

City of Los Angeles

Stormwater Public Education Program

Program Documentation

for

July 1, 2010 - June 30, 2011

(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 2010-11 Fiscal Year (FY) the Program carried out several projects including online media, pet owner outreach, Low Impact Development (LID) campaign updates, Rainwater Harvesting outreach and more. For online media, the Program maintained the *Team Effort* website, eNewsletter and blog while maintaining social media outlets, such as the LA Stormwater Facebook page and YouTube channel. The Program targeted pet owners with quarterly eBlasts and implementation of engaging contests. The Program continued to outreach to students with stormwater presentations and participated in Kids Ocean Day. In addition, the Program worked on Low Impact Development and Rainwater Harvesting, encouraging stakeholders to reduce runoff to prevent pollution. The Program was recognized by the California Stormwater Quality Association (CASQA) for its innovation in educating and engaging residents and stakeholders through online media. The Program was also presented with a California Water Environment Association (CWEA) Award for Public Education for the Rainwater Harvesting Program.

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 2010 to June 2011 and features the following highlights:

- Online Media: Nearly doubled newsletter subscribers to more than 6,500 subscribers in just over one year and reached 1,047 Facebook fans.
- Pet Owner Outreach: Developed plan to expand the Take a Bag, Leave a Bag Program.
- School Education: Educated more than 10,000 students through school presentations.
- Low Impact Development (LID): Coordinated updates for media coverage reports and released 16 LID eBlasts.
- Rainwater Harvesting Pilot Program: Produced rain barrel installation video.
- Awards: Received a CASQA award for social media and a CWEA award for public education for the Rainwater Harvesting Program.



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 2010-11 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 is the *Team Effort* website, which brings together all the other facets of the Program's online outreach initiative. It is the virtual hub which includes all the objectives the Program addresses. 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 2010-11 FY, so stakeholders could keep up to date on Program news and projects. Aside from maintaining the website, the *Team Effort* site underwent an aesthetic revamp throughout the 2010-11 FY (See Appendix A: *Team Effort* Website). The following design and changes were implemented on the *Team Effort* website: (1) the homepage was redesigned to incorporate the clean water message, (2) the slideshow was updated with new images and text, (3) a social media header titled "Get Connected" was featured to link to LA Stormwater's other social media platforms, including the blog, Facebook page, YouTube channel and eNewsletter signup, (4) text font was changed to make the page more user friendly and easy to navigate and (5) new links were added to update stakeholders and residents regarding Low Impact Development and Rainwater Harvesting news. Along with giving the *Team Effort* website a new design, the Google map, which provides a visual catalogue of all projects was updated so that visitors are able to view by location, see photographs and read about project details. 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 19,600 times during the 2010-11 FY, with an average of 1,633 views per month.

[Team Effort Blog \(http://lastormwater.org/blog\)](http://lastormwater.org/blog)

The *Team Effort* blog, which is an offshoot of the *Team Effort* website, 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 88 posts published in the 2010-11 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 *Team Effort* website, the blog underwent a transformation and transitioned from being hosted on BlogSpot to WordPress. Transitioning the blog to WordPress allowed for a more engaging presentation as well as additional widgets. The enhanced functionality implemented on WordPress includes the following: (1) hierarchical menu system with categories and sub-categories, popular posts tab and comments tab, (2) social media link bar, including links to Facebook, RSS feed, YouTube, Calendar and Google Plus, (3) prominent links to the *Team Effort* and Pet sites and (4) video embedding in the sidebar (See Appendix A: *Team Effort* Blog). The blog was viewed on average 1,638 times per month with a total of 19,656 views in the 2010-11 FY.

[LA Stormwater Website \(http://lastormwater.org\)](http://lastormwater.org)

LAStormwater.org, the Program's parent website, began undergoing its first phase of redevelopment. First phase accomplishments include: (1) completion of a customized website project planner, (2) assessment of the website and strategy development, and (3) a thorough content inventory review, including an itemized list of current web pages. The pages were reviewed and a final list of reusable content was approved.

[LA Stormwater eNewsletter \(http://www.LAstormwater.org/newsletter/\)](http://www.LAstormwater.org/newsletter/)

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 created and sent out the following four eNewsletter Issues during the 2010-11 FY:

- Issue 11: July 2010 Summer Means Turning F Beaches to A's; Free Aquarium Tickets and a Clear(er) Coast for All to Enjoy
- Issue 12: October 2010 A Tour Down the LA River: FREE Art, Fun Facts and Our Watershed Future
- Issue 13: February 2011 Love Clean Water? Get a FREE T-Shirt, Find your Local Stream and Make a Reusable Bag
- Issue 14: May 2011 Community Empowerment Gets Personal, a Photo Contest and Clean Water Poetry



While the industry's average open rate for eNewsletters is 23%, the Program's eNewsletters have collectively garnered a 26.3% open rate. 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 nearly doubled to 6,572 subscribers during the 2010-11 FY. 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. Additionally, the Program broke down the eNewsletter subscribers into different categories (i.e. dog owners, gardeners, teachers, students) which allowed the Program to reach out to audiences with targeted communications. So not only did subscribers get information about general stormwater news, but they also received specific information about issues that they care about.

In addition to sending out the eNewsletters, the Program sent out eBlasts to update subscribers with timely news, events and contest information. During the 2010-11 FY, the Program sent out a total of 9 eBlasts with pertinent Program information:

- August 5, 2010 Claim Your FREE Container of Doggie Waste Bags
- September 2, 2010 You're Invited to a Sun Valley Watershed Projects Briefing and Tour!
- September 20, 2010 Come Join Us to Celebrate the Riverdale Green Street Ribbon Cutting on September 29
- October 5, 2010 Last Day to Take Our Pet Survey & Win a Prize!
- February 28, 2011 Info On How To Receive Your LA Stormwater Poster
- March 9, 2011 Thanks for Your Awesome Poem - Claim Your T-Shirt
- April 7, 2011 Claim Your FREE Container of Doggie Waste Bags
- April 22, 2011 Show Us How You Celebrate the Earth!
- May 27, 2011 Join Us For Kids Ocean Day on June 2!

[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 2010-11 FY, the page acquired 362 fans, reaching a total of 1,047 fans and was visited 10,996 total times in the 2010-11 FY, with an average of 916 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 63 interactions. Dog owners were encouraged to share photos of their pets loving clean water in the summertime. Another Facebook promotion contest awarded fans who took photos with the Program trash monster at Cabrillo Marine Aquarium's Earth Day event and shared them on the LA Stormwater Facebook page wall.

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 *Team Effort* 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.

[LA Stormwater YouTube Channel \(http://www.youtube.com/lastormwaterprogram\)](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 offers quick access to online videos and links to share the videos. During the 2010-11 FY, the Program uploaded 7 new stormwater videos to the channel with 3,196 total video upload views and 2,002 channel views. Similar to the other social media tools, it offers an opportunity for viewers to comment or give feedback on stormwater material. These videos cover events including the North Atwater Park Expansion and Creek Restoration Project and the Riverdale Green Street Project as well as City Works videos about How Stormdrains Work, Toxic Waste, the Los Angeles River, Reusable Bags and Zero Waste. The LA Stormwater YouTube channel allows for a positive visual association with the Program and attracts new interest (See Appendix A: LA Stormwater YouTube Channel).

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 2010-11 FY, the LA Stormwater Program continued a two pronged outreach plan as conducted in the previous year, which is broadly characterized by online and offline operations. As a cost effective and unilateral approach, it brought the pet waste message to LA residents and stakeholders. The Program's online efforts include a Pet website and numerous pet eBlasts, while offline work focused on the Take a Bag, Leave a Bag (TAB, LAB) program. A plan to reach out to downtown pet owners, the Downtown Pet Outreach program, was developed to be an offline and online effort.



