

## **Attachment IV. A. Summary of Storm Water Education Activities**

The City of Hermosa Beach believes strongly in the importance of public awareness and education as a key element of its storm water pollution prevention program. Founded in 1907, Hermosa Beach is known as “The Best Little Beach City.” Named “Southern California’s Greenest City” by the Wyland Foundation for its water saving efforts during Earth Month 2011, Hermosa Beach is a thriving community of some 20,000 residents located on the southern end of Santa Monica Bay in Los Angeles County, and its beaches have been ranked among the best in the world.

Three major new environmental initiatives were launched this year by the City of Hermosa Beach: the City Council passed an ordinance prohibiting smoking in public places, is finalizing an ordinance prohibiting take-out polystyrene food containers, and the City won a grant to re-envision its General Plan and Coastal Plan around the theme of a *Comprehensive Blueprint for Sustainability and a Low Carbon Future*.

### ***Smoke Free Zones***

Beginning March 1, the new city ordinance (H.B.M.C. Section 8.40.020) established smoke-free zones in the following locations: all public parks; Pier Plaza, the heart of the city’s downtown; the Hermosa Beach Pier; outdoor dining areas, including within five feet of the outdoor dining areas; the Strand, which is the sidewalk and bike path adjacent to and running the full length of the beach; the Greenbelt, which is the pedestrian path running the length of the City between Valley Drive and Ardmore Avenue, and City-owned public parking lots. Smoking had already been prohibited on the beach, in city buildings and inside of restaurants.

### ***Polystyrene Ban***

Following more than two years of study, at a public meeting of the City Council of Hermosa Beach on April 10, 2012, a proposed ordinance was considered to ban polystyrene food service ware as recommended by the City’s Green Task Force. The intent of the ordinance is to reduce use and litter of polystyrene; it was developed based on research and discussion by the Green Task Force and the City Council collectively over the preceding two years. The City Council directed staff to further revise the language and to bring it back to the Council for final consideration at an upcoming meeting in August 2012 with final adoption anticipated in September 2012. This item has resulted in significant coverage in local print and e-media.

### ***Comprehensive Blueprint for Sustainability and a Low Carbon Future***

Demonstrating its commitment to achieving carbon neutrality, the City of Hermosa Beach has secured a \$410,000 grant from the state’s Strategic Growth Council to create a comprehensive, long-term plan for reducing and eventually eliminating the city’s carbon footprint. The funding will be used to hire experts who will work with City policymakers, staff and the community to update and integrate the city’s General Plan and Coastal Land Use Plan to create a *Comprehensive Blueprint for Sustainability and a Low Carbon Future*. “These important planning grants are local and regional in scale, but the outcomes and economic impacts of sustainable communities are truly statewide, benefiting all Californians,” said Secretary for Natural Resources and Strategic Growth Council

Member John Laird. "These projects will go a long way to help create cleaner water, more open space, and smarter growth in California."

### ***Solid Waste and Recycling Services***

Over the past year the City has engaged in a process to evaluate solid waste and recycling services and providers as part of its franchise contracting process based on waste diversion and environmental programs in addition to other factors. Assisted by recommendations of the Green Task Force, the City Council is studying programs that will increase diversion and public education and reduce the potential for litter and marine pollution.

### ***Ongoing Initiatives***

The City has instituted a variety of ongoing positive and successful waste reduction programs including:

- Offering compost and worm bins to residents at a discount
- Offering free reusable shopping bags
- Incorporating sustainability practices into community events
- Supporting water conservation and the reduction of urban runoff via water conservation and water-efficient landscaping ordinances
- Considering ways to reduce waste and litter via the solid waste contracting process
- Hosting an annual household hazardous waste round-up
- Installing a Green Task Force to advise the City on sustainability planning and practices
- Supporting 'Grades of Green' involving school children in green practices
- Educating the citizens and community about reduce, reuse, recycle and rethink
- Ongoing actions to reduce urban and stormwater runoff and conveyance of wastes and pollution to the Santa Monica Bay and the beach

Effective public education is an essential aspect of stormwater pollution prevention. The City has worked jointly with other south bay cities to develop and maintain a 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](http://www.SouthBayStormwaterProgram.com) .

### **Public Events**

The City of Hermosa Beach has instituted a **Green Matrix** of requirements developed by its Green Task Force for special events in the City. The requirements are 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

The City hosts and promotes an annual Household Hazardous Waste Collection Event at its Clark Stadium facility in partnership with Los Angeles County Department of Public Works (LACDPW).

