

1.0 PUBLIC EDUCATION AND OUTREACH

Responsible Person to Implement or Coordinate this Minimum Control Measure: County Public Works Director.

This minimum control measure is intended to ensure greater public support and compliance for the Storm Water Management Program (SWMP). Specifically these efforts are to teach the public the importance of protecting storm water quality, both for the benefit of the environment and human health.

Although difficult to measure, public education is essential to achieving behavioral changes that can protect water quality. Because the SWMP focuses on non-point source pollution, the role of the individual in preventing this pollution is key. The BMPs selected for implementation include efforts that can be made by community members both at work and at home.

1.1 Minimum Requirements

EPA guidelines suggest the following “Best Management Practices” for Public Education and Outreach Minimum Control Measure (*Fact Sheet 2.3 – Public Education and Outreach Minimum Control Measure, 01/00*):

- Distribute educational materials on the impact of storm water discharges and steps that can be taken to reduce storm water pollution
- Brochures or fact sheets
- Alternative information sources such as websites, bumper stickers, and refrigerator magnets
- A library of educational materials
- Volunteer citizen educators
- Event participation
- Educational programs for school children
- Storm drain stenciling
- Storm water hotlines
- Tributary signage

However, the EPA emphasizes that the permittee has a great deal of flexibility in choosing exactly how to satisfy the minimum control measurement requirements. The BMPs listed here were selected from a broad range of sources based on the factors discussed in the introduction to the MCM section as well as the County’s demographics and opportunities to cooperate with other Phase II communities.

1.2 Best Management Practices

The County has implemented or will implement all BMPs listed below. The County will maintain the level of implementation for existing BMPs. Each BMP implemented is described in more detail below.

Best Management Practices:

- **Measure Public Opinion:** 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 level of knowledge about storm water issues, level of concern, and willingness to make changes, and key population demographics that were less informed. The County will implement a similar study every five years to track education program success and identify the most appropriate outreach efforts.
- **Brochures:** PCW has developed a series of four informational brochures on storm water quality targeting dog and horse owners, creekside residents, and gardeners. Additional informational brochures include a general storm water brochure called "The Ocean Starts at Your Door", and a brochure on proper disposal of and alternatives to hazardous household products. These materials are all produced in both Spanish and English. The brochures are distributed at special events, by mail, through enforcement activities, and upon request. All educational materials produced by PCW are listed in Appendix C - Project Clean Water Public Education & Outreach Materials, and can be viewed at www.countyofsb.org/project_cleanwater.
- **PCW website:** The objectives of the website are to provide information to the public on Project Clean Water in general and what individuals can do to protect water quality. The PCW website features general information, copies of reports, studies, and educational materials, and a calendar of events. The website currently receives over 300 hits per month. The PCW website is advertised as part of the media campaigns. PCW also distributes magnets that list the website address and hotline phone number, and a poster about the storm drain – ocean connection. These items are distributed at special events, to school groups, by mail and upon request.
- **Community Events:** Each fall, PCW sponsors Creek Week, which features guided walks, presentations, public forums and other events that highlight watersheds and water quality issues. PCW provides exhibits and materials for the annual Earth Day Festival, Sustainable Landscape Fair and other relevant public events.
- **South Coast Watershed Resource Center (WRC):** The WRC is a joint effort among the County and the Community Environmental Council (CEC); these partners also shared the initial costs of development and construction. The County and the CEC provide the ongoing operational costs. The WRC is located in a former ranger residence at Arroyo Burro County Beach, one of the South Coast's most popular and often most polluted beaches. The Center features exhibits on watersheds and nonpoint source pollution, a wet lab, native plant exhibits, a library and computer research area, and a Chumash tomol (canoe) construction area. The WRC is open to the public during the day, hosts field trips for school groups, is available for meetings or events for community groups in the evening, and provides information in Spanish. A project housed at the WRC is the Watershed Projects Volunteer Coordinator, who conducts outreach to local high school and college students to solicit volunteers for watershed related projects that have a direct impact on improving water quality. These projects include restoration efforts, exotic plant removal, and creek clean-up efforts.

