

City of Los Angeles

Stormwater Public Education Program

Program Documentation

for

July 1, 2011 - June 30, 2012

(Supplement to the Individual Annual Report Form submitted by the City of Los Angeles as required by the Los Angeles County Municipal Stormwater Permit - Order No. 01-182, NPDES Permit No. CAS004001)



Program Overview

Stormwater pollution has been identified by the Environmental Protection Agency (EPA) as one of the main causes of water contamination across the nation. The City of Los Angeles (LA) Stormwater Public Education Program has worked to reduce the amount of pollutants - including pesticides, fertilizers, paint and bacteria - which are discharged into the storm drain system and end up in our rivers, beaches and ocean. The purpose of the Program has been to implement a public education campaign that encourages residents and businesses to adopt pollution prevention practices. LA Stormwater Program's goals consist of continuing to increase awareness of stormwater pollution and its impact on our environment; continue to educate residents and businesses on how to change their behavior to minimize pollution and to maintain compliance with the National Pollutant Discharge Elimination System (NPDES) Municipal Stormwater Permit.

During the 2011-12 Fiscal Year (FY) the Program carried out several projects including online media, Low Impact Development (LID) campaign updates, school outreach and more. For online media, the Program maintained the *Team Effort* website, eNewsletter, blog and designed and launched the new LAstormwater.org site while maintaining social media outlets, such as the LA Stormwater Facebook page and YouTube channel. In addition, the Program continued to outreach to students with stormwater presentations and participated in Kids Ocean Day.

As stated above, the LA Stormwater Program developed and implemented several new initiatives and continued to work on existing initiatives to prevent stormwater pollution. This annual report summarizes the projects the Program carried out from July 2011 to June 2012 and features the following highlights:

- Online Media: Launched new LAstormwater.org site.
- Social Media: Reached 1,793 Facebook fans.
- School Education: Educated 10,741 students through school presentations.
- Low Impact Development (LID): Coordinated updates for media coverage reports and released six LID eBlasts.
- Rainwater Harvesting Program: Produced and launched rain barrel installation video.

Online Media and Engagement

The LA Stormwater Program started utilizing electronic media in the 2008-09 FY; not only to spread information about the Program's goals to the general public, but to also keep stakeholders connected in ongoing efforts to clean up the City's stormwater pollution. In the 2011-12 FY, the Program continued to maintain the *Team Effort* website, eNewsletter, blog and other social media outlets, including the Facebook page and YouTube channel.



These electronic tools work in tandem with one another, which make them all the more effective. They also serve as a valuable resource, because these mediums level the playing field, so to speak, and replace a top down type structure with a more lateral way of disseminating information. The Program continued to use electronic media as a cost effective way to relay information about projects to constituents as well as keeping the community engaged with the pollution prevention message.

Team Effort Website (<http://www.LAStormwater.org/teameffort>)

The cornerstone of the electronic media outreach program was the *Team Effort* website, which brought together all the other facets of the Program's online outreach initiative. It was the virtual hub which included all the objectives the Program addressed. The website was born out of the Program's *Team Effort* advertising campaign, where the Program highlighted staff and community members as equally vital partners in the goal for clean water.

As such, the *Team Effort* website was created as a way of providing people with the resources for getting involved and tracking the City's progress in the goal of clean lakes, rivers and ocean. The user friendly website was maintained throughout the 2011-12 FY, so stakeholders could keep up to date on Program news and projects. Additionally, the events calendar continued to be updated on a monthly basis to provide users with a listing of all the community and volunteer opportunities taking place throughout the City. The calendar includes an option to set email reminders for events residents and stakeholders want to take part in. The *Team Effort* website was viewed over 33,683 times, with an average of 3,368 views per month, during the 2011-12 FY up until April 26, 2012, which was when the Program converged the *Team Effort* website and the LAstormwater.org site.

LA Stormwater Blog (<http://LAStormwater.org/blog>)

The LA Stormwater blog, was updated at a minimum of once a week with information and news about events, project milestones, community meetings, etc. There were a total of 87 posts published in the 2011-12 FY. The blog is an online tool that allows the Program to share information with stakeholders on an ongoing basis. The fact that community members can post comments allows the Program to listen to constituents and their concerns. Along with the website, the blog underwent a transformation and transitioned from being hosted on the *Team Effort* website to the LAstormwater.org website. Transitioning the blog to the LAstormwater.org site allowed for a more engaging presentation as well as increased visibility to those who frequented the site (See Appendix A: LA Stormwater Blog). The blog was viewed on average 3,500 times per month with more than 40,000 views in the 2011-12 FY.

LA Stormwater Website (<http://www.LAStormwater.org>)



The LA Stormwater Program established an online presence with LAstormwater.org nearly a decade ago. Since then, it has been an online hub where stakeholders can find pollution prevention information and access Program resources. The Program initiated a redesign of the LA Stormwater website last year. The Program continued to redevelop the site during the 2011-12 FY. Built on a Content Management System (CMS), updates to the website are done through a user-friendly backend and appear on the site instantaneously. The site's appearance and usability with a new navigation structure was updated. It integrated the *Team Effort* website, blog, pet website and rainwater harvesting website. A robust document Library system was also integrated that allows visitors to filter by user group and document type. This means all Program information, project updates, news and resources can be found in one central hub online. In addition, the website has linked the Facebook page, YouTube channel, eNewsletter signup and events calendar. Social media share buttons were included so visitors can pass the site along to their peers online. A language plugin was added, so the site can easily be translated into Spanish. The new and improved LA Stormwater website launched in April 2012 (See Appendix A: Website). Since its launch, LAstormwater.org has had more than 50,000 views.

LA Stormwater eNewsletter

The quarterly LA Stormwater eNewsletter was developed to spread Program information through stories, highlight community achievements and engage the public in preventing stormwater pollution (See Appendix A: LA Stormwater eNewsletter). The Program switched to a new email marketing provider, which provided a creative space to design a new modern eNewsletter template and a more efficient way to track eNewsletter statistics. The Program created and sent out the following four eNewsletter Issues during the 2011-12 FY:

- Issue 15: August 2011, Sea Life Trivia: FREE Art, Ocean Friendly Garden Saves Money and Echo Park Rehabilitation
- Issue 16: October 2011, Landmark LID Legislation Adopted, How to Install a Rain Barrel & Spooktacular Photo Contest
- Issue 17: February 2012, Trivia Challenge, 5 Water-Friendly Tips & Interview with Heal the Bay's Mark Gold
- Issue 18: May 2012, LID Ordinance Now Effective, Interview with SM Baykeeper and Wet Pet Photo Contest

The goal is to make sure that all of the online outreach is working cohesively. As such, the eNewsletter is the glue that solidifies the connection between all the other social media tools including the blog, Facebook page and YouTube channel.

Booths at community events, meetings and presentations were the perfect setting for collecting email addresses, so residents and stakeholders could subscribe to the eNewsletter. Due to these outreach efforts, the eNewsletter subscriber list grew its contact list by over 1,000 subscribers during the 2011-12 FY, reaching a total of more than



7,500 subscribers. The goal was to ensure that community members and the Program met face-to-face. Community members were then invited to become part of the online community where the Program continued to keep them engaged in the pollution prevention message.

