

City of Newport Beach Coastal/Bay Water Quality Citizens Advisory Committee Minutes

Date: September 9, 2010
Time: 3:00 p.m.
Location: Fire Conference Room

1. Welcome/Self Introductions

Committee Members present:

Chairwoman/Council Member Nancy Gardner
Council Member Ed Selich
Dennis Baker
George Drayton
Tom Houston
Roberta Jorgensen
Janet Rappaport
Randy Seton

Guests present:

Ana Rothwell, Leaders of Environmental Action Films (L.E.A.F.)
Jack and Nancy Skinner, SPON
Derek Sabori, Volcom

Staff present:

John Kappeler, Code and Water Quality Division Manager
Shane Burckle, Water Conservation Coordinator
Bob Stein, Assistant City Engineer
Shirley Oborny, Administrative Assistant

2. Approval of Previous Meeting's

No minutes were presented for approval.

3. Old Business

(a) Bay and Ocean Bacteriological Test Results

John Kappeler reviewed the latest bacti reports.

4. New Business

(a) Water Quality/Conservation Resident Survey

Mr. Burckle distributed the survey that would be distributed to the community with the next City Manager's Newsletter. He said the City would receive credit from the Conservation Council for its public outreach requirement. The survey would also be available online. He asked for the committee's input.

Chairwoman Gardner asked what the basis was for the questions. Mr. Burckle said it generally came from feedback he's already getting from residents and evidence we see from citations and working out in the field doing code enforcement. Portions have also been taken from the OC Watersheds' public outreach component.

Chairwoman Gardner suggested another survey be done at a later date to gauge how well the message is getting out.

Mr. Houston inquired about included desalination questions. Mr. Burckle said at this time he's not comfortable with broaching that subject yet.

Chairwoman Gardner said the more philosophical questions might not be the most beneficial types of questions.

Ms. Jorgensen suggested having a short introduction about the survey included at the top of the survey, in addition to the intro that would be provided in the City Manager's Newsletter.

Ms. Skinner suggested having the survey divided into inside water use vs. outside water use so it's easier to understand. She also thought it would be helpful to ask a question about whether the survey taker thinks saving water allows for more urban sprawl.

Chairwoman Gardner suggested the committee email suggestions about the survey to Mr. Burckle. She also thinks it would be helpful for this committee to review the water aspect of the Banning Ranch EIR.

(b) Leaders of Environmental Action Films – Project LEAF

Ms. Rothwell introduced Mr. Sabori from Volcom. He said Volcom is a lifestyle brand that caters to the surf, snow and skateboarding market. His company partnered with LEAF last year. Ms. Rothwell talked about LEAF's mission (see attached information). She said a lot of focus lately has been on water issues. In working with the youth, she found their presentations about water to be very factual, comprehensive and articulate. Her goal in working with leaders of cities, universities, etc. is to empower youth, educate them and give them the platform to help them make a difference in our communities. She gave a Powerpoint presentation (attached).

Chairwoman Gardner asked what kind of City employee time would be required in the event if the City would like to sponsor the program. Ms. Rothwell said it's just the opposite. Her job is to help Mr. Burckle and the City through its public relations maximize the benefits by having the youth focus on the PSAs that are important to Newport Beach.

Mr. Houston asked if the City has any budget to help. Mr. Burckle said there is some money in the water conservation fund.

In response to Ms. Jorgensen, Ms. Rothwell said the City previously sponsored the program with \$2,500. At this time, she's proposing it go statewide and with their partners, nationally and globally.

Mr. Baker moved to ask the City Council to sponsor the program with the condition that the City directs the input of the message and has rights to run the PSA on NBTV. Ms. Jorgensen seconded the motion. The motion was approved.

(c) Proposition 84 Grant

Mr. Stein gave a Powerpoint Presentation (attached). He said the City was awarded \$2.5 million under Proposition 84 to look at the different elements that may be impacting the marine life area. He and staff have put together a practical type program to move forward with some of the successful programs staff has worked on in the past and extend the program into a more global reach. He wants to run it by the committee to see if they agree or not as to whether their program makes sense (see attached list of programs). Chairwoman Gardner mentioned that the City Council would be voting to accept the grant funds at its next meeting on September 14, 2010.