- **Educational programs for school children:** PCW provides classroom presentations for grades K – 6, and distributes materials such as a coloring book on nonpoint source pollution, stickers, and storm drain marker decals. In partnership with the City of Santa Barbara and the Community Environmental Council, PCW also developed a watershed science curriculum called “Mountains to the Sea”. Curriculum training for teachers is offered annually, and the curriculum is also distributed to teachers who request classroom presentations. PCW staff also offer teacher training for the Project WET curriculum, which features water quality activities. Project WET is a national water education program designed to promote awareness, appreciation, knowledge and stewardship of water resources.
- **Storm drain marking:** PCW has marked the majority of the storm drain drop inlets on the permit area with markers that say “Don’t Dump – Drains to Ocean” in Spanish and English. The County will continue this effort, to mark all storm drains in the commercial and residential neighborhoods in the County permit area, and establish a systematic replacement program.
- **Green Gardener Certification Program (GGCP):** The GGCP trains landscape maintenance professionals in techniques that reduce resource use and pollution from landscaped sites. The class is offered in both Spanish and English, and has trained over 500 gardeners since its inception in 2000. The program is promoted to the community through advertising and the distribution of a Certified Green Gardener List. The program was initiated through grants, and the County will not continue this BMP without future grant funding. Program partners include local water districts and other resource management agencies, as well as Santa Barbara Community College District Continuing Education Division (South Coast) and Allan Hancock College Noncredit Program (North County). Classes are offered in the fall and spring by both institutions. By September 2006, the GGCP will have a program assessment tool to help determine the success of the training on reducing water quality impacts.
- **Storm water hotlines:** The PCW water quality hotline is accessible at 1-877-OUR-OCEAN. Callers can report water quality problems or get information such as where to dispose of hazardous waste. The County organizes and funds this regional (multi-agency) effort.
- **Landscape Education Program:** The County has an extensive sustainable landscaping education program that includes information on reducing polluted runoff from landscaped areas through efficient irrigation and reduction of fertilizers and pesticides. The program includes annual landscape fairs in North County and South Coast locations, Earth Day exhibits, and brochures and other outreach materials. The County revised the brochure “Sustainable Landscapes for the Central Coast” to include specific recommendations on protecting water quality in June 2003.
- **Business Outreach and Education:** The objective of this BMP is to eliminate inappropriate discharges from businesses through education. PCW produced and distributes four different brochures and two posters in Spanish and English that target restaurants (poster and brochure), automotive services (poster and brochure), construction contractors (brochure), and mobile cleaners (brochure). These are distributed during site visits by PCW staff and EHS restaurant inspectors. Business outreach and education is

also accomplished through the County's inspection programs, which include face-to-face communication and follow-up to ensure elimination of illicit discharges (see Section 3.0 Illicit Discharge & Detection Elimination). In addition, the Restaurant Recognition Program presents certificates on a quarterly basis to restaurants that implement water quality BMPs. The winning restaurants receive a certificate and recognition by the County Board of Supervisors and city councils, as well as advertising in the newspaper. PCW has also partnered with the Goleta Sanitary District to offer BMP training to restaurant managers. The first training took place in December 2002.

