

City Storm Water Program and Measure E: Clean River, Beaches and Ocean Fund

FY 2020 Highlights

Dedicated funding for programs
to prevent pollution from reaching our waterways
and beaches

FY 2020 Budgeted Expenses

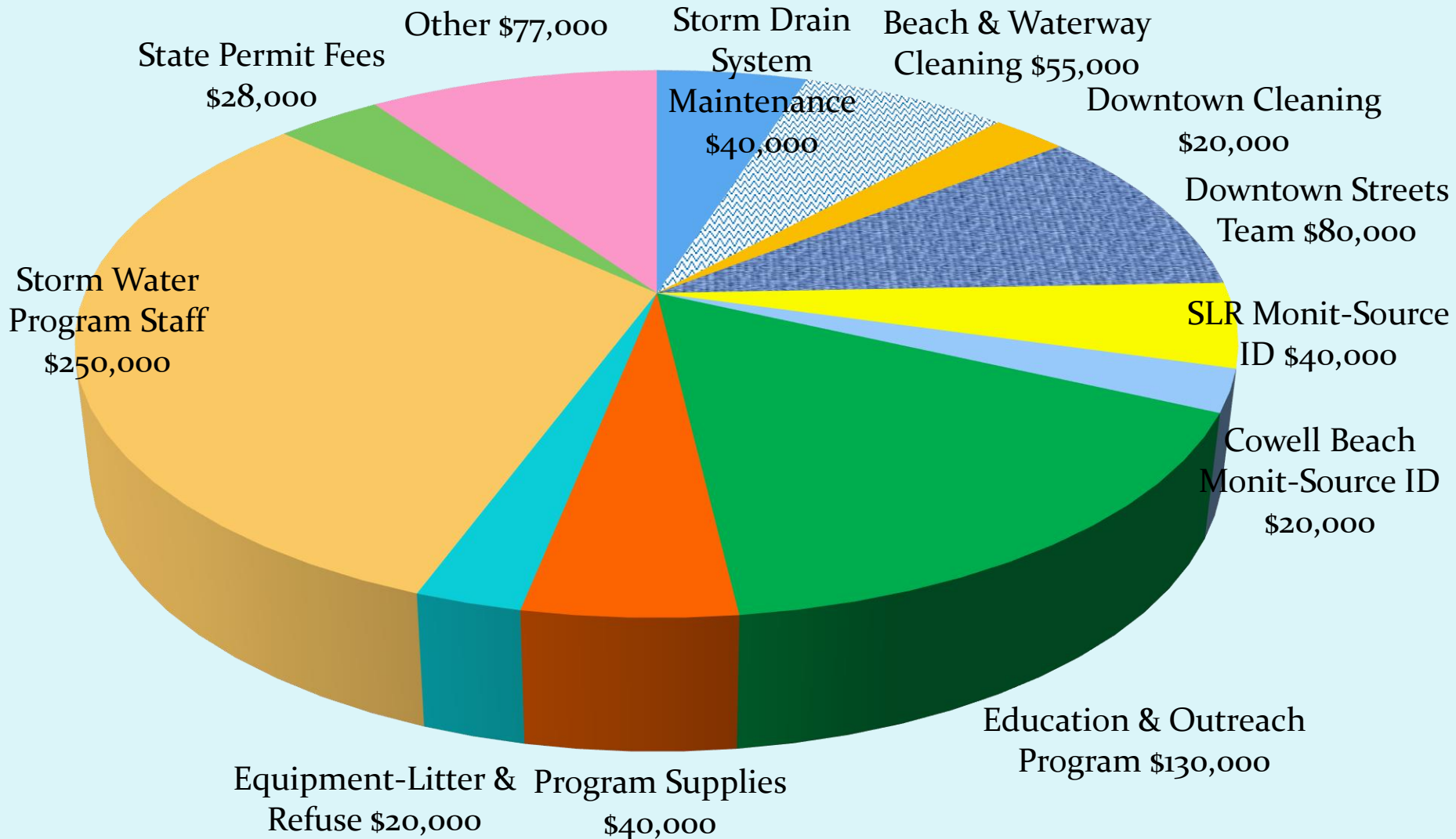
- Storm Drain System Maintenance: \$40,000
- Beaches and Waterway Cleaning: \$55,000
- Downtown Cleaning: \$20,000
- DST: \$80,000
- Trash Amendment: 50,000
- San Lorenzo River Monitoring & Source ID: \$40,000
- Green Business: \$20,000
- Cowell Beach Monitoring & Source ID: \$20,000
- Education & Outreach: \$130,000
- Program Supplies: \$40,000
- Equipment: Litter & Refuse: \$20,000
- Storm Water Program Staff: \$250,000
- State Permit Fees: \$28,000
- Other: \$77,000

*Approximate Numbers

Revenue: \$635,000 Budgeted: \$867,000

FY 2020 Budgeted Expenses

Budget by Category



Municipal Operations

Focus on cleaning:

To keep debris & pollutants from flowing into the San Lorenzo River & Monterey Bay