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 Los Angeles 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 2010-11 FY, so pet owners could keep up to date on Program news specific to the pet waste issue. The Pet website consists of four main features. First, visitors can 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 can learn about the Take a Bag, Leave a Bag program. Third, pet owners can 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. Similar to the *Team Effort* website, the Pet website has linked the Program's blog, Facebook page, YouTube channel and eNewsletter signup (See Appendix B: LA Stormwater Pet Website). The Pet website was viewed over 5,101 times during the 2010-11 FY with an average of 425 views per month.

Pet eBlasts

In addition to the Pet website as an online resource, the Program sends out LA Stormwater Pet eBlasts which include pet program features, pet community events, partner highlights, contests and pet tips (See Appendix B: Pet eBlasts). These Pet eBlasts further engage dog owners with the pollution prevention message. The Program created and sent out the following four Pet eBlasts during the 2010-11 FY:

- Issue 4: September 2010 Take our Pet Survey & Win a Prize!
- Issue 5: December 2010 Tis' the Season for Pet Eco-Toys, Win a Prize From Planet Dog
- Issue 6: March 2011 Try Your Luck at Pet Trivia & Win a FREE Prize (\$150 value)!
- Issue 7: June 2011 Splash into Summer with Our Pet-N-Water Photo Contest!

While the industry's average open rate for eNewsletters is 23%, the Program's Pet eBlasts have collectively garnered a 25.1% open rate.

Take a Bag, Leave a Bag Program

Pet owners may understand the harm unattended pet waste can cause and everyone is aware of how unpleasant it can be, but sometimes people just forget to bring waste bags on their dog walks. Busy day, off day, long day, whatever the case may be, sometimes doggie waste bags are left behind.

The Take a Bag, Leave a Bag (TAB, LAB) program points the community assets towards a central repository station, a place where people can both take a bag and/or leave a bag for use in picking up after their dog (See Appendix B: Take a Bag, Leave a Bag Photos). Additionally, the TAB, LAB stations are designed to provide the community with access



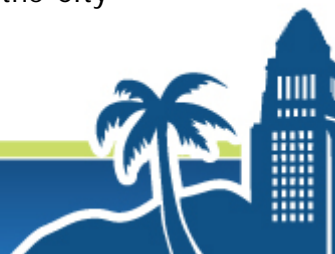
to bags, in the event that someone walking their dog forgot a bag, and also to provide a physical reminder to the community that it is important to pick up after their pets. A TAB, LAB station is an interactive cue to pet owners that the Los Angeles community cleans up after their dogs - establishing this social norm is a crucial step in changing the behavior of residents.

In the 2008-09 FY, the Program turned the TAB, LAB concept into the TAB, LAB reality. The Program began by designing several different placards and testing the parameters involving the station itself, height, material, etc. Then a pilot program was mapped out and implemented as to initiate TAB, LAB on a smaller, less expensive scale while evaluating its level of success. The Program partnered with four parks through formal memo of agreements. Ascot Hills Park, Elysian Park, Sepulveda Basin Off-Leash Dog Park and Westminster Dog Park all signed on to provide monthly inspections and the regular upkeep need on three stations in each park. To further support each station and engage the community, the Program also facilitated sponsorships between Friends of the Sepulveda Basin Off-Leash Dog Park, Echo Park Trash Abatement Project, Multnomah Street Elementary School and Hillside Village Property Owners Association with the different parks.

In the 2010-11 FY, the TAB, LAB pilot program was evaluated. Evaluations were taken of the TAB, LAB stations mid way through the year. Observations regarding graffiti, vandalism and how full dispensers were stocked with bags were noted and tracked. After evaluating and observing the TAB, LAB stations and pilot program, two recommendations were developed to continue on with the TAB, LAB program.

The first plan (Plan A) was based on a Collaboration Model while the second recommendation (Plan B) was based on a Vendor Model. The Collaboration Model was designed to foster a collaborative effort between the City and its residents. Captains (a point person selected by a group of residents) would go through a comprehensive application process wherein the City would determine the viability of a TAB, LAB partnership. Upon selection, the City and Captain would enter into a contract which clearly defines each of their roles: the City would install and monitor the station through monthly check-ins in addition to updating information regarding TAB, LAB through online mechanisms and remedy any and all acts of vandalism reported. The Captain would ensure that the station is in regular use, disseminate marketing materials, report any and all acts of vandalism to the City and put up \$200 as collateral which would be returned upon the successful completion of the contract term.

The Vendor Model involved the City removing its logo and any identifying features from all TAB, LAB materials and selling these materials to residents for \$180 (the cost of the materials). The City would take no responsibility in the installation, execution, successes or failures related to each TAB, LAB station. The City would solely sell the residents TAB, LAB bundles and have them sign a contract stating that they understand the City takes no responsibility in the station.



The importance of developing these models is having a plan to expand the TAB, LAB outreach efforts that will also involve the community. Moving forward, the Program will review the plans and make a decision of which model would be best to implement and provide the best results.

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.

To help spread the pet pollution prevention message, a plan was developed for creating partnerships. The Downtown Pet Owner Outreach plan took into consideration forming the following partnerships: (1) partner with pet related stores, businesses and organizations to give customers discounts when pet owners are seen with LA Stormwater Program containers of doggie waste bags; as well as, encourage store staff to promote signups for the LA Stormwater eNewsletter in exchange for a free container of doggie waste bags, (2) partner with dog trainers, rescue shelters, adoption agencies and people who are influential in the dog community and work with them to act as program messengers, (3) partner with veterinarians and health professionals and collaborate with them as program experts to spread the message of the adverse effects of unattended pet waste and (4) partner with the Downtown Los Angeles Business Improvement District (BID), influential downtown bloggers and publications as a way to spread the word about the program.

Since forming partnerships with pet related stores, businesses and organizations is an important part of the Downtown Pet Owner Outreach plan, a database that includes, but is not limited to, pet stores, dog training facilities, pet-friendly restaurants, dog grooming businesses, pet shelters and animal hospitals in the downtown Los Angeles area was created as a resource for Downtown Pet Owner Outreach.

One approach developed in order to forge partnerships with pet related businesses and organizations was to place ballot boxes with a sign, promoting the Downtown Pet Owner Outreach message. The ballot box would include tearsheets for Los Angeles pet owners to signup for the LA Stormwater eNewsletter to stay up to date on pet program news (See Appendix B: Downtown Pet Owner Outreach Materials). Residents who sign up for



the eNewsletter would receive a free LA Stormwater Program container of doggie waste bags. The free container of doggie waste bags would provide an incentive for pet owners while reinforcing the Downtown Pet Owner Outreach program's message to pick up after their pets.

Pet Materials

Since the Downtown Pet Owner Outreach message focuses on the connection between unattended pet waste and a pet's health, the following message was included in developing pet outreach materials: "unattended pet waste increases the risk to every pet's health."

A new pet tip card was developed in the 2010-11 FY for pet outreach events. 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 doggie container with doggie waste bags along with the link to the LA Stormwater Pet website, Facebook page and eNewsletter signup (See Appendix B: Pet Tip Card).

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 effect 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 rivers, beaches and the ocean. For the 2010-11 FY, the LA Stormwater Program visited a total of 32 schools and educated 10,464 students (See Appendix C: Elementary and Middle School Presentation Results).



