

BMP 1.1 Public Opinion Survey

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

Status: In 2002, the County and City of Santa Barbara conducted a study to provide the foundation for a public education campaign designed to increase awareness of the causes and consequences of storm water pollution, and to reduce pollution-causing behaviors. The study identified the public’s knowledge of storm water issues, level of concern and willingness to make changes, and key population demographics that were less informed. In Year 4 PCW released a Request for Proposals to conduct a follow-up public opinion survey to track the public education and outreach program’s success and identify the most appropriate and effective outreach efforts. As part of this survey the County also wants to gauge the public’s willingness to fund the Stormwater Management Program through parcel, sales, or transient occupancy taxes, utility fees, or other methods.

Proposed Modifications: None.

Planned Year 5 Activities: PCW will contract with an experienced public opinion survey firm to plan and conduct the survey and analyze results.

BMP 1.2 Brochures

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

Status: In Year 4 the County distributed 18,525 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 PCW, other Public Works divisions such as Resource Recovery and Waste Management (RRWMD), Water Agency, Public Health, and County supported programs such as Isla Vista Recreation and Park District, Art From Scrap, Green Business Program, and Agua Pura.

This year PCW updated The Ocean Begins on Your Street brochure to include City of Carpinteria information, developed new bookmarks with tips on preventing water pollution, and distributed a new pamphlet on rain gardens. The Water Agency updated the Sustainable Landscaping booklet and released a new DVD entitled “Water Wise Gardening in Santa Barbara County.” The County also released materials in support of the newly formed Green Landscape Consortium. The current list of public education and outreach materials is set forth in Appendix C of the Storm Water Management Program (Appendix 1A).

Proposed Modifications: None.

Planned Year 5 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 brochures to four targeted populations. 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	11	15% of known stables, breeders, boarding and training facilities; unknown percent of private boarders
Creekside Concerns	967 creekside residents	169	17% of creekside residents
Gardener's Guide to Clean Water	243 landscape professionals; unknown household gardeners	220	15% of known landscape professionals; 100% Green Gardeners; unknown percent of household gardeners through events
A Dog Owner's Duty / The Ocean Begins on Your Street	21,712 dog licenses issued and 1,937 adoptions in 09-10; 57 kennels, vets, groomers, trainers, and breeders	925	Minimum 4% dog owners up to 100% adoptive dog owners through inclusion in County and Humane Society adoption packets; 24% 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 and 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 5 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 www.sbprojectcleanwater.org received 69,718 visitors in Year 4.

Proposed Modifications: None.

Planned Year 5 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: In Year 3 the website received 49,901 visitors. The number of visitors to the website was 69,718 in Year 4, a 28% increase.

Proposed Modifications: None.

Planned Year 5 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 5 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 12 events attended by a total of 43,512 people in Year 4. 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, watersheds	South County	1,300
Santa Ynez Materials Collection (October, 2009)	Hazardous and e-waste disposal	North County	317
Environment Fair at Marian Medical Center	Water quality, sustainable landscaping, hazardous waste disposal	North County	350
Arroyo Burro Beach Community Reception	Water quality, sustainable landscaping	South County	200
Santa Barbara Earth Day Festival	Water quality, watersheds, sustainable landscaping, hazardous waste disposal	South County	31,123
Goleta Earth Day	Water quality, hazardous waste disposal	South County	600
Isla Vista Earth Day	Water quality, hazardous waste disposal	South County	1,500
Vandenberg Earth Day	Water quality, sustainable landscaping, hazardous waste disposal	North County	400
Santa Ynez Materials Collection (April, 2010)	Hazardous and e-waste disposal	North County	322
Family Day in the Park	Water quality, watersheds	North County	5,000
Landscape Product Expo	Water quality, sustainable landscaping	South County	400
Santa Maria Valley Trade Show	Water quality, Green Business Program, hazardous waste disposal	North County	2,000

The County was a lead organizer for the Creek Week Festival in September (Appendix 1B) which opened this year with Coastal Cleanup Day. Festival activities included a community forum, creek and beach clean ups, water quality monitoring, nature walks, volunteer creek restoration, storm drain marking, and a 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 sustainable landscaping.

Proposed Modifications: None.

Planned Year 5 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 and information on sustainable and water-wise landscaping will be promoted at community events by the County's Water Agency.

