

Special Provisions
City of Malibu Individual Annual Report
FY 2010-2011

IV A. Special Provisions

A. Public Information and Participation (Part 4.B)

2. Reporting Hotline

a) & b) The City has not established its own dedicated hotline, but coordinates with the countywide reporting hotline. However, the City directs the public (through its printed educational materials and the website) to call the City at (310) 456-2489 to report spills and illicit discharges. Furthermore, outgoing voicemail messages and “out-of-office” automated email responses direct callers to a “second in command,” such as the City’s receptionist in case a complaint is called in when the designated staff member is away from the office. This ensures that complainants can reach a “live attendant” to report any active illicit discharges/connections, and spills. During non-business hours, a voicemail message directs callers to contact the County Sheriffs’ Department, who in turn have emergency City contact information.

12. Has awareness increased in your community regarding storm water pollution? Explain the basis for your answers. Include a description of any evaluation methods that are used to determine the effectiveness of your agency's outreach.

Yes. As a coastal city, our residents are very sensitive to addressing pollution in our receiving waters. Both the residents’ and contractors’ comfort levels in implementing BMPs and supporting the City’s enforcement efforts are further evidence of the effectiveness of the City’s outreach efforts. Also, the level of understanding that the public expresses indicates increased awareness and knowledge of water quality issues. The City does not have a formal evaluation method; however, personal interactions with the public indicate an increased public awareness. The County conducts surveys to determine awareness levels and campaign success.

Awareness of storm water pollution prevention, environmentalism, and sustainability overall has increased throughout the community. Though the City does not track individual calls or inquiries, there appears to be a steady if not slightly increased number of public comments, reports/complaints and inquiries received at the City by phone, email and in person. Many calls have been regarding potential irrigation runoff that residents may notice, indicating an overall increased awareness of water quality issues by Malibu residents. This is likely in part due to increased education/outreach efforts and collaboration with local water retailer Los Angeles County Waterworks District 29 (WWD29), water wholesaler West Basin Municipal Water District (WBMWD), staff from Los Angeles County Supervisor Yaroslavsky’s Office, the Resource Conservation District of the Santa Monica Mountains, and Las Virgenes Municipal Water District as the Malibu Water Conservation Partners Group. This group has been conveying the message that wasting water can pollute water. It is believed that the increased outreach efforts have led to an approximate 20% reduction in water consumption since efforts were increased and more focused through this partnership in late 2008.