



CITY OF MARTINEZ

CITY COUNCIL AGENDA
July 10, 2013

TO: Mayor and City Council
FROM: Tim Tucker, City Engineer
SUBJECT: Water Conservation Program funding
DATE: July 5, 2013

RECOMMENDATION:

Adopt Resolution allocating \$10,000 of Water Fund reserves to fund an Environmental Media Workshop for Martinez High School students relating to water conservation.

BACKGROUND:

The City of Martinez has a long history of partnering with the Martinez Unified School District. Approximately ten years ago the City, School District, Friends of Alhambra Creek and others helped form an Environmental Academy through the Briones Independent Study program. The School District subsequently initiated the Environmental Studies Academy which has transformed into New Leaf. The following excerpt from their web site best describes their program:

The Environmental Studies Academy (ESA) began in 2003 as an alternative learning experience for high school students in the Martinez Unified School District, who are interested in schooling outside the box. The ESA was part of the environmental efforts of the Alhambra Creek Restoration Environmental Education Collaborative (ACREEC), which is a community-based network of partners that help organize and facilitate unique hands-on learning experiences for ESA students. In 2009, a large



grant was received from Contra Costa Mental Health Services to expand the ESA program. So after, the ESA became **New Leaf: A Sustainable Living Collaborative.**

New Leaf is organized around the ecological principles of sustainable education. The curriculum utilizes **transdisciplinary strategies** and practices of project and **place based learning, ecological service learning, and a rites of passage curriculum** all done through participation in a **small learning community.**



This partnership benefits the City in several ways including compliance with our NPDES permit. Past successes include the landscaping and construction of stormwater filtration basins at Parking Lot 3 on Ward Street; John Muir Mural on Alhambra Avenue, native plantings along creek walk and a public service announcement (PSA) titled "A Creek Without a Voice."

Our newest endeavor is educating the students and community on rainwater harvesting. Rain barrels are storage tanks that collect rain from rooftops typically utilized in residential settings. Cisterns are large-scale storage tanks used in commercial and industrial settings. Rain barrels and cisterns store stormwater runoff to irrigate lawns and landscaping, or the water can be filtered and used for non-potable activities such as car washing or filling swimming pools. Rain barrels and cisterns may be constructed of any water-retaining material; their size varies from hundreds of gallons for residential uses to tens of thousands of gallons for commercial and/or industrial uses. The storage systems may be located either above or below ground and may be constructed of on-site material or pre-manufactured.

This summer's program will have Lunchbox International, the producer of the "Creek Without a Voice" PSA, conduct an intensive four week program open to all Martinez high school students. Future phases of the program will include the production of short video on rainwater harvesting. Attached is a program overview and lesson outline. Professor Steven Cleveland and some participating students will give a presentation to the Council on their program.

Project partners include:

City of Martinez
Contra Costa Water Conservation and Flood Control
Friends of Alhambra Creek
Kiwanis International
The Watershed Project
Contra Costa County Workforce Development Board
Contra Costa County Office of Education
New Leaf
MUSD
Henkels & McCoy
Brea - Rainwater harvesting systems

FISCAL IMPACT:

Educating water customers about water conservation is a requirement of the Martinez Water District. Staff proposes funding \$10,000 of the curriculum costs from the Water Fund reserve.

ACTION:

Adopt Resolution allocating \$10,000 of Water Fund reserves to fund an Environmental Media Workshop for Martinez High School students relating to water conservation.

Attachments:

Resolution
Summer Proposal
Summer Lessons Outline

APPROVED BY:


City Manager

RESOLUTION NO. -13

RESOLUTION ALLOCATING \$10,000 OF WATER FUND RESERVES TO FUND ENVIRONMENTAL MEDIA WORKSHOP FOR MARTINEZ HIGH SCHOOL STUDENTS RELATING TO WATER CONSERVATION AND HELPING THE CITY MEET THE STRINGENT NATIONAL POLLUTION DISCHARGE ELIMINATION SYSTEM (NPDES) REQUIREMENTS FOUND IN THE FEDERAL CLEAN WATER ACT

WHEREAS, the City Council of the City of Martinez supports and encourages water conservation; and

WHEREAS, the City Council of the City of Martinez also supports and encourages reducing and eliminating stormwater pollution by reducing stormwater runoff; and

WHEREAS, stormwater harvesting and reuse is one means of conserving water and reducing pollutant carrying stormwater runoff; and

WHEREAS, Lunchbox International is hosting an intensive four week workshop to educate Martinez high school age students on rainwater harvesting and developing filming skills for a future public service video; and

WHEREAS, Lunchbox International on behalf of the Martinez Unified School District is requesting \$10,000 from the City to help fund the workshop.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Martinez, allocates \$10,000 of Water Fund reserves to fund the 2013 Environmental Media summer workshop for Martinez High School students.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at an Adjourned Regular Meeting of said Council held on the 10th day of July, 2013, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ

The Environmental Media Workshop launched in the Spring of 2012. Our team is committed to improving water quality, while providing the students pathways to work in both new media & green jobs. Here's our plan-forward:

Phase I: Funding Development:

Worked with the students to create collateral that would support our fundraising efforts:

Phase II: Training:

Our New Leaf students will join a collaborative cohort that lays the groundwork for the summer experience.

 **Phase III: Summer Training Intensive:**
Students receive hands-on, project-based service-learning, that looks to communicate the importance of improving water quality.

Phase IV: Building Futures:

Building relationships with media and green companies that will result in internships and jobs for our students.

