

BMP 1.1 Public Opinion Survey

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

Status: The City of Santa Barbara conducted a public opinion survey in 2007. 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.

Planned Year 4 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 3 the County distributed 17,136 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, posters, magnets, and various children's materials. Brochures were distributed by Project Clean Water (PCW), 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.

This year the Backyard Composting Booklet was updated and the brochures Gardening with California Native Plants and Green is Good for Business were added to the current list of public education and outreach materials set forth in Appendix C of the Storm Water Management Program (Appendix 1A).

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to compile the number of brochures distributed while seeking cooperative opportunities with other Phase II entities.

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

Status: PCW distributed 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	71 stables, breeders, boarding and training facilities; unknown private boarders	15	21% of known stables, breeders, boarding and training facilities; unknown percent of private boarders
Creekside Concerns	975 creekside residents	180	18% of creekside residents
Gardener's Guide to Clean Water	209 landscape professionals; unknown household gardeners	374	15% of known landscape professionals; 100% Green Gardeners; unknown percent of household gardeners through 3 targeted & other events
A Dog Owner's Duty	22,420 dog licenses issued and 1,802 adoptions in 08-09; 58 kennels, vets, groomers, trainers, and breeders	957	Minimum 4% dog owners up to 100% first-time dog owners through inclusion in County and Humane Society adoption packets; 22% of known kennels, vets, groomers, trainers, breeders

Brochures were distributed with both English and Spanish versions. In addition to targeted mailings, targeted audience brochures were distributed when investigating complaints, at community events, workshops and various County department displays.

Proposed Modifications: The brochure *The Ocean Begins on Your Street* will be replacing the individual brochures as it includes the targeted information plus additional information, can be distributed more widely, updated more frequently, and is more cost effective.

Planned Year 4 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 49,901 visitors in Year 3.

Proposed Modifications: None.

Planned Year 4 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 97,013 in Year 2. This year the website received 49,901 visitors, a 51% decrease. This decrease may be offset given the near 250% increase in visitors Year 2 or possibly the change in the ISP's reporting system.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to promote the use of the website and update regularly with upcoming events and announcements.

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

Status: The website was updated regularly with upcoming events, announcements and pages were re-formatted as needed to increase utility and clarity.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to update and add new website features, information, links and pages with information on all aspects of water quality as necessary and will continue to include the website address in all media and information materials. Additionally PCW will outreach to other agencies and organizations to provide links between websites.

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 17 events attended by a total of 29,397 people in Year 3. The targeted population to be reached during these events is residents of the urban unincorporated areas of North and South County. Events including 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, 2008)	Hazardous waste disposal	North County	297
Environment Fair at Marian Medical Center	Water quality, sustainable landscaping, cigarette butt disposal	North County	350
Montecito Beautification Day	Water quality	South County	350
Goleta Health Fair	Water quality, watersheds	South County	500
Santa Barbara Earth Day Festival	Water quality, sustainable landscaping, hazardous waste disposal, recycling, cigarette butt disposal	South County	13,750
Goleta Earth Day	Water quality, hazardous waste disposal, recycling	South County	250
Isla Vista Spring Fest / Earth Day	Water quality, watersheds	South County	2,000
Santa Maria Earth Day	Water quality, hazardous waste disposal, recycling, cigarette butt disposal	North County	600
Vandenberg Earth Day	Water quality, sustainable landscaping, hazardous waste disposal, recycling	North County	500
Santa Ynez Materials Collection (April, 2009)	Hazardous waste disposal	North County	400
Green Gardening Day	Water quality, sustainable landscaping, composting	South County	200
Family Day in the Park	Water quality, watersheds	North County	6,000
Landscape Product Expo	Water quality, sustainable landscaping	South County	400
Santa Maria Valley Trade Show	Water quality	North County	2,500

Event	Display Topic	Location	# of People in Attendance
Public Works Week	Water quality, sustainable landscaping, hazardous waste disposal, recycling	North & South County	400
World Ocean Day	Water quality	South County	400

The County was a lead organizer for the Creek Week Festival in October (Appendix 1B). Festival activities included a water quality forum, creek clean ups, water quality monitoring, nature walks, volunteer creek restoration, and a closing celebration at the Watershed Resource Center. At the Earth Day festivals and other community events the County featured interactive 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.

Planned Year 4 Activities: PCW will remain a lead organizer of Creek Week, which is scheduled for September in order to coincide with California Coastal Cleanup Day, and will continue to attend other community events in North and South County. Information on proper disposal of household hazardous waste, composting and mulch programs will be promoted at community events by the County’s Resource Recovery and Waste Management Division.