The City also hosts an annual **Coastal Cleanup Day** sponsored by Heal the Bay at the Hermosa Beach Pier. Volunteers gather at the Hermosa Pier to help clean up the beach as part of a nationwide effort. The City's Used Oil and Beverage Container Recycling programs has an information booth at the site, volunteers can stop by to get information on what and where to recycle and to discuss stormwater pollution issues. LACDPW Public Relations Group provides premiums such as pet waste bag dispensers to encourage pet owners to be sure and pick up after their dogs.



A presentation on the effectiveness of the City's **Phase I Hermosa Strand Infiltration Trench** project was delivered at the annual Headwaters to Ocean Conference in May 2012 held in San Diego. The City has completed the final report on the project, an award-winning 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.

## **Media Coverage/Buys**

On February 27, 2012, Mayor Howard Fishman and Mayor Pro Tem Jeff Duclos announced at a press conference on Pier Plaza the establishment of new smoke-free zones in the City of Hermosa Beach that go into effect on March 1, 2012 and officially kicked off efforts to educate residents, visitors and business owners about the ordinance. Following the press conference, volunteers armed with educational materials, table tents and coasters visited local restaurants and businesses in smoke-free zones to educate owners, managers and employees about the new ordinance. The negative economic effects of smoking on food service employees include absenteeism, productivity loss,

higher cleaning and maintenance costs and increased insurance rates. In addition, studies have found that customers prefer smoke-free establishments.

On Thursday, March 29, 2012, Nancy Stoner, the U.S. Environmental Protection Agency acting Assistant Administrator for Water, visited the City of Hermosa Beach. Ms. Stoner was hosted by Howard Fishman, the Mayor of Hermosa Beach; Frank Senteno, Director of Public Works; Pamela Townsend, Senior Planner; and Kathleen McGowan, Consulting Environmental Engineer. Accompanying Ms. Stoner were Travis Loop (Communications Director in the EPA-HQ's Office of Water), Cindy Lin, D.Env. from the Los Angeles Field Office, and Nahal Mogharabi (Press Officer in EPA's Los Angeles Field Office). A press briefing was held to discuss the two American Recovery and Reinvestment Act-funded environmentally-beneficial green infrastructure projects in Hermosa Beach along with a discussion of EPA's national water priorities. Ms. Stoner and USEPA staffers were then taken on a tour of the two projects, the Pier Avenue Improvement Project and the Hermosa Strand Infiltration Trench Project.

Local newspapers' editorial and reporting staffs are very supportive of environmental awareness and run numerous articles and editorials related to environmental issues including water quality and stormwater pollution prevention. Examples are provided as miscellaneous attachments. The City also placed an ad in the local newspaper to promote the Hermosa Pier site of Coastal Cleanup Day.

### **Targeted Outreach: Business**

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, 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. The City has increased the stringency of the inspections now that the program has been successfully implemented for a number of years, no longer awarding a certificate for corrections made on a follow up inspection or to food service establishments who have received citations for illicit discharges within the preceding 12-month period. During FY11-12, 54% of the food service establishments in the City earned the Clean Bay Certificate. Clean Bay Restaurant certificates are posted in public view, either in the window or inside the restaurant.

The Hermosa Beach Hand Carwash and Detail Center became one of the first Ocean Safe Car Washes in the Santa Monica Bay through a program developed by West Basin Municipal Water District. The facility reclaims all water onsite eliminating water waste and runoff and utilizes environmentally friendly products.

The City provides outreach to businesses through the **South Bay Environmental Services Center**, the South Bay's local clearinghouse for energy efficiency, water

conservation and environmental information, which is funded by California utility customers and administered by Southern California Gas Company and Southern California Edison, in collaboration with South Bay Cities Council of Governments (SBCCOG), under the auspices of the California Public Utilities Commission through a contract awarded to SBCCOG. Additional funding is provided by West Basin Municipal Water District, the City of Torrance, the Sanitation Districts of LA County, and the LA County Metropolitan Transportation Authority.

