

BMP 1.1 Public Opinion Survey

Measurable Goal 1.1.1: *Conduct public opinion survey in Year 5.*

Status: Discussions are ongoing and implementation before Year 5 will depend on the availability of funding. The City of Santa Barbara conducted a public opinion survey this year. Of 600 persons surveyed, 300 were residents within the City and 300 were residents of unincorporated areas of Carpinteria, Summerland, Montecito and Goleta. The County will utilize these results in planning the County’s survey.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will review the results from the City survey as a basis for the County Public Opinion Survey.

BMP 1.2 Brochures

Measurable Goal 1.2.1: *Compile the number of brochures distributed.*

Status: In Year 2 the County distributed 17,017 pieces of educational material focused on preventing storm water pollution. This count includes The Ocean Begins on Your Street brochure, brochures on household hazardous waste disposal, integrated pest management, Creek Care Guides, storm drain posters, magnets, and children’s coloring and activity books. Brochures were distributed by Project Clean Water, other Public Works divisions such as Resource Recovery and Waste Management, and County supported programs such as Isla Vista Recreation and Park District, Art From Scrap, and Agua Pura. Brochures and materials were also distributed to 58 homeowners associations and 7 property management companies throughout the County.

This year the Storm Drains Lead Straight to the Ocean poster was updated and reprinted and several new educational materials were developed including a Recognizing and Reporting Stormwater Pollution pocket guide, Project Clean Water website and hotline business card and a Spanish language fotonovela entitled Carlos y el Agua Limpia. Public education and outreach materials added this year to Appendix C of the Storm Water Management Program are:

Brochures:

- Recognizing and Reporting Stormwater Pollution pocket guide (Appendix 1A)
- Santa Barbara County Recycling Resource Guide
- Don’t Plant a Pest, Central Coast Version (Cal-IPC)
- Our Water Our World Pests Bugging You pocket guide (Appendix 1B)
- Get Rid Of It; A Painter’s Guide

Additional Materials

Public Education & Outreach

- Project Clean Water website and hotline business card
- Carlos y el Agua Limpia fotonovela
- Various preventing water pollution stickers
- Our Water Our World pesticide alternatives magnet

A current list of public education and outreach materials are set forth in Appendix 1C.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to compile the number of brochures distributed while seeking cooperative opportunities with other Phase II entities to update and reprint several brochures.

Measurable Goal 1.2.2: *Reach 15% of the brochure target population each year.*

Status: PCW distributes four targeted brochures. Distribution of each brochure and the percent of each target population reached are given in Table 1-1 below.

Table 1-1 Targeted Brochure Distribution

Targeted Brochure Name	Target Population in Permit Area	# Distr.	Percent Population Reached
Helpful Hints for Horse Owners	45 stables, breeders, boarding and training facilities; unknown private boarders	52	56% of known stables, breeders, boarding and training facilities; unknown percent of private boarders
Creekside Concerns	975 creekside residents	175	18% of creekside residents
Gardener's Guide to Clean Water	134 landscape professionals; unknown number of household gardeners	483	80% of known landscape professionals through mailing and Green Gardener Program; 100% Isla Vista Rec and Park staff; unknown percent of household gardeners
A Dog Owner's Duty	24,144 dog licenses issued in 07-08	2,302	Minimum 9% dog owners up to 100% first-time dog owners through inclusion in County Animal Services, Santa Ynez Valley Humane Society and Santa Barbara Humane Society adoption packets

Brochures were distributed with both English and Spanish versions. This year Helpful Hints for Horse Owners brochures were distributed to breeders, boarding and training facilities, increasing reach to the horse owners target population. In December 2007, the Hope Ranch HOA newsletter included a 2-sided insert with information from the Helpful Hints for Horse Owners and A Dog Owner's Duty brochures, and mailed to over 700 homes. A Dog Owner's Duty was distributed to kennels, veterinary offices and grooming businesses, increasing reach to the dog owners target population.