Kids Ocean Day

On June 2, 2011, the Program partnered with MFEE, the California Coastal Commission and Keep Los Angeles Beautiful to coordinate the 18th Annual Kids Ocean Day Adopt-A-Beach Clean-Up at Dockweiler State Beach. Over 6,300 elementary school students, teachers and volunteers from over 47 schools participated in the Kids Ocean Day event in 2011.

The students participated in a beach-wide clean-up event and organized a massive aerial art display that included a fish with a message reading “Kelp Us!” (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 the health of our ocean. In addition, the Program was able to secure coverage of the event in 17 media outlets, such as CBS, KCAL 9, FOX 11, LaOpinion Newspaper, Daily Breeze, The Argonaut, Southern California Public Radio, Your Daily Thread, CNNiReport and several mentions and posts on Twitter and YouTube. (See Appendix C: Kids Ocean Day Media Coverage Report).

Low Impact Development

The Los Angeles Low Impact Development (LID) Ordinance could prove to be a centerpiece of LA Stormwater Program. 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 2010-11 FY, the LA Stormwater Program worked on two major Los Angeles Low Impact Development (LID) projects: LID Ordinance updates and the LID Handbook Project. While 2009-10 FY saw the Program create a proactive outreach plan designed to separately identify residents and stakeholders so as to maximize outreach efforts, 2010-11 FY saw the Program contend with a protracted legislative process. The Program continued to use online mechanisms in an effort to keep stakeholders up to date on both the legislative journey of the LID Ordinance and the LID Handbook Project.

Low Impact Development Ordinance Updates

The *Team Effort* blog published 17 posts addressing the LID Ordinance in Los Angeles. Beginning in autumn of 2009, the Program introduced readers to LID, the purpose of LID, the administrative course of LID and, most importantly, how to get involved. The Program also released 16 LID eBlasts to 4,613 subscribers. The purpose of both 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 blog posts and eBlasts regarding LID:



- July 1, 2010 Low Impact Development (LID) Ordinance and Handbook Update
- July 14, 2010 Consideration of LID Ordinance at Energy & Environment Council Committee
- October 5, 2010 Low Impact Development Ordinance Meeting on November 4 at 1:30p.m.
- November 24, 2010 LID Ordinance at Energy & Environment Council Committee on December 7th
- December 6, 2010 Proposed LID Ordinance To Be Heard at December 7 Energy and the Environment Committee Meeting
- December 9, 2010 LID Ordinance Continued to December 14, 2010 meeting of Energy and the Environment Committee
- December 13, 2010 LID Ordinance at 12/14 Energy and Environment Meeting
- December 15, 2010 LID Ordinance Scheduled for December 17 City Council Meeting
- December 23, 2010 LID Ordinance Passes City Council
- January 6, 2011 LID Ordinance Stakeholder Meeting Scheduled for January 20, 2011
- January 18, 2011 Reminder: LID Ordinance Stakeholder Meeting on Thursday
- February 4, 2011 The Lowdown on LA's Low Impact Development
- April 1, 2011 LID Ordinance Stakeholder Meeting on May 5
- April 28, 2011 Attend the 5/5 LID Meeting and Comment on the Handbook
- June 9, 2011 New Edition of LID Handbook Released
- June 28, 2011 LID Handbook at Board of Public Works on Friday, July 1
- June 29, 2011 Agenda Available for LID Meeting on Friday, July 1

While the Program has been poised to implement the LID Outreach Plan developed in 2009-10 FY, extenuating circumstances arose in the form of a lengthy legislative process for the LID Ordinance. Rather than prematurely executing the strategies laid out in the Outreach Plan, the Program spent the 2010-11 FY keeping stakeholders and interested individuals up to date through the electronic outreach mentioned above. Looking forward to the 2011-12 FY, the Program is prepared to launch the LID Outreach Plan upon official passage of the LID Ordinance. Not only will that result in more streamlined mandatory compliance with the LID Ordinance, but with a higher frequency of voluntary compliance as well.

Low Impact Development Handbook Project

If and when the LID Ordinance is adopted, the recently developed LID Handbook will be an important tool for construction companies, landlords and other parties who will be seeking LID compliance. The Program's work with the LID Handbook Project over the previous FY was twofold: first, the Program helped design the three tiered stakeholder team, second the Program conducted outreach to attract, inform and direct potential members of that team.



Since one of the major goals with LID is voluntary compliance, the Program wanted to make sure that as many people as possible were kept in the LID Handbook loop. At the same time, writing a Handbook had specific requirements, so the Program had to make sure that only a select few and very qualified candidates would be part of the actual writing. The Program designed and branded a three tiered system to both incorporate thousands of stakeholders in the process and designate a qualified fraction of them for the actual writing of the LID Handbook.

Rainwater Harvesting Pilot Program

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.

Early adopters included environmental organizations, City councilmen and neighborhood activists from the pilot communities. Many of the individuals selected as early adopters were the first to receive a rain barrel installed at their home and various participants also provided personal quotes regarding their experience and opinion of the pilot program to be included in outreach materials. Many of the events and meetings that were attended last year were suggested by early adopters and community partners.

At the community events and meetings, the Program conducted a tabling where brochures and applications were made available to residents while also having a sample rain barrel on display. The community events and meetings also gave the Program an opportunity to talk with residents about the project and answer any questions attendees had regarding rainwater harvesting and the logistics of the pilot.

The Program tracked Rainwater Harvesting applications and fielded emails and calls to address questions and concerns during the application process. As a result of the marketing strategy and community outreach approach, the Program received and tracked 3,033 applications. The Program then selected Rainwater Harvesting participants based on location in designated pilot areas and the date application was received to fill the 600 available spots for residents (i.e. rain barrel, downspout disconnects) and businesses (i.e. planter boxes).

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, *Team Effort* 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 2010-11 FY. Along with general upkeep, significant additions to the Rainwater Harvesting website were made. These additions included the following: (1) a “Do Not Drink” sticker which was designed for residents’ rain barrels, (2) a request form for residents to receive their free “Do Not Drink” stickers was placed on the website, (3) a “Tool Check List” page was added for residents to refer to when preparing to install a rain barrel and (4) a “How to Install a Rain Barrel” video with a video index for the viewer’s convenience, was featured on the homepage (See Appendix E: Rainwater Harvesting Website).

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.

The popularity of the Rainwater Harvesting program has Los Angeles residents still emailing, calling in and commenting on the Program’s social media outlets in regards to the pilot program. 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.

Awards

The LA Stormwater Program has been able to create substantive change in public policy, perception and behavior as it pertains to stormwater pollution prevention. Another of the Program’s goals is to be recognized for this work by major third parties, particularly through appropriate awards.

California Stormwater Quality Association (CASQA) Award

The Program was presented an award from the California Stormwater Quality Association (CASQA) for outstanding stormwater quality news, information, outreach and media during the 2010-11 FY.

California Water Environment Association (CWEA) Award

The Program was also presented with a regional award during the 2010-11 FY with a



California Water Environment Association (CWEA) Award for the Public Education Program in recognition of the Rainwater Harvesting Program.

All in all, the regional awards not only bring greater attention and visibility to the Program, but also validate that the Program is doing good and is leading the stormwater education field in a variety of capacities.

