



STORMWATER PROGRAM NEWSLETTER

SPLASH

To protect the beneficial uses of receiving waters while complying with all pollution abatement regulations

VOLUME I, ISSUE III CITY OF LOS ANGELES • DEPARTMENT OF PUBLIC WORKS • BUREAU OF SANITATION SUMMER 1999

www.lacity.org/san/swmd

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CITY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS BUREAU OF SANITATION

Stormwater Program - Department of Animal Services Partnership

The Dog Days of Summer

By Laurel Airica

Summer has always been the perfect time for romping outdoors with the family pet in parks and neighborhoods throughout the City. So what better time than now to remind dog-lovers about some important animal healthcare tips that will also help to keep the environment clean and healthy.

This summer's pooch-and-person education campaign began with the Great LA Dog Walk on May 8th in Griffith Park, where over 2,000 people and their canine companions participated in this annual fundraiser for the Society for the Prevention of Cruelty to Animals, Los Angeles, (SPCA LA).

Stormwater Program representatives were present to provide free pet care guides and poop scoops to all participants. The new guides "What's the Scoop?" are now available at



The free guide, "What's the Scoop?" is also available off the program's web site.

all six Animal Service Centers and are full of great ideas for pet care that will help prevent environmental pollution. The centers will also provide poop scoops to dog owners upon request.

"The partnership between the Stormwater Program and Animal Services is making it possible for a growing number of people to understand the connection between city pollution and ocean pollution," explained Gary Lee Moore, Stormwater







"Both our agencies are working to improve the quality of life for all Los Angeles residents — including those with four feet."

Dan Knapp, General Manager
Department of Animal Services

Program Manager. "Both our agencies are working to improve the quality of life for Los Angeles residents—including those with four feet," continued Animal Services General Manager, Dan Knapp. "So it's great when we can combine forces to reach a larger audience."

Together, the two agencies are spreading the word to:

-  Always pick up after your pets – it's the law (LAMC Sec. 53.49). Pet waste left on lawns and in gutters creates an unhealthy and unsightly neighborhood nuisance. And when this waste gets washed into the storm drain system, it carries dangerous diseases directly into our rivers and ocean.
-  Spay and neuter your pets. It doesn't cost much and can save a lot of heartache. Low-cost spay and neuter vouchers are available from the Department of Animal Services.
-  Vaccinate your pets to protect them from disease. License your pets to protect them from loss.
-  Adopt a pet from a City of Los Angeles Animal Services Center.

The 'poster child' for the pet waste campaign is

Continued on page 3, *Dog Days*

Video and Illicit Connection Guide Available

City Inspection/Field Personnel encouraged to *Make the Call*

Protecting our neighborhoods, beaches and bays from ugly litter, pollutants and hazardous waste is the job of the City's Stormwater Management Division. The division's ten inspectors and three supervisors are enlisting the help of the City's 20,000 field, inspection, and maintenance personnel to contact the Stormwater Hotline whenever they come across abandoned waste, unintentional spills or deliberate discharges into the storm drain system.

Make the Call is the theme of the educational outreach program mandated under the National Pollutant Discharge Elimination System (NPDES) Permit which seeks to enlist all city employees in the battle against stormwater pollution. Outreach materials consist of a 15-minute video, a pocket-size instructional brochure, and a glove compartment reminder card for field vehicles.

The video and brochure describe the devastating economic, health, and environmental consequences of illicit connections and discharges into the storm drain system. They also explain how to distinguish exempt from illicit discharges and what to do when encountering abandoned waste. Additionally, the video details the chain-of-events that are set in motion once someone makes the call to the Stormwater Hotline.

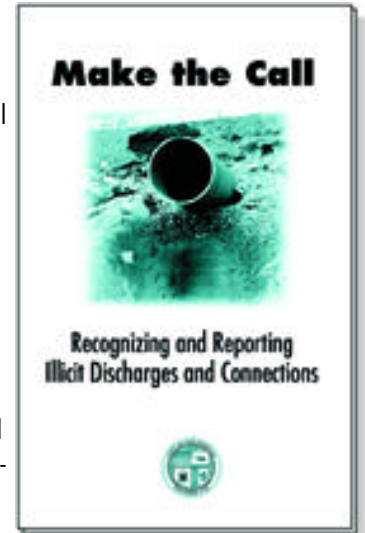
As explained in the video, a Stormwater Duty Officer is on hand to take reports and requests for cleanup between the hours of 7 a.m. and 4:30 p.m. Monday through Friday. If the officer is busy, callers can leave information on voice mail

and will receive a prompt call back. During non-business hours, callers are directed to phone the Emergency Spill Response and Abandoned Waste Hotline (213/485-5500).