In addition to sending out the eNewsletters, the Program sent out eBlasts to update subscribers with timely news, events and contest information. During the 2011-12 FY, the Program sent out a total of 11 eBlasts with pertinent Program information:

- September 13, 2011: Claim Your Marine Poster - Sea Life Trivia Contest
- September 21, 2011: Save the Date! City Council LID Ordinance Hearing Date Set for Tuesday, Sep 27
- September 28, 2011: City Council Unanimously Approves LID Ordinance
- October 18, 2011: Join us to celebrate the passage of the City's LID Ordinance
- November 14, 2011: Claim Your Container of Doggie Waste Bags - Spooktacular Pet Photo Contest
- March 23, 2012: Invitation to April LID Ordinance Requirements Workshops
- April 5, 2012: Reminder About April LID Ordinance Requirements Workshops
- April 6, 2012: Claim Your Stormwater T-Shirt - Clean Water Video Trivia
- April 26, 2012: Play Our Virtual Scavenger Hunt and Score
- May 3, 2012: Last Chance to Play Our Virtual Scavenger Hunt and Score
- May 8, 2012: Claim Your Poster by May 14 for Clean Water Virtual Scavenger Hunt

[LA Stormwater Facebook Page \(http://www.facebook.com/lastormwaterprogram\)](http://www.facebook.com/lastormwaterprogram)

The LA Stormwater Facebook page is used as a social media tool to further engage LA residents and stakeholders. During the 2011-12 FY, the page acquired 750 fans, reaching a total of 1,793 fans and was visited more than 11,000 total times in the 2011-12 FY, with an average of 900 visits per month. The page allows fans to get the latest on Program news, share thoughts and photos, ask questions and connect with other eco-minded fans (See Appendix A: LA Stormwater Facebook Page).

The LA Stormwater Program initiated photo contests as a way of encouraging fans to interact with the page. One Facebook promotion included a pet photo contest, which acquired 13 photos and 68 interactions. Dog owners were encouraged to share photos of their pets dressed up for Halloween in a Spooktacular Photo contest. Three other Facebook promotion contests awarded fans who took photos with the Program's trash monster at Cabrillo Marine Aquarium's Autumn Sea Fair, an event at the Japanese Garden and at the Cabrillo Marine Aquarium's Whale Fiesta and shared them on the LA Stormwater Facebook page wall. These three contests collected photos from 24 participants.

The value of this medium is that it serves as a great way of fostering two-way communication with the Program's audience and encourages fans to share their positive pollution prevention practices on the Program page. In addition, the Facebook page



integrates other outreach elements by including an updated RSS feed of the blog, an option to sign up for the LA Stormwater eNewsletter and a link to the LA Stormwater YouTube channel.

This year, Facebook transitioned all Facebook pages to a new “Timeline” layout, which created a more aesthetic and visual experience for fans. The page now includes a cover photo, which is a large image at the top of the Facebook page to capture fans’ attention and give a visual snapshot illustrating what the page is about. LA Stormwater’s cover photo is currently an image of a clean beach shoreline. This image was chosen to portray the Program’s vision of clean water and clean beaches. In addition to larger and more images on the timeline layout, Facebook added a feature to include “milestones” which allows important and significant Program dates and accomplishments to be displayed and highlighted on the Facebook page. This 2011-12 FY the Program added 30 milestones, including:

- 1990: LA Stormwater was Founded
- January 10, 2009: Program Praised From Sun Valley to Dockweiler Beach
- April 2009: A Fresh Approach to a Stinky Problem
- June 4, 2009: Kids Ocean Day 2009
- July 2009: LA Rainwater Harvesting Program Debut: A Huge Success
- October 2009: LA Watershed Protection Division Manager Named Outstanding Civil Engineer
- October 2009: Stormwater Reuse Bill Passes in California
- November 2009: Los Angeles and El Segundo Celebrate a Completed Water Quality Project
- November 2009: CA Legislature Passes Water Conservation Bill
- December 2009: City of LA Surpasses Trash Limit Milestone of 50% Reduction
- April 29, 2010: Friends of the Ballona Wetlands Honor Cynthia M. Ruiz, Los Angeles Public Works President
- April 2010: Rainwater Harvesting Program Plans to Flow Citywide
- May 27, 2010: Kids Ocean Day 2010
- July 20, 2010: LA Stormwater E-Media Program Garners NACWA Award
- July 2010: New Bacteria Limits Set for LA River
- July 2010: LA River to Receive Protections under the Clean Water Act
- September 2010: The Riverdale Green Street Project: Ribbon Cutting & Neighborhood Celebration on 9/29
- November 2010: Downtown Los Angeles Low Flow Diversion Project
- April 2011: City Officials Unveil New & Sustainable LA Zoo Parking Lot
- June 2, 2011: Kids Ocean Day 2011
- July 23, 2011: Completion of Westside Park Rainwater Irrigation Project!
- September 14, 2011: Solar Trash Compactor Hits the Streets of LA
- September 2011: Los Angeles Puts the LID On Stormwater Pollution
- January 12, 2012: Secretary Salazar And Mayor Villaraigosa Announce Big News For The LA River!



- February 2012: City of Los Angeles Opens South LA Wetlands Park
- March 2012: Completion of First Northeast LA Stormwater Capture Facility
- March 2012: City Officials Celebrate Hansen Dam Recreation Area Enhancements
- April 17, 2012: LA Stormwater Launches New & Improved Website!

LA Stormwater YouTube Channel (<http://www.youtube.com/lastormwaterprogram>)

The LA Stormwater YouTube channel was launched in March 2010 and is used as a social media tool to present stormwater related videos online. The channel allows for a positive visual association with the Program and attracts new interest (See Appendix A: LA Stormwater YouTube Channel). The channel also offers quick access to online videos and links to share the videos. Similar to the other social media tools, it offers an opportunity for viewers to comment or give feedback on stormwater material. During the 2011-12 FY, the Program uploaded 5 new stormwater related videos to the channel with 4,741 total video upload views and 3,747 channel views.

These videos covered events including two videos from the 2011 Kids Ocean Day with the kids singing anti-litter songs, City Works: Kids Ocean Day 2009, Clean Water is a Team Effort and How to Install a Rain Barrel. The How to Install a Rainwater video is the channel's most popular video having over 2,000 video views.

The LA Stormwater YouTube Channel was another social media outlet that underwent changes in aesthetic display and features. These changes included removing friends and channel views, while adding a variety of layout alternatives and increased analytics options. The new YouTube layout offers a more modern look with user-friendly navigation. In addition, YouTube's new look and feel makes it easier for viewers to find and watch content.

Pet Owner Outreach

A major area of focus in any stormwater education program is addressing the appropriate bacteria Total Maximum Daily Loads (TMDLs). Factor in the dramatic amount of impervious surface in LA, the high population and density of pet owners, especially dog owners, and the LA Stormwater Program is charged with the great task of educating dog owners about the negative impact of unattended pet waste.

As a way of reaching out to dog owners and educating them on the pollution effects of unattended pet waste in the 2011-12 FY, the LA Stormwater Program continued attending pet events and offered Los Angeles pet owners information and free containers of doggie waste bag through the LA Stormwater Pet website.

LA Stormwater Pet Website (<http://www.LAStormwater.org/pet/>)



The LA Stormwater Pet website educates pet owners on the importance of picking up after their pets to keep LA clean and healthy. It launched in October 2009, giving LA dog owners a way to get involved and track the City's progress in the goal of clean lakes, rivers and ocean. The user friendly website was maintained throughout the 2011-12 FY, so pet owners could keep up to date on Program news specific to the pet waste issue until its transition to the LAstormwater.org site in April 2012. The Pet website consisted of four main features. First, visitors could learn what outreach steps the Program is taking to remind pet owners to always pick up after their dogs to prevent pollution by signing up for LA Stormwater eNewsletter and view previous pet eBlasts. Second, visitors could learn about the Take a Bag, Leave a Bag Program. Third, pet owners could easily remind their friends to pick up after their pets by sending them a LA Stormwater Pet eCard, and lastly, pet owners can request a free LA Stormwater container of doggie waste bags. These pet features were revised and added to the LAstormwater.org site (See Appendix A: Pet Webpages). Before the website transition, the Pet website was viewed over 2,896 times during the 2011-12 FY with an average of 290 views per month.

