

2.0 PUBLIC PARTICIPATION AND INVOLVEMENT

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

This minimum control measure is intended to foster active community support for the SWMP and direction as to its implementation. Participation by the public ensures that the program reflects community values and priorities and thus has the highest potential for success.

2.1 Minimum Requirements

EPA guidelines establish the following “Best Management Practices” for the Public Participation/Involvement minimum control measure (*Fact Sheet 2.4 – Public Participation/Involvement Minimum Control Measure, 01/00*; and “Measurable Goals Guidance for Phase II Small MS4s”):

- Establish a steering committee
- Hold regular public meetings
- Establish regular coordination among agencies
- Volunteer water quality sampling
- Community clean-ups

The County has implemented all the suggested “Best Management Practices” listed above and intends to maintain them at current levels (see below). In addition, special meetings will be held at minimum bi-annually in Carpinteria Valley, Goleta, Vandenberg Village, and Orcutt to identify the needs or concerns of these specific communities or to attract involvement of groups or interests who have not participated to date.

2.2 Best Management Practices

The County has implemented all BMPs listed above, and plans to maintain this level of implementation as well as develop new efforts as deemed appropriate for the community. Each BMP implemented is described in more detail below.

2.2.1 Establish Steering Committee

In order to incorporate community concerns and ideas into PCW objectives, the Project Clean Water Stakeholders Committee was formed in 1998 to provide a forum for this input. The Stakeholders Committee includes representatives of community organizations, local government agencies