa Monica

City of Santa Monica Watershed Accomplishments FY10-11

The City has a goal of providing BMP treatment systems for all dry weather runoff and up to 80% of wet weather runoff leaving its borders whether to the Ballona Creek or Santa Monica Bay watersheds. Aided by a stormwater parcel fee since 1995 and a Clean Oceans special tax, 2006, the City is well on its way to meeting its goal. Through its watershed management plan, passed in the summer 2006, the City is doing an excellent job in meeting the requirements in the NPDES permit. The City also continues to require the installation of post-construction structural BMPs for all land uses, both private and public, not just merely for the categories of the SUSMP.

2010-11 highlights:

- Continued dedication of the City Council, managers and staff who believe in the City's sustainable policies in protecting our coastal waters. Existing laws and programs have allowed the City to build a very solid foundation in the ongoing effort to maintain clean waterways and beaches.
- Ongoing maintenance of about 650 city catch basins-storm drains, both with and without screens (some retractable)/filtering inserts, as well as other larger off-line centralized BMPs, such as CDS units, Baffle Box, and StormFilters.
- Completion of feasibility study for a comprehensive trash removal strategy in the Kenter Canyon sub-watershed to meet the Santa Monica Bay Marine Debris TMDL.
- Adoption of the revisions to the City's urban runoff pollution mitigation ordinance, SMMC 7.10, which includes Low Impact Development only solutions; treat and release removed.
- Implementation of the City's first year of its 5-year CIP Low Impact Development Plan, which enumerates 10 categories of watershed projects to be constructed with Clean Beaches funding, which included five permeable alleys. Development of designs for a parkway high efficiency biofiltration pilot project.
- 10th year of successful SMURRF operations and tours.
- Installation of another 93 BMPs around the City (public and private).
- Cleaning of the Mar Vista Park StormFilter and Baffle Box after years of no maintenance due to hiring an outside vendor.
- Approval of three grants: WaterSMART to help fund Master Sustainable Water Plan 2020; Proposition 84, IRMWP, Marine Park-Penmar Runoff Treatment and Use Project; Proposition 84, In-Line Runoff Harvesting and Infiltration Project
- Completion of the City's 2nd green street at Longfellow Avenue.
- Completion of the design for the City's 3rd green street, Ocean Park and Los Amigos Park infiltration facility.
- Development of AB275, Rainwater Capture Act of 2011, to authorize some uses of

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City of Santa Monica

rainwater/stormwater for non-potable uses. Passed Assembly.

- Ongoing development of Southern California rainwater-stormwater-runoff harvesting regulatory policy matrix.

In an attempt to enhance the effectiveness of its program, the City works on a monthly basis with its watershed council, the county, and city of LA on partnerships and efforts to reduce runoff pollution.

Regular enforcement patrols help enforce city regulations to reduce urban runoff and pollution, as well as educate the public about watershed issues and solutions.

Efforts continue to implement projects for the Implementation Plan of the Bacterial Wet Weather TMDL for the Santa Monica Bay Beaches.

Neal Shapiro, 8/17/11

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City of West Hollywood

City of West Hollywood
Ballona Creek
Watershed Management Committee
Watershed Summary
FY 2010/11

Compliance with permit requirements:

The City has continued to implement all areas of the permit, targeted pollutants of concern and took additional steps to prevent spills and discharges.

The City's pollutants of concern – bacteria from pet waste, cigarettes from pedestrians, restaurants and bars & toxics and metals from parking lots and streets – continue to be addressed by a variety of methods including daily street sweeping, daily hand pick-up of litter, pet waste stations, steam cleaning of sidewalks and alleys, mandatory cigarette disposal receptacles at outdoor dining areas and aggressive code enforcement of excess trash and other NPDES related discharges. The City maintains 80 pet waste stations. The sewer inspection and maintenance project, budgeted at \$480,000 per year, is ongoing.

In 2007, West Hollywood's City Council formed an Environmental Task Force for input about water conservation, urban runoff and other environmental issues. The group presented its recommendations, which addressed: permeable surfaces, composting, a ban on plastic bags, enforcement of the polystyrene ordinance, waste reduction and urban runoff.

The City Council approved the mandatory Green Building Program for all commercial and residential projects greater than three units in 2007. The program requires compliance in areas of irrigation, water use and water efficient landscape. The ordinance also addresses: use of low emitting adhesives, sealants, paints and coatings, use of low emitting materials, composite wood and agrifiber products, indoor chemical and pollutant source control, recycled content, formaldehyde free insulation, use of composite wood without urea formaldehyde; no-voc paints on exterior applications and other practices.