Mon 7/8	Tue 7/9	Wed 7/10	Thur 7/11	Fri 7/12
9AM-12AM Orientation and Introduction		9AM-1PM Rainwater Harvesting		9AM-12AM Film and Media
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1PM-3AM Film and Media	1PM-5AM Life Skills	2PM-5AM Life Skills	1PM-5AM Life Skills	1PM-3AM Film and Media Special Project
Mon 7/15	Tue 7/16	Wed 7/17	Thur 7/18	Fri 7/19
9AM-12AM Film and Media		9AM-1PM Rainwater Harvesting		9AM-12AM Film and Media
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1PM-3AM Life Skills	1PM-5AM Life Skills	2PM-5AM Film and Media Special Project	1PM-5AM Intro to green building. LEED Certification	1PM-3AM Intro to green building. LEED Certification
Mon 7/22	Tue 7/23	Wed 7/24	Thur 7/25	Fri 7/26
9AM-12AM Film and Media		9AM-1PM Rainwater Harvesting		9AM-12AM LEED and OSHA Certification Testing
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1PM-3AM Intro to green building. LEED Certification	1PM-5AM Intro to green building. LEED Certification	2PM-5AM Intro to green building. LEED Certification	1PM-5AM Intro to green building. LEED Certification	1PM-3AM Film and Media Special Project
Mon 7/29	Tue 7/30	Wed 7/31	Thur 8/1	Fri 8/2
9AM-12AM Rainwater Harvesting Guest Speaker: Bushman		9AM-1PM Rainwater Harvesting		9AM-12AM Rainwater Harvesting
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1PM-3AM Film and Media	1PM-5AM Film and Media	2PM-5AM Film and Media	1PM-5AM Film and Media	1PM-3AM Film and Media

Certificates/Lessons**1) Introductory/Orientation 4 hours: Monday (7/8) 9am-12pm**

- 8:45am: Snacks & Mingle
9:15am: Official Introductions: Around the Circle
9:35am: Share Videos from Past Lunchbox Workshops
9:55am: Review Schedule
10:05am: There are four Sections of Instruction....each will presenting a tease of what they will be offering....After a Short BREAK
10:15am: 15 Minutes Introduction...something Kinetic and/or Visual that introduces them to what they can expect.
1) Film/Media
2a) Subject: Rainwater
2b) Subject: CCC Water Conservation District
3) Life Skills/Work Experience (Clothes Make the Man)
4) Introduction to Green Construction
11:30am: Panel – style Q&A
11:50am: Logistics: Missing Paperwork, Transportation, Payment, Dress code, come rested, Film is Hurry-up & Wait, Respect the Process, Stay in your Lane, etc.

2) Intro. Green Construction LEED Certification 20 hours + Testing 4 hours**Week #2**

- Day #1 Thursday (7/18) 1pm-5pm
Day #2 Friday (7/19) 1pm-3pm

Week #3

- Day #3 Monday (7/22) 1pm-3pm
Day #4 Tuesday (7/23) 1pm-5pm
Day #6 Wednesday (7/23) 1pm-5pm
Day #7 Thursday (7/25) 2pm-5pm
Day #8 Friday (7/26) 9am-12pm Testing

3) Hands-on Film & New Media Series - A LBI Certificate 42 hours**Week #1**

- Day #1 Monday (7/8) 1pm-3pm R&D
Day #2 Friday (7/12) 9am – 3pm (12-1pm for Lunch) Skills Development: R&D (Research & Development), Writing (Story development), Filming (cinematography) & Production + Directing (chosen from R&D or Writing)

Week #2

- Day #3 Monday (7/15) 9am-12pm Skills Development
Day #4 Wednesday (7/17) 2pm-5pm Skills Development
Day #5 Friday (7/19) 9am-12pm Skills Development

Week #3

Day #6 Monday (7/22) 9am–12pm Pre-Production

Day #7 Friday (7/26) 1pm-3pm Pre-Production

Week #4

Day #8 Monday (7/29) 1pm-3pm Production

Day #9 Tuesday (7/30) 1pm-5pm Production

Day #10 Wednesday (7/31) 2pm-5pm Production

Day #11 Thursday (8/1) 1pm-5pm Production

Day #12 Friday (8/2) 1pm-3pm Production

4) Hands-on Series on Rainwater Harvesting Systems (there is a possible field option with the CCC Water Conservation District) 24 hours

Week #1

Day #1 Wednesday (7/10) 9am -12pm Introduction

Week#2

Day #2 Wednesday (7/17) 9am -1pm Guest Speaker

Week #3

Day #3 Wednesday (7/24) 9am -1pm Guest Speaker

Week #4

Day #4 Monday (7/29) 9am -12pm Guest Speaker/Manufacturer

Day #5 Wednesday (7/31) 9am -1pm Guest Speaker/Manufacturer

Day #6 Friday (8/2) 9/12pm Guest Speaker/Manufacturer

Guest List Includes:

- 1) Brae Rainwater Harvesting
- 2) Bushman Rainwater Harvesting
- 3) The Watershed Project
- 4) The Digg Collaborative
- 5)

5) A Series on Life Skills/Work Readiness 18 hours

Week #1

Day #1 Tuesday (7/9) 1pm-5pm

Day #2 Wednesday (7/10) 2pm-5pm

Day #3 Thursday (7/11) 1pm-5pm

Week#2

Day #4 Monday (7/17) 1pm-3pm

Day #5 Tuesday (7/16) 1pm-5pm