Downtown Pet Owner Outreach

In the 2010-11 FY, a community outreach approach was developed to reach downtown Los Angeles pet owners and educate them on the negative effects of unattended pet waste. The first part of the outreach strategy was to analyze pet owner's behavior to help mold the plan for community outreach. A pet waste survey was created and implemented, which specifically evaluated the motivators and barriers for picking up after pet waste across the downtown Los Angeles dog owner population. The results revealed that the greatest motivator for pet owners is their "pet's health" and the greatest barrier was "forgetfulness." These results shaped the Downtown Pet Owner Outreach message to focus on the connection between unattended pet waste and a pet's health, while developing ways to overcome pet owner's forgetfulness. Potential program slogans include "*Brag About Your Bag, Grab a Bag to Protect Your Pup.*" To help spread the pet pollution prevention message, a plan was developed for creating partnerships and marketing the program.

The Downtown Pet Owner Outreach plan consisted of two phases to curb the pet waste pollution problem in Downtown Los Angeles. The first phase was building partnerships and the second was marketing and outreach.

In the 2011-12 FY the Downtown Pet Owner Outreach Plan was revised. In addition, a downtown pet owner outreach guide and script were created. Along with adding an outreach guide and script, the downtown pet owner outreach materials were reviewed and revised with updated content.



Materials

The Program offers a wide variety of materials to residents at events, for participating in Program contests and encouraging clean water actions. These materials include tote bags, t-shirts, containers of doggie waste bags, Do Not Drink stickers, tip cards, etc. Throughout the 2011-12 FY, the Program conducted an inventory count and replenished the Program's stock materials needed for the next two years. The following materials were ordered in the 2011-12 FY:

- o 1500 tote bags
- o 500 Do Not Drink stickers

During the 2011-12 FY, the Do Not Drink stickers underwent minor revisions (See Appendix B: Do Not Drink Sticker). The Do Not Drink stickers were revised to include the LAsstormwater.org link since the LArainwaterharvesting.com website was transitioned and redirected to the LAsstormwater.org site. In addition to the link change, the Do Not Drink sticker's design was converted to a square shape instead of an oval shape to reduce printing costs.

A new pet tip card was developed in the 2010-11 FY for pet outreach events with the following message: "unattended pet waste increases the risk to every pet's health." The tip card encouraged Los Angeles pet owners to "protect the health of their pet" by picking up after them. The tip card was designed with information for residents to receive a free container of doggie waste bags along with the link to the LA Stormwater Pet website, Facebook page and eNewsletter signup. During the 2011-12 FY, minor text revisions were made to the pet tip card, which included changing "doggie waste bags" to "dog waste bags, the new website link and informing residents where they can purchase refill bags (See Appendix B: Pet Tip Card).

After reviewing, revising and ordering outreach materials, the Program developed a style guide that set a unified plan that processes the various designs over the last few years and organizes the different design elements (See Appendix B: LA Stormwater Style Guide). Along with organizing past Program designs, the style guide set new developing implementations to guide future design in a way that evolves the look and feel of the Program while at the same time keeping the look consistent.

School Outreach

Environmental education promotes public awareness and increases knowledge of environmental issues. The earlier that environmental education is provided the more likely it will have a strong affect on an individual's values, and in turn, one's lifestyle



choices. As such, the LA Stormwater Program reached out to students with the pollution prevention message.

Elementary & Middle School Presentations

The Malibu Foundation for Environmental Education (MFEE) conducted elementary and middle school presentations for the LA Stormwater Program in two different types of settings, classroom and assembly (See Appendix C: Elementary and Middle School Presentation Photos). The classroom presentation is geared toward an individual grade level; whereas, the school assembly is intended to reach the entire school population. The Program allowed the schools the flexibility of choosing which setting they preferred.

The presentations introduced students to stormwater pollution and the impact that their actions have on the environment. It stressed responsibility and awareness within communities and the ways in which students can help improve their surroundings. The content of the presentation consisted of an interactive slideshow which connects students with their surroundings, teaching them about the storm drain system and how litter in Los Angeles impacts local rivers, beaches and the ocean. For the 2011-12 FY, the LA Stormwater Program visited a total of 32 schools and educated 10,741 students (See Appendix C: Elementary and Middle School Presentation Results).

Kids Ocean Day

The Program partnered with MFEE, the California Coastal Commission and Keep Los Angeles Beautiful to coordinate the 19th Annual Kids Ocean Day Adopt-A-Beach Clean-Up at Dockweiler State Beach on June 7, 2012. Approximately 90 buses with more than 5,000 students, teachers and volunteers participated in the Kids Ocean Day event in 2012.

The students participated in a beach-wide clean-up event and partook in a massive aerial art display that included a giant shield with the words: DEFEND THE SEA. (See Appendix C: Kids Ocean Day Event Aerial Art). The work of art and powerful message signaled that kids are taking charge of caring for and protecting the health of our ocean.

Public Relations

The Program submitted an Online Public Outreach Campaign application to the Water Environment Federation (WEF) Public Education Award on March 29, 2012 due to the Program's ability to educate the public about preventing stormwater pollution through online media platforms such as the eNewsletter, LA Stormwater blog, Facebook page and YouTube channel.

The Program submitted the following eight pieces to the WEF:



- LA Stormwater Blog Link: <http://www.lastormwater.org/blog/>
- LA Stormwater Facebook Page Link:
<https://www.facebook.com/lastormwaterprogram>
- LA Stormwater YouTube Channel Link:
<https://www.youtube.com/lastormwaterprogram>
- LA Stormwater Online & Social Media Poster
- LA Stormwater eNewsletter Issue 17
- Kids Ocean Day eBlast Invitation
- LA Stormwater Storm Drain and Marine Life Poster
- LA Stormwater T-Shirts

The Program also submitted their new website to the Web Marketing Association's WebAward. The WebAward Competition is open to organizations and individuals involved in the process of developing websites for organizations, companies and the government. The Program entered LAstormwater.org for consideration in the government category on May 10, 2012.

Both of the abovementioned awards will be announcing winners by the end of 2012.

Low Impact Development

The Los Angeles Low Impact Development (LID) Ordinance was unanimously approved by the Los Angeles City Council in November 2011. Before and after its approval, the Program's major focus was in proactively informing and incorporating the public with LID, ultimately to mitigate any political impact while drumming up public support and momentum needed to initiate wide sweeping voluntary compliance.

During the 2011-12 FY, the LA Stormwater Program worked on five major Los Angeles Low Impact Development (LID) projects including: LID Ordinance updates, an LID outreach plan, content for the LID webpage, LID Infographic and the LID brochure.

In the 2011-12 FY the LA Stormwater blog published 7 posts addressing the LID Ordinance in Los Angeles. The Program also released LID eBlasts to 4,151 subscribers. The purpose of both the blog efforts and the eBlasts was to utilize the Program's existing online audience in building momentum necessary for a sweeping LID movement in the City of Los Angeles (See Appendix D: Low Impact Development Updates). Below are the eight blog posts published in the 2011-12 FY regarding LID:

- July 7, 2011: LID Handbook Adoption at Board of Public Works
- September 21, 2011: Save the Date! City Council LID Ordinance Hearing Date Set for Tuesday, Sep 27 (*Tentative Date)
- September 23, 2011: City Council LID Ordinance Hearing Date Confirmed for September 27, 2011



- September 28, 2011: Los Angeles Puts the LID On Stormwater Pollution
- January 18, 2012: 5 Ways to Make Your Home Water-Friendly
- February 2, 2012: How Low Impact Development Applies to You
- March 28, 2012: April Workshops to Focus on New LID Workshops
- May 13, 2012: Is Your Project Required to Comply with LID?