In addition to targeted mailings and visits to community groups, targeted audience brochures were distributed when investigating complaints, at community events, to

homeowners associations and at County administration buildings during Water Awareness Month in May. One property management company requested 1,000 A Dog Owner’s Duty brochures for distribution to property owners and tenants.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to reach 15% of the targeted population and will seek opportunities to maximize the distribution of targeted materials through existing pathways.

BMP 1.3 Project Clean Water Website

Measurable Goal 1.3.1: *Compile the number of website hits annually.*

Status: The website received 97,013 visitors in Year 2.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to compile the number of website hits annually.

Measurable Goal 1.3.2: *Increase hits to the website by 10% per year.*

Status: The number of visitors to the website was 27,928 in Year 1. This year the website received 97,013 visitors, a 247% increase, far surpassing the target increase of 10% per year.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to promote the use of the website and update the website regularly with upcoming events and announcements.

Measurable Goal 1.3.3: *Develop improvements to increase utility of website.*

Status: A number of improvements were made to the website in Year 2 to increase its utility. The website was expanded to include pages on low impact development, car washing, power washing, water quality at home and the NPDES permit requirements. A calendar of events, revised construction and post-construction pages, and stand-out “Favorites” icon were also added.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to update and add new website features, information, links and pages with information on all aspects of water quality.

BMP 1.4 Community Events

Measurable Goal 1.4.1: *Compile the number of events organized or attended with displays as well as the number of people who attended each event.*

Status: County staff and County-supported water quality related programs sponsored, had booths at, or provided educational materials on water quality related topics for 16 events attended by a total of 39,602 people in Year 2. The targeted population to be reached during these events is residents of the urban unincorporated areas of North and South County. Events including Cinco de Mayo and Family Day in the Park were chosen to target the Latino population and the Santa Maria Trade Show was chosen to target business owners and operators. A summary of each event is given in Table 1-2 below.

Table 1-2 Community Events

Event	Display Topic	Location	# of People in Attendance
Creek Week	Water quality	South County	500
Santa Ynez Materials Collection (October, 2007)	Hazardous waste disposal	North County	337
Environment Fair at Marian Medical Center	Water quality, sustainable landscaping	North County	150
Goleta Lemon Festival	Water quality	South County	5,000
Goleta Health Fair	Water quality, watersheds	South County	530
Santa Barbara Earth Day Festival	Water quality, sustainable landscaping, hazardous waste disposal, recycling	South County	10,500
Earth Day County Display & First Thursday	Water quality, sustainable landscaping, hazardous waste disposal, recycling	South County	600
Isla Vista Earth Day	Water quality, hazardous waste disposal, recycling	South County	2,000
Santa Maria Earth Day	Water quality, hazardous waste disposal, recycling	North County	600
Vandenberg Earth Day	Water quality, sustainable landscaping, hazardous waste disposal, recycling	North County	250
Santa Ynez Materials Collection (April, 2008)	Hazardous waste disposal	North County	385
Cinco de Mayo	Water quality, cigarette butt disposal	South County	6,000

Public Education & Outreach

Event	Display Topic	Location	# of People in Attendance
Family Day in the Park	Water quality, watersheds	North County	6,500
Wonders of Water, Santa Barbara Zoo	Water quality, watersheds	South County	1,750
Santa Maria Parks & Rec "Egg"stravaganza	Cigarette butt disposal	North County	2,000
Santa Maria Valley Trade Show	Water quality	North County	2,500

The County was a lead organizer for the Creek Week Festival in October. Festival activities included a water quality forum, creek clean ups, water quality monitoring, nature walks, volunteer creek restoration, and a community reception. For Wonders of Water, the County and City of Santa Barbara partnered to create an interactive, climb-through storm drain exhibit for kids in addition to an informational booth. At the Earth Day festivals, Goleta Lemon Festival, and other community events, the County had displays and gave out information about water quality, sustainable landscaping and hazardous waste disposal. Other County displays featured interactive displays of the importance of healthy watersheds and proper disposal of cigarette butts.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will remain a lead organizer of Creek Week in October, and will continue to attend other community events in North and South County. Proper disposal of household hazardous waste will continue to be promoted at community events by Resource Recovery and Waste Management.