- Storm drain pipelines (9 miles)
- Pump Stations (5)
- River Toe Ditches
- Street Catch Basins
- Illegal Discharge & Spill Response
- Costs: Labor, Vector Operation, Debris Disposal, **\$40,000**



Waterway Cleanup Efforts

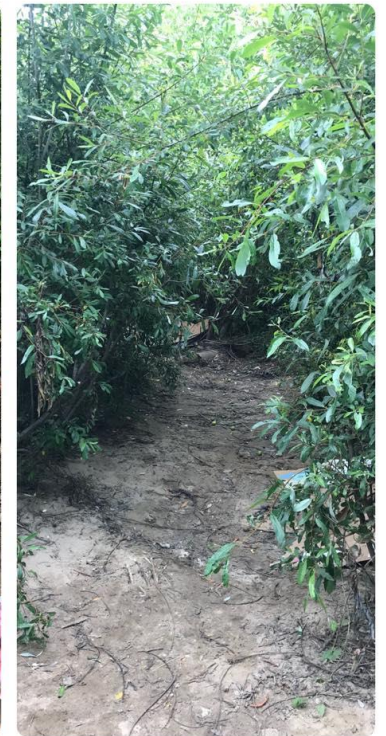
Downtown Streets Team
Downtown, Levee & Harvey West Cleaning
(Hand Trash Removal)



Cost: \$80,000
DST began September 2017

Waterway Clean Up Efforts

Illegal Campsite Cleanups & Restoration Efforts



The Parks “Open Space Team” (OST) conduct routine sweeps/enforcement/cleanups and major campsite cleanups as needed within City Open Spaces. Funding transferred to DST as they are also assisting w/major campsite cleanups.

Waterway Pollution Prevention

Litter & Illegal Dumping

Trash/Recycling containers on SLR levee and East Cliff & West Cliff Drives



Cowell & Main Beach Cleaning

Ongoing Maintenance Efforts

- Beach cleaning machine
- Extra Wharf Temp Staff
- DST also cleaning 3 West Cliff lots

Cost- \$25,000



Cowell Beach Water Quality



- City participates in Cowell Beach Working Group
- City & County monitor Cowell Beach water quality
- Data shows a decrease in bacteria levels after installation of bird deterrent metal screening!

For the first time in 10 years, Cowell Beach was not on the “Beach Bummer” list!



Municipal Operations

Downtown Cleaning Hand Sweeping-Hope Services



Cost: \$20,000

River Levee & Beaches Volunteer Cleanups

Save Our Shores:

- San Lorenzo River-Adopt a Levee cleanups
- San Lorenzo River-4 seasonal cleanups
- Annual Coastal Cleanup Day
- July 4th & 5-Beach outreach & cleanups
- Memorial Day & Labor Day outreach
- Cowell Beach Seasonal Volunteer Cleanups

Majority of events cancelled due to COVID-19 and FY20 funds were rolled over to FY21.

**CANCELLED: Public
Beach Cleanup at
Cowell Beach**

APR

19

Sun

9:00 am



📍 COWELL BEACH

BEACH CLEANUP VOLUNTEER EVENT



Education & Outreach Program

Volunteer Monitoring & Stewardship:

- CWC Snapshot Day
- CWC San Lorenzo River Alliance



Education & Outreach Program

School Programs:

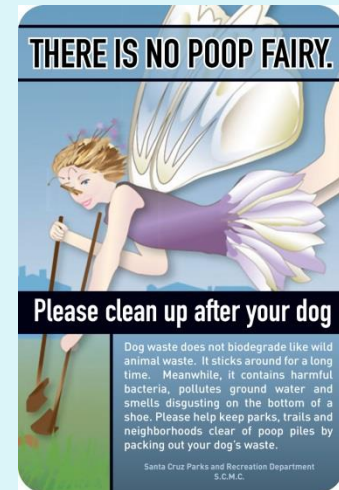
- O'Neil Sea Odyssey- 4-5th grade, Field trip & class
- Musical Assemblies K-6th grades, Zunzun & Banana Slugs
- Save The Whales-K-12th classes
- Save Our Shores-Middle & High School classes
- Majority of School Programs transitioned to virtual format due to COVID-19 or FY20 funds were rolled over for cancelled programs.



Education & Outreach Program

Residential Outreach:

- Arana Gulch Watershed Coordinator
- CWC-SLR Neighborhoods
- EA-Our Water Our World: pesticides & herbicides
- Monterey Bay SW agencies-TV PSA ads (770 ads aired FY20)



Education & Outreach Program

Business Outreach & Recognition:

- City Clean Ocean Business Program
- Monterey Bay Green Business Program
- Monterey Bay Friendly Landscape Program/Green Gardner



Education & Outreach Program

Litter and Illegal Discharges

Neighborhood Programs: CWC



SLR Watershed Monitoring

State Total Maximum Daily Load Limits: San Lorenzo River

TMDL: Bacteria and Sediment

- State requires monitoring, remedial measures & reports
- Monitoring of SLR, Branciforte & Carbonera Creeks by City Lab & Env Compliance Program
- Results indicate birds and sediment are primary sources of elevated bacteria levels in SLR
- City is an active partner in the SLRA led by Coastal Watershed Council
- Staff meets with County & City of SV to improve collaboration & develop a coordinated approach