5. Public Comments on Non-Agenda Items

Mr. Skinner said the biofilm study is receiving a lot of attention. There are two microbiologists that are interested in working with the City and doing further studies.

Continuing, he said a source management plan report is being released next month that will pinpoint five or six locations in Newport Bay that the Regional Board and the County both feel have had improvement in the water quality. These lists have been provided to Mr. Kappeler. The report will say that Newport Bay is pretty clean and it stays that way by doing best management practices, not a big diversion.

6. Topics for Future Agendas

- (a) Update on the Integrated Watershed Planning Efforts**
- (b) Bacteriological Dry-Weather Runoff Gutter Study (Phase III)**
- (c) NBTV – Waterwise**
- (d) OCTA Measure M**
- (e) Coastal Dolphin Research Program**
- (f) Regional General Dredging Permit (RGP)**
- (g) 2010 Urban Water Management Plan**

Chairwoman Gardner asked for an update on the testing that Larry Honeybourne spoke to the committee about at a previous meeting. Mr. Kappeler said he'd include as part of that agenda item an update to the Rapid Indicator testing.

Mr. Drayton asked to have updates on the copper boat paint issue.

7. Set Next Meeting Date

The next meeting was set for October 14, 2010.

8. Adjournment

The meeting was adjourned at approximately 4:43 p.m.



City of Newport Beach
Water Quality & Water Use Efficiency Residential Survey
Survey must be completed by November 30, 2010.

1. People in my community expect me to do my part to reduce runoff.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
2. California's oceans are experiencing pollution problems caused by human activity.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
3. The efforts of one person are useless if others refuse to act environmentally.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
4. I think that every individual has a responsibility to do his/her part to reduce runoff.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
5. Stormwater water runoff is a serious issue in my community.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
6. Stormwater issues are not affecting my life personally.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
7. I can use as much water as I want, as long as I am willing to pay for it.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
8. There is a water supply shortage in the State of California.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
9. I have heard that there are water use restrictions in Newport Beach.
 Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree
10. How do you typically clean your driveway and/or sidewalk?
 Hosing off with a garden hose
 Sweeping into the gutter
 Sweeping and collecting the debris
 Other _____
11. Which THREE of the following, do you believe have the most impact on ocean and bay water quality?
 Sediment from erosion or vehicle tracking associated with construction activity
 Stormwater from parking lots and rooftops
 Sewers and sewer treatment plant discharges
 Water runoff from washing cars in the driveway or street
 Other _____
12. What type(s) of outreach (if any) would you find useful? (Check all that apply)
 Mailings/ information brochures
 Inserts in the water bill
 Information available on the City website
 Public information meetings
 Local TV channel NBTv
 Advertisements in local newspaper
 Other: _____
13. Would you consider altering some of your daily activities to improve water quality or save water?
Water Quality Yes No Both Yes No
Water Conservation Yes No Neither Yes No
14. I monitor my households' water consumption. Yes No
15. Stormwater runoff is treated before discharging into the ocean. Yes No Not Sure



2009/2010 RESULTS Leaders of Environmental Action Films (L.E.A.F.)

RESULTS:

- Students showcased and rewarded at the Newport Beach Film Festival in partnership with Newport Bay Naturalists, OC Parks' Earth Day event
- UCI recognized students with certificates of accomplishment
- Oscar winner for 2010 Best Documentary' producer personally gave awards to students
- City Newport Beach Councilwoman Leslie Daigle on behalf of the city recognized students
- Student PSAs will be featured at EPA's national conference October 2010
- OC High School of Arts (20 film students) created the LEAF promotional psas from beginning to end. Students wrote the scripts, filmed, edited, directed the psa with Ed Begley Jr, Tanna Frederick, Gregory Harrison, Henry Jaglom, Charles Hambleton

Media exposure included for LEAF

- Newport Coast Magazine, OC Metro, Fox Sports Fuel TV (reaching 80 million viewers), OC Register, Laguna Beach News
- Winning Student PSAs run on Cox Verb TV (Santa Barbara to San Diego)
- Social media exposure globally with Volcom and Nationally with partners, Wahoos, etc..

