

ASSESSMENT OF PROGRAM EFFECTIVENESS CITY OF WESTLAKE VILLAGE FY 2011/12

PERMIT COMPLIANCE

The City of Westlake Village has maintained full compliance with the NPDES permit requirements. The City has a dedicated Stormwater Program Manager to oversee the complete implementation of the permit requirements. In recognition of the importance of the vast array of activities being conducted in response to the NPDES permit, a team of consultants are available to support the Stormwater Program Manager.

In addition to just meeting permit requirements, the City has an overall commitment to the protection and enhancement of the receiving waters. Westlake Lake is a major feature of the City, affording lakeside dining, recreation, and housing to the resident and tourism communities alike. The City is a master-planned community, and as such was built around a goal of achieving harmony between the environment and the designated urban uses.

EFFECTIVENESS EVALUTATION

One indicator of the effectiveness of the City's stormwater management program is the health of Westlake Lake. The City maintains close communication with Lake Management staff, with a mutual goal of restoring all beneficial uses and completely removing the Lake from the 303(d) list of impaired water bodies. In fact, the lake was recently delisted for copper in the 2002 303(d) list and is one of a very few lakes in the watershed without a trash impairment.

Another indicator of stormwater program effectiveness is the awareness among the general public concerning the sources of stormwater pollution. The biggest barrier to conquering the problem of stormwater non-point source pollution is lack of knowledge among the general public of the problem itself. Most people want to do the 'right thing', when made aware of how their actions can potentially have a far-reaching impact on the local surface waters. Watershed awareness is also evident through the City's compliant log with reports of illicit discharges and inquiries into green solutions to use around the house.

The solution to improving public awareness is bridging the gap between actions such as washing the car in the driveway, with soapy foam in Westlake Lake. The last couple of fiscal years were particularly successful in this arena. Through the Watershed Management Committee the City participated in several watershed events aimed at public outreach, development of a TMDL video, and circulated printed media. In addition, the City provided BMP flyers and giveaways to local community events. The City is also using it's website as a means of informing the community about ongoing stormwater programs, and regular practices residents can exercise. Furthermore, the WMC is working to place signs at the watershed boundaries, that inform the public of entrance to the watershed and

laws regarding prohibited dumping. As the Principal Permittee implements its Public Education and Outreach campaign, the City identifies ways to tailor a supplemental program that addresses our most pressing issues such as sediments, nutrients, trash, and indicator bacteria. For example, the City met with local 4th graders and did several activities geared to educate the students on water quality and importance of being an environmental steward.

STRENGTHS AND WEAKNESSES

A major strength of our storm water program is that it enjoys the full support of both the departmental staff and the City Council. Having this kind of support lends to the program a genuine teamwork approach with full commitment to affecting a positive difference in the health of our watershed. Another strength is that the program is directed entirely by two dedicated individuals, the Stormwater Program Manager, and City Engineer, which lends consistency and responsibility to the program. The City's stormwater program has the ability to secure grant funding for structural BMPs, and participation in a watershed-wide monitoring program also funded by grants. Last but not least, a major strength of our storm water program is our partnership with the other watershed Cities through the Watershed Management Committee. Our WMC has greatly reduced gaps in the effectiveness of our agencies programs through the development of the Integrated Total Maximum Daily Load Implementation Plan for the Malibu Creek Watershed and the Regional Watersheds Implementation Plan. Both of these documents include measures to improve water quality through structural solutions as well as the public's perception of environmental stewardship.

One continued weakness of our storm water program relates to coordination of permit compliance issues with services contracted through LA County. During this Permit cycle it was brought to our attention by Regional Board staff that the City must have a detailed understanding of how County services are implemented such that all permit requirements are being met. To date, the County services contracts are oriented to a "full service" mode, where in the City contracts the work over to the County and can then rest assured that everything is being handled appropriately. We are in the process of addressing this weakness by building in a status reporting mechanism from the County to the City for NPDES related services. We have notified the County Contracted Services Coordinator of the need, and have conducted face-to-face meeting to address this problem.

Another program weakness lies in the evaluation methods for program effectiveness. We are working to identify more concrete indicators to use in determining program effectiveness. One idea involves the use of a web-based survey of the general public visiting our Stormwater Program website.

HIGHLIGHTS AND ACCOMPLISHMENTS

- Prop 13 funding was awarded for the implementation of structural water quality BMPs in the Three Springs Residential Neighborhood. Grant funding was also secured through for a watershed-wide monitoring program through a joint application with the Cities of Malibu, Agoura Hills, and Calabasas. Both of these grant program were completed in the FY2007/08.
- The Watershed Management Committee has been working together to implement a urban runoff reduction plan that incorporates all of the requirements of the NPDES permit to be applied in a regionally consistent manner, that identifies and puts in motion additional programs that make sense for this watershed, and that includes concrete indicators for evaluation of program effectiveness. This plan is the Integrated Total Maximum Daily Load Implementation Plan for the Malibu Creek Watershed and the Regional Watershed Implementation Plan.
- Successfully maintaining the grant-funded Malibu Creek Watershed Coordinator position at the Resource Conservation District of the Santa Monica Mountains. The Malibu Creek Watershed coordinator actively brings together watershed partnerships and makes things happen.
- Several local entities, including the City, partnered to complete a TMDL video to familiarize the general public with the effects that pollutants can have on the environment, and the revision and reprint of the Living Lightly in Our Watershed Guide.
- Implemented a Compliance Monitoring Program that conducts weekly sampling at 18 sites throughout the Malibu Creek Watershed.
- Completed a reference watershed study in partnership with several regions to establish a baseline of natural loading.
- Addressing mobile carwashes through roving carwash inspections.
- Working with the local Rotary Club on environmental projects.
- Implementing water quality solutions in City enhancement projects.

WATER QUALITY IMPROVEMENTS

Westlake Lake has been de-listed from the 303(d) list for one pollutants of concern.

INTERAGENCY COORDINATION

The Cities of Calabasas, Agoura Hills, Malibu, Westlake Village and the County of Los Angeles have been actively using the Watershed Management Committee forum to coordinate regional solutions and help each other implement consistent programs for Permit compliance. The success of the annual joint training workshop for development construction inspectors and award of the Proposition 13 Watershed-wide monitoring grant are two examples of the on-going interagency coordination in this watershed.

FUTURE PLANS

Staff will continue discussions with the County's City Services Coordinator to fully implement status reporting on NPDES related services that are contracted out to

the County. We look forward to the next cycle permit that should further define the responsibilities between the Permittee and contracted services.

We are eager to implement measures developed through the Integrated TMDL IP for MCW and improved water quality as a result.

SUGGESTIONS

Aside from the need for improving communication between County services and City staff and implementing better effectiveness evaluation methods, the existing stormwater program is well suited to effect a positive change in the health of our receiving waters.