Media Relations

Throughout this reporting period, the LA Stormwater Program worked closely with print, broadcast and online media to promote awareness through the delivery of stormwater and pollution prevention-related messages to Los Angeles residents. The program wrote and distributed multiple media alerts and news releases. They included:

- Clean Water America Conference Convenes Water Management Experts in Los Angeles (City of LA-NACWA joint media alert)
- Construction Begins on Garvanza Park Stormwater BMP (News Release)
- New Residential Parkway Landscaping Guidelines Released (News Release)
- City hosts Echo Park Lake tours to share plans to improve water body (News Release)
- City officials break ground on stormwater low flow diversion project in downtown (Media Alert & News Release)
- North Atwater Park Expansion and Creek Restoration (Media Alert & Press Release)
- North Hollywood Alley Retrofit (Media Alert & Press Release)
- Construction starts on the Penmar Water Quality Improvement project (News Release)
- Work on PCH sewer to begin soon (News Release)
- City officials unveil new and sustainable Los Angeles Zoo parking lot project in time for Earth Day (Joint Media Alert & News Release)
- San Pedro community and city officials reopen Peck Park Canyon trails (Media Alert & News Release)
- Mayor accepts US Water Prize for Los Angeles (News Release)
- Kids Ocean Day 2011 (Joint News Release & Media Alert)

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 2010-11 FY, the Program visited and provided outreach materials at 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

Total of 163 stores were visited during this reporting period.

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 LA. During this reporting period, staff visited and provided outreach materials to 72 automotive stores throughout Los Angeles.

Booth in a Box Program

During the 2010-11 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 35 events.

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 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 Stormwater Program's web site received 3,954,173 hits during 2010-11. The Stormwater Program's social media elements experienced significant growth during this reporting period as well. The LA Stormwater Group on Facebook currently boasts 1,059 fans, and a stormwater blog on www.LAStormwater.org\teameffort receives regular posts from interested stakeholder with the program placing 88 educational posts on the blog ranging from program updates to project status reports to good housekeeping practices. Additionally, the City's quarterly e-newsletter entitled LA Stormwater experienced an almost 100% increase in the number of subscribers. In 2010, the number of subscribers was 3,757; in 2011, the number of subscribers is 6,572. The City's social media elements all experienced an increase in popularity, demonstrating the potential for cost-effective outreach to key audiences and program stakeholders through an online presence.
- The City's Stormwater Program conducts an ongoing online survey to measure its customer satisfaction with stakeholders. During this reporting period, 343 responses were recorded. Seventy-two percent (72%) of survey takers agreed that the City's 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 City's Stormwater Program provides.

Employee Training

The City 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) received copies of this video to train their respective personnel. During this reporting period, approximately 8,500 employees viewed this training video.



APPENDIX



Appendix A Online Media

The screenshot shows the top portion of the LA Stormwater website. It features three main navigation sections: 'TEAM BLOG', 'SEE WHAT LA IS DOING' (with a map of Los Angeles), and 'GET INVOLVED!'. The 'GET INVOLVED!' section highlights an 'Upcoming Events' calendar for October 2011, specifically listing a 'Green Living Workshop (Santa Monica)' on Wednesday, October 12, 2011, from 7:00pm to 8:30pm at the Santa Monica Public Library. Below the calendar, it states the workshop is sponsored by Go To Green LA and covers topics like Water, Energy, Waste, and Chemicals. At the bottom of the page, there are social media links (Facebook, YouTube, e-Newsletter), contact information, and logos for the City of Los Angeles, Department of Public Works, Bureau of Sanitation, and Stormwater Program.

Team Effort Website

This screenshot displays the 'Team Effort' website page, which has a vibrant blue water-themed background. At the top, the 'LA Stormwater' logo is accompanied by the tagline 'Clean Water: It's a Team Effort!'. Navigation buttons for 'PETS', 'TEAM BLOG', and '+1' are visible. The main heading reads 'GET CONNECTED!' and 'Join the Team Effort to prevent stormwater pollution in Los Angeles:'. Below this, there are several interactive call-to-action buttons with icons: 'Report illegal dumping in your neighborhood and learn how to properly dispose of toxic waste.', 'Read up on tips to keep your neighborhood clean and your family safe from toxins.', 'Request an elementary school presentation.', 'Hosting a community event? Learn more about booth in a box.', 'Get the latest on the low impact development ordinance.', 'Download educational materials for you, your family, friends and students.', 'Take the LA Stormwater Program Survey.', and 'Start harvesting rainwater on your property.' On the left side, there is a photo of a woman in a red life vest on a boat, with social media icons for Facebook, YouTube, and e-Newsletter.



Team Effort Blog

LA Stormwater Blog Clean Water: It's a Team Effort!

PETS TEAM EFFORT



8 Pollution Prevention Tips

Since 1993, the National Pollution Prevention Roundtable (NPPR) and the California Department of Toxic Substances Control (DTSC) have observed the third week of each September as Pollution Prevention Week, also known as P2 Week. Unlike most environmental awareness programs, P2 Week focuses not on the usual activities such as clean-ups and renewal programs, but instead asks us to think of ways we can prevent waste a...

More



Working Together To Beautify LA

MAY 12TH Posted by LA Stormwater in Guest Posts 2 comments

The City of Los Angeles, Board of Public Works, Office of Community Beautification (OCB) aims to "Keep Los Angeles Beautiful" and free of graffiti and litter. To accomplish this, OCB provides graffiti removal services, clean up assistance and programs that empower the community to take action towards beautifying their neighborhood.

OCB encourages residents and community organizations to partner with them on the mission of beautifying LA and the results of these partnerships can be seen throughout the City. In 2009-10, OCB in partnership with organizations and residents, have:

- Coordinated 355 clean up events, involving over 33,000 volunteers.
- Removed more than 32.7 million square feet of graffiti in 641,000 locations, and responded to 89,000 community requests for service. OCB contracts with community-based organizations to proactively monitor the major corridors for graffiti and to respond to graffiti removal requests.
- Completed 81 projects that helped to enhance schools, community gardens, and public right-of-ways. Since 1998, OCB funded the completion of 1063 Citywide improvement projects.
- Adopted 17 baskets to keep the streets cleaned.
- Adopted 5 medians for enhancement purposes.

By partnering with residents and community organizations, OCB has made great strides toward beautifying Los Angeles. With more community commitment and involvement in the following OCB's programs and services, [MORE](#) >

[Beautification](#) [City of Los Angeles](#) [Cleanup](#) [Community](#) [Guest Blogger](#)

Top 5 Stormwater Poems by You!

MAY 10TH Posted by LA Stormwater in Contests 2 comments

In our last LA Stormwater Newsletter issue we asked you to [share your poetic words](#) with us about clean water and environmental stewardship. The response we got was fantastic! It's exciting to see that, not only do you read our newsletter and care about stormwater issues, but you are also such great wordsmiths!

As a thank you we decided to choose some of our favorite entries from the clean water poetry contest, which we've put together in the slide show below. Please read the poems and meet the clean water supporters who submitted them! Thanks to all the contestants, as it wasn't easy narrowing it down to these five!

[Stormwater Poetry on Prezi](#)



[Clean Water Contest](#)



Community Empowerment Starts with You

MAY 5TH Posted by LA Stormwater in Guest Posts 1 comment

By Ida Talalla

Community is where my home is and my home is my community.

I believe that community is an extension of ourselves and that the community's environmental needs and public spaces are the collective responsibility of all who feel a connection to place.

This civic responsibility drives Echo Park Trash Abatement Project (TAP), which I organized in 2006 to address the issue of surface trash on streets and pollution that impacted our beloved local lotus bed and lake. There was also the awareness that inland trash polluted the LA River and ocean in a major way, as watersheds such



May(be) This is the Month You Volunteer?

MAY 3RD Posted by LA Stormwater in Monthly Events No comments

It's May! Do you know what that means? It means it's time for you to pick up a shovel and plant a tree. Or something along those lines. Below is a list of events (some of which do not include manual labor) that perhaps will invite you to help green our City.

>On Thursday, May 5th the City of LA will be [hosting a meeting](#) that will allow people to comment on the Low Impact Development (LID) Handbook. To learn more about LID, please check out [these articles](#).