- **Media Campaigns:** Each year, a print ad campaign is run in conjunction with the Earth Day (spring) and Creek Week (fall) events. Additional media campaign efforts have included radio and television ads in Spanish and English, bus signs, and theater ads. Using the Storm Water Education Study conducted in 2002 as a guide, the media campaign will target a priority demographic each year. For example, past efforts have focused on Spanish speakers and young males, both delineated as under-reached populations in the study. The medium will continue to be selected based on budget and target audience. One objective of the media campaigns will be to increase utilization of the Project Clean Water website.
- **Hazardous materials collection.** The Santa Barbara County Resource Recovery and Waste Management Division has established a household hazardous waste collection program for motor oil, antifreeze, pesticides and other common waste materials. In addition, regular events are held to collect and recycle unused electronic devices. For more information, see the Division's website at <http://www.countyofsb.org/pwd/swud>.
- **Latino outreach:** Improve outreach to the Latino community through media campaigns, participation in Latino community events, and school programs implemented by Agua Pura. Development of this effort began in December 2002; program development will be completed by the end of year 1 and implementation of the outreach efforts will be ongoing throughout the permit period.
- **Incentives for built-out areas:** This effort will identify potential retrofits for existing development to reduce polluted runoff. Research will include current technologies and programs in other relevant communities. Grant opportunities to implement the retrofits will also be identified.
- **Tributary signage:** Improve public awareness of the urban creek systems by installing signs identifying the major tributaries (e.g., second order streams) of the first order streams (e.g., streams that lead to the ocean) in County permit area. The County will develop a proposal for signage and seek permits and funding to install signs where County roads cross the tributaries.

1.3 Measurable Goals

The County will educate the general public about storm water quality issues and their role in the solutions by outreach to the community, school children, and businesses. Measurable goals for each BMP are listed below. In 2001, the County and City of Santa Barbara sponsored a public opinion survey to determine the level of community awareness on storm water issues. In addition, the survey provided important information for future program development and specific

target audiences. As a Measurable Goal for the entire Public Education and Outreach Program, the County will conduct another public opinion survey in year 5.

BMP: Measure Public Opinion

- Conduct a follow-up public opinion survey by the end of the implementation period (year 5) to determine the level of knowledge concerning general storm water quality concepts, level of knowledge on and degree to which lifestyle changes have been made to protect water quality, and willingness to make further changes to protect water quality. The study will also be designed to determine which segments of the population need outreach the most.

BMP: Brochures

- Compile the number of brochures distributed
- Reach 15% of the brochure target population each year.

BMP: Project Clean Water Website

- Compile the number website hits annually
- Increase hits to the website by 10% per year
- Develop improvements to increase utility of website (i.e., increase usefulness, improved presentation, better communication, more minutes spent on website, etc.)

BMP: Community Events

- Compile the number events organized or attended with displays as well as the number of people who attended each event.
- Reach 15% of the permit area population each year.

BMP: South Coast Watershed Resource Center

- Increase visitation by 10% each year, with FY 2003-04 visitation as the base year.

BMP: Educational Programs for School Children

- Educate a minimum of 30% of school children (K-8) in the permit area every two years on storm water quality by providing school districts with classroom presentations, copies of the “Mountains to the Sea” Watershed Curriculum, curriculum training workshops for teachers, field trips to the Watershed Resource Center, Agua Pura Program¹ and materials such as posters, brochures and videos.
- Administer pre- and post-presentation evaluations to students who receive 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.

¹ The Agua Pura Program, which is operated by the UC Cooperative Extension Youth Development Program, was created to inform, educate, and engage Latino children and parents in water quality issues affecting their community. PCW is an Agua Pura sponsor.

BMP: Storm Drain Marking

- Complete marking of storm drains in all County permit areas by the end of year 2.
- Maintain storm drain markers throughout the permit area by checking markers every year and replacing as them necessary.

BMP: Storm Water Hotline

- Maintain hotline and document its usage.
- Expand hotline usage into all County permit areas by the end of year 1, and continue to document usage.
- Promote use of the hotline by publicizing the number on all printed materials and through the website.
- Respond to 100% of calls to Project Clean Water staff within 24 hours. Complaints outside direct County jurisdiction are forwarded to appropriate regulatory agency responsible for elimination of illegal discharges. Where the County of Santa Barbara has enforcement authority (i.e., Planning & Development, Solid Waste, Fire Department), County will respond directly and identify and control or eliminate illicit discharges as described in Section 3.2.4.