Potential for Winning PSAs to be utilized by organizations:

- Health Agency/Surfrider's campaign for anti cigarette butts (LEAF 3rd place winner)
- OC NPDES Project Pollution Prevention

Testimonials:

Ed Begley Jr, Actor and Environmental Activist "I'm so proud to be a part of LEAF in their efforts to inspire and engage young people to try to make a difference. By involving them in LEAF's Ecomercial contest we can not only foster creativity in our youth, but also give them the tools to help tackle some of our larger environmental problems."

Louie Psihoyos, Director "The Cove" , 2010 Oscar Winner for Best Documentary "Film is the most powerful medium in the world to to effect positive environmental change. We need legions of young filmmakers out there learning the craft and understanding that through their creativity the can indeed change the world."



Additional Title Sponsorship Benefits for City of Newport Beach

Additional benefits:

- The exclusive city host for LEAF launch, contest, and awards events that empowers youth to become environmental film leaders
- Positive press opportunity for the city Newport Beach through our LEAF partners statewide and globally
- Host of the LEAF launch press event with celebrities, education, environment VIPs and Media
- Access to celebrity interviews for city Newport Beach TV Water Wise show
- First choice for the City of Newport Beach to select student “water quality” psa to be used exclusively for city NB, with a special LEAF award from city Newport Beach at the awards ceremony
- Media exposure for all events highlighting city support as a founding city partner
- LEAF director will work with the city Newport Beach Public Relations and Water Quality Committee to maximize benefits and media opportunities
- Inclusion of a promotional psa from city of NB (city council) why they support LEAF on our LEAF website and contest page
- Logo at the Top as a title sponsor for all marketing and media events
- City Council special keynote at the LEAF awards event
- Special LEAF awards recognition for city NB for your support at awards event
- Portion of sponsorship also supports Orange County Department of Education’s Inside The Outdoors Foundation



L.E.A.F. partners include:

- L.E.A.F. Founding Partner Ed Begley Jr (actor, leading environmentalist and host Discovery's "Living With Ed")
- L.E.A.F. Founding Partner - Charles Hambleton associate producer and Oscar winner for best documentary "The Cove"
- L.E.A.F. Founding Partner – Tanna Frederick (actress - Chair Project SOS)
- L.E.A.F. Founding Partner - Peter Townend P.T. – first world champion surfer
- Star Education/Eco Station largest California education foundation reaching over 250,000 students from Sacramento to San Diego per day
- L.E.A.F. sponsor – McG director Terminator Salvation, The OC, Charlies Angels movies, TV show "Chuck" and past co-chair Newport Beach Film Festival
- Newport Beach Film Festival (40,000 attendees)
- Environmental Protection Agency
- Volcom (leading global action sports brand)
- Etnies (leading global actions sports brand)
- Orange County NPDES Public Education Sub Committee
- Plastic Pollution Coalition
- Orange County Health Agency – Tobacco Education Coalition
- Municipal Water District Orange County
- Surfrider Foundation (80,000 members worldwide)
- Segerstrom Festival of Children Foundation (representing over 420 children non profits nationwide)
- Wahoos Restaurants
- Sea Shepherd (Discovery Animal Planet show 20 countries)
- Orange County Parks (largest landowner OC – 20 million visitors per year)
- CA State Department of Education
- University California Irvine & Cal State Fullerton
- Environmental Media Association (umbrella for the entertainment industry – studios, directors, writers, etc – 2009 EMA awardees Sir Richard Branson, The Cove, National Geographic, Food Inc, etc..),
- Cox's new Verb TV (reaching Santa Barbara to San Diego)
- Firewire Surfboards (leading eco friendly global surfboard company)

Rothwell Productions Partial List of Clients & Environmental Projects



UCIRVINE



2010- Project Save Our Surf (SOS) 24 hour surfathon, music and film festival, Eco bash – VIP Gala

Board of Director for Project SOS which will take place in Huntington Beach June 2010, with high profile action sports and celebrities to promote clean water. Raising \$50,000 - beneficiaries include Surfrider, Heal the Bay, and OC Dept Education's Inside The Outdoors Foundation.

2009-2010 Leaders of Environmental Action Films (L.E.A.F.)

Creator and Director for LEAF, a student environmental film contest with winners showcased at Newport Beach Film Festival. Founding Partners include Ed Begley Jr, Tanna Frederick, Volcom, Dept of Education's Inside the Outdoors Foundation, city Newport Beach, NB Film Festival, OC Parks, Newport Bay Naturalists, Live OC. Etc..