The **Hermosa Beach Chamber of Commerce** produces Fiesta Hermosa, 'the largest arts and crafts fair in Southern California,' which occurs on the three-day Memorial and Labor Day weekends each year. The festival includes music on two stages, a food court and charity beer and wine garden. The Chamber has worked closely with members of the Green Task Force and its operator, Bell Event Services, to increase the sustainability and reduce the environmental footprint of Fiesta Hermosa by instituting the following measures:

- All plates and cutlery used for serving food at the Fiesta are made of recyclable or compostable materials
- Vendors are prohibited from using polystyrene foam containers and only provide plastic shopping bags if requested
- All power generators for the Fiesta are fueled by biodiesel generated by local Hermosa Beach restaurants
- Waste oil generated by the food vendors is collected and used as biodiesel for other public events also operated by Bell Event Services
- A bicycle valet service is provided by Hermosa Cyclery which allows visitors to the Fiesta to drop their bicycles off for safekeeping while they attend the event
- A free shuttle service using low-emission vehicles is operated from the Northrop Grumman park-and-ride lot by the County of Los Angeles courtesy of Supervisor Don Knabe
- South Bay Environmental Services Center operates a booth at the Fiesta with information on the latest rebates, tax credits, free energy and water audits, and programs for solar, water-saving and energy-efficient equipment for residences and businesses, alike.

The City distributes a variety of brochures at the public counter targeted at local businesses and contractors including:

- *Automotive Maintenance and Car Care BMPs* brochure
- *Food Service Industry BMPs* brochure
- *Heavy Equipment & Earth-moving Activities BMPs* brochure
- *General Construction & Site Supervision BMPs* brochure
- *Fresh Concrete & Mortar Application BMPs* brochure
- *Roadwork & Paving BMPs* brochure

### **K-12 Outreach**

The City is supporting a parent implemented environmental program in the public elementary schools, "**Grades of Green**". This environmental docent program at Hermosa Schools has a network of 25 parent volunteers who provide environmental education for over 900 students. Through this program Hermosa Beach Schools have reduced non-

recyclable trash by 50%. Grades of Green also facilitates an earth club that consists of 1st through 8th graders focused on performing environmental community service. The City of Hermosa Beach awarded Grades of Green with a certificate of recognition at the City Council Meeting on June 12, 2012. Mayor Duclos presented the certificate to members from Grades of Green as well as to local Grades of Green Green Co-Chairs, Elizabeth Riley and Geri Shaprio, for their longstanding environmental leadership at Hermosa Valley School and Hermosa View School. Grades of Green is proud to partner with the Hermosa Beach Schools and the City of Hermosa Beach to support their efforts in creating an environmentally conscious community.

## Targeted Outreach: Residents

The City's redesigned website features a variety of information for residents including a Go-Green sustainability page <http://www.hermosabch.org/index.aspx?page=334>. With links on specific issues including beach and ocean resources: <http://www.hermosabch.org/index.aspx?page=477>

The **Hermosa Beach Green Task Force** tackles green issues for the City and makes recommendations on key environmental issues to the City Council. The Community Development Department administers the Green Task Force through the Senior Planner position. This ad hoc task force is comprised of nine members and a representative from the Hermosa Beach School District with interest and/or knowledge of relevant topics. The Green Task Force presented its Sustainability Plan to the City Council in June 2011 and also made recommendations to ban No. 6 recycling code polystyrene take-out food packaging and prominently address environmental issues during its the solid waste and recycling services franchise process which began in 2011 and is expected to be concluded in 2012. Subsequent to the conclusion of the 2009-2011 Green Task Force terms, the City Council has focused on defining the mission of the next Task Force and how it may help inform the City's General Plan/Coastal Plan update process.

The Community Development Department has developed a series of e-fliers under the City's slogan "**Best Little Beach City – Getting Even Better**" to outreach to its residents on issues of current concern. The City is utilizing its website and e-newsletter to disseminate informational material to its residents. Examples of such materials are included as miscellaneous attachments to the annual report.

The City also provides information on its website regarding a variety of environmental services, including:

- Permanent household hazardous waste and e-waste collection center locations and information
- Solid waste disposal/curbside collection service and information about curbside collection of recyclables.

The City distributes a variety of brochures and tip cards targeted at residents at the public works counter, including:

- *Rain drops Everything into the Ocean* brochure in English/Spanish
- *Pesticide Safety* tip sheet in English/Spanish produced by LACDPW.
- *Landscaping, Gardening & Pest Control BMPs* brochure

- *Home Repair & Remodeling BMPs brochure*
- *Water Conservation Rules*

### **Non-Traditional Outreach**

All City parks and the linear greenbelt are equipped with pet waste collection stations. City parks are also equipped with separate beverage container recycling collection cans. The City has a successful Adopt-a-Storm Drain program.

The Community Development Dept. Building Division working with Public Works enforces stormwater and water conservation rules, by handing out flyers and warning people discharging to the storm drain (over-irrigating, water wasting), following up on evidence of discharging grease on the right-of-way (restaurants), and similar offences, and potentially writing citations if violations persist.