BMP: Green Gardener Certification Program (will not continue past FY 04/05 without additional grant funding)

- Train 100 landscape maintenance professionals in Green Gardener practices each year.
- Complete pilot water quality study to evaluate the level of pollution reduction achieved by Green Gardener practices by the end of year 2, and use results to revise the program as needed.
- Obtain customer surveys from a minimum of 25 certified gardeners each year during years 2-5.
- Seek additional grant funding for continuation of program.

BMP: Landscape Education Program:

- Reach 1,500 community members annually through events featuring landscape water quality information.
- Distribute at least 1,000 landscape brochures annually.

BMP: Business Outreach

- Compile the number of brochures/posters distributed, restaurants awarded through the Restaurant Recognition Program, and businesses that attend training workshops.
- Model outreach after the joint restaurant education program with Goleta Sanitary District, expand the program to Montecito, Carpinteria, Laguna County, and the Vandenberg Village Community Services District which are in the South Coast and North County permit areas, by the end of year 3.
- Deliver brochures to businesses by hand and conduct face-to-face communication with owners and operators regarding BMPs.
- Report results of water quality inspections completed by County Departments (as defined in Section 3.2.4).

BMP: Media Campaign

- Sponsor at least two media campaigns per year associated with Earth Day, Pollution Prevention Week, or Creek Week. Compile the number of print, television or radio ads run, and storm water related press releases/media coverage.
- Target advertisement of the Project Clean Water website to increase the number of visitors to the website.

BMP: Latino Outreach

- Document the number of Spanish language brochures distributed, number of Latino events attended with displays, and number of students reached by the Watershed Resource Center, and Agua Pura.

BMP: Incentives for business & residents in built-out areas

- The County will research grant opportunities for such a program beginning in year 1, and if grant funds are secured, will implement an incentives program by year 3.

BMP: Tributary signage

- In year 3, the County will develop a program proposal to fund or seek outside funding to install signs where County roads cross the major tributaries of first order streams in the County permit area.

1.4 Reporting

The data collected for each measure (such as number of brochures distributed) will be compiled, reviewed and summarized in annual reports. Significant variance from targets will be assessed and discussed in annual reports. Progress towards achieving goals that have multi-year timelines (such as joint outreach with sanitary districts) will be reported annually. Implementation of existing BMPS will be modified as needed. Measurable goals will be adjusted as appropriate, and the basis for any changes will be documented in the next annual report.

**Table 1-1
BMP Implementation: Public Education & Outreach**

Year(s)	BMP/Pollutants of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
5	Public Opinion Survey All POCs	Survey performed in 2001.	Conduct survey in coordination with the County, to determine effectiveness of programs and future program direction.	<ul style="list-style-type: none"> • Conduct public opinion survey in year 5. 	County/regional partners
1 - 5	Brochures All POCs	Brochures and posters are available in Spanish and English.	Brochures provide information on how community members, including business owners and staff, can prevent storm water pollution.	<ul style="list-style-type: none"> • Compile the number of brochures distributed. • Reach 15% of the brochure target population each year. 	County
1 - 5	PCW Website All POCs	Website is established.	The website provides information on how community members can prevent storm water pollution and also provides data on water quality within the County.	<ul style="list-style-type: none"> • Compile the number website hits annually. • Increase hits to the website by 10% per year. • Develop improvements to increase utility of website (i.e., increase usefulness, improved presentation, better communication, more minutes spent on website). 	County
1 - 5	Community Events All POCs	The County currently sponsors Creek Week which includes a Kid's Creek Fest as well as a booth for Earth Day.	Public events can reach a wide audience in providing information on how to prevent storm water pollution.	<ul style="list-style-type: none"> • Compile the number of events organized or attended with displays as well as the number of people who attended each event. • Reach 15% of the permit area population each year. 	County
1 - 5	South Coast Watershed Resource Center All POCs	Center opened in fall 2001	The Center hosts exhibits, activities, field trips for school groups, summer camps, community meetings, volunteer coordination and a resource library.	<ul style="list-style-type: none"> • Increase visitation 10% each year, with FY 03-04 as the base year 	County/CEC