2009-2010 MWDOC "Water - Do More With Less" campaign

Strategic partnership Representative for water conservation campaign. Developing celebrity psa series and partnerships with Hurley, Volcom, Cox Communications, Live OC magazine, Surfer Magazine, etc.

2009 Eco Fabulous Fashion Show, Inside the Outdoors & City Newport Beach

Consultant to develop ITO's fashion show into a fund raiser versus a cost. T'fashion show that is friendly to the environment with eco-fabulous clothing and accessories. Showcasing Volcom, Arbor, Livity, REI, Prana,

2009 Camp Pendleton – Partnering for the Planet Earth Day celebration with youth developing environmental solutions. **Project Consultant and Coordinator** for event and organizing Fuel TV – Jeff King Built to Shred episode filmed on base showing August 2009

2009 MWDOC, OCWD & Orange County Business Council Water Summit

Consultant to bring more business leaders to the Summit which was 500 leaders from government, water districts, academic and business professionals - Annual meeting to discuss water issues facing Orange County and California

2009 MWDOC, OCWD & OCBC Children's Water Festival

Consultant to bring new sponsors and media to the annual community water awareness event with over 6,000 OC youth and residents attending

2008 UCI & United Nations, Orange County Department of Education, "Water Innovation Now" Contest

Director for UCI – UNESCO Global Water Scarcity reaching over 500,000 students K-12 with strategic partners including, Disney, Ocean Institute, Quiksilver, Volcom, Hurley, Element, Wyland Foundation, Toshiba Digital Products, Environmental Resources Management, Haley & Aldrich, etc. Fuel TV – featured project twice on Weekly Update

2009 OCEANA Project Save Our Surf with Rob Machado and Paul Naude (CEO Billabong USA) receiving an awards, with hosts Tanna Frederick, Noah Wyle, P.T. , Shaun Thompson,

The Adopt A Class Watershed program Creator of program working directly with cities. Partnered with 7 coastal cities - sponsors included SIMA and WaMu, CR&R raising new sponsorship to benefit Ocean Institute and over sponsor 1,600 youth for watershed education

Editor and creator of Live Magazine's "Green Scene" – largest entertainment magazine distributed freely in Southern California 250,000 readers – 80,000 printed copies featuring eco celebs, eco events, eco products, eco news, etc..

Ana Rothwell – (949)547-8691 or ana@rothwellpromotion.com

September 9, 2010

Proposition 84 Funds - ASBS

This program will provide the following funding amounts for these ten tasks/projects:

1. Irrigation Runoff Reduction Program - \$755,000 (*\$300,000*)
2. Buck Gully Erosion Control/Wetlands Project - \$705,000 (*\$1,370,000*)
3. Shorecliff's Storm Drain Dry-weather Infiltration Gallery - \$30,000 (*\$25,000*)
4. Crystal Cove State Park Parking Lot Water Quality Improvements - \$349,000
5. Los Trancos Creek - Pond Improvement Project - \$64,000
6. Pesticide Management Program - \$40,000 (*\$7,500*)
7. Program to Reduce Public Trampling of ASBS - \$112,000 (*\$40,000*)
8. Little Corona Rocky-Intertidal Restoration Pilot Program - \$90,000
9. Monitoring Program \$125,000
10. ASBS Southern California Bight Collaborative Management Program \$230,000
(*\$20,000*)

The italicized dollar figures shown in parenthesis are the match amounts required by the grant.

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16. Water outside your home and water inside your home drain into the same water pipes and treatment system.

Yes No Not Sure

17. Runoff from hosing off your driveway or washing your car discharges into the ocean untreated. Yes No Not Sure

18. Irrigation runoff contributes to pollution of the bay and ocean. Yes No Not Sure

19. Are you aware of the City of Newport Beach's Environmental Programs? Including:

Stormwater Yes No

Water Conservation Yes No

Solid Waste/Recycling Yes No

If yes, what is your impression of these programs? _____

20. Would you consider altering some of your daily activities to improve water quality or save water? Yes No

Thank you for taking the time to help us. If you have used additional pages, please insert this questionnaire into an envelope and mail it to the address listed on the panel below. If you have filled out this questionnaire only, please fold on the lines indicated on the back of this form, tape it closed, and mail it back to the City at the address listed below. Please do not use staples. Thank you!



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