



**Los Angeles County Municipal Storm Water Permit (Order 01-182)  
2010-2011 Individual Annual Report Form for the City of Palos Verdes Estates  
Attachment U-4**

**Assessment of Program Effectiveness**

A. Attach a summary of the effectiveness of your storm water management program. This summary should include, at a minimum, the following:

1. An assessment of your agency's compliance with permit requirements, based on your responses to the questions in this form;

The City of Palos Verdes Estates (City) has implemented programs that are consistent with the County's Storm Water Quality Management Plan (SQMP). The City is in full compliance with all applicable Permit requirements.

2. Descriptions of any evaluation methods that your agency uses to determine the effectiveness of your storm water management program;

No formal evaluation methods were used to determine the effectiveness of the City's storm water program; however, the City believes its outreach/education programs are well received by our residents. The City has an environmental booth at several community sponsored events where City staff distributes outreach materials, informs and educates residents on storm water pollution prevention and other environmental issues. We have received positive feedback from residents during these events.

When conducting commercial/industrial facilities inspections, our main objective is to educate and provide information to businesses on Best Management Practices (BMPs) and ensure that proper storm water BMPs are being implemented.

3. A summary of the strengths and weaknesses of your agency's storm water management program;

*Strengths*

- Increased awareness of storm water pollution by our residents
- Working in partnership with other local cities to develop outreach materials and host outreach events.
- City staff is well trained on program requirements.
- In partnership with the local high school, the City is working with local high school students to develop an environmental awareness calendar.



### *Weaknesses*

- The City needs additional funding sources for storm water management programs.
4. A list of specific program highlights and accomplishments;  
Below is a summary of the City's accomplishments for FY 2010-2011:
    - In order to minimize the litter/trash discarded on City streets, the City prohibits the use of top-loading trash trucks in the City. Any leaks and spills generated by trash trucks may be subject to City fines.
    - The City participated in a joint effort with other Palos Verdes Peninsula cities to run two colored advertisements in the local newspapers. The City also contributed to the Los Angeles County-wide media campaign.
    - Each year, the City participates, at minimum, two community events. City staff, at times, uses an EnviroScape™ Stormwater Model to educate residents on storm water pollution. The model is an interactive tool which demonstrates how storm water pollution enters the storm drain system from various land uses and is always very well received and successful.
    - The City has developed and implemented code enforcement measures to reduce irrigation/landscape overspray. The City has already begun issuing code warnings and violations to residents, and businesses, that allow overspray into storm drains. The City has noticed a reduction of dry-weather flow rates and volumes.
  5. A description of water quality improvements or degradation in your watershed over the past fiscal year;  
The City is not aware of any water quality degradation over the last year, however it continues to coordinate monitoring and implementation of pollution prevention/reduction programs with other jurisdictional
  6. Interagency coordination between cities to improve the storm water management program;
    - The City continues to partner with other Palos Verdes Peninsula cities to run ads in the local newspaper which promote storm water pollution prevention. These ads are intended to educate the public on issues related to trash and debris, nutrients, and bacteria.
    - The City participates in all of the required watershed management committee meetings for Ballona Creek and Dominguez Channel watersheds. These meetings provided cities an opportunity to discuss important information regarding Permit issues and to address issues of problems and concerns encountered while implementing individual programs.



7. Future plans to improve your agency's storm water management program; and
  - Provide additional information on Stormwater pollution prevention on the City's website.
  - Continue to assist the local high school and expand its recycling program and participation in beach clean-up events.
  - Work with neighboring cities to promote storm water pollution prevention as well as promote used oil recycling.
  - Use the local cable company to run Public Service Announcements (PSA's) on storm water pollution prevention
  - Continue to participate in community sponsored events.

8. Suggestions to improve the effectiveness of your program or the County model programs.

The City's residents are for the most part, environmentally conscious. The City needs additional state funding sources for increasing storm water management programs.

- B. On a scale of 1 to 10 (10 being full implementation of requirements by their deadlines), rate your municipality's level of compliance with Order No. 01-182.  
10.

- C. List any suggestions your agency has for improving program reporting and assessment.

We do not have any suggestions at this time.