Below are the five eBlasts sent out during the 2011-12 FY regarding LID:

- September 21, 2011: Save the Date! City Council LID Ordinance Hearing Date Set for Tuesday, Sep 27
- September 28, 2011: City Council Unanimously Approves LID Ordinance
- October 18, 2011: Join us to celebrate the passage of the City's LID Ordinance
- March 23, 2012: Invitation to April LID Ordinance Requirements Workshops
- April 5, 2012: Reminder About April LID Ordinance Requirements Workshops

The sections for the LID webpage on the LA Stormwater website were developed to provide a comprehensive overview of the LID Ordinance requirements. In addition, the LID webpage was used to answer frequently asked questions related to the LID Ordinance as well as an overview of solutions for residents. The webpage also includes a list of all LID related documents for the public to reference and use as a resource (See Appendix D: Low Impact Development Webpages).

The Program also created a LID infographic to illustrate the requirements of the LID ordinance and explain what types of projects need to comply with LID (See Appendix D: Los Impact Development Infographic).

Another way to offer an overview of the new ordinance and familiarize both the residents and the development community with the new law was to create an LID brochure. The brochure explained the basics of LID, when and why the LID Ordinance was adopted, how LID differed from the SUSM plan and included the LID infographic. The LID brochure was used at two workshops geared towards contractors, developers, architects, landscape architects and engineers, and will continue to be distributed at the public counter.

Rainwater Harvesting

The City received funding for a Rainwater Harvesting Pilot Program in the 2009-10 FY and the pilot program was provided by the Conservancy and the Safe Neighborhood Parks, Clean Water, Clean Air and Coastal Protection Bond Act of 2000 (Prop 12). The LA Stormwater Program spearheaded the Rainwater Harvesting Pilot Program's marketing strategy and community outreach approach to influence audience participation and introduce and shape the pilot's image to a targeted, public audience to encourage participation.



A website for the Rainwater Harvesting Program (<http://LARainwaterharvesting.org>) was created in the 2009-10 FY to provide residents with information on the pilot program and harvesting rain. The website originally included an update on the success of the pilot program, a “How-To” Guide for installing a rain barrel and a list of rain barrel manufacturers. The website also connected visitors to LA Stormwater’s social media platforms, such as the LA Stormwater eNewsletter, LA Stormwater Blog and LA Stormwater Facebook page. In addition, a Facebook photo album was linked to the website where viewers could see photos of the program’s participants installing rain barrels at their homes.

The Rainwater Harvesting website was maintained in the 2011-12 FY. Along with general upkeep, additions to the Rainwater Harvesting website were made. These additions included the following:

- “How to Install a Rain Barrel” video
- Graphic and link to order Do Not Drink sticker for residents’ rain barrels
- Check-list of tools for installing a rain barrel

Along with placing the “How to Install a Rain Barrel” video on the Rainwater Harvesting Program’s home page, the video was featured on the LA Stormwater YouTube Channel. Since each rain barrel and location requires different steps for installation, the rain barrel installation video provided residents with a rainwater harvesting reference for informational purposes only.

Due to the popularity of the Rainwater Harvesting Program, Los Angeles residents have still been emailing, calling in and commenting on the Program’s social media outlets in regards to the pilot program throughout the 2011-12 FY. All residents are directed to the LA Rainwater Harvesting website and encouraged to sign up for the LA Stormwater eNewsletter for future updates regarding rainwater harvesting.

During the 2011-12 FY, the Do Not Drink stickers were revised to include the LAstormwater.org link and converted to a square shape instead of an oval to reduce printing costs. These Do Not Drink stickers are in high demand and popular amongst water-wise friendly Los Angeles residents. The Program distributed more than 200 Do Not Drink stickers to Los Angeles residents in the 2011-12 FY.

In April 2012, the Rainwater Harvesting website was transitioned to the new LAstormwater.org site. Residents interested in rainwater harvesting are directed to a “Rain Barrels and Cisterns” webpage, where they can learn about the benefits of harvesting rainwater, can request a free Do Not Drink sticker for their rain barrels or learn how to install a rain barrel using the aforementioned video (Appendix E: Rainwater Harvesting Webpages).



Stakeholder Tracking

The LA Stormwater Stakeholder Tracking system was created to profile stakeholders and track their activity and engagement on our social media channels and their participation in different areas of the LA Stormwater Program. By tracking participants' involvement, the Program can continue to engage the participant by gradually asking for increasingly more complex commitments. The database also provides the opportunity to easily grow and expand outreach efforts to include more personal, one-on-one interactions. During the 2011-12 FY, the Program decided to use Batchbook to create the Stakeholder Tracking system (See Appendix F: Stakeholder Tracking). To date we have 10,418 contacts for these stakeholders using categories and tags based on their interests (general updates, dog owners, Rainwater Harvesting participant, Low Impact Development updates, gardeners, teachers, students and media).

Media Relations

Throughout this reporting period, the LA Stormwater Program worked closely with more than 100 print, television, radio and online media contacts to promote awareness through the delivery of stormwater and pollution prevention-related messages to Los Angeles residents. The Program wrote and distributed a variety of media alerts and news releases on the following projects and programs:

- Grand opening of Westside Park Water Irrigation Project, July 2011
- Kick-off of Echo Park Lake Rehabilitation Project, August 2011
- Solar Big Belly Installation in Echo Park, September 2011
- Albion Dairy Groundbreaking Ceremony - September, 2011
- Adoption of Low Impact Development Ordinance, October 2011
- Groundbreaking of Temescal Canyon Water Quality Project, December 2011
- Grand opening of South Los Angeles Wetlands Park, February 2012
- Grand opening of Hansen Dam Wetlands and Skate Park, March 2012
- Grand opening of North Atwater Park Rehabilitation, April 2012
- Grand re-opening of Garvanza Park Stormwater BMP Project, March 2012
- Four articles in the LA Times environmental supplement, April 2012
- Zaldivar Awarded Pickleweed Award, April 2012
- Groundbreaking ceremony of Woodman Avenue Median Project, May 2012.
- Kids Ocean Day at Dockweiler Beach, June 2012
- Operation Healthy Streets Clean-Up, June 2012



Point-of-Purchase Outreach Program

The Program placed outreach materials, which contained information about the harmful effects of improper disposal of paints, pesticides and fertilizers and educated residents on the proper disposal methods of these household hazardous wastes, in stores. The 1-(888)-CLEANLA hotline, www.888CleanLA.com website and www.LAStormwater.org website were also provided as a source of additional information for pollution prevention. Outreach materials included shelftalkers, tearpads, tip cards and posters. All materials were in English and Spanish. The outreach materials were placed in corresponding areas of the stores, i.e., paint shelftalker in paint section, etc.

During the 2011-12 FY, the Program visited and provided outreach materials to the following retail outlets throughout Los Angeles:

- Sixteen (16) Pet Stores
- Thirteen (13) Paint Stores
- Twelve (12) Hardware Stores
- Twelve (12) Home Improvement Stores
- Thirty-eight (38) Garden Centers

A total of 91 stores were visited during the 2011-12 FY.