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Year(s)	BMP/Pollutants of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	Educational Programs for children All POCs	Ongoing	Classroom presentations are available on request and annual training is held for the Mountains to the Sea watershed curriculum.	<ul style="list-style-type: none"> • Educate 30% of school children (K-8) every two years. • Administer pre-and post presentation evaluations. 	County
1 - 5	Storm drain marking All POCs	The majority of storm drains are marked	The majority of storm drains were marked in the major business and residential areas.	<ul style="list-style-type: none"> • Complete storm drain marking by the end of year two. • Check markers and replace every year as needed. 	County
1 - 5	Green Gardener Certification Program (Contingent on future grant funding): (Pathogens; Nutrients; Organic Enrichment/Low DO)	Over 500 gardeners trained to date, annual training in Spanish and English.	Continuation of program is contingent upon grant funding.	<ul style="list-style-type: none"> • Train 100 gardeners annually. • Complete pilot water quality study • Obtain 25 customer surveys annually. • Seek additional grant funding. 	County/ program partners

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Year(s)	BMP/Pollutants of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	Storm water hotline; All POCs	Hotline is established	Hotline directs complaints and gives information.	<ul style="list-style-type: none"> • Maintain hotline and document its usage. • Expand hotline usage into all County permit areas by the end of year 1, and continue to document usage. • Promote use of hotline through printed materials and website. • Respond to 100% of calls to Project Clean Water staff within 24 hours. Complaints outside direct County jurisdiction are forwarded to appropriate regulatory agency responsible for elimination of illegal discharges. Where the County of Santa Barbara has enforcement authority, County will respond directly and identify and control or eliminate illicit discharges as described in Section 3.2.4. 	County
1 - 5	Landscape Education Program; Pathogens Nutrients Organic Enrichment/Low DO	Program includes printed materials and public events	Written materials are distributed through the annual landscape fair, and Water Awareness Day.	<ul style="list-style-type: none"> • Reach 1,500 community members annually through materials and events. • Distribute at least 1,000 landscape brochures annually. 	County

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Year(s)	BMP/Pollutants of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	Business Outreach; All POCs	Program focuses on restaurants, automotive services, mobile cleaners, and construction trades.	Written materials and posters are distributed to businesses, during complaint response, and at workshops. A Restaurant Recognition Award is presented quarterly.	<ul style="list-style-type: none"> • Compile number of materials distributed annually. • Document workshops and number of participants. • Deliver brochures to businesses by hand to enable more face-to-face communication with owners. • Report results of water quality inspections completed by County Departments (as defined in Section 3.2.4). 	County
1 - 5	Media Campaign; All POCs	Media campaigns are run on an annual basis.	Media campaigns are run around events such as Earth Day, Pollution Prevention Week, and Creek Week.	<ul style="list-style-type: none"> • Co-sponsor at least two media campaigns each year. • Target advertisement of the Project Clean Water website to increase the number of visitors to the website. 	County/regional partners
1 - 5	Latino Outreach All POCs	Media campaign completed in FY 03/04.	Media campaigns will be run again in the future as funding permits.	<ul style="list-style-type: none"> • Document number of Spanish brochures, Latino events, students reached. 	County Agua Pura WRC
1 - 5	Incentives for built-out areas All POCs	None	Research grant opportunities and establish program is funds are found.	<ul style="list-style-type: none"> • Research grants/apply. • Implement incentive program. 	County
3-5	Tributary signage	None	Install signs identifying the major tributaries (i.e., second order streams) of first order streams (streams that lead to the ocean) in the County permit area.	<ul style="list-style-type: none"> • In year 3, the County will develop a program proposal and seek permits and outside funding to install signs where County roads cross the major tributaries of first order streams in the County permit area. 	County