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 32% 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 5 Activities: PCW will be a lead organizer for Creek Week in September, and will continue to attend community events in North and South County. Proper disposal of household hazardous waste will be promoted at community events by the County's Resource Recovery and Waste Management Division and information on sustainable and water-wise landscaping will be promoted at community events by the County's Water Agency.

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 4, 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. The County contracts with Art From Scrap's Green Schools to provide youth education through classroom presentations, summer camps and field trips to the WRC. This year 935 students visited the WRC as part of the County's youth education program, 714 persons utilized the WRC for community meetings, and 1,571 persons attended community events and programs held at the WRC.

The WRC has been open on Sundays from 10-4 for drop-in visitors. Year 4 also featured, among other programs, three week long Green Kids Summer Camps for children ages 5-12, a Community Beach Park Reception, a California Coastal Conservancy Wetlands

Task Force workshop, Beach Cleanups, and Flows to the Ocean Family Night. A new display identifying the local major and minor watersheds was installed at the WRC and PCW also made available an interactive and popular storm drain display for use at the WRC and community events.

Proposed Modifications: None.

Planned Year 5 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 4 a total of 3,220 people visited the Center through the youth education and community programs. This included 935 student visitors as part of the County's youth education program, 714 persons for community meetings, and 1,571 persons for community events and programs held at the WRC.

Proposed Modifications: None.

Planned Year 5 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 4, the County utilized the WRC during Creek Week for a Kick-Off Celebration which included an ocean animal trivia game, watershed beanbag toss, geology walk game, fly fishing lesson, and a presentation of the Chumash tomol. Participating groups included the Chumash Maritime Association, Agua Pura, Santa Barbara Flyfishers, Shorelines and Watersheds, UCSB Professor Ed Keller, and UCSB Environmental Affairs Board. The WRC Earth Day Celebration included a beach clean up, children's activities, movie and panel discussion.

Proposed Modifications: None.

Planned Year 5 Activities: PCW will continue to utilize and promote the WRC for community events featuring exhibits, tours and educational activities.

BMP 1.6 Educational Programs for Children
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Measurable Goal 1.6.1: *Educate 30% of school children (K-8) every two years.*

Status: In Year 4, the County educated 3,150 students in the permit area through classroom presentations, field trips, and school assemblies. Outreach in the permit area educated approximately 25% of students in grades K-8 based on a total urban unincorporated K-8 population of 12,459 (Santa Barbara County Education Office). In Year 3, the County educated 2,203 students throughout the permit area, about 16% of unincorporated students (based on a total unincorporated K-8 population of 13,933). Combining Years 3 and 4, 41% 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 1,454 students in South County and 1,426 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 677 students County-wide.
- County Resource Recovery conducts recycling and composting educational campaigns for K-8 students through Waste Management in North County and Art From Scrap in South County. In addition RRWMD staff did four independent presentations to a total of 104 students. The total number of students reached through this program in Year 4 was 14,984 (not included in the total number of students reported above).

Proposed Modifications: None.

Planned Year 5 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 4 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 292 students representing 17 of 27 Creek Kids series' in North County and 126 students representing 9 of 10 Creek Kids series' in South County. 70% of the total number of targeted students were 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. The lesson plans are being reviewed so that all of the educators present the same lesson without much variability. The new displays at the WRC will be incorporated into the field trips and AFS will work to increase participation from the Santa Ynez Valley schools.

In addition class evaluations were given to Creek Kids teachers. Of the 22 teachers who responded, 90% of teachers gave the Creek Kids Series an 8 or higher on the six identical North and South County questions (level 1 as the lowest and level 10 as the highest) and 92% responded that they want to participate next year. 75% of teachers stated that the Creek Kids Series was valuable to their students at a level 10 and 75% 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 5 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 2.*

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 5 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 4, 27 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 5 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 4 and received a total of 166 calls. The hotline has been maintained in collaboration with other local government offices so that residents who call are connected 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. In Year 4 the call referral tree was updated and distributed to stakeholders and partners (Appendix 1D).

Proposed Modifications: None.

Planned Year 5 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 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 5 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 educates local gardeners in resource efficient and pollution prevention landscape maintenance practices. The Green Gardener Program is a regional program designed to offer education, training, and promotion of participating gardeners and landscape maintenance contractors. The Green Gardener Program is funded through 21 sponsors including the County Water Agency, Resource Recovery and Waste Management Division and Air Pollution Control District, among other local agencies, water purveyors, and private companies.

