



CITY OF SANTA MONICA

**REGULAR MEETING AGENDA OF THE CLEAN
BEACHES & OCEAN PARCEL TAX CITIZENS'
OVERSIGHT COMMITTEE**

**THE OFFICE OF SUSTAINABILITY &
THE ENVIRONMENT
(1717 4TH STREET, SUITE 100,
SANTA MONICA)**

WEDNESDAY, AUGUST 14, 2019

6:30 P.M.

A regular meeting of the Clean Beaches & Ocean Parcel Tax Citizens' Oversight Committee was called to order by Chair Kay at 6:35 p.m., on Wednesday, August 14, 2019, at The Office of Sustainability & the Environment (OSE), 1717 4th Street, Suite 100, Santa Monica.

ROLL CALL

Present: Chair Benjamin Kay
Vice Chair Mary Marlow
Committee Member Debbie Dyner Harris
Committee Member Vanessa Meier

Absent: Committee Member Troy Harris

Also Present: Principal Civil Engineer, Curtis Castle
Sr. Admin Analyst OSE, Neal Shapiro
Committee Secretary, Maria Dacanay

CONVENE

On order of the Chair, the regular meeting of the Clean Beaches & Ocean Parcel Tax Citizens' Oversight Committee was called to order at 6:35 p.m., with Committee Members Debbie Dyner Harris and Troy Harris absent.

PUBLIC INPUT

There was no one present for public input.

MINUTES

4. **Approval of the May 8, 2019**, minutes was presented.

Motion by Committee Member Meier, seconded by Vice-Chair Marlow, to approve the minutes as submitted. The motion was unanimously approved by voice vote, with Committee Members Debbie Dyner Harris and Troy Harris absent.

**QUARTERLY FINANCIAL
REPORT & 5-YEAR LID
PROJECTS**

*Committee Member Debbie
Dyner Harris arrived at 6:39 p.m.*

5. Discussion of Quarterly Budget and Project Status Reports (thru June 30, 2019) of the first 5-Year Low Impact Development (or Green Infrastructure) Projects, projects which promote rain harvesting and onsite treatment and use, such as pervious alleys and gutters, and stormwater cisterns, was presented.

Staff reported that: \$299,516 were expended for Capital Improvement Projects (CIP) and \$7.9M are available to date; the success of adding rain gardens to the downspout redirect program has exceeded its budget for rebates and staff will adjust future budget accordingly; construction on the Surface Draining and Montana Avenue & Storm Drain Improvements projects have just begun; design work for the Sustainable Water Infrastructure Project (SWIP) is 60% complete, and the construction contract will be submitted for City Council approval in early fall.

The Committee asked questions including but not limited to: clarification on indirect cost allocations; Clean Beaches portion of costs for the SWIP; and how drainage is typically improved.

Staff answered the Committee's questions and will provide more information on the Committee's indirect cost allocation. Additionally, staff will return with a consolidated report for Fiscal Year 2018-2019 for the Committee to approve and present to Council.

On order of the Chair, this information was received and filed.

**PUBLIC RELATIONS
STRATEGIES**

6. Discussion of public relations strategies (Public Service Announcements) to publicize the work of the Clean Beaches & Ocean fund's projects.

Staff reported that: case studies and videos of Clean Beaches projects can be found on the City's website and is shared on social media; curb markers throughout the City indicate locations of projects; and rebate programs are advertised on the City's Seascape newsletter.

The Committee expressed their interest in promoting Clean Beaches projects and meetings to the community. The Committee suggested: highlighting a completed project or property that successfully participated in a rebate program; expanding social media posts to the

Nextdoor social network and relating announcements such as road closure with projects such as Permeable Alleys/Gutters; and adding future meeting to the Santa Monica Daily Press' Events section.

The Committee asked questions, including but not limited to: tracking the analytics of Clean Beaches webpages; recommendations from Public Works' Communications and Marketing Team on cost-effective outreach methods; whether the City revisits properties that have participated in rebate programs to ensure continued use of equipment; if Clean Beaches funds can establish a budget for outreach; and how members can promote projects as private citizens. Staff will meet with the Communications and Marketing Team for recommendations and consult with the City Attorney's Office on an outreach budget and how individual member can help with promotions.

On order of the Chair, this information was received and filed.

ANNOUNCEMENTS AND UPDATES

- The Committee was reminded to email staff to request site visits of Clean Beaches locations.

NEXT MEETING DATE AND AGENDA

On the order of the Chair, the next meeting was scheduled for November 13, 2019.

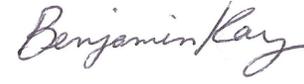
ADJOURNMENT

On order of the Chair, the Clean Beaches & Ocean Parcel Tax Citizens' Oversight Committee meeting was adjourned at 7:30 p.m., with Committee Member Troy Harris absent.

ATTEST:

APPROVED:


Maria Dacanay
Secretary


Benjamin Kay
Chair