Stormwater inspectors follow a formal protocol to ensure that spills are quickly cleaned up or contained and that hazardous materials are handled in a manner that does the least damage to the environment. The City also has a procedure for identifying and informing responsible parties and for seeking reimbursement for cleanup when possible and appropriate. Once the full course of action has been taken, the Duty Officer provides a report to the individual who made the call that initiated the action.

In addition to the 13-member team at the Stormwater Management Division, staff from the Wastewater Collection Group will also be helping to implement the education campaign for City employees. Their goal is to inform and empower all 20,000 employees as quickly as possible to *Make the Call* that can help protect the health and safety of local neighborhoods thereby combating stormdrain and ocean pollution.

The video was written and produced by Vivian Marquez and Kevin Snavelly of the Stormwater Division and Hyperion's Human Resources Development Division, respectively. Ron Bell (HRDD) served as Associate Producer.



Illegal discharges from commercial sites are common occurrences.

The following article is being reprinted from the Bureau of Sanitation's Sani-Times Newsletter.

City of LA Meets Full NPDES Compliance

Under the lead of the Stormwater Management Division (SMD), the City met the July 30, 1999 compliance deadline for the 1996 National Pollutant Discharge Elimination System (NPDES) Stormwater Permit (Permit). The objective of the Permit is to protect our local waterways by reducing the pollutants we contribute to storm water and urban runoff from our daily activities at work and at home. As employees of the City, we must lead by example as we take our message on preventing storm water pollution to the citizens of Los Angeles.

Here are some of the wide-ranging activities conducted by the stormwater management program:

PUBLIC AGENCY ACTIVITIES

- Prepared a Public Agency Activities Program Guide telling City agencies how to prevent stormwater pollution
- Prepared stormwater pollution prevention plans for 179 City yards and other facilities

Continued on back page, *Compliance*

Dog Days (cont. from page 1)

a beautiful Golden Retriever, who encourages pet owners – in English and Spanish – to pick up after their pet and help curb pollution. You'll be seeing this bilingual pup in signs on the back of Animal Services' trucks as well as in downtown LA's DASH buses.

"We're optimistic that people will act more responsibly once they understand how domestic animal waste ... that enters the ocean via the storm drain system, is contributing to the rise in illness among surfers and swimmers and the 56% drop in beach attendance over the last 15 years. The economic impact of this environmental degradation is enormous," said Moore. "We all pay the cost, and yet prevention is so simple" he added.

Bug-off

Summer is also flea season. Unfortunately, many topical treatments that keep our pets from being bugged can actually pose a threat to the health of our beaches and bays whenever residue gets washed down the storm drain system.

It is also important to properly dispose of unwanted flea control items such as shampoos, dips, sprays or collars. Product labels will indicate whether these items should be handled as hazardous waste. If so, take the surplus to one of the Household Hazardous Waste Roundups that are held on a regular basis at convenient locations throughout the County. There are two numbers you can call to learn the date and location of the next roundup in your area: 800-98-TOXIC (988-5952) and 888-CLEAN-LA (253-2652). Everybody benefits when you make the extra effort to safely discard these substances because improperly disposed of hazardous waste can cause groundwater contamination.



The guide not only emphasizes the importance of picking up after your pets...

...but also the seriousness of spaying or neutering.



KTLA5 Morning Show anchors Jennifer York and Sharon Tay (above) showed off their own pets while KOST Radio personalities Mark Wallengren and Kim Amidon of *The Mark & Kim Show* (below) helped SPLASH Editor Joyce Neal spread the stormwater message at the Dog-Walk Event.



Calendar of Events

- Aug 28** Peninsula Dog Jog
Point Fermin Park
807 Paseo Del Mar
San Pedro
- Sept 9-26** LA County Fair
Pomona Fair Grounds
- Sept 18** Coastal Cleanup Day
Santa Monica Pier
- Oct 16** Kids Day LA
Griffith Park
- Oct 17** Autumn Sea Fair
Cabrillo Marine Aquarium
2489 Stephen White Dr.
San Pedro
- Nov 21** Mariachi Festival
Mariachi Plaza
1st & Boyle St.



Compliance (cont. from page 2)

DEVELOPMENT PLANNING & CONSTRUCTION

- Prepared handbooks on Best Management Practices (BMPs) describing techniques and equipment used to prevent stormwater pollution
- Hosted several workshops to teach City employees and the public about BMPs and new stormwater laws

ILLICIT CONNECTIONS & DISCHARGES

- Developed and adopted a new Stormwater Ordinance
- Visited over 16,000 businesses to educate owners and employees on ways to prevent stormwater pollution
- Operation of the Stormwater Hotline to enable citizens help rid the City's right-of-ways of illegally dumped materials

PUBLIC EDUCATION

- Established web site (www.lacity.org/san/swmd) for the Stormwater Program
- Provided ongoing sponsoring of two school programs (Eco-Tours, Water Cycle)
- Partner with Los Angeles County for radio and print ads
- Training all 41,000 City employees by producing and distributing a video and training book



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