Used Oil Recycling

The LA Stormwater Program continued its ongoing outreach efforts related to educating do-it-yourself auto mechanics about the importance of recycling their used oil at certified collection centers throughout the City of Los Angeles. During this reporting period, Program staff visited and provided outreach materials to 30 automotive stores throughout Los Angeles.

Booth in a Box Program

During the 2011-12 FY, the LA Stormwater Program continued efforts to maintain an ongoing presence at community events, through the Booth in a Box Program. This program included the following elements:

- Program staff contacted organizers of events at which the Program had previously had a table or booth to introduce the “Booth in a Box” Program and gauge interest.
- Program staff requested that organizers identify community and/or organization volunteers who would be willing to distribute stormwater public outreach materials at the festival/community event on behalf of the Program.



- Program staff provided the outreach materials to the organizers and volunteers who staffed the table or booth, distributing the materials to event attendees and soliciting email signups.
- Program staff picked up the leftover outreach materials from the event organizers.

In this environment of budget challenges, the Booth in a Box Program provided a creative way for the Program to continue to have a presence at community events without incurring additional overtime salary costs. During this reporting period, the LA Stormwater Program participated in a total of 30 events utilizing the Booth in a Box Program.

Community Events

Due to budget challenges, the Booth in a Box Program allowed the LA Stormwater Program to have a presence at events without incurring overtime costs; however, there were a few events at which the Program chose to have a presence. The majority of these events were dog adoption events and festivals where it was necessary to have Program staff present in order to place LA Stormwater containers of doggie waste bags on the leashes of dogs attending these events. During this reporting period, Program staff participated in six events.

Evaluation

The City uses a number of measures to assess the effectiveness of the Stormwater Program, as noted below:

- The Program's website (www.LAStormwater.org) received 3,973,506 views during the 2011-12 FY. The LA Stormwater Program's social media elements experienced significant growth during this reporting period as well. For example, the LA Stormwater Facebook page currently boasts 1,793 fans, and the Program (www.LAStormwater.org/blog) published 87 posts for interested stakeholders on the LA Stormwater Blog. The posts on the blog range from program updates to project status reports to good housekeeping practices. Additionally, the Program's quarterly eNewsletter entitled LA Stormwater experienced growth of more than 1,000 subscribers. The Program's social media elements have continued to experience popularity, demonstrating the potential for cost-effective outreach to key audiences and Program stakeholders through an online presence.
- The LA Stormwater Program conducts an ongoing online survey to measure its customer satisfaction with stakeholders. During this reporting period, 320 responses were recorded. Seventy-five percent (75%) of survey takers agreed that the LA Stormwater Program is doing an effective job of implementing its mission of protecting public health and the environment, and seventy percent (70%) of survey takers were satisfied overall with the customer service that the LA Stormwater Program provides.



Employee Training Video

The LA Stormwater Program's employee training video and quiz entitled "Working Together to Protect Los Angeles' Waterways" was distributed through the City's Public Agency Activities Committee and representatives from numerous City departments (Public Works, Port of LA, DWP, Planning, Building and Safety, Recreation and Parks, General Services) to train their respective personnel. During this reporting period, approximately 5,000 employees viewed this training video.

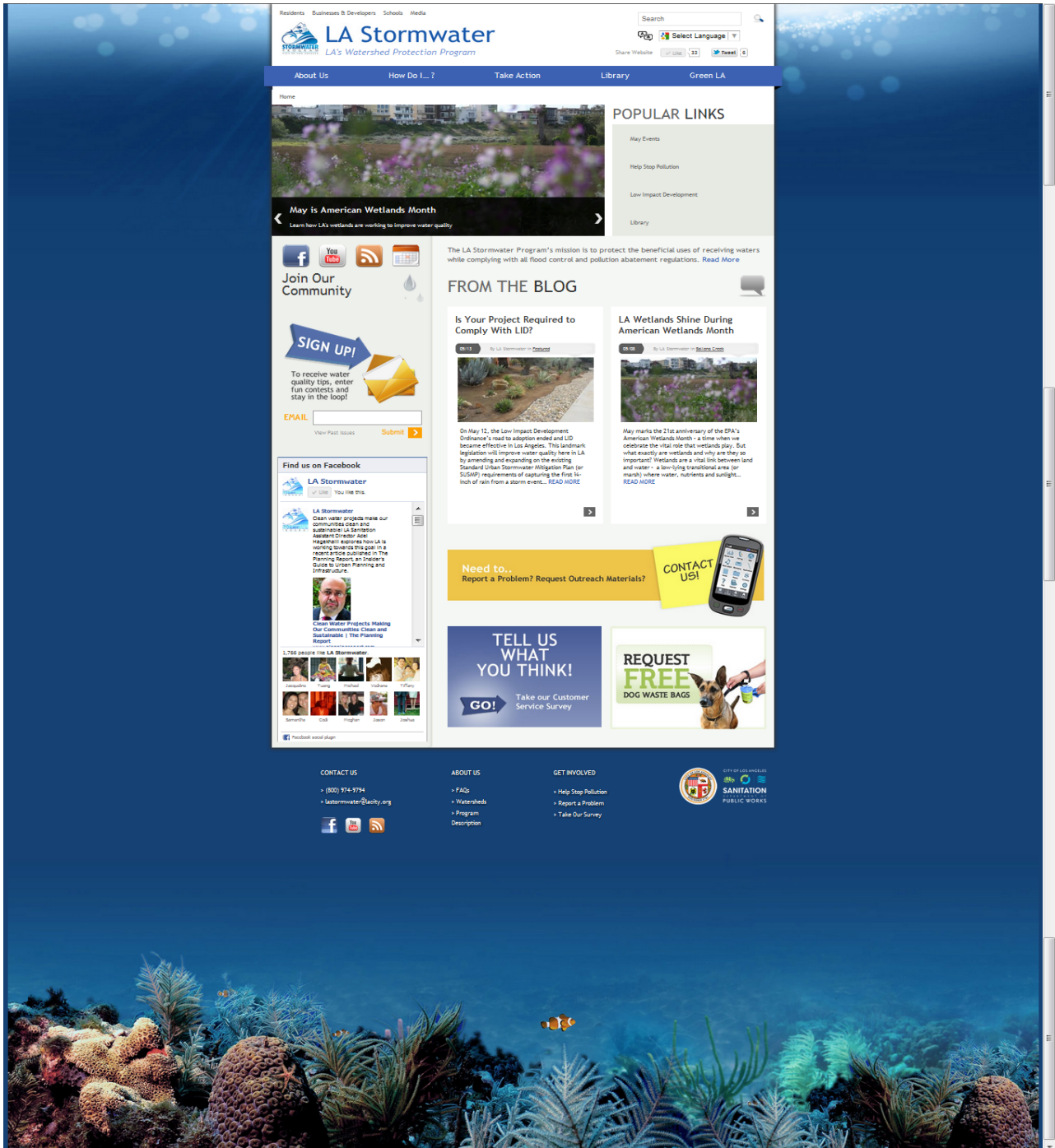


APPENDIX



Appendix A Online Media

Website



LA Stormwater eNewsletter





Make Your Garden Ocean Friendly

It's not down to Earth: Earth's Foundation is Flat. Hoop and he left us a little secret. Can you live on Ocean Friendly? Consider how you live and how to make it more ocean friendly.


[Read More](#)



Sea Life Trivia

Check out Sea Life Trivia questions for the month of October, sponsored by Heald!


[Play](#)



Echo Park Lake Project Kicks Off

Check out what's in store for L.A.'s next water lake. How do you think it will turn out?


[Read More](#)



5 Ways to Get Kids Excited About Stormwater

Here for helping you kids excited about stormwater this summer as they learn about water in a new, fun, and exciting way. How do you think it will turn out?


