

M E M O

To: Board of Directors

From: District Manager

Subject: Education Program Grant Final Project Report for “Protecting City Creeks and the San Lorenzo Watershed”, City of Scotts Valley

Date: July 13, 2005

RECOMMENDATION:

It is recommended that your Board receive and accept the Education Program Grant Final Project Report for “Protecting City Creeks and the San Lorenzo Watershed”.

BACKGROUND:

On May 20, 2004 your Board awarded Education Program Grant Funds in the sum of \$2,499.83 to the City of Scotts Valley for a project entitled “Protecting City Creeks and the San Lorenzo Watershed”. Said proposal provided for creation of a four-color, double-sided, tri-fold brochure titled “Protecting our Watershed”. The mailing distribution was 3,700 and the extra 800 will be available as hand-outs to the general public. The project was initiated by Brenda Stevens, Economic Development/Planning Specialist for the City of Scotts Valley.

On July 8, 2005 the District received The City of Scotts Valley’s Final Project Report. See Attachment 1. Actual project cost relative to this project has been revised to \$1,563.84.

It is recommended that your Board receive and accept the Education Program Grant Final Project Report for “Protecting City Creeks and the San Lorenzo Watershed”.

James Mueller
District Manager

JAM/kas



CITY OF SCOTTS VALLEY

PLANNING AND BUILDING DEPARTMENT

One Civic Center Drive • Scotts Valley • California • 95066
Phone (831) 440-5630 • Facsimile (831) 438-2793 • www.scottsvally.org

July 7, 2005

RECEIVED

Board of Directors
San Lorenzo Valley Water District
13060 Highway 9
Boulder Creek, CA 95006-9119

JUL - 8 2005

SAN LORENZO VALLEY
WATER DISTRICT

Subject: Completion of Education Grant Program

Dear Board of Directors of the San Lorenzo Valley Water District:

Thank you for the opportunity to allow the City of Scotts Valley to achieve one of our environmental education goals of increasing awareness about the importance of protecting our watershed.

With the District's generous grant award of \$2,499.83, the City was able to design and create (in-house) a four color, double-sided, tri-fold brochure titled "Protecting Our Watershed". City staff referenced information gathered by the San Lorenzo Valley Women's Club and the County of Santa Cruz. Scotts Valley printing was the vendor selected to print 4,500 copies for a total of \$1,563.84. Scotts Valley Water District graciously allowed City staff to insert the brochures into their June 30, 2005 water bill mailing and the mailing was "postage-free" to the City. The mailing distribution was 3,700. The majority of the remaining 800 brochures will be available at City Hall as hand-outs to the general public.

Enclosed, please find several copies of the brochure for your use. If you would like additional brochures, please call me at 440-5630. Also enclosed, is a copy of the invoice that Scotts Valley Printing submitted to the City. As per Mr. Mueller's suggestion, the City will pay the printer directly and the San Lorenzo Water District will then reimburse the City for the same amount of \$1,563.84. This project cost \$935.99 less than was originally estimated. Payment may be made to "The City of Scotts Valley" and sent to:

City of Scotts Valley
One Civic Center Drive
Scotts Valley, CA 95066
Attention: Brenda Stevens

We hope the Board is pleased with the final product. The City has already received compliments on the brochure from various community members. Ultimately, we hope that this educational information will have a positive result on the environment we all share.

Once again, thank you for your assistance in making our goal a reality. It was a pleasure coordinating this project with all the parties involved including staff at: San Lorenzo Valley Water District, Scotts Valley Water District, and Scotts Valley Printers.

Sincerely,

A handwritten signature in cursive script that reads "Brenda Stevens".

Brenda Stevens
Economic Development / Planning Specialist

Enclosures: Copy of Invoice
 Brochures

c: Scotts Valley Water District
 Scotts Valley Printers
 Scotts Valley City Council
 City Manager
 City Finance Director

INVOICE



Scotts Valley Printing and Graphics, Inc.

4305 Scotts Valley Dr. • Scotts Valley, CA 95066
(831) 438-4774 • Fax (831) 439-8780

Invoice No 12933

Job No. 12620

Date 6-29-05

P.O. # ✓

Ordered by Brenda Stevens

BILL TO: City of Scotts Valley
One Civic Center Drive
Scotts Valley, Ca 95066

SHIP TO: 440-5634
Scotts Valley Water District &
City of Scotts Valley

QUANTITY ORDERED	QUANTITY SHIPPED	DESCRIPTION	UNIT PRICE	AMOUNT
4,500	4,500	Protecting our watershed brochures 4 colors 2 sides - folded		1,448.00
<div style="display: flex; justify-content: space-between;"> <div> <p>APPROVED</p> <p><i>Brenda Stevens</i></p> <p>7-6-05</p> </div> <div> <p>RECEIVED</p> <p>JUL 05 2005</p> <p>CITY OF SCOTTS VALLEY</p> </div> </div>				
<p>Thank you appreciate your business</p>				
<p>THIS INVOICE IS A BINDING CONTRACT. NET 30 DAYS.</p> <p>A FINANCE CHARGE of 1½% will be made on all overdue accounts.</p> <p>LEGAL ACTION: If any legal action is necessary to enforce either party's rights under this agreement, the prevailing party shall be entitled to court costs and reasonable attorney's fees in addition to any other judgement of the court.</p>			SUB-TOTAL	1,448.00
			TAX	115.84
			SHIPPING	NC
			TOTAL	1,563.84

PLEASE REMIT TO:
P.O. Box 66744
Scotts Valley, CA 95067-6744



Home Maintenance Tips

CHECK YOUR SEPTIC SYSTEM
OFTEN AND PUMP IT REGULARLY.