>Saturday, May 7th is packed full of wonderful events and eco-outings. TreePeople will be doing their thing in [Echo Park](#). Cabrillo Marine Aquarium will be [hosting a beach cleanup](#) in San Pedro. If you want to learn more about composting, the City of LA will be in Garvey Ranch Park [showing you a few tricks](#) of the (composting) trade.

Navigation icons: Home, Search, Star, Heart, Mail, RSS, Facebook, Twitter, YouTube, LinkedIn, Dribbble, SoundCloud, GitHub, etc.

- > Best Management Practices (17)
 - Garden (6)
 - Litter (1)
- > Contests (15)
 - Blog (3)
 - Facebook (3)
 - YouTube (2)
- > Events (42)
 - Kids Ocean Day (7)
 - Monthly Events (18)
- > Green Streets (4)
- > Guest Posts (13)
- > Low Impact Development (35)
- > Pet Owners (4)
- > Prop O Projects (13)
- > Rainwater Harvesting (13)
- > Stormwater News (31)
 - Messages from Watershed Protection Division (8)
- > Watersheds (17)
 - Ballona Creek (3)
 - Dominquez Channel (1)
 - LA River (10)

WE'RE ON FACEBOOK!

Find us on Facebook

LA Stormwater Facebook page preview showing profile picture, name, and a post about NOAA Marine Debris Program.

ABOUT LA STORMWATER

[About Us](#)

E-NEWSLETTER



[Sign up](#) to receive important updates, tips to protect water quality and a chance to join fun contests!



LA Stormwater eNewsletter


L.A. Stormwater

Improving the Water Quality of L.A.'s Lakes, Rivers and Oceans

Fall 2010 | Issue 12

Friends of the LA River: Interview with Shelly Backlar


It's good to have friends. Especially the kind that are working to protect our environment. Check out this cool conversation with a friend of the LA River.



[Read More](#)

Take a Tour Down the River


Seeing is believing. So take a look at some of the LA Stormwater Program's major past, present and future water improvement projects around the LA River watershed.



[Read More](#)

Name that Animal and Score - Some Original LA River Artwork!


You like art? How about animals? Well, pick out some animals in this artwork and you could win the art itself!



[Read More](#)

LA River is Navigable! Clean Water Act, Here We Come


The head of the EPA, Lisa Jackson recently designated the LA River as 'navigable'. Learn what this means and how it will impact the waterway's future.



[Read More](#)

Sherrington's Korner


The Los Angeles River: An Original Hollywood Star



It meanders through dozens of our neighborhoods. Rainwater races down its channels during storms. It's historic. It's cultural. It's the LA River.


[Read More](#)


Our Fave 5 Facts about the LA River





So what do you really know about one of LA's most famous waterways?


[Read More](#)


 Chat with Us
Team Effort Blog

 Watch Us
YouTube Channel

 Visit Us
L.A.stormwater.org/
teameffort

 Like Us
Facebook Page

 Start the Wave
Forward Email

 Join the Club
e-mail Sign-Up



LA Stormwater Facebook Page

facebook
Home Profile Find Friends Account



LA Stormwater
Government Organization · Los Angeles, California · [Edit Info](#)

Write something...

Wall

Hidden Posts

- Info
- Friend Activity (1+)
- Events
- YouTube Box
- Photos
- Email Signup
- RSS/Blog
- Videos
- Discussions

EDIT

About [Edit](#)

The LA Stormwater Program is committed to keeping our beaches clean and saf...

More

1,113 like this

Likes [See All](#)

-  All The Way To The Ocean
-  PAWS/LA
-  Paddle the Los Angeles River
-  One World One Ocean
-  LA Works

Create a Page

Add to My Page's Favorites

Get Updates via RSS

Report Page

Share

LA Stormwater

Check out LA Stormwater's Spooktacular Photo Contest and you and your furry friend can win a \$100 gift card towards a photo shoot, courtesy of Paw Prints Pet Portraiture!

Sit, Stay & Smile for Our Spooktacular Photo Contest!
www.lastormwater.info
Trick or dog treat? We have a paw-tastic treat for you this Halloween! To celebrate Halloween, we are hosting a Spooktacular Photo Contest through November 8th!

702 Impressions · 0.14% Feedback

Like · Comment · Share · 21 hours ago

Clean Water Starts with Me likes this.

Write a comment...

LA Stormwater

Anyone heading out to the CicAvia event today? Join in on the fun as CicAvia makes the streets safe for people to walk, skate, play and ride a bike! There are also great activities along the route.

More information coming soon! Rediscover LA in a whole new way... on foot or on bike!

Like · Comment · Share · Sunday at 9:29am

RECENT ACTIVITY

-  "Check out LA Stormwater's..." on PAWS/LA's Wall.
-  "Check out LA Stormwater's..." on Dog News Daily's Wall.
-  "This was a great event! Thanks..." on Paw Prints Pet Portraiture's album Best Friends' Strut Your Mutt 2011 "Green Carpet!"

Wholly H2o

Please support AB 275,Rainwater Capture Act of 2011 by writing Gov Brown.
<http://www.whollyh2o.org/rss/item/295.html>

Rain Letters on Gov Brown to Support AB 275
www.whollyh2o.org
Thanks to our Board of Advisor member , Sonia Diemayer, Wholly H2O was one of the contributors to the crafting of AB 275, Rainwater Capture Act of 2011...

Like · Comment · Share · October 3 at 10:43am

LA Stormwater likes this.

Write a comment...

Joyce Neal Amaro

An interesting story about the Los Angeles River, its "star qualities" and ties to Hollywood throughout its history.

Hollywood: A river runs through it [video]
latimesblogs.latimes.com
About 150 crew members, supported by three motor homes, a giant crane and 10 semi-trucks, huddled underneath downtown's Sixth Street Bridge to film a "winter scene" on the

Admins (1) [See All](#)

- Use Facebook as LA Stormwater
- Notifications
- Promote with an Ad
- View Insights
- Invite Friends

You and LA Stormwater

16 friends like this.

Thank You Ocean, L.A. Unleashed, Aquarium of the Pacific

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: LA Stormwater
Your ad text here.

 Like · LA Stormwater likes this.

Like · 27,007 people like this.

Teachers Travel Free
landing.4four.com

 Travel The World On EF's Teacher-Led Tours At The Lowest Prices Guaranteed. Visit Our Site And Download Free eBrochure Today!

22

LA Stormwater YouTube Channel

YouTube Search Browse Movies Upload lastormwater.prog...

LA Stormwater Subscribe All Uploads Playlists

Info Favorite Share Flag

How To Install A Rain Barrel Like Dislike

From: lastormwaterprogram | Jul 31, 2011 | 434 views

Under a rainwater harvesting pilot program, City of LA residents had the opportunity to sign up for complimentary rain barrels, downspout disconnections or planter boxes for businesses. The rainwater is then routed to pervious services or used for on-site irrigation. For more information on the program please visit www.lairainwaterharvesting.org

Kids Ocean Day 2 months ago

City Works 2 months ago

Stormwater Events 2 months ago

Rainwater Harvesting 2 months ago

lastormwaterprogram

Subscribe

Add as Friend | Block User | Send Message

Profile

Channel Views: 2,601

Total Upload Views: 4,273

Age: 28

Joined: Mar 16, 2010

Latest Activity: 2 months ago

Subscribers: 33

Website: <http://www.laastormwater.info/>

About Me:

The City of Los Angeles is committed to improving the water quality of our surrounding rivers, creeks and coastal waters by reducing the amount of contaminated runoff that flows from our urban watershed. The LA Stormwater Program is using public outreach and education to protect our ocean. With the help of all Angelenos, we can make significant strides towards a cleaner LA and a healthier ocean.