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

Status: Based on a 2000 census unincorporated population of 134,700 the County reached 21% of the permit area population through this BMP, exceeding the goal of 15%. Note that due to the City of Goleta incorporation after the 2000 census, the cities population (27,599) has been subtracted from the 2000 Census unincorporated total.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will organize Creek Week in September, 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 the County’s Resource Recovery and Waste Management Division.

BMP 1.5 South Coast Watershed Resource Center

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

Status: In Year 3, 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 January 2009 PCW released a Request for Proposals for the lease and management of the WRC and in June a new five year lease of the WRC was finalized with Art From Scrap (AFS). The County is contracted with AFS to provide youth education through classroom presentations and field trips to the WRC. This year 592 students visited the WRC as part of the County's youth education program, 932 persons utilized the WRC for community meetings, and 744 persons attended community events and programs held at the WRC.

Starting in February, the WRC has been open on Sundays from 10-4 for drop-in visitors. Year 3 also featured, among other programs, week long Green Kids Summer Camps for children ages 5-12, the installation of a new mosaic mural celebrating indigenous maritime culture, Flows to the Ocean Family Night and a California Coastal Commission Restoration Workshop.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will work with AFS, the County Parks Department 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 and as funding becomes available.

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

Status: In Year 3 a total of 2,268 people visited the Center through the youth education and community programs. This included 592 student visitors as part of the County's youth education program, 932 persons for community meetings, and 744 persons for community events and programs held at the WRC.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will work with AFS, the County Parks Department and other community groups to promote the use of the WRC for youth education and 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 3, the County utilized the WRC during Creek Week for a "Watershed Celebration & Creek Week Closing Ceremonies" which included water quality testing, use of microscopes to look at creek invertebrates, an interactive watershed model, art

from beach plastic and other educational activities. The WRC Earth Day Celebration included a beach clean up, children's activities, movie and panel discussion.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to utilize and promote the WRC for community events. In August, the WRC will host a ribbon cutting ceremony and Community Reception to mark the new lease of the WRC and feature exhibits, tours and educational activities.

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 3, the County educated 2,203 students in the permit area through classroom presentations, field trips, and school assemblies. Outreach in the permit area educated about 16% of students in grades K-8 based on a total urban unincorporated K-8 population of 13,933 (Santa Barbara County Education Office). In Year 2, the County educated 2,465 students throughout the permit area, about 18% of unincorporated students (based on a total unincorporated K-8 population of 12,196). Combining Years 2 and 3, 34% of school children were educated, exceeding the 30% target.

Most school systems in the urban areas of Santa Barbara County enroll students from incorporated and unincorporated areas. Since it is impractical to determine which students within each school or class come from which jurisdiction, the County and our city partners have determined that schools located within city boundaries will be considered part of that city's educational program and schools located in urban unincorporated areas will be considered part of the County's educational program. By working together this way we avoid overlapping programs and provide a reasonable plan for reaching our student population.

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. North County students' field trip is to the Cabrillo Aquarium located in Lompoc. This year Art From Scrap educated 569 students in South County and 921 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 713 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 3 was 13,748 (not included in the total number of students reported above).

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to support storm water education in North and South County schools in unincorporated areas through Art From Scrap, Agua Pura and attendance at school 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 receiving PCW administered classroom presentations to assess the level of success of the program in transmitting the concept of storm water pollution and how to reduce it. Report the results from these evaluations in the annual report and use the results to revise the presentation content as needed.*

Status: In Year 3 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 1C). Evaluations were given to 516 students representing 30 of 30 Creek Kids series' in North County and 78 students representing 5 of 5 Creek Kids series' in South County. 100% of the total number of targeted students was given the evaluations. Students improved from pre to post test. As a result of these evaluations, minor adjustments to the program will be made for next year. In North County the presentations will be streamlined in order to not overwhelm the students with too much information. In South County we will be evaluating how to use the new video screen and computer at the WRC to better present the visuals that used to be shown with PowerPoint. More visuals in general will be presented to address the concept of Storm Water versus Waste Water systems (open and closed systems).

In addition class evaluations were given to all Creek Kids teachers. Of the 23 teachers who responded, 96% of teachers gave the Creek Kids Series an 8 or higher on 7 of the eight questions (level 1 as the lowest and level 10 as the highest) and 100% responded that they want to participate next year. 78% of teachers stated that the Creek Kids Series was valuable to their students at a level 10 and 74% stated that the field trip to the WRC was valuable to their students at a level 10.

Proposed Modifications: This MG was modified in Year 3 per the request from Water Board staff to include the language “*Report the results from these evaluations in the annual report and use the results to revise the presentation content as needed.*”

Planned Year 4 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. Field checking of storm drain drop inlets coincided with the installation of storm drain markers and the locations have been marked with GPS (see BMP 3.1).

Proposed Modifications: None.