[Read More](#)



Los Angeles Passes The LID On Stormwater Pollution

The Los Angeles City Council unanimously passed a landmark Low Impact Development Ordinance. Find out how this affects development projects near you.


[Read More](#)



Learn How To Install Your Rain Barrel at Home

Do you want to conserve water, save energy and minimize urban runoff? Watch our rain barrel installation video and learn what to do next.


[Read More](#)



Paula Daniels Exits Public Works to Rally Sustainable Food System

Paula Daniels reflects on Public Works achievements and tells us what people are most surprised to find out about her.


[Read More](#)



Sit, Stay and Smile for our Spooktacular Photo Contest

Let your furry friends join the Halloween fun this year by entering them in our photo contest for the chance to win a \$100 gift card to Paws Printz Pet Portraiture.


[Read More](#)



How Low Impact Development Applies to You (Infographic)

See how our LID roadmap can help you learn & navigate new environmental laws for your developments.


[Read More](#)



Five Ways to Make Your Home Water-Friendly

Learn how a handful of home improvements can keep the environment—and your bank account—thriving.


[Read More](#)



Interview with Heal the Bay's Mark Gold

Check out our interview with Mark Gold & learn about his journey of healing the bay & where the next tide will take him.

[Read More](#)



LA Stormwater Video Trivia

Test your stormwater knowledge in our Video Trivia Challenge & you will receive a T-shirt!

[Read More](#)



LA Stormwater Facebook Page



LA Stormwater YouTube Channel

The screenshot shows the LA Stormwater YouTube channel page. At the top, the YouTube logo and navigation links (Browse, Movies, Upload, Create Account, Sign In) are visible. The channel banner features a blue dolphin logo and a green background with blue water splashes. The channel name "LA Stormwater" is displayed with a "Subscribe" button, 59 subscribers, and 7,812 video views. The main video player shows a video titled "How To Install A Rain Barrel" with a duration of 08:54 / 11:32 and 2,029 views. Below the video player, there are three featured playlists: "Uploaded videos" (20 videos), "Rainwater Harvesting" (4 videos), and "Kids Ocean Day" (8 videos). On the right side, the "About LA Stormwater" section provides information about the program's commitment to keeping beaches clean and safe. It also lists social media links for the website, blog, Facebook, and community events. The "Channels We Love" section lists several other channels, including Santa Monica Baykeeper's channel, TreePeople, Heal the Bay, Aquarium of the Pacific, 5 Gyres, and the Surfrider Foundation.



Pet Webpages

Residents Businesses & Developers Schools Media

LA Stormwater
LA's Watershed Protection Program

Search

Select Language

Share Website Like 23 Tweet 6

About Us How Do I...? Take Action Library Green LA

Home > Take Action > Practice Good Housekeeping > Tips for Pet Owners

Practice Good Housekeeping


- Tips for Automotive Business Owners
- Tips for Automotive Do-it-Yourselfers
- Tips for Homeowners
- Tips for Gardeners
- Tips for Septic System Owners
- Tips for Pools, Spas and Fountain Owners
- Tips for Pet Owners
 - Pet Owner Outreach
 - Request FREE Dog Waste Bags
- Tips for Horse Owners
- Dispose of Recreational Vehicle Waste Water
- Store and Dispose of Household Hazardous Materials
- Tips for Restaurant Owners

Join Our Community

SIGN UP!

Tips for Pet Owners

What can you do to help?



By following these simple pet practices, you will be creating a healthy environment in and around your home for your family. As an added bonus, you'll create a safe and healthy neighborhood and keep our water ways clean.

- When walking your dog, always carry a pooper scooper or plastic bag to pick up your pet's waste (LAMC Sec. 53.49) and properly dispose of pet waste by flushing it down the toilet or placing it in the trash. Abandoned pet waste is a neighborhood nuisance that can carry dangerous diseases into local creeks, rivers, lakes and the ocean.
- Spay or neuter your pets. Spaying and neutering your pet extends their life and prevents companion animal overpopulation, which often leads to the euthanasia of unwanted pets.
- Vaccinate your pets to protect them from disease and license your dogs to protect them from getting lost. *What's the Scoop? Pick up after your dog every single time!*
- Adopt a pet from a City of Los Angeles Animal Services shelter. The City operates six shelters that house a variety of animals, from purebreds to mixed breeds, all waiting for loving arms and good homes.

Pick up after your dog every time to prevent stormwater pollution in Los Angeles.

Residents Businesses & Developers Schools Media

LA Stormwater
LA's Watershed Protection Program

Search

Select Language

Share Website Like 23 Tweet 6

About Us How Do I...? Take Action Library Green LA

Home > Take Action > Practice Good Housekeeping > Tips for Pet Owners > Request FREE Dog Waste Bags


Practice Good Housekeeping

- Tips for Automotive Business Owners
- Tips for Automotive Do-it-Yourselfers
- Tips for Homeowners
- Tips for Gardeners
- Tips for Septic System Owners
- Tips for Pools, Spas and Fountain Owners
- Tips for Pet Owners
 - Pet Owner Outreach
 - Request FREE Dog Waste Bags
- Tips for Horse Owners
- Dispose of Recreational Vehicle Waste Water
- Store and Dispose of Household Hazardous Materials
- Tips for Restaurant Owners

Join Our Community

SIGN UP!

Request FREE Dog Waste Bags



Order Form:

Free Container of Dog Waste Bags

Please fill out this order form and we will mail you a FREE container of Dog Waste Bags. You must be a City of Los Angeles resident in order to receive our dog waste bags.

Each compact, refillable container comes with 15 bio-degradable doggie waste bags and can easily be attached to your dog's leash. You can buy a refill roll of bags from any local pet shop.

***Required Field**

Name *

First Name

Last Name

Email *



Appendix B Materials

Do Not Drink Sticker



Pet Tip Card

FREE DOG WASTE BAGS

Protect the Health of Your Pet!

Picking up after your pets is the right thing to do. It keeps them healthy - and the environment too!



Pick up after your pet every time for a clean LA.

(800) 974-9794
LAstormwater.org

Order your free dog waste bag container today*:

LAstormwater.org/dogwastebag
or call (800) 974-9794

*LA City residents only. While supplies last. You can purchase refill bags at your local pet supply store.

WANT TO JOIN THE PACK?

Follow us on Facebook and sign-up for our e-Newsletter to learn more about what you can do to keep your pets happy and healthy.

lastormwater.org/pet

[facebook.com/lastormwaterprogram](https://www.facebook.com/lastormwaterprogram)

Printed on 100% recycled paper.


As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodations to ensure equal access to its programs, services and activities.



City of Los Angeles - Department of Public Works - Bureau of Sanitation - Stormwater Program



LA Stormwater Style Guide



LA Stormwater
Style Guidelines pg. 1

Design Checklist:

Required Elements:

All design related projects should have the following (note the order):

For more information and to report illegal dumping: (800) 974-9794 or LAstormwater.org

One Call to City Hall: 3-1-1

Department Listings:
City of Los Angeles • Department of Public Works • Bureau of Sanitation • Stormwater Program

Logos in the following order:

1. City of LA Seal,
2. Department of Public Works (if needed),
3. Bureau of Sanitation (if needed),
4. Stormwater Program.

Note: logos should always go in order from most important on the right hand side (i.e. The Stormwater Program is part of the Bureau of Sanitation, the Bureau of Sanitation is part of the Department of Public Works and the Department of Public Works is part of the City of Los Angeles)

Printed on recycled paper (if so printed)



LA Stormwater

Style Guidelines pg. 5




Rainwater Harvesting
Neutrals & Green tones, often with hand-drawn look
Incorporated into type and graphics

Pet Programs
Green backgrounds, often with stripes, paired with bold fonts and friendly photography.