Measurable Goal 1.4.2: *Reach 15% of the permit area population each year.*

Status: Based on a 2000 census unincorporated population of 162,000, the County reached 24% of the permit area population through this BMP, exceeding the goal of 15%.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will organize Creek Week in October, and will continue to attend community events in North and South County. Proper disposal of household hazardous waste will continue to be promoted at community events by Resource Recovery and Waste Management.

BMP 1.5 South Coast Watershed Resource Center
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Measurable Goal 1.5.1: *Maintain the use of the Watershed Resource Center for youth education and other programs.*

Status: The Year 1 Annual Report proposed eliminating MG 1.5.1 and replacing it with three new measurable goals, modifying them to reflect the changes that have occurred regarding the management and use of the WRC since the first SWMP was written. In Year 2, the County maintained the Watershed Resource Center (WRC) for youth education, public meetings and community events and programs through existing displays, laboratory space, and classroom meeting areas. In July of 2007 management of the WRC transitioned from Community Environmental Council (CEC) to Art From Scrap (AFS) through a sublet agreement. The County is contracted with AFS to provide youth education through classroom presentations and field trips to the WRC. This year 757 students visited the WRC as part of the County's youth education program, 776 persons utilized the WRC for community meetings, and 578 persons attended community events and programs held at the WRC.

This year, several new educational public programs were implemented including regularly scheduled Family Fun Days and week long summer camps for children ages 5-12.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will work with AFS and other community groups to promote the use of the WRC for youth education and community programs. WRC brochures and displays will be evaluated for up-dating as needed. The term of the WRC lease with CEC expires at the end of Year 3. This year the County will review the lease options for the building.

Measurable Goal 1.5.2: *Compile the number of visitors to the Watershed Resource Center each year.*

Status: In Year 2 a total of 2,111 people visited the Center through the youth education and community programs.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will work with AFS and other community groups to promote the use of the WRC for youth education and other community programs.

Measurable Goal 1.5.3: *Facilitate the use of the Watershed Resource Center for at least two community events each year.*

Status: In Year 2, the County utilized the WRC during Creek Week for a "Watershed Day" which included water quality testing, use of microscopes to look at creek invertebrates, an interactive watershed model and other educational activities. A Family Fun day was scheduled around Earth Day featuring similar activities.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to utilize and promote the WRC for community events and will conduct tours of the WRC to develop awareness of the resources the Center has to offer.

BMP 1.6 Educational Programs for Children

Measurable Goal 1.6.1: *Educate 30% of school children (K-8) every two years.*

Status: In Year 2, the County educated 2,465 students in the permit area through classroom presentations, field trips, and school assemblies. Outreach in the permit area educated about 18% of unincorporated students in grades K-8 based on a total unincorporated K-8 population of 12,196 (Santa Barbara County Education Office). In Year 1, the County educated 2,361 students throughout the permit area, about 21% of unincorporated students (based on a total unincorporated K-8 population of 11,506). The measurable goal for this BMP is 30% of K-8 students in permit area by the end of Year 2. Combining Years 1 and 2, 39% of school children were educated, exceeding the 30% target.

The County provided youth education through programs run by Art From Scrap, Agua Pura, Public Works Department's Resource Recovery and Waste Management Division and PCW.