DISPOSE OF WASTE PROPERLY, NEVER IN
OR NEAR A STREAM.

EXERCISE CARE WITH PESTICIDES,
HERBICIDES OR FERTILIZERS.

USE LESS-TOXIC & NON-TOXIC
PRODUCTS IN YOUR HOME & GARDEN.

KEEP YARD CLIPPINGS & DEBRIS OFF THE
STREAMBANK AND OUT OF CREEKS.

DRAIN POOL & SPA WATER INTO THE
SEWER, NOT A CREEK, STREET OR STORM
DRAIN.

WASH CARS & BOATS AT A COMMERCIAL
CARWASH, NOT NEAR STREAMS.

The City of Scotts Valley is a candidate for
"Green Business" certification.

Local References

DOMESTIC ANIMALS

ANIMAL SERVICES AUTHORITY
454-7303

AMERICAN WILDLIFE RESCUE SERVICE
335-3232

EROSION & DRAINAGE

SANTA CRUZ COUNTY RESOURCE
CONSERVATION DISTRICT
464-2950

LANDSCAPING

CALIFORNIA NATIVE PLANT SOCIETY
429-7681

SIERRA CLUB, VENTANA CHAPTER
426-4453

SCOTTS VALLEY PLANNING DEPARTMENT
440-5630

MASTER GARDENER PROGRAM
763-8007

WATER CONSERVATION

SCOTTS VALLEY WATER DISTRICT
438-2363

WASTE DISPOSAL /

RECYCLING

SCOTTS VALLEY RECYCLING
438-0910

WASTE MANAGEMENT
1-800-665-2209

HOUSEHOLD HAZARDOUS

WASTE DISPOSAL

454-2606

ECOLOGY ACTION

426-5925

(Printed on alternative fibers. 2005.06.4500)

Protecting Our Watershed



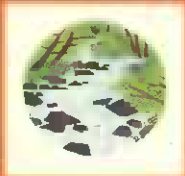
*"The Goal of life is living in
agreement with nature."*

Zeno

335BC - 264 BC

This brochure provided by
The City of Scotts Valley
1 Civic Center Drive
Scotts Valley, CA 95066

Our Watershed



SCOTTS VALLEY RESIDENTS ARE SURROUNDED BY A WEALTH OF NATURAL RESOURCES. THIS PRIVILEGE COMES WITH THE RESPONSIBILITY OF PRESERVATION. ONE OF THE CRITICAL COMPONENTS IS THE PROTECTION OF OUR WATERSHED.

OUR COMMUNITY IS PART OF THE SAN LORENZO VALLEY WATERSHED. WITHIN A WATERSHED, ALL WATER RUNS TO THE LOWEST POINT—A STREAM, RIVER, LAKE OR BAY. CERTAIN ACTIVITIES HAVE THE POTENTIAL TO DESTROY HABITAT, POLLUTE DRINKING WATER, DEGRADE SOILS AND REDUCE OUR QUALITY OF LIFE.

PLEASE HELP PROTECT OUR WATERSHED BY FOLLOWING THE TIPS IN THIS BROCHURE.

THREE WAYS TO PROTECT OUR WATERSHED ...

EROSION CONTROL

1

Ground disturbance can overload a stream with sediment. Excessive sediment can impair water quality, reduce the stream's ability to carry flood water and cause bank instability. Help prevent erosion by: removing debris and yard clippings on streambanks; protect bare soil with gravel, sterile straw, or wood chips. Reduce water velocity from channels and drain pipe outlets by dissipating the water's energy with rock riprap, rock-filled containers or other non-erosive materials. Seeding, mulching and planting willow trees on banks also helps to prevent erosion.

VEGETATION

Low maintenance native plants are best near creeks because: Native species form the base of the food chain, they require less water, they are more resilient to insects and disease and they can help prevent soil erosion. When selecting riparian corridor plants, choose a variety of species including ground cover, shrubs and trees. Avoid planting non-native plants.

Choose Native Plants like: Sword Ferns, Chain Ferns, California Blackberry, Blue Elderberry, California Rose, Coffeeberry, Oregon Grape, Pink Flowering Currant, Willow Trees, Big Leaf Maple and Box Elders.

Avoid Non-Native Plants like: Periwinkle, Ivy's (English, Algeian and Cape), French & Scotch Broom, Forget-me-not's, Acacia, Monterey Pine, Blue Gum Eucalyptus, Wandering Jew, Garden Nasturtium and Poison Hemlock.

2

CONTAMINATES

3

Pollutants enter streams from many sources: water running off lawns, gardens, roofs, paved streets, and parking lots, to name a few. Storm drain water receives no treatment before entering local creeks and the Monterey Bay. Help keep contaminants such as oil, grease, pet waste and garbage from washing into storm drains. Refer to "Home Maintenance Tips" section for pointers.

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