Low Impact Development
Structured and simple, with color in the neutral tones. Blue headlines, green subheads, with LA centric photography.

Annual Reports
Structured and simple, White backgrounds for readability. Blue and Green colors for headers and graphic elements.

Website/Blog/Online
Bright whites and dark blues as background colors divided by the wave motif representing the surface of the water. Lighter blues used to show light effects under water.

Preferred Branded Style Range
The above three styles are the most representative of the core brand and current style progression of LADWP materials. The graphic palettes are simplified and photographic elements are used in favor of illustration. Colors are focused in the blues and neutrals with bright green and orange as accents.

Outreach/ Events
Darker palette with deep blues and blacks as table covers, with lighter blues used to distinguish graphics such as the dolphin or vector waves.

Land/Weather-based Programs

Internal Communications

Ocean/Water-based Programs



Appendix C School Outreach

Elementary and Middle School Presentations Photos



Elementary and Middle School Presentations Results

School Name	Address	Zip	Council	Watershed	Date of Presentation	Number of Students
Magnolia Avenue Elementary School	1626 Orchard Ave.	90006	1	LA River	10/19/11	500
Plasencia Elementary School	1321 Cortez St.	90026	13	LA River	10/27/11	750
Hancock Park Elementary School	408 S. Fairfax	90036	5	Ballona Creek	11/21/11	325
St. Patrick Catholic School	10626 Erwin St.	91606	3	LA River	1/5/12	220
Melrose Elementary School	731 N. Detroit St.	90046	5	Ballona Creek	1/11/12	290
186th Street Elementary School	1581 W. 186th St.	90248	15	LA River	1/18/12	240
Grape Elementary School	1940 E. 111th St.	90059	15	LA River	1/26/12	550
West Valley Christian School	22450 Sherman Way	91307	3	LA River	2/1/12	80
Newcastle Elementary School	6520 Newcastle Ave.	91335	3	LA River	2/6/12	350
Frost Middle School	12314 Bradford Pl.	91344	5	Ballona Creek	2/9/12	126
3rd Street Elementary School	201 S. June St.	90004	4	Ballona Creek	2/13/12	240
Monte Vista Elementary School	5423 Monte Vista	90042	1	LA River	2/27/12	320
Rosemont Elementary School	421 N. Rosemont Ave.	90026	13	LA River	2/29/12	360
Olive Vista Middle School	14600 Tyler St.	91342	7	LA River	3/1/12	300
Rosewood Elementary School	503 N. Croft	90048	8	LA River	3/15/12	360
Carlos Santana Arts Academy Elementary	9301 N. Columbus Ave.	91343	7	LA River	3/22/12	450
Mount Gleason Middle School	10965 Mt. Gleason Ave.	91040	2	LA River	3/27/12	400
Hamasaki Elementary School	4865 E. 1st St.	90022	4	Ballona Creek	4/11/12	340
Baldwin Hills Elementary School	5421 Rodeo Rd.	90016	10	Ballona Creek	4/16/12	230
Castle Heights Elementary School	9755 Cattaraugus	90034	5	Ballona Creek	4/19/12	320
Plummer Elementary School	9340 Noble Ave.	91343	7	LA River	4/23/12	232
Huntington Drive Elementary School	4435 N. Huntington Dr.	90032	14	LA River	4/23/12	240
Our Lady of the Holy Rosary School	7802 Vineland Ave.	91352	6	LA River	4/23/12	187
Latona Elementary School	4312 Berenice Ave.	90031	1	LA River	4/25/12	305
Sara Coughlin Elementary School	11035 Borden Ave.	91331	7	LA River	4/25/12	650
Multnomah Street Elementary School	2101 N. Indiana Ave.	90032	1	LA River	4/25/12	94
Dr. Owen Lloyd Knox Elementary School	8920 S. Tupachi Place	90003	8	LA River	4/26/12	600
Brooklyn Avenue Elementary School	4620 E. Cesar Chavez	90022	4	Ballona Creek	4/30/12	600
Clifford Street Elementary School	2150 Duane St.	90039	13	LA River	5/1/12	125
St. Michaels Catholic School	1027 W. 87th St.	90044	9	Ballona Creek	5/2/12	230
Vaughn Learning Center	13330 Vaughn St.	91340	7	LA River	5/3/12	437
St. Raphael Catholic School	924 W. 70th St.	90044	8	LA River	5/10/12	290
					TOTAL	10741



Kids Ocean Day Event Aerial Art



Appendix D Low Impact Development

Low Impact Development Updates



Dear Clean Water Supporter,

On Tuesday September 27, 2011 the City of Los Angeles, City Council unanimously approved the Low Impact Development (LID) Ordinance.

A story about the adoption of the LID Ordinance can be found on our [LA Stormwater blog](#). The proposed LID Ordinance and related documents are available for [download](#).

Thank you to everyone for their valuable input regarding the LID Ordinance. We greatly appreciate the time and effort everyone has put into creating this landmark legislation for Los Angeles.

Sincerely,



Shahram Kharaghani
L.A. Stormwater Program Manager



Dear Clean Water Supporter,

The proposed Low Impact Development (LID) Ordinance will be heard by the City of Los Angeles, City Council on Tuesday, September 27, 2011. The ordinance is Item 17 on the [City Council Agenda](#). Here are the specifics regarding the meeting:

Date: Tuesday, September 27, 2011

Time: 10:00 a.m.

Location: City of Los Angeles, City Hall, Council Chambers
200 North Spring Street
Los Angeles, CA 90012

The proposed Low Impact Development Ordinance and related documents are available online at the [City of Los Angeles Stormwater Program LID Ordinance page](#).

Thank you to everyone for their valuable input regarding the proposed LID Ordinance. We greatly appreciate the time and effort everyone has put into creating this important piece of legislation and look forward to seeing you at the City Council meeting on September 27.

Sincerely,



Low Impact Development Webpages

This screenshot shows the main 'Low Impact Development' page. The header includes the LA Stormwater logo and navigation links: 'About Us', 'How Do I...?', 'Take Action', 'Library', and 'Green LA'. The main content area features a large image of a residential yard with rain gardens. Text on the page explains that LID is a best management strategy to reduce runoff and improve water quality. A sidebar on the left contains a 'FAQs' section with questions like 'Why did the city of Los Angeles adopt LID standards and practices?' and a 'Residential Solutions' section listing 'Rain Barrels and Cisterns', 'Permeable Pavements (or Porous Pavement Systems)', 'Planter Boxes', and 'Rain Gardens'.

This screenshot shows the 'Residential Solutions' page. It provides more detail on small-scale residential projects, such as rain barrels and permeable pavement. The page lists specific solutions: 'Rain Barrels & Small Cisterns', 'Permeable Pavements (or Porous Pavement Systems)', 'Planter Boxes', 'Rain Gardens', and 'Dry Wells'. The sidebar on the left is identical to the previous page, providing navigation and additional context.

This screenshot shows the 'LID Documents' page, which serves as a central hub for all LID-related materials. It lists various documents including the 'Low Impact Development Handbook', 'Low Impact Development Handbook Appendices', and several 'Appex' documents (A through K) covering ordinances, contact lists, checklists, and design guidelines. A sidebar on the left provides navigation and a 'FAQs' section. The page also includes a brief description of the LID Ordinance and how it applies to users.



Low Impact Development Infographic



Low Impact Development Brochure



LID

LOW IMPACT DEVELOPMENT

What is the LID Ordinance and how does it apply to you?

