

City of Manhattan Beach

Summary of Storm Water Educational Activities

for the NPDES Annual Report FY 2011-12

The City of Manhattan Beach considers public information and participation the cornerstone of its environmental programs. Our integrated environmental public outreach program is very strong due to the dedication of our customer-oriented staff and the leadership and coordination of our Environmental Programs Manager in the Public Works Department.



Manhattan Beach Defends its Efforts to Ban Plastic Shopping Bags

Just over two months after the oral hearing, the City of Manhattan Beach **prevailed in its effort to ban plastic bags!** On July 14, 2011 a unanimous California Supreme Court decision ruled that:

Substantial evidence and common sense support the city's determination that its ordinance would have no significant environmental effect. Therefore, a negative declaration was sufficient to comply with the requirements of the California Environmental Quality Act (CEQA).

This is a tremendous victory for a community that sought to ban plastic bags in an effort to reduce the amount of plastic trash in the coastal and marine environment and the City is thankful to all who supported this effort.

Targeted Outreach: Business

The City of Manhattan Beach and its franchise solid waste hauler successfully launched the Green Business Program to recognize businesses that incorporate sustainability into their daily business practices. The Green Business Program is a voluntary program with the objective of reducing waste. The first five certified businesses were recognized at the City's Earth Day Event. Outreach to businesses continues via program materials, flyers, FAQ, website updates, decals and press releases and green business audits.

The City of Manhattan Beach conducted public outreach through its franchise solid waste hauler for a pilot commercial food waste project. Ten businesses will be participating in the pilot program.

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, implements the **Clean Bay Restaurant Program** targeting food service establishments with exposure to stormwater. The agencies utilize a comprehensive 28-point storm water inspection checklist that requires 100% compliance in order for the facility to be awarded a Clean Bay Restaurant Certificate by the Santa Monica Bay Restoration Commission—this checklist far exceeds the minimum requirements of the MS4 NPDES Permit and also requires compliance with the City's grease control ordinance. The Santa Monica Bay Restoration Commission publicizes the names and locations of Clean Bay certified restaurants on their website and through press releases. Clean Bay Restaurant certificates are posted in public view, either in the window or inside the restaurant.

The City's franchise solid waste hauler offers businesses free commercial waste audits to assess areas of improvement for the reduction of waste. This assessment helps them establish and/or improve internal waste reduction procedures and educates owners and staff of the importance of stewardship. The City has over 100 public recycling cans spanning the commercial areas of the city along major streets, the Pier, the Strand, parking lots and parks.

The City of Manhattan Beach provides storm water pollution prevention brochures at several counters at City Hall and at the Public Works yard. City employees that are frequently in the field also carry the brochures to distribute to residents, restaurants, and contractors as they see practices being implemented that may contribute to storm water pollution.

Targeted Outreach: Residents

In 2011 the City Council of Manhattan Beach appointed a new group of members to its Environmental Task Force. The 2011 ETF developed several recommendations to help the community reduce its energy and water consumption in order to help meet City-wide commitments to lower greenhouse gas emissions and conserve water. The program recommendations were approved by City Council on October 4, 2011 and included:

- **Watt Watcher Energy Contest**
- **Green Business Challenge**
- **Solar Display at Metlox**

- **Landscape Sustainability Audit**: FREE advice from a landscape professional
- **Community Mulch Pilot Program**: mulch is free to residents at the Public Works Yard
- **Post Office Demonstration Garden**