Evaluation methods used to determine program effectiveness:

One of the most important measures is the monitoring reports for pollutants of concern in Ballona Creek. The City receives monthly reports for bacteria levels and also participates in monthly meetings to draft the monitoring & implementation plans for bacteria, toxics, metals and trash. The reports help determine what additional BMPs should be installed and where.

Locally, a major indicator of the stormwater program effectiveness is the number of citations given by Code Compliance. This year, 15 Notices of Violation and/or citations were issued. The City's approach of educating and working together with business owners/managers and residents helps create awareness and facilitates active participation in helping reduce activities that contribute to storm water pollution.

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City of West Hollywood

Summary of program strengths and weaknesses:

At 1.9 sq miles, the City can be monitored for illegal discharges fairly easily. The Code Compliance division is aggressive about enforcement and other divisions such as street maintenance are well trained to spot problem areas at businesses and construction sites. Constituents are well informed about urban runoff and report problems readily. Neighborhood Watch groups assist in getting the word out about bacteria from pet waste and identify where additional pet waste stations should be installed. Volunteers from these groups as well as Sheriff's volunteers and code compliance officers distribute biodegradable plastic pet waste bags to dogwalkers.

Weaknesses include a steady turnover of restaurant, bar and hotel management/staff, which necessitates continual retraining and monitoring of these businesses. This challenge is not unique to West Hollywood, but can be seen countywide.

Highlights and Accomplishments:

1. To address bacteria, more pet waste stations added for a total of 80.
2. Aggressive Code Compliance efforts and educational outreach to restaurants, hotels and residents.
3. Mandatory green building ordinance in place, with toxics reduction and urban runoff measures spelled out.
4. Environmental Task Force continues to advise Council on environmental issues. (Ongoing)
5. Alternatives to styrofoam/polystyrene on City's website.
6. Plastic bag ban sent to Council; ordinance to be crafted. (Pending)
7. Resolution in support of SB 568(LOWENTHAL) Recycling: Polystyrene Food Containers.

Water quality improvements or degradation in the watershed:

No significant improvement or degradation noted.

Interagency Cooperation:

The City works closely with many agencies to mitigate urban runoff. One of the most effective partnerships is with Culver City and Beverly Hills. These three cities collaborate on a Used Oil Recycling Grant and work together as "Westside Cities" to strategically use the funds to protect Ballona Creek.

The City continues to meet each month with other cities in Ballona Creek to implement the Bacteria TMDL Monitoring Plan as well as the Toxics and Metals Plans and craft the Implementation Plans for these pollutants. City staff attends the County's quarterly NPDES public outreach meetings and Ballona Creek Watershed meetings, as well.

Future Plans to Improve West Hollywood's Program:

The City continues its work on an ordinance to ban plastic bags. The outreach to businesses is being coordinated with the City's Economic Development Division and West Hollywood Chamber of Commerce. Since the ban is closely tied to urban runoff and protection of marine life, the outreach will

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City of West Hollywood

integrate other aspects of pollution prevention including promotion of alternatives to polystyrene.

We expect the upcoming NPDES permit and the City's own General Plan update to further strengthen pollution prevention efforts.

Suggestions to improve effectiveness of City's program or the County model programs:

Public Outreach materials from LA County, available in Russian, as the City of West Hollywood has a large Russian community who benefits greatly when information is available in a bi-lingual format.

IV. Identification of Effective/Ineffective BMPs:

Ballona Creek Watershed permittees continue to implement BMPs as required by the SQMP. While no independent analysis of the effectiveness of individual BMPs has been conducted by the WMC, BMPs that are considered to be effective include:

- ❖ Street sweeping;
- ❖ Catch basin cleaning;
- ❖ Catch basin inserts and end-of pipe controls;
- ❖ Infiltration controls;
- ❖ Erosion controls; and
- ❖ Public education and outreach

In addition to the Countywide SQMP the Santa Monica Bay Watershed Permittees are implementing additional BMPs through Implementation Plans developed and coordinated by the Jurisdictional Groups for the Santa Monica Bay Beaches Bacteria TMDL. By proper design, regulation, and proper implementation of BMPs, the impact of urbanization and pollution on local watersheds can be considerably reduced to continue to improve water quality.

NOTE: Individual City comments were submitted by the cities and were not reviewed or modified for content by the Watershed Management Committee.