A total of 108 gardeners were certified through the Green Gardener Program in Year 4. To encourage participation, the Green Gardener Program was promoted County wide through print and radio ads, web postings 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.

Proposed Modifications: None.

Planned Year 5 Activities: The Green Gardener Program will continue to be promoted County wide through print and radio ads, 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).

In Year 4 the Green Gardener Program added five weeks to the curriculum and was promoted to a vocational certificate program through Santa Barbara City College (SBCC). The self-assessment tool was integrated into the curriculum, and is now administered and reviewed during class by SBCC staff. The program also administers a class evaluation which will be use the results to revise the presentation content as needed.

Proposed Modifications: None.

Planned Year 5 Activities: The program will implement and use the self-assessment tool and class evaluations completed 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 76 self-assessments were administered to certified gardeners in Year 4. 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. As stated in Measurable Goal 1.9.2 the self-assessment tool is integrated into the curriculum, and is now administered and reviewed during class by SBCC staff as part of their vocational certificate program.

Proposed Modifications: None.

Planned Year 5 Activities: SBCC will administer and evaluate assessments as part of their vocational certificate program. The program will also administer a class evaluation which will be use the results to revise the presentation content as needed.

BMP 1.10 Landscape Education Program

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

Status: In Year 4, the County reached 37,736 community members with landscape information through Earth Day events, 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 4, 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 County Water Agency released and distributed to the public a DVD entitled “Water Wise Gardening in Santa Barbara

County” which features a comprehensive water wise plant database, watering tips, local garden galleries and a water-wise landscape encyclopedia.

In Year 4 the County launched the Santa Barbara County Green Landscape Consortium; www.countyofsb.org/sbc/ipm to promote sustainable natural strategies that allow the healthy growth of plants, while preventing pests and threats to humans, other animals, businesses, and the environment. Elected officials and lead administrators of public and nonprofit agencies within the County have joined together to share best practices and to educate the general public on these green strategies that allow for healthier habitats and that raise the standard of living for all.

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). In Year 4 there were five composting workshops County-wide with a total of 91 attendees.

Proposed Modifications: None.

Planned Year 5 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 4,811 landscape brochures. PCW continued its participation in the OWOW program by working with other jurisdictions and a total of twelve gardening stores County-wide to display fact sheets on less toxic pest management (example, Appendix 1F). The OWOW program provides information to consumers on less toxic alternatives to traditional chemical pesticides and rapid release fertilizers.

In Year 4 City of Santa Barbara staff took responsibility for three OWOW stores, the City of Goleta took responsibility for five OWOW stores and the City of Santa Maria took responsibility for two OWOW stores within their city limits. PCW staff stocked the remaining two stores. PCW supplied the City of Goleta with 2,200 OWOW fact sheets and distributed a total of 3,000 fact sheets. In addition, County Water Agency staff distributed a total of 3,200 materials covering the topics of sustainable landscaping and reducing runoff through proper irrigation.

Proposed Modifications: None.

Planned Year 5 Activities: PCW will continue to participate in the OWOW program. Landscape education will be promoted 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 475 brochures and materials on preventing storm water pollution from business operations (not including information for landscape professionals), and 400 brochures on proper disposal of hazardous waste generated by small businesses.

Proposed Modifications: None.

Planned Year 5 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 4, there was a public forum targeted to the development community related to the regional joint effort to develop hydromodification control criteria and pending regulations, held on January 28, 2010 at Lake Cachuma; 17 persons attended. In addition, PCW staff attended three Building Industry Association of Southern California meetings on December 4, February 12, and April 9 to present similar information; a total of 55 persons attended. Combined with the Santa Maria Business Trade Show, the Landscape Product Expo, the Green Business Program award ceremony, the program reached 2,552 business owners and managers through events and workshops.

Proposed Modifications: None.

Planned Year 5 Activities: PCW will document workshops and number of participants. Brochures will continue to be offered at events attended by business persons.