The **Post Office Demonstration Garden** as proposed by the Environmental Task Force redesigned the landscape surrounding the Manhattan Beach Post Office to create a demonstration garden, with design elements similar to the project flanking the entrance to City Hall. Because of its high visibility and potential to serve as a focal point for the community, this would serve as an ideal location for a demonstration garden. The City partnered with the Leadership Manhattan Beach 2012 class to fully realize the Sustainable Garden project, which demonstrates the principles and practices of the City's Landscape Sustainability Audit and Community Mulch programs. The Leadership Manhattan Beach mission in this project was: "To educate the Manhattan Beach community in environmentally-friendly landscaping and to inspire the use of sustainable gardening." Leadership Manhattan Beach, in conjunction with several local landscape experts, including landscape designer Mimi Andersen of Garden Magic Company, licensed contractor and landscaper Mike Garcia of Enviroscope, and certified arborist (and Environmental Task Force member) Greg Monfette, developed a final landscape design plan for the sustainable garden project, which received City Council approval. The Sustainable Garden project was installed in the spring of 2012; the design utilizes recycled materials, climate-appropriate plants, and water-wise irrigation materials to create a beautiful example of sustainable landscaping.

The City of Manhattan Beach was recently awarded a grant by the Department of Water Resources and West Basin Municipal Water District to convert an existing planter on the Strand adjacent to the beach into an Ocean-Friendly Garden. This new landscape will create a demonstration garden highlighting best management practices that apply Conservation, Permeability, and Retention (C.P.R.) principles to revive watersheds and oceans. One of the goals of the project is to highlight measures to retain dry-weather and stormwater runoff on sloped properties. Since the project site is a very visible fixture in the community, the City is soliciting input from residents to discuss this exciting sustainable landscape project, which will further leverage the project's effectiveness as an outreach tool.

The City initiated a new household hazardous waste collection program, At Your Door, through its franchise solid waste hauler. Information on the program was included as inserts in bills sent to all residents. The program was also promoted through press releases that were picked up by the Beach Reporter. During the first six months of program roll-out 3.68 tons of household hazardous waste was collected.

The City's franchise waste hauler conducted an aggressive outreach and education campaign including flyers, website updates, City Council meeting announcements and press releases regarding the upcoming launch of a residential foodwaste pilot project.

The City's franchise solid waste hauler also rolled out an expanded multi-family residential recycling program.

The City is utilizing its website and e-newsletter, utility bill inserts and informational booths to disseminate environmental information to its residents. Examples of such materials are included as miscellaneous attachments to the annual report.

The City has also worked jointly with other south Santa Monica Bay cities to develop and launch a new website and related initiatives and materials focused on public outreach to address the Santa Monica Bay Beaches Bacteria TMDL. The website addresses three key target audiences: beach/pier goers, residents and businesses: www.SouthBayStormwaterProgram.com

The City maintains an integrated environmental program “Keeping it Green” web page that is accessible from the home page of the City’s website. There residents can stay abreast of local environmental initiatives and workshops. <http://www.ci.manhattan-beach.ca.us/Index.aspx?page=1582>

The Public Works Department frequently updates its webpage with environmental program information <http://www.citymb.info/Index.aspx?page=324> and current issues of interest. There the City’s stormwater BMP brochures are available, along with other stormwater informational links. <http://www.citymb.info/Index.aspx?page=328>

The City has installed and maintains twenty-three (23) pet waste collection stations equipped with disposable bags for collecting and disposing of pet waste (Mutt Mitts®). These pet waste stations are located in municipal parks, along the Strand, and 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.

There are three off-leash dog runs in the City located at Live Oak Park, Polliwog Park and Marine Avenue Park. These facilities are equipped with pet waste stations. Owners are required to pick up after their dogs. The dog runs are maintained with wood chips spread to a depth of 4-6 inches and are serviced by the City’s landscape contractor a minimum of twice weekly. Wood chips are removed and replaced as needed at least two times per year.

Residents are encouraged to take their Household Hazardous, Electronic and Universal Waste to the Hyperion Treatment Plant S.A.F.E. Center. The City promoted the center on the yearly newsletter “One Person’s Trash”, the Holiday Recycling Guide, the Daily Breeze Environmental Section, and the utility bill insert which was sent to all households. The Center is also promoted on the City’s quarterly newsletter. Information for this program can be found on the City’s website under Environmental Programs.