- Art From Scrap's Creek Kids Series teaches children about watersheds and how polluted storm water reaches the ocean via storm drains and creeks. One element of the series is a field trip to the WRC where students learn where common water pollutants originate and what they can do to reduce storm water pollution. The students then conduct a beach clean-up and collected materials are sorted and analyzed. Orcutt students' field trip is to the Cabrillo Aquarium located in Lompoc. This year Art From Scrap educated 729 students in South County and 439 students in North County.
- Agua Pura specializes in outreach to Latino youth. Their program teaches children about watersheds and watershed health in after-school settings. This year Aqua Pura educated 838 students County-wide.
- County Resource Recovery conducts waste reduction workshops for K-8 students through Waste Management in North County and Art From Scrap in South County. The total number of students reached through this program in Year 2 was 14,535 (not included in the total number of students reported above).
- PCW staff gave lessons and provided information on storm water pollution prevention at various school assemblies and other youth events such as the Girl Scouts Water Drop Patch event, educating a total of 459 students.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to support storm water education in North and South County public schools in unincorporated areas through Art From Scrap. In Year 3 that program is planning to expand into the Santa Ynez area. PCW will offer water quality education resources to schools such as water quality testing kits to teachers

and will continue to do outreach to schools with an emphasis on large group presentations and events such as health fairs, school assemblies, and science nights.

Measurable Goal 1.6.2: *Administer pre-and post presentation evaluations to 70% of the total number of students targeted for evaluation.*

Status: The Year 1 Annual Report review by the Regional Board required the County to amend this MG to provide a percentage of the total number of students targeted for evaluation. In Year 2 pre- and post presentation evaluations were targeted to Creek Kids Series students and only to those present for all of the three lessons that comprise the series (Appendix 1D). Evaluations were given to 718 students representing 24 of 24 Creek Kids series' in North County and 11 of 11 Creek Kids series' in South County. 100% of the total number of targeted students was given the evaluations.

Proposed Modifications: None.

Proposed Year 3 Activities: Pre- and post presentation evaluations will be given to at least 70% of the total number of students targeted for evaluation. Participants in the Creek Kids series will continue to be targeted for these evaluations.

BMP 1.7 Storm Drain Marking

Measurable Goal 1.7.1: *Complete storm drain marking by the end of year two.*

Status: The marking of all known storm drain inlets is complete in the South County permit areas. The marking of all known storm drain inlets in the North County permit areas were completed by August 31, 2008. Field checking of storm drain drop inlets has coincided with the installation of storm drain markers and the locations have been marked with GPS (see BMP 3.1). County staff marked a total of 345 storm drain inlets in Year 2. PCW is continuing to utilize bilingual markers composed of durable steel.

Proposed Modifications: None.

Proposed Year 3 Activities: The County will continue to update the existing storm drain inventory and database of storm drain inlets and marker conditions.

Measurable Goal 1.7.2: *Maintain storm drain markers throughout the permit area by checking markers every year and replacing them as necessary.*

Status: In Year 2 storm drain marking efforts concentrated on the installation of unmarked storm drains. Included in the count of 345 storm drain inlets marked in Year 2 are 10 markers that were installed to replace old, missing, or damaged ones. Storm drain markers are replaced on an as-needed basis based on systematic inspection and random visit during enforcement activities.

Proposed Modifications: None.

Proposed Year 3 Activities: Damaged or deteriorated storm drain markers will be replaced.

BMP 1.8 Storm Water Hotline

Measurable Goal 1.8.1: *Maintain hotline and document its usage.*

Status: The hotline was maintained through Year 2 and received a total of 221 calls. The hotline has been maintained in collaboration with other local government offices so that residents who call are connected directly to the responsible agency depending on the nature of the call or the location of concern.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to maintain the hotline and document its usage.

Measurable Goal 1.8.2: *Promote use of hotline by publicizing on printed materials and website.*

Status: The hotline was promoted this year through printed materials including print ads, magnets and brochures. This year a general PCW business card, displaying the hotline and website, was developed, printed and distributed. The hotline was also printed on bus ads that were installed on MTD buses in March through December. The direction “Call 1-877-OUR-OCEAN to Report Water Pollution” is given on all new printed materials, bus ads, and on the website.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to promote the use of the hotline by including it on all newly printed materials, bus and print ads and on the website.