Our blog offers the latest stormwater news, updates on the Low Impact Development (LID Ordinance), best management practices, advice for pet owners, cool contests and more. Let us know what you think by commenting on our posts: <http://www.lastormwater.org/>

Join us on Facebook! Share your pollution prevention tips and photos with us on our page: <http://www.facebook.com/laa>

Get involved by visiting our Community Calendar for detailed information on local clean ups, general stormwater events and workshops: <http://www.calendarwiz.com/>

Sign up to receive important updates, tips to protect water quality and a chance to join fun contests! <http://seppun.com/laKw>

This channel is monitored by the LA Stormwater staff. We encourage you to share your comments and questions, but please keep it respectful and on-topic. Thanks!

Country: United States

Interests: The LA Stormwater Program is committed to keeping our beaches clean and safe, because we don't like pollution in our ocean!

Subscribers (33)

hooperica | im7780 | cheapprod... | 1munecaface | 01waterbuddy | cubanetta | dadduor | see all

Channels We Love

	Santa Monica Baykeeper	Videos: 6 Channel Views: 471 Subscribers: 13
	Surfrider Foundation	Videos: 40 Channel Views: 40,130 Subscribers: 2,327
	Clean Water Action Working to empower people to take action to protect America's waters, build healthy com...	Videos: 13 Channel Views: 5,664 Subscribers: 49
	Heal the Bay Heal the Bay is a nonprofit environmental organization dedicated to making Southern Cal...	Videos: 61 Channel Views: 30,041 Subscribers: 505
	Plastic Pollution Coalition	Videos: 30 Channel Views: 11,852 Subscribers: 283
	TreePeople	Videos: 37 Channel Views: 13,862 Subscribers: 205
	GreenopolisTV GreenopolisTV is a green web series providing helpful tips, suggestions, and facts about...	Videos: 271 Channel Views: 378,672 Subscribers: 1,943
	yourdailythread Your Daily Thread is your online resource for green, sustainable and local living. You...	Videos: 13 Channel Views: 18,296 Subscribers: 3,642

Channel Comments (15)

	lastormwaterprogram (6 months ago)	Spam
Thanks NOCOMPLACENCYCOM for the comment! In order to prevent stormwater pollution, there are many steps we can take. Rainfall capture is one of them and you're right it's needed in all areas. Clean water is a team effort and together we all can conserve and protect our water! Check out the LA Rainwater Harvesting site for a how-to guide and a list of rain barrel manufacturers: http://airainwaterharvesting.org/		
	NOCOMPLACENCYCOM (6 months ago)	Spam
Rainfall capture is needed in all areas, ones with little, average, AND heavy rainfall for many various reasons. It should be conducted from the residential, institutional, and commercial levels, all the way up to municipal, industrial, state...i.e. all levels and all ways!		
	BeachesInLife (8 months ago)	Spam
THANK YOU!! We love your channel!		



Appendix B Pet Owner Outreach

LA Stormwater Pet Website

Protect your pet and keep LA clean!

Get the Scoop!
Sign up for the LA Stormwater Program's e-Updates to receive info on how we're protecting water quality and tips on how to be an eco-dog owner.
Past issues

PET PARTNERS

Check out the latest LA Stormwater pet blog

FREE DOGGIE WASTE BAGS

Remembering to **pick up after your pet** every time to **keep LA clean and healthy** is easy with a Stormwater Program container of doggie waste bags! To order a FREE container with doggie waste bags [click here](#).

What can YOU do to help?

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

- LEARN**

Learn about what the Program is doing to outreach to pet owners.
- FIND OUT**

Find out about the Take A Bag, Leave A Bag Program.
- SEND**

Send a friend an e-Card.
- ORDER**

Order a free container with doggie waste bags.

Contact Us • LAsstormwater.org



Pet eBlasts

Protect your pet and keep LA clean!

September 2010 Issue 4

THE SCOOP

Order a **FREE** Container with Doggie Waste Bags!

Remembering to pick up after your pet every time to keep LA clean and healthy is easy with a Stormwater Program container of doggie waste bags! To order a FREE container with doggie waste bags, [click here](#).

PAWSITIVE EVENT

Visit the LA Stormwater Program booth at the upcoming pet event to receive a **FREE** container with doggie waste bags!

What: Best Friends Best Your Mut Event

When: Sunday, September 19, 2010 8:30am

Where: Santa Monica Pier

Find out more information about the event at [Best Friends Animal Society website](#).

WIN A FREE 1000 BONES DOWNTOWN DOG SITTING GIFT CARD!

We are conducting a pet survey and need your input!

- 1 Visit [www.petpoll.com](#)
- 2 Take the pet survey and you'll be entered into a drawing to win an \$100 Bone's Downtown Dog Sitting Gift Card!

DOGGOE GREEN TIP - USE PESTICIDES WISELY

Remember to use pesticides sparingly, store them properly and safely, dispose of left over cans in a **FREE** B.A.F.E. Center, not in your porch or able to be recycled or ingested. Check out B.A.F.E. Center locations and spreading events near you.

JOIN US ON [facebook](#) | [Lifesaver.com original](#) | **STAY IN THE LOOP!** Sign up for our e-blasts | **FORWARDED TO A FRIEND**

Protect your pet and keep LA clean!

December 2010 Issue 5

THE SCOOP

Tis' the Season to Treat Your Pup!

Your furry friend has been good all year, so why not treat your pup to an eco-friendly toy this holiday season? It's easy to play green and give your pup sustainable goodies. Here are 5 great ways to create your own eco-friendly pet toys!

PAWSITIVE SITE

Green Pets Channel

We have some wonderful news for all you pet owners! GreenPets launched a new **Pets** channel last month.

The Pets channel is sponsored by PETCO and will provide you with the latest news, tips and products to help keep your pets safe and eco-friendly. So make sure you check it out and have a great day!

[GREENPETS](#) Use Life Savers

[PETCO](#)

WIN A FREE PLANET DOG ECO-PACKAGE FULL OF GOODIES!

What is your favorite eco-friendly pet toy or product?

Show it with us by commenting on our **Blog post 5 Great Ways to Create Eco-Friendly Pet Toys** by December 23rd and you will be entered to win an Eco-Package which includes a Shinerley bowl, a Reusable, a hemp leash, and a bottle of all natural pet shampoo courtesy of our friends at Planet Dog!

DOGGOE GREEN TIP

Have your porch pavers permeable surfaces such as grass and dirt to prevent storm water runoff into our storm drain system and then entering our local estuaries!

JOIN US ON [facebook](#) | [Lifesaver.com original](#) | **STAY IN THE LOOP!** Sign up for our e-blasts | **FORWARDED TO A FRIEND**

Protect your pet and keep LA clean!

March 2011 Issue 6

THE SCOOP

Pet Waste 101

Do you know what happens to your pet's waste?

Check out Susan Carpenter's article **On the Tail End of Animal Waste** in the LA Times and find out exactly what happens to pet waste in Los Angeles County and provides environmentally friendly ways to pick up after your pooch!

PAWSITIVE EVENT

Run for the Life of a Dog!

Join Team Rover Rescue and run or walk the 5K at the LA Marathon March 19, 2011 to help save the lives of homeless dogs!

Register with the LA Marathon and choose Rover Rescue as your official charity group. Call Rover Rescue (714) 378-0750 to register and receive a cool Rover Rescue t-shirt to show off your support!

[ROVER RESCUE](#)

WIN A FREE DOGgie DAYCARE PACKAGE

It's Toodle Time! Are you feeling lucky?