With funding from Cal Recycle’s Used Oil Payment Program, four color ads were placed in the Beach Reporter to promote used oil and filter recycling. The City’s six (6) Certified Collection Centers’ addresses, phone numbers and Cal Recycle ID numbers were listed. The ad featured facts about keeping used oil and filters out of the storm drain system and oceans.

The City Newsletter is distributed quarterly to all residents in the City along with the parks and recreational guide; these are also available online. The City Newsletter provides environmental resource information and program updates to the community, including energy efficiency and water conservation tips, energy upgrade California information, Environmental Task Force announcements, Ocean Friendly Garden demonstration information and plastic bag ban information.

The City has dedicated space in Polliwog Park for the Manhattan Beach Botanical Garden. The garden is maintained by a non-profit, all volunteer-run organization dedicated to promoting earth-friendly gardening techniques, encouraging the use of California native and drought-tolerant plants, and conserving our natural resources. The Garden is an outdoor classroom, providing a place of learning and enjoyment for the community. The goal of the Garden's organizers is to inspire and educate the community on conserving our natural resources by introducing plants adapted to the native coastal environment. The Garden was specifically designed to a scale that can be translated to the modestly sized beach garden with plants that are both drought-tolerant and pest-resistant. The City advertises and promotes the free sustainable landscaping classes offered by the Botanical Garden in an effort to make the community aware of the educational tools that are available to them.



Manhattan Beach Botanical Garden

The City offers three free composting workshops yearly at the Manhattan Beach Botanical Garden—attendance averages more than 70 people per class. The program teaches people the importance of composting, grasscycling, and using various earth-friendly

gardening practices, as well as detailing the benefits of compost as a soil amendment for improving soil structure and retarding the release of nutrients. We subsidize a portion of the total cost of the Biostack and Worm Bins for Manhattan Beach residents. These bins are then available year-round to residents at the subsidized cost by contacting Waste Management directly. We also offer informational materials regarding the Smart Gardening program at the composting class as well as the local public library.

K-12 Outreach

The Roundhouse Marine Studies Lab and Aquarium located at the end of the Manhattan Beach Pier provides outreach to thousands of students through hands-on pollution and ocean awareness classes. The Roundhouse Marine Studies Lab and Aquarium is a non-profit organization committed to fostering and promoting the public study of, and interest in, the oceans, tidelands and beaches of Southern California, the marine life therein, and the impact of human population on that environment. More than 100,000 people visit the Roundhouse Aquarium during public hours each year; admission to the public is free. Over 130 community volunteers and 10 interns assist at the Roundhouse. This facility is part of the nonprofit organization Oceanographic Teaching Stations, Inc.

<http://www.roundhouseaquarium.org/>

The City of Manhattan Beach supports a parent implemented environmental program in the public elementary schools. “**Grades of Green**” began as a parent-run volunteer program that was hands-on and focused on being a support team for the broader school community. The program became a huge success as it not only inspired children to make a difference, but it also resulted in significant savings for the school. It engaged parents and raised interests among the community to continue rolling out this program in other schools. In August 2011, Grades of Green, the City’s Franchise Solid Waste Hauler, and Go Green Lunch Box implemented a new reusable lunch box program, providing hundreds of lunch boxes to local first graders. A press release on the program was issued and picked up by the local media.

To celebrate 10 years of environmental service in the City of Manhattan Beach, the City awarded Grades of Green with an honorary “Key to the City.” The key was presented to the Grades of Green Founders and Co-Directors at Verte 2012 by City Council Member Richard Montgomery, who presented the key on behalf of his colleague Mayor Nick Tell who was unable to attend. The City also bestowed the award upon Ranae DeSantis, one of the founding members of Grades of Green’s Board of Directors and its honoree at the Grades of Green fundraiser Verte. Montgomery states the City “rarely gives a ‘key’ to the city unless an individual or organization has performed an exceptional act on behalf of the city and our residents. Grades of Green and Ranae DeSantis exemplify what we consider ‘exceptional service’ in order for them to be awarded a ‘Key to the City.’” Ranae has been instrumental in Grades of Green pursuit to raise environmental awareness among kids. Further, Grand View Elementary was one of three schools in Los Angeles County to win the first ever national Green Ribbon Schools award. The awards program is the first comprehensive federal policy for schools related to environment, sustainability programs and curriculum. Grand View has implemented several successful environmental programs, including serving as the birthplace for the Grades of Green movement.