BMP 1.9 Green Gardener Program

Measurable Goal 1.9.1: *Train 100 landscape professionals annually.*

Status: A total of 104 gardeners were certified through the Green Gardener Program in Year 2. To encourage participation, the Green Gardener Program was promoted County wide through 274 radio ads and 2 press releases.

All landscape professionals that attended Green Gardener classes were trained in reducing polluted runoff and received brochures on BMPs appropriate for commercial and residential gardening and Our Water Our World fact sheets on integrated pest management.

Proposed Modifications: None.

Proposed Year 3 Activities: The Green Gardener Program will continue to be promoted County wide through print and radio ads, press releases, website postings and distribution of brochures at community events.

Measurable Goal 1.9.2: *Implement and promote use of self-assessment tools by Green Gardeners.*

Status: The County and its partners developed a self-assessment tool that is used by each landscape professional to rate his or her gardening practices relative to certain standards (Appendix 1E). The self-assessment tool was designed to replace the water quality study, which was evaluated in Year 1 and determined to be an impractical and inappropriate means of assessing the effectiveness of the Green Gardener Program. The self-assessment tool was available in English and Spanish and administered during Green Gardener classes and offered as a re-certification option in Year 2.

Proposed Modifications: None.

Proposed Year 3 Activities: The County will implement and promote use of the self-assessment tool by Green Gardeners.

Measurable Goal 1.9.3: *Obtain customer surveys or self-assessment tools from a minimum of 25 certified gardeners during years 2-5.*

Status: A total of 42 customer surveys and self-assessment tools were collected from certified gardeners in Year 2 (18 customer surveys and 24 self-assessment tools, Appendix 1F). It is expected that the number of certified gardeners who complete customer surveys will decrease as the self-assessment tool is now an option for re-certification. Both types of assessments will be useful for evaluating the program and its effectiveness.

Proposed Modifications: None.

Proposed Year 3 Activities: The County will compile and include the results of the self-assessment tool in the Year 3 Annual Report.

BMP 1.10 Landscape Education Program

Measurable Goal 1.10.1: *Reach 1,500 community members annually through materials and events.*

Status: In Year 2, the County reached 11,350 community members with landscape information through Earth Day events and Water Awareness Month, 3,320 with distribution of IPM information through participating Our Water Our World (OWOW) stores and 508 through composting workshops, one-on-one interaction at tabling events,

and County sale of compost bins. Also in Year 2, County TV regularly aired a program called Garden Wise Guys. Garden Wise Guys covers topics that include integrated pest management, appropriate fertilizer application, and irrigation to prevent over watering. County TV is accessible to all 400,000 residents of the County including residents in the unincorporated permit area.

In addition, the County's Resource Recovery and Waste Management Division provides landscape education, outreach and media information on the topics of backyard composting, green waste recycling and mulching (see BMP 3.3).

Proposed Modifications: None.

Proposed Year 3 Activities: Landscape education will be continued so as to reach 1,500 community members annually through materials and events

Measurable Goal 1.10.2: *Distribute at least 1,000 landscape brochures annually.*

Status: This year, PCW distributed a total of 3,654 landscape brochures. PCW continued its participation in the OWOW program by working with local store owners to display fact sheets on less toxic pest management in stores (example, Appendix 1G). The OWOW program provides information to consumers on less toxic alternatives to traditional chemical pesticides and rapid release fertilizers. PCW staff stocked eight stores in unincorporated areas and in the cities of Santa Barbara, Goleta, Solvang and Buellton with 3,320 OWOW fact sheets. Many of the stores in the cities are frequented by residents from nearby unincorporated areas. In addition, County Water Agency staff distributed a total of 334 copies of brochures covering the topics of sustainable landscaping and reducing runoff through proper lawn irrigation.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to participate in the OWOW program. Landscape education will be continued through the Water Agency and brochure distribution at community events.