The City of LA needs your help to build sustainable projects that capture, treat and reuse rainwater to help make neighborhoods greener.

What is LID?

Low Impact Development (LID) is a leading stormwater management strategy that seeks to mitigate the impacts of runoff and stormwater pollution as close to its source as possible. Urban runoff discharged from municipal storm drain systems is one of the principal causes of water quality challenges in most urban areas. It can contain pollutants such as trash and debris, bacteria and viruses, oil and grease, sediments, nutrients, metals, and toxic chemicals that can adversely affect the ocean, rivers, plant and animal life, and public health.

LID consists of site design approaches and Best Management Practices (BMPs) that are designed to address runoff and pollution at the source. These LID practices can effectively remove nutrients, bacteria, and metals while reducing the volume and intensity of stormwater flows.

The Ordinance was developed by LA Sanitation in collaboration and coordination with community members, environmental organizations, business groups and the building industry.

How does the LID Ordinance affect me?

The LID ordinance requires rainwater from a three-quarter inch rainstorm to be captured, infiltrated and/or used onsite at most developments and redevelopments where more than 500 square feet of hardscape is added. Most single family residences can comply in even simpler ways by installing adequate Best Management Practices (BMPs) such as rain barrels, permeable pavement, rainwater storage tanks, or infiltration swales to contain the water.

When did the LID Ordinance become effective?

The ordinance was adopted in November 2011 and will officially become effective on May 12, 2012. The main purpose of the LID Ordinance is to ensure that development and redevelopment projects mitigate runoff in a manner that captures rainwater at its source, while utilizing natural resources.

How is LID different from the Standard Urban Mitigation Plan [SUSMP]?

The LID Ordinance requires stormwater mitigation for a larger number of development and redevelopment categories than was previously required under SUSMP. All development and redevelopment projects that create, add, or replace 500 square feet or more of impervious area need to comply with the LID Ordinance.

LID is the most effective & cost-efficient means of managing stormwater & reducing water pollution.

Other LID benefits include:

- water conservation
- groundwater recharge
- greening communities

To learn more about LID download the **Development Best Management Practices Handbook** by visiting LAstormwater.org

Printed on Recycled Paper

Photo taken at the WaterMark Tower in Downtown Los Angeles. City staff and the building developers devised creative solutions that made it possible for this property to be water friendly, such as the green roof you see featured in this picture. It's a great example of how every project, regardless of green space limitations, can incorporate LID practices.



Appendix E Rainwater Harvesting

Rainwater Harvesting Webpages


Select Language | Share Website | Like | Tweet

[About Us](#) |
 [How Do I...?](#) |
 [Take Action](#) |
 [Library](#) |
 [Green LA](#)

Home > Green LA > Low Impact Development > Residential Solutions > Rain Barrels and Cisterns

Rain Barrels & Cisterns

Rain Barrels and Cisterns

Request a FREE Do Not Drink Sticker

How to Install a Rain Barrel

Join Our Community

SIGN UP!

To receive water quality tips, enter fun contests and stay in the loop!

EMAIL:

[View Past Issues](#) [Submit](#)

Get Involved

Rain Barrels and Cisterns



Rain Barrels and Cisterns

Rain barrels & cisterns collect and store rainwater from roofs for reuse in landscape irrigation. These containers are made of a water tight material, such as plastic or wood. The size of these containers can range in size from the standard 55 gallons for barrels to thousands of gallons for a residential cistern.

Why Harvest Rainwater?

The reasons range from environmental to economic. Here are just a few:

- To Protect our Bays and Oceans - By capturing rainwater that falls on roofs, landowners help reduce the amount of runoff flowing into local rivers and creeks and ultimately into the Pacific Ocean, thereby improving the quality of our local waterways.
- To Reduce Energy Demands - Water-related energy consumption in California accounts for nearly 20% of the state's electricity. One inch of rain falling on 1,000 square feet of rooftop produces more than 600 gallons of water. If every

Photo courtesy of Hey! Tanks LA

Rain Barrels & Cisterns

Rain Barrels and Cisterns

Request a FREE Do Not Drink Sticker

How to Install a Rain Barrel

Join Our Community

SIGN UP!

To receive water quality tips, enter fun contests and stay in the loop!

EMAIL:

[View Past Issues](#) [Submit](#)

Get Involved

- Facebook
- YouTube
- Blog
- Calendar

How to Install a Rain Barrel

[Video Index](#)

- 2:06 End of Disclaimer
- 2:07 Benefits of Installing a Rain Barrel
- 3:05 Selecting Style of Rain Barrel
- 3:36 Choosing Location
- 4:00 Demonstration Begins
- 4:23 Suggested Tools
- 5:09 Materials for Installation
- 6:15 Building Platform
- 7:38 Diversion Connector Setup

How To Install A Rain Barrel



Download our [How To Guide](#)

Here is a list of suggested tools and materials for your rain barrel installation.

- 55 Gallon Rain Barrel (Used in Rain Harvest Video)
- Safety Goggles
- Work Gloves
- Electric Drill
- Phillips Driver Bit

PHOTOS OF INSTALLATIONS



Rain Barrels & Cisterns

Rain Barrels and Cisterns

Request a FREE Do Not Drink Sticker

How to Install a Rain Barrel

Join Our Community

SIGN UP!

To receive water quality tips, enter fun contests and stay in the loop!

EMAIL:

[View Past Issues](#) [Submit](#)

Request a FREE Do Not Drink Sticker



Order Form:

Free Rain Barrel Do Not Drink Sticker

Please fill out this form to receive your free rain barrel "Do Not Drink" sticker. **You must be a City of Los Angeles resident in order to receive the sticker.** Thank you for your interest in our program.

***Required Field**



Appendix F Stakeholder Tracking

Welcome, Joyce Amaro!
Your Account | Support | Sign Out

Dashboard
Contacts
Communications
Calendar
Deals
Lists & Reports
Tags & SuperTags
Sync & Integrations

Web Form Submissions

Web Form Name	Imported	Pending
test form	0	0
Spooktacular Pet Photo Contest	7	0
test	0	0
Sea Life Trivia Contest	15	0
Pet-N-Water Contest	8	0
LA Rainwater Harvesting Program	175	0

Show only forms with pending submissions

Getting Started

We're glad to have you aboard! There are a couple things you'll want to do to customize your new Batchbook account before you get started.

Where in the world are you?

Set Time Zone: (GMT-08:00) Pacific Time (US & Canada) ▼
Your Country: Choose a country... ▼
Default Currency: USD ▼
Date Format: MM/DD/YYYY DD/MM/YYYY

Save

Customize your Dashboard

You can customize your Dashboard by clicking on the "Customize Dashboard" link on the right and selecting what information you want to display. Move the widgets around by clicking on them then dragging them to their desired location. Please note that certain

⚙️ [Customize Dashboard](#)

Search
Advanced

Quick Add

+

+

+

+

+

Recent Activity

Joyce Amaro User Login by System	05/10/2012
Anna Hernandez New Record Created by Joyce Amaro	05/10/2012
Yesenia Lopez New Record Created by Joyce Amaro	05/10/2012
Lois Keller New Record Created by Joyce Amaro	05/10/2012
Ebony Williams New Record Created by Joyce Amaro	05/09/2012
christina farias New Record Created by Joyce Amaro	05/09/2012
Kimberly Burdick New Record Created by Joyce Amaro	05/09/2012
Joyce Amaro User Login by System	05/09/2012
Joyce Amaro User Logout by System	05/09/2012
two emails tag New List Created by Joyce Amaro	05/09/2012

« Previous
1
2
3
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12
Next »
Activity Feed

Tags

