

## **Attachment IV. A.**

### **Summary of Storm Water Education Activities**

The City of Rolling Hills is a residential community with no commercial land use; accordingly the primary target of storm water education is its residents and residential construction contractors. The City of Rolling Hills educates its residents about storm water pollution prevention primarily through its City newsletter and website and contractors are educated through pre-construction meetings, documented conditions on projects and on-site inspections. The City of Rolling Hills newsletter is prepared by staff and mailed to every residence twice a month and includes frequent articles on storm water pollution prevention as well as other environmental issues (examples are attached as miscellaneous attachments). Brochures and flyers on various storm water best management practices (BMPs) are also available at the City Hall counter and at the Rolling Hills Community Association offices. The City also maintains an environmental programs web page on its website with information posted on a variety of environmental topics including stormwater pollution prevention, water conservation, a landscaping guide and links to partner agencies websites such as the County 888CleanLA website and the South Bay Environmental Services website as well as environmental links of interest to residents.

The City is working with the three other cities on the Palos Verdes Peninsula to implement a coordinated public outreach program as part of joint efforts to carry out the Palos Verdes Peninsula Subwatershed Coordinated Implementation Plan for the Machado Lake Nutrient TMDL.

### **Public Events**

As it has in previous years, the City co-sponsored a public education booth at the Earth Day event held at the Promenade on the Peninsula shopping center. The demonstrations emphasize targeted pollutants (pet waste, horse manure, fertilizers and pesticides) and ways to reduce their release. The City's consultant seeks assistance from youth organizations to assist in staffing the joint water quality booth at the local shopping mall's Earth Day event. This outreach is further leveraged by the youth who become educated storm water ambassadors able to carry the storm water pollution prevention message to their families and peers. At the Earth Day event this year, drawing on the California Coastal Commission's Coastal Steward Pledge, participants were asked to make a pledge to take at least three actions to reduce their impact on water quality and/or the environment. To help remind them of the pledge to take specific action and to aid in long-term behavioral change, participants who made the pledge were given a green Earth Day bracelet.

The City promotes local Household Hazardous Waste Collection Events by distributing fliers at its public counter and placing notices in its twice-monthly newsletter. County-sponsored Composting and Smart Gardening Workshop are held at the nearby South Coast Botanic Garden. Materials are also distributed at the workshops regarding the County's Smart Gardening website, which provides extensive information on water conservation and the benefits of compost as a soil amendment for improving soil structure and retarding the release of nutrients.

### **Media**

The Palos Verdes Peninsula News editorial and reporting staff is very supportive of environmental awareness and runs numerous articles and editorials related to water quality and stormwater pollution prevention. Examples are provided as miscellaneous attachments. The City of Rolling Hills in cooperation with the three other incorporated cities on the Palos Verdes Peninsula ran a quarterly full-

color add in the Palos Verdes Peninsula News on stormwater pollution prevention targeting source control of nutrient pollution.

### Schools and Community Groups

Most Rolling Hills children attend the Palos Verdes Peninsula Unified School District schools which serve all four cities on the Peninsula. A small half-day continuation high school with 80-90 students is the only school actually within the City's boundaries. This past year the City's consultant worked with the Palos Verdes Peninsula High School Advanced Placement Environmental Science teacher to incorporate a campus storm drain inlet mapping and stenciling component into the course.

Caballeros del Rancho Palos Verdes, the equestrian club of the Rolling Hills Community Association, is a key stakeholder and partner in providing outreach to the City's equestrian community. City staff has met and consulted with "Caballeros" in developing pollutant source reduction implementation measures for equestrian activity in the City for incorporation into the Implementation Plan for the Machado Lake Nutrient Total Maximum Daily Load. The City draws on the "Caballeros" for assistance in disseminating information to the equestrian community on the importance of minimizing impacts on water quality through proper horse keeping practices.



**Don't Drown Our Waterways in Pollution...**

**...Instead be the Pollution Solution!**

**You Can Be the Solution to Pollution**

Watch how you use and dispose of different materials around your home. Fertilizers, yard clippings, automotive fluids, and animal waste can all be sources of pollution in our waterbodies. Please take care with these materials around your home, because your actions DO make a difference.

- Apply Fertilizers and Pesticides **SPARINGLY** and never apply these materials prior to rain!
- Make sure all leaf blowers, if used, do not blow yard clippings into the street or canyons.
- Talk to your gardener or landscaper about proper ways to dispose of yard waste and debris.
- Do not dump manure or yard waste into streets, or canyons, or on slopes; it can make GREAT composting material and can also be recycled.
- Clean up after pets and dispose of waste into a trash can, don't let them wash away.
- Collect and recycle used oil and filters when servicing your vehicle.
- Fix all oil leaks and use an absorbent material such as kitty litter to clean up spills.
- For more information on protecting our precious resources log onto: [www.888CLEANLA.com](http://www.888CLEANLA.com)



Nutrients can change the delicate balance of food and oxygen in fresh and coastal waters. An abundance of nutrients can result in algae blooms, dead zones, die offs, and change marine habitat. Nutrients are often found in fertilizers and other garden chemicals, along with animal waste, including manure.



**Reduce - Reuse - Recycle**



A message from the Cities of Rancho Palos Verdes, Rolling Hills Estates, Rolling Hills and Palos Verdes Estates.  
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