BMP 1.11 Business Outreach

Measurable Goal 1.11.1: *Compile number of materials distributed annually.*

Status: This year, the County distributed 226 brochures and posters on preventing storm water pollution from business operations, and 500 brochures on proper disposal of hazardous waste generated by small businesses.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to compile the number of materials distributed annually.

Measurable Goal 1.11.2: *Document workshops and number of participants.*

Status: In Year 2, PCW co-sponsored a pervious concrete workshop with the California Construction and Industrial Materials Association held at the Santa Barbara Museum of Natural History (Appendix 1H). This workshop included an exam to certify attendees as a Certified Pervious Concrete Technician. PCW staff gave a presentation to the Santa Barbara Independent Automotive Professionals Association and held a Water Quality and Construction Best Management Practices Workshop in North and South County. To make contact with business owners in Year 2, PCW attended the Santa Barbara Chamber Business Trade Show, Santa Maria Business Trade Show and the Santa Barbara Hispanic Chamber “Green Biz” Business Show with displays and materials about storm water pollution and business practices. Combined, the program reached 2,904 business owners and managers through these events and workshops.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will document workshops and number of participants. Brochures will continue to be offered at events attended by businesspersons.

Measurable Goal 1.11.3: *Deliver brochures to businesses by hand and conduct face-to-face communication with owners and operators regarding Best Management Practices (BMPs).*

Status of Measurable Goals: County staff visited 14 businesses in the permit area as a result of complaints or discoveries of illegal discharges (see Appendix 3C and BMP 3.4) and 26 businesses as part of the Business Inspection Program (see Appendix 3H and MG 3.5.3). The business owners and operators were given brochures and educated on the law and the prevention of storm water pollution.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW and County staff will continue to deliver brochures to businesses by hand to enable more face-to-face communication with owners and operators.

Measurable Goal 1.11.4: *Participate in County Green Business Program.*

Status: In Year 2, the County participated in the implementation of a county-wide Green Business Program; <http://www.greenbizsbc.org>. PCW has been a part of the planning in order to ensure that meeting storm water pollution prevention requirements is a criterion for green business certification. This more comprehensive program replaces the PCW Restaurant Recognition Program and Green Awards Program. Over 20 County cities, utilities, agencies and non-profits have committed sufficient funding to initiate the program in three business sectors (Office and Retail, Automotive, and Hotels).

Proposed Modifications: None.

Proposed Year 3 Activities: PCW staff will serve on the Green Business Program Steering Committee. The County will continue to assist in implementing the Green Business Program in which the businesses that are certified are ones that show a commitment to water pollution prevention.

BMP 1.12 Media Campaign

Measurable Goal 1.12.1: *Co-sponsor at least two media campaigns each year.*

Status: This year, PCW sponsored or participated in four media campaigns. First, PCW co-sponsored bilingual clean water ads on the interior and exterior of MTD buses in cooperation with the cities of Goleta and Santa Barbara (Appendix 1I). MTD buses have a ridership of about 1 million persons per year. In Year 2 the ads targeted excessive fertilizing and pet waste.

Second, in association with Creek Week, PCW co-sponsored with the City of Santa Barbara print ads in three local newspapers, and placed radio ads on Rincon Broadcasting stations La Preciosa, Radio Bronco and K-Lite reaching all of South County.

Third, for Earth Day, PCW placed ads in three South County newspapers, two of which were in special edition sections dedicated to Earth Day (Appendix 1J). Ads in connection with Earth Day were also placed in two North County newspapers, one of which was in a Spanish language weekly publication. The ads contained information on ways in which residents can prevent storm water pollution.

Fourth, the County’s Resource Recovery Division ran a two-week print ad campaign in North and South County newspapers on proper hazardous waste disposal.

Proposed Modifications: None.

Proposed Year 3 Activities: As part of its media campaign, PCW will continue to run bus ads in partnership with the cities of Goleta and Santa Barbara. Other media campaigns will be centered around Creek Week, Pollution Prevention Week, Earth Day, or Water Awareness Month.