Planned Year 4 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 3, 10 storm drain markers 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 field activities.

Proposed Modifications: None.

Planned Year 4 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 3 and received a total of 199 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. Hotline calls for County areas are included in the Complaints and Discoveries database as Appendix 3A. The hotline phrasing was updated to clarify after-hours calls and streamline basic information.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to maintain the hotline and document its usage. In Year 4 the call referral tree will be updated and distributed to stakeholders and partners (Appendix 1D).

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

Status: The hotline is promoted through printed materials including print ads, magnets, brochures, and PCW business cards. 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.

Planned Year 4 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: The Green Gardener Program; www.greengardener.org, is a program of the County Water Agency, City of Santa Barbara, City of Santa Maria, Santa Barbara City College, and local Water Districts and totaling nearly 20 sponsors County-wide.

As reported in our Year 1 Annual Report, grant funding for the Green Gardener Program expired and the program now has secure funding through sponsors that include Santa Barbara County, other local agencies, water purveyors, and private companies. Measurable Goal 1.8.4 was removed and reported as such at that time.

A total of 110 gardeners were certified through the Green Gardener Program in Year 3. To encourage participation, the Green Gardener Program was promoted County wide through radio ads and press releases and with available material at all community events attended.

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.

In Year 3, the Green Gardener Program was selected to receive the Outstanding Regional Storm water News, Information, Outreach, and Media Project Award at the 2008 Annual CASQA Conference in Oakland, CA.

Proposed Modifications: None.

Planned Year 4 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 Green Gardener Program partners developed a self-assessment tool that is used by the 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 (see the Year 1 Annual Report). 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 and 3.

Proposed Modifications: None.

Planned Year 4 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 45 self-assessments or class content assessments were collected from certified gardeners in Year 3. The number of certified gardeners who complete customer surveys continues to decrease as the self-assessment tool is an option for re-certification along with additional topical classes or an essay based on an instructional video. Assessments will be useful for evaluating the program and its effectiveness.

Proposed Modifications: None.

Planned Year 4 Activities: The County and regional partners will continue to obtain and evaluate assessments.

BMP 1.10 Landscape Education Program

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

Status: In Year 3, the County reached 20,398 community members with landscape information through Earth Day events, Green Gardening Day, Creek Week, Landscape Product Expo and other community events and opportunities including the distribution of

IPM information through participating Our Water Our World (OWOW) gardening stores, composting workshops, and County sale of compost bins. Also in Year 3, County TV regularly aired a program called the 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.

This year the Santa Maria Sustainable Garden, maintained by the County Water Agency, was upgraded by planting new species, culling older overgrown plants, replacing the irrigation system, and by adding new interpretive signs in the kiosk and new plant tags.

In March, The County's Second District Supervisor Janet Wolf hosted a Green Gardening Day at a local nursery featuring information and demonstration tables from local agencies and talks by experts on water wise plants and composting (Appendix 1F).

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.

Planned Year 4 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 3,624 landscape brochures. PCW continued its participation in the OWOW program by working with gardening stores County-wide to display fact sheets on less toxic pest management (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 eleven stores in unincorporated areas and in the cities of Santa Barbara, Goleta, Solvang, Buellton and Santa Maria with 1,900 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 1,180 copies of brochures covering the topics of sustainable landscaping and reducing runoff through proper lawn irrigation.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to participate in the OWOW program. Landscape education will be continued through the County's Resource Recovery and Waste Management and Water Agency Divisions 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 791 brochures and materials on preventing storm water pollution from business operations (not including information for landscape professionals), and 250 brochures on proper disposal of hazardous waste generated by small businesses.

Proposed Modifications: None.

Planned Year 4 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 3, PCW sponsored two workshops for mobile businesses, one in South County in October at Arroyo Burro Beach County Park (32 participants) and one in North County at the Minami Community Center in Santa Maria (44 participants). Combined with the Santa Maria Business Trade Show, the program reached 1,722 business owners and managers through events and workshops.

Proposed Modifications: None.

Planned Year 4 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 9 businesses in the permit area as a result of complaints or discoveries of illegal discharges (see Appendix 3A and BMP 3.4) and 44 businesses as part of the Business Inspection Program (see Appendix 3C 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.

Planned Year 4 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 3, the County participated in the launch of a county-wide Green Business Program; www.greenbizsbc.org. Over 30 County cities, utilities, agencies, districts and non-profits are funding the program in four business sectors (Hotels, Restaurants, Automotive, and Office and Retail). Four businesses were certified in the inaugural year of the program: Allen Associates, Isla Vista Food Cooperative, Movegreen, and Santa Barbara Airbus. PCW has been a part of the check list development in order to ensure that meeting storm water pollution prevention requirements is a criterion for green business certification. In addition, PCW and pollution prevention information is included on the website's Resources page. The criteria for green business certification are available at the green business program website listed above.