As part of the joint implementation programs for Santa Monica Bay Beaches Bacteria TMDL, the South Bay Stormwater Program website also provides resource links for stormwater related curriculum and other hands on activities for teachers. <http://www.southbaystormwaterprogram.com/images/stories/stormwater%20education%20outreach%20-%20curriculum%20materials.pdf>

Targeted Outreach: Employees

All new employees to the City receive a welcome bag with BMP brochures and premiums from the public outreach program as an introduction to the City's stormwater pollution prevention and recycling programs. The City emails a quarterly newsletter to all City staff which includes a new "green corner" focusing on various issues such as: composting, green lunches and updates on the progress of the City's Environmental Task Force.

Bottled water and Styrofoam is banned from city purchasing. A Brita® filter recycling program is offered to employees to encourage the use of reusable water bottles rather than plastic disposable bottles with the overall goal of cutting down on plastic pollution in the marine environment. Also, battery recycling containers are placed in employee break rooms.

Public Events

The Public Works Department coordinated and staffed an environmental booth at the 2011 two-day Hometown Fair. We had an interactive spin-the-wheel quiz game that both kids and adults enjoy: we asked environmental quiz questions, including storm water pollution prevention questions, and gave out prizes made from recycled materials for correct, environmentally-conscious answers. Along with prizes, we also handed out educational brochures related to storm water prevention pollution, which included BMPs for recycling, pet waste management, storm water pollution prevention, and motor oil use.

The City of Manhattan Beach co-sponsored a very well organized and well attended Earth Day festival in April 2012. A number of organizations set up tents and offered earth-friendly shopping and information. In addition, to commemorate the 20th annual celebration of Earth Day festivities at Polliwog Park, the City hosted the Wyland Foundation's Clean Water Mobile Learning center. This fascinating 1,000 square foot exhibit on wheels rolls directly into events with an array of science exhibits, computer models, and actual running rivers and rain. The Clean Water Mobile Learning Experience provides an innovative solution to communicate the importance of the function of watersheds and gain a broader understanding of the impact that communities have on these systems and our ocean. The Public Works Department also operated our environmental booth at the Earth Day festival (see description in previous bullet). The event draws thousands of visitors from Southern California.

The community hosted one of the annual Coastal Cleanup Day event sites at the Manhattan Beach Pier. The Roundhouse Aquarium co-sponsored the event.

The City also hosted "green tents" at the weekly Farmers Market events throughout the year promoting the Go Green Pledge, plastic bag ban, water conservation and climate change issues.

On September 24, 2011 people in towns and cities all around the world turned out for "Moving Planet" to demonstrate their concerns about climate change and their support for fossil-free solutions in their communities. The Manhattan Beach City Council endorsed the "Moving Planet South Bay" event and hosted the event at the 13th Street Farmers Market/Metlox plaza area on Saturday, September 24th. The City partnered with Vitality City, the South Bay Bicycle Coalition, Transition South Bay L.A. and the South Bay 350 Climate Action Group in planning this rally and celebration.

An annual Household Hazardous Waste Roundup operated by Los Angeles County Department of Public Works and located in the Northrop Grumman parking lot is promoted by the City.

The City is celebrating its centennial this year, and the Centennial Committee requested an environmental awareness segment be added to its Taste of Manhattan Beach event. Staff coordinated an "Eco-Market" area highlighting CA-native plantings, the Leadership Manhattan Beach Sustainable Landscape Demonstration Garden, and displays from several organizations including Surfrider, the Manhattan Beach Botanical Garden, and Vitality City.