Cost: \$40,000

State Requirements

Construction: Erosion Control/Inspections

- Increased PW and Building staff oversight of construction projects



- Projects need erosion & sediment control plans

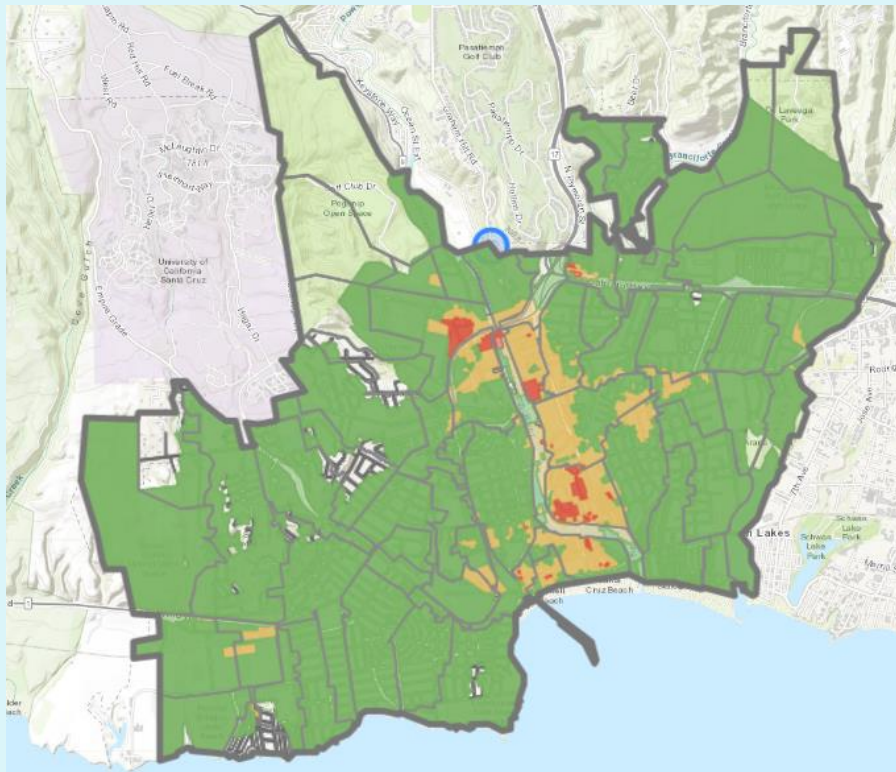
Statewide Trash Provisions

A scenic view of a coastal town, likely Santa Cruz, featuring a long wooden pier extending into the ocean. Behind the pier is a sandy beach and a cluster of colorful buildings, including a large yellow and red structure. In the background, rolling hills and mountains are visible under a clear blue sky. Several people are seen surfing in the water near the pier.

**Dec 2018, City submitted Implementation
Plan to State Water Board
By 2030, Full Compliance**

Statewide Trash Provisions

Priority Area Field Trash Assessments (2020 Results)



Condition	Percentage (Acres)
Low	78%
Moderate	19%
High	2%
Very High	0%



Cost: \$20,000 (including reports)

Statewide Trash Provisions

City Trash Implementation Pilot Areas



CWC Trash Pilot

- Two Neighborhoods (Ocean Street, Beach Flats)
- Neighborhood residents participated in volunteer trash clean-up events.



Above: Ocean's 11 neighborhood cleanup



Above: Beach Flats neighborhood cleanup

Downtown Streets Team Trash Pilot

Harvey West Neighborhood

- Mon-Sun. 9:00AM-1:00PM
- Streets/Areas: River Street, Coral, Du Bois, Golf Club Dr., Sycamore Grove, Pogonip

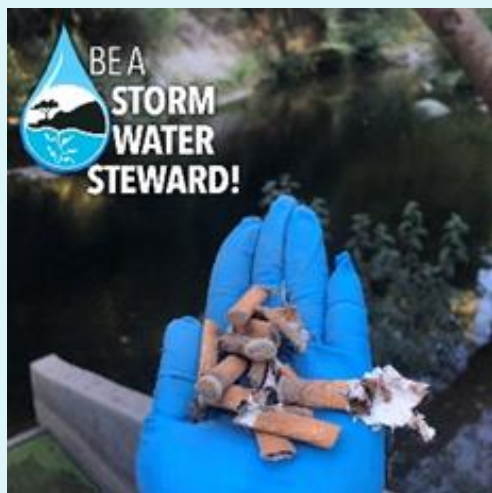


Credit: Santa Cruz Sentinel

Current FY Programs

- “Stormwater Stewards Program” with SOS

Encourages residents to engage in specific stormwater pollution preventative behaviors promoted via weekly social media posts (Instagram, Facebook).



Current FY Programs

(continued)

- Virtual Education & Outreach programs (due to Covid-19)

CWC Online Activities

1. Neighborhood Trash Study
2. Neighborhood Pollution Prevention
3. Only Rain Down the Storm Drain



The End Questions?



Photos courtesy of O'Neill Sea Odyssey School Programs