A 3 year recertification cycle was voted on by the 30 regional Green Business Program partners. The partners decided to adopt the parameters of what other California Green Business Programs were doing. Since it can take a year to get some businesses through the certification process, re-certifying every year was considered to be excessive by the partners. Additionally, the Policy & Procedure document allows for revocation of certification for serious violation of environmental regulations and failure to maintain Green Business standards.

Proposed Modifications: None.

Planned Year 4 Activities: County staff will continue to serve on the Green Business Program Steering Committee and assist in implementing the Green Business Program in which the businesses that are certified are ones that show a commitment to water pollution prevention. Additional business sectors are being considered for inclusion in the program.

BMP 1.12 Media Campaign

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

Status: This year, The County sponsored or participated in four media campaigns. 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 1H). MTD buses have a ridership of about 8.1 million passenger trips per year. In Year 3 the ads targeted making the storm drain connection.

In association with Creek Week, PCW co-sponsored with the City of Santa Barbara print ads in three local newspapers, and placed multiple radio ads on 6 stations, two of which are Spanish language stations.

For Earth Day, PCW placed ads in two South County newspapers both of which were in special edition sections dedicated to Earth Day, and one North County newspaper. The ads contained information on ways in which residents can prevent storm water pollution (Appendix 1I).

The County's Resource Recovery and Waste Management Division ran a two-week print ad campaign in North and South County newspapers on proper hazardous waste disposal.

Proposed Modifications: None.

Planned Year 4 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 and Earth Day. PCW will seek cooperative sponsorship with the City of Santa Maria for additional North County media campaigns.

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. Website use is documented in BMP 1.3.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to promote the website in print ads, brochures, and through other planned media and will outreach to other agencies and organizations to provide links between websites.

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 143,000 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 9,353 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 3 the fotonovela created in Year 1 about preventing storm water pollution was 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.

Through its support of Agua Pura, the County provided watershed and storm water education to 713 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, water quality sampling, and invertebrate sampling are incorporated into the curriculum when feasible.

Proposed Modifications: None.

Planned Year 4 Activities: In Year 4, 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 and other community events. A new Agua Pura website is under development.

BMP 1.14 Incentives for Built-Out Areas

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

Status: Complete and ongoing. Several incentives for commercial and residential built-out areas exist within current County programs and these have been incorporated into our storm water management incentive program over the past three permit years. While we have been unsuccessful in obtaining grants for an expanded incentive program we will continue to look for additional funding opportunities. Existing incentive programs include the following:

- Green Business Program (MG 1.11.4); incentives include differentiation from competitors and free promotion.
- Green Gardener Program (BMP 1.9); incentives include free promotion, networking resources and local business discounts.
- Certificate of Recognition; as part of PCW's Business Inspection Program (MG 3.5.3), a Certificate of Recognition (Appendix 1J) is given to businesses demonstrating excellence in protecting water quality and recipients are listed on the PCW Business Inspection Program webpage. This year 8 businesses received a certificate.
- Free mulch pile; the County's free mulch pile is maintained at the South Coast Recycling and Transfer Station and is accessible to households and businesses at

- all times during the day throughout the year. Delivery service is available at the highly discounted rate of \$10 per ton or \$10 per 7-10 cubic yard load.
- Compost bin sale; The County's Resource Recovery & Waste Management Division offers the Earth Machine composting bin at the sale price of \$40.00 (including tax) which is over 50% off the retail price.

Proposed Modifications: None.

Planned Year 4 Activities: PCW will continue to explore additional incentive opportunities, including funding mechanisms and opportunities to partner with other organizations and with ongoing or new County retrofit incentive programs targeting energy savings and water conservation.

Measurable Goal 1.14.2: *Implement and promote use of Built-Out Incentive Program. Evaluate effectiveness of incentive program based on number of participants and make recommendations for improvement where inadequacies are identified.*

Proposed Modifications: This is a new measurable goal added to our Storm Water Management Program September 15, 2009.

Planned Year 4 Activities: The County will continue to research additional program improvements, including funding mechanisms and opportunities to partner with ongoing or new County retrofit incentive programs targeting energy savings and water conservation during Years 4 and 5.

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: Creek signs at bridge crossings offer high visibility for pedestrian and vehicle traffic. The signs are intended to develop heightened public awareness and connection to our urban waterways by naming the creek and including the anti-pollution message "Keep Our Creeks Clean...Flows to the Ocean. (Appendix 1K)." This year PCW completed the installation of creek signs at 42 of 42 feasible County road and pedestrian/bike bridge crossings of major creeks.

Proposed Modifications: None.

Planned Year 4 Activities: No additional activities are proposed for this BMP.