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 3 businesses in the permit area as a result of complaints or discoveries of illegal discharges (see BMP 3.4) and 39 businesses as part of the Business Inspection Program (see 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 5 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 Green Business Program of Santa Barbara County.*

Status: In Year 4, the County participated in the second year of a County-wide Green Business Program; www.greenbizsbc.org 31 County cities, utilities, agencies, districts and non-profits are funding the program in four business sectors (Hotels, Restaurants, Automotive, and Office and Retail). 11 businesses were certified in the second year of the program and recognized at an awards ceremony in February. County Water Resources and Resource Recovery Waste Management Division staff continue to serve on the Steering Committee. 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.

A 3 year recertification cycle was voted on by the Green Business Program 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 5 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 such as wineries and dental offices are being developed 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 1G). MTD buses have a ridership of over eight million passenger trips per year. In Year 4 the ads targeted making the storm drain connection.

PCW in collaboration with the City of Santa Barbara and the City of Goleta contracted with Univision to broadcast a Spanish television public awareness campaign focusing on water pollution prevention to help educate the Spanish-speaking community regarding

sources of creek and beach pollution. Public Service Announcements (PSAs) were broadcast County-wide for the period of July 2009 through June 2010.

In association with Creek Week, PCW co-sponsored with the City of Santa Barbara, City of Goleta and City of Carpinteria eight print ads in three local newspapers, and placed over 150 radio ads on 7 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 two North County newspapers. The ads contained information on ways in which residents can prevent storm water pollution (Appendix 1H).

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, one month of e-waste recycling ads in North and South County newspapers and online news services, and two months of oil recycling ads in North and South County newspapers, online news services and 8 radio stations.

Proposed Modifications: None.

Planned Year 5 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.

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 5 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: As described under BMP 1.12 Media Campaigns 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. PCW also co-sponsored bilingual clean water ads on MTD buses.

Approximately 8,144 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 4 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 677 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 5 Activities: In Year 5, 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.

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 four permit years. 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 1I) is given to businesses demonstrating excellence in protecting water quality and recipients are listed on

- the PCW Business Inspection Program webpage. This year two 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 \$40 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. In Year 4 359 were sold County-wide.
 - Used Oil Collection Containers: In Year 4 the County's Resource Recovery & Waste Management Division distributed 350 free oil collection containers.

In Year 4 the County developed emPowerSBC (Elective Municipal Programs to Optimize Water, Energy and Renewables) which provides a convenient financing option to empower residents and businesses to green their property through energy efficiency, water efficiency or renewable improvements. The intent is to create a voluntary, incentive-based strategy to encourage the green retrofits and renewable installations that could boost the local economy, create jobs, and improve County-wide resource efficiency.

In Year 4 PCW and the County's Water Agency developed an innovative incentive project to reduce water pollution and promote water conservation by hosting rain barrel truckload sales for local residents. PCW staff developed a plan, identified a willing vendor, and negotiated a price to enable the public to purchase the rain barrels at a highly reduced cost. Normally a \$120 retail value, the rain barrels were sold for \$50 each. Three Saturday events (two in the South County on September 26th and November 21st, one in the North County on February 27th) were held at conveniently located public parking areas where a total of 1260 rain barrels were sold. This program received the CAPIO (California Association of Public Information Officials) 2010 Excellence in Communications Award of Distinction in the Special Event category.

Proposed Modifications: None.

Planned Year 5 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.*

Status: The County continues to actively promote a number of popular and effective incentive programs for commercial and residential build-out areas. Community interest and the steadily increasing number of participants in the various incentive programs demonstrates that they are effective. This is particularly so with Year 4's rain barrel sale which was both extremely successful and received recognition in the form of a CAPIO award. No inadequacies have been identified therefore there are no recommendations for improvement at this time. The types of incentives will continue to evolve based on need, community interest and available funding.

Proposed Modifications: This measurable goal was added to our Storm Water Management Program September 15, 2009. No modification is recommended at this time.

Planned Year 5 Activities: The County will continue to research additional program improvements, including funding mechanisms and opportunities to partner with other ongoing or new County incentive programs targeting energy savings and water conservation. The rain barrel sales that were held in Year 4 will not be continued into Year 5 because rain barrels of comparable quality and price are now widely available in retail stores and on-line.

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: PCW completed and reported on the installation of signs at County road and pedestrian/bike bridge crossings of major creeks during Year 3.

Proposed Modifications: None.

Planned Year 5 Activities: No additional activities are proposed for this BMP.