In celebration of St. Patrick's Day, enter our fun and exciting game to win a FREE Doggie Daycare Package (5,000 valued at \$150 courtesy of [Lifesaver.com](#)).

ECO FRIENDLY PET TOY CONTEST WINNER

Thanks to everyone who participated in the Eco-Friendly Pet Toy Contest! Congratulations to our winner, Nikki and her pup, Maggie Roberts and their eco-friendly toy: a recycled bottle cap dog toy.

JOIN US ON [facebook](#) | [Lifesaver.com original](#) | **STAY IN THE LOOP!** Sign up for our e-blasts | **FORWARDED TO A FRIEND**

Protect your pet and keep LA clean!

June 2011 Issue 7

THE SCOOP

No Poop Left Behind

Have a dog waste problem in your park or neighborhood? Email dog@lwa.com and a small group of similarly eco-minded parents (aka "the poop patrol") take action when dog owners neglect their "do-it-yourself" responsibilities.

PAWSITIVE EVENT

The LA Stormwater Program will be distributing **FREE** containers with doggie waste bags at this event!

NUTS & MUTTS

The Walk + Dog Show

What Nuts for Mutt's the Walk

When: Sunday, June 26, 2011 at 7:15am

Where: 22343 Melrose Blvd., Culver City, CA 91505

Find out more information about the event at the link for Nuts website.

WIN A FREE AGILITY CLASS & BAG OF DOG TREATS!

Pet 4-Water Contest

Focus and your pet love clean water, we have a pet 4-water contest just for you!

Show us how much your pet loves clean water and you'll have a chance to win a **FREE** agility class and dog waste bags at the **Zooch Haven**.

PET TRIVIA CONTEST WINNER

Thanks to everyone who participated in the Pet Trivia Contest! Congratulations to our winner, Nikki and her dog, Maggie Roberts and their Doggie Daycare Package from our generous partner, [Lifesaver.com](#).

JOIN US ON [facebook](#) | [Lifesaver.com original](#) | **STAY IN THE LOOP!** Sign up for our e-blasts | **FORWARDED TO A FRIEND**



Take a Bag, Leave a Bag Photos



Downtown Pet Outreach Materials



LA Stormwater Program

GET A FREE CONTAINER WITH DOGGIE WASTE BAGS!

Sign up for the LA Stormwater eNewsletter for pet program updates by filling out the form below and dropping it in the box.

LAstormwater.org/newsletter
LAstormwater.org/pet
facebook.com/lastormwaterprogram

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

As a general rule, only 10% of the cost of any program will be covered by the program. The rest of the cost will be covered by the City of Los Angeles. The City of Los Angeles will provide the materials for the program. The City of Los Angeles will provide the materials for the program. The City of Los Angeles will provide the materials for the program.

LA Stormwater Program

Sign up for the LA Stormwater eNewsletter for pet program updates and get a **FREE container** of doggie waste bags!

Note: Must be a current Los Angeles City resident

Name (REQUIRED) **Zipcode (REQUIRED)**

Email Address (REQUIRED)

Fill this sheet out and drop it in the box

PRINTED ON 100% RECYCLED PAPER



Pet Tip Card

FREE DOGGIE 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 cleaner environment.
800-974-9794
LAsstormwater.org
Department of Public Works - Bureau of Sanitation

Order your free doggie bag container today. Email LAsstormwater@lacity.org or call 800-974-9794.

*LA City residents only. While supplies last.

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
LAsstormwater.org/newsletter

Presented by: 100% participation

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 accommodation to ensure equal access to its programs, services and activities.

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





Appendix C School Outreach

Elementary and Middle School Presentation Photos



Elementary and Middle School Presentation Results

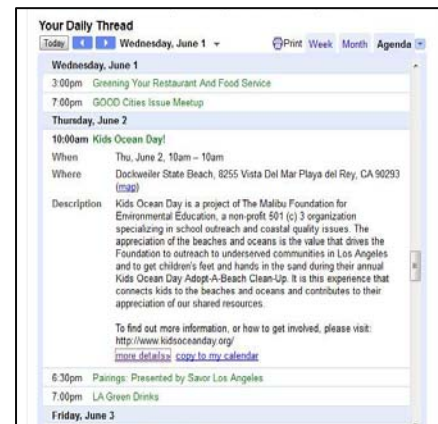
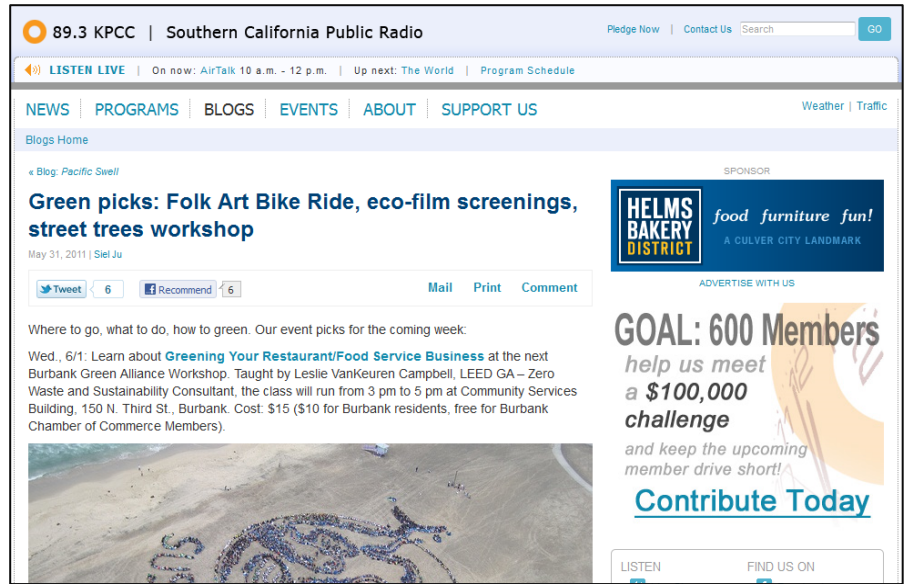
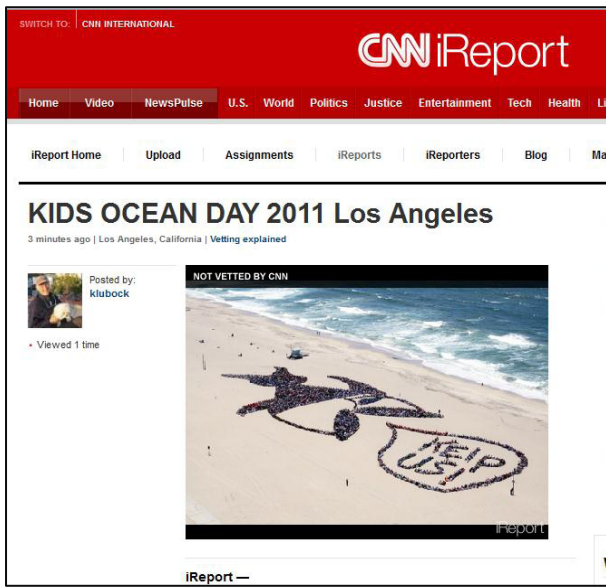
School Name	Address	Zip	Council District	Watershed	Date of Presentation	Number of Students Educated
Hancock Park Elementary School	408 S. Fairfax	90036	5	Ballona Creek	1/18/10	305
Newcastle Elementary School	6520 Newcastle Ave.	91335	3	LA River	1/11/11	425
Plasencia Math & Science Magnet School	1321 Cortez St.	90026	13	LA River	1/24/11	302
186th Street Elementary School	1581 W. 186th St.	90248	15	LA River	1/25/11	305
52nd Street Elementary School	816 W. 51st St.	90037	9	Ballona Creek	1/27/11	322
Brockton Elementary School	1309 Armacost	90025	11	Ballona Creek	1/31/11	280
Huntington Drive Elementary School	4435 N. Huntington Dr.	90032	14	LA River	2/10/11	415
Albion Elementary School	322 S. Avenue 18	90031	1	LA River	2/14/11	115
Valley Region #12 Elementary School	9301 Columbus Ave.	91343	7	LA River	2/16/11	407
Grape Elementary School	1940 E. 111th St.	90059	15	LA River	2/28/11	320
3rd Street Elementary School	201 S. June St.	90004	4	Ballona Creek	3/7/11	500
Barton Hill Elementary School	423 N. Pacific Ave.	90731	15	LA River	3/10/11	190
Nora Sterry Elementary School	1730 Corinth Ave.	90025	11	Ballona Creek	3/14/11	280
Dayton Heights Elementary School	607 N. Westmoreland	90004	13	LA River	3/15/11	320
Fenton Charter Elementary School	11828 Gain St.	91342	7	LA River	3/16/11	500
Melrose Elementary School	731 N. Detroit St.	90046	5	Ballona Creek	3/17/11	338
116th Street Elementary School	11610 Stanford Ave.	90059	15	LA River	3/23/11	250
Clifford Street Elementary School	2150 Duane St.	90039	13	LA River	3/30/11	175
Latona Elementary School	4312 Berenice Ave.	90031	1	LA River	4/11/11	300
Trinity Street Elementary School	3736 Trinity St.	90011	9	Ballona Creek	4/13/11	460
Rosewood Avenue Elementary School	503 N. Croft Ave.	90048	8	LA River	4/14/11	368
Castle Heights Elementary School	9755 Cattaraugus Ave.	90034	5	Ballona Creek	4/27/11	350
Multnomah Elementary School	2101 N. Indiana Ave.	90032	1	LA River	5/2/11	120
Roy Romer Middle School	6501 Laurel Canyon Blvd.	91606	2	LA River	5/3/11	400
Point Fermin Elementary School	3333 Kerckhoff Ave.	90731	15	LA River	5/4/11	300
Maclay Middle School	12540 Pierce Ave.	91331	7	LA River	5/5/11	255
Cabrillo Elementary School	732 S. Cabrillo Ave	90731	15	LA River	5/12/11	307
Vaughn Learning Center	13330 Vaughn St.	91340	7	LA River	5/19/11	280
Normandie Elementary School	4505 S. Raymond Ave.	90037	9	Ballona Creek	5/23/11	675
Magnolia Avenue Elementary School	1626 South Orchard Ave.	90006	1	LA River	5/25/11	520
Plummer Elementary School	9340 Noble	91343	7	LA River	6/6/11	130
Horace Mann Middle School	7001 S. St Andrews Pl.	90047	8	LA River	6/17/11	250
					Total:	10,464