Measurable Goal 1.12.2: *Target advertisement of Project Clean Water website to increase the number of visitors to the website.*

Status: The website was included on all PCW print ads and is printed on all PCW produced brochures and correspondence. A new business card was developed this year which features the PCW website and hotline. Website use is documented in BMP 1.3.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will continue to promote the website in print ads, brochures, and through other planned advertising.

BMP 1.13 Latino Outreach

Measurable Goal 1.13.1: *Document number of Spanish brochures distributed, Latino events attended, and students reached.*

Status: To reach Spanish speaking residents in the county, PCW co-sponsored ads on Univision television in cooperation with the cities of Goleta and Santa Barbara. The ads, which were run over a 12-month period, focused on making the connection between storm drains and local creeks and the ocean. The ads reached an estimated 133,300 Spanish-speaking persons county wide. As described under the BMP 1.12 Media Campaign, the County also co-sponsored bilingual clean water ads on MTD buses.

Approximately 1,800 Spanish language brochures and educational items were distributed this year through community events, mailings, and groups such as Agua Pura and Resource Recovery. In Year 2 the fotonovela created in Year 1 about preventing storm water pollution was printed and 200 copies were distributed at community events and through youth education. Fotonovelas, popular throughout Latin America, are comic-book style narratives that use photographs to tell a story with a message.

PCW partnered with Agua Pura to bring a Spanish language interactive display to Family Day in the Park, a large event in North County that attracts primarily Latino families. Agua Pura also hosted Spanish language displays and activities at several community events including Creek Week and Earth Day. The County's Public Health Department attended the Lompoc Flower Festival and Cinco de Mayo with a Spanish language representative and display on proper disposal of cigarette butts and promoting tobacco free parks and beaches.

Through its support of Agua Pura, the County provided watershed and storm water education to 848 Latino students through school science fairs, health fairs and other events. The children learn about pollution, erosion, flood control and other important water quality issues. Creek walks are incorporated into the curriculum when feasible.

Proposed Modifications: None.

Proposed Year 3 Activities: In Year 3, PCW will again co-sponsor an ad campaign on Univision. PCW will continue to partner with Agua Pura to bring a Spanish language interactive display to Family Day in the Park. Agua Pura is also planning on developing another volume of fotonovela. PCW will pursue opportunities to reach the teenaged Latino population through cooperation with Youth CineMedia and other community based organizations. These media outreach efforts will be coordinated with County departments and other local agencies with overlapping responsibilities.

BMP 1.14 Incentives for Built-Out Areas

Measurable Goal 1.14.1: *Research grants/apply and implement incentive program by Year 3.*

Status: Grant funding opportunities to support the County’s storm water program, including incentives for built-out areas, were researched and compiled this year.

In Year 1, the County hired Wallace Group to evaluate its development review procedures. One component of the scope of work was to research incentive programs used by other holders of NPDES permits and to gather recommendations for an incentive program in Santa Barbara County. The findings and recommendations are included in the final report which is available at http://www.sbprojectcleanwater.org/post_construction.html.

Proposed Modifications: None.

Proposed Year 3 Activities: PCW will develop and implement the incentive program this year.

BMP 1.15 Tributary Signage

Measurable Goal 1.15.1: *Research grants or propose program funding to install signs where County roads cross major tributaries of first order streams in the permit area by Year 3.*

Status: Installing signs identifying the major tributaries of first order streams (e.g., streams that lead to the ocean) in the County permit area is intended to improve public awareness and appreciation of the urban creek systems. The signs would include the name of the creek along with an anti-pollution message. In Years 1 and 2, PCW compiled and maintained a list of grant sources that may be available to fund the tributary signage and other programs.

Proposed Modifications: None.

Proposed Year 3 Activities: The County will pursue funding from the Coastal Impact Assistance Program for tributary signage.