Kids Ocean Day Event Aerial Art



Kids Ocean Day Media Coverage Report



Appendix D Low Impact Development

Low Impact Development Updates



Dear Clean Water Supporter,

The proposed Low Impact Development (LID) Ordinance was discussed at the December 7, 2010 meeting of the Los Angeles City Council's Energy and the Environment Committee.

Committee members voted to continue the LID Ordinance to a special meeting of the Energy and the Environment Committee on Tuesday, December 14, 2010. At this meeting, the City's Chief Legislative Analyst, City Administrative Officer and Bureau of Sanitation will provide staff reports on the ordinance.


We will send out a notice once the agenda is released, confirming the time and location of the meeting. We encourage you to attend.

Sincerely,



Shahram Kharaghani
L.A. Stormwater Program Manager

 Chat with Us Team Effort Blog	 Watch Us YouTube Channel	 Visit Us LStormwater.org/ teameffort	 Join the Club e-mail Sign-Up	 Like Us Facebook Page	 Start the Wave Forward Email
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Dear Clean Water Supporter,

The Bureau of Sanitation is pleased to announce that the *4th Edition of the Development Best Management Practices Handbook - Part B: Planning Activities* (4th Edition) will be considered for approval by the Board of Public Works on Friday, July 1, 2011. The 4th Edition incorporates Low Impact Development (LID) principles and strategies that will assist developers in meeting the pending LID Ordinance.

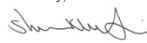
The information regarding the Board meeting is as follows:

Date: Friday, July 1, 2011
Time: 9:30 a.m.
Location: Los Angeles City Hall, 200 North Main Street, Los Angeles, CA 90012
Room: Edward R. Roybal Board of Public Works Session Room, Room 350

The LID Ordinance, with its accompanying Handbook, will be presented to the City Council for their consideration in July.







The Bureau would like to thank all stakeholders who participated in the workshops and to the Technical Advisory Committee for their input and guidance. A copy of the 4th edition of the Handbook is provided on our website at: www.lastormwater.org

Sincerely,



Shahram Kharaghani
L.A. Stormwater Program Manager

**To opt-out of LID updates, just click the "Safe Unsubscribe" link at the bottom of this email and un-check the "Low Impact Development (LID) Updates" option.*

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Appendix E Rainwater Harvesting Program

Rainwater Harvesting Website



L.A. Rainwater Harvesting Program

NEED HELP HARVESTING RAIN?
Watch Our Rain Barrel Installation Video!

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

RESOURCES

- [How-To Guide](#)
- [List of Rain Barrel Manufacturers](#)
- [Tool Checklist](#)

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CHAT WITH US ON OUR BLOG

DO NOT DRINK STICKER



REQUEST A FREE "DO NOT DRINK" STICKER!

PHOTOS OF INSTALLATIONS

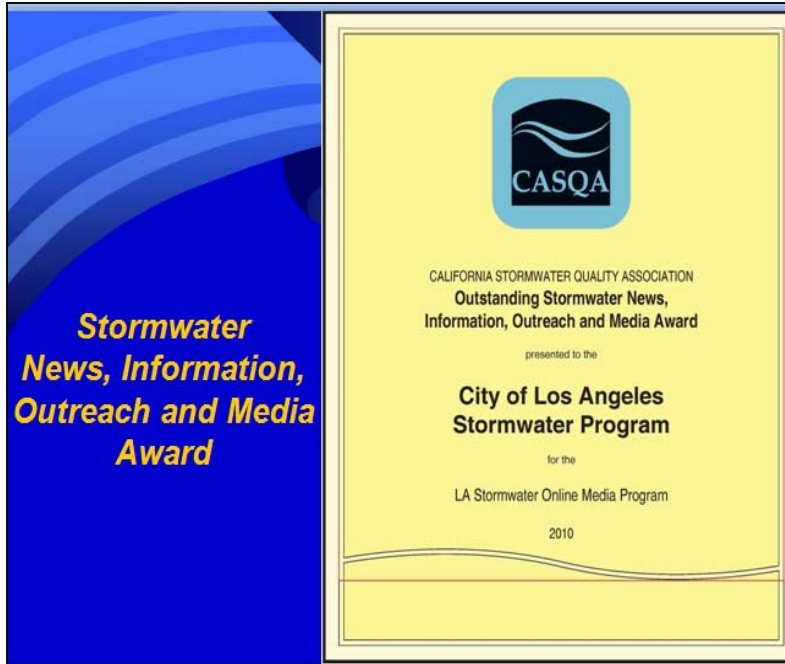


SEE & POST PICTURES!



Appendix F Awards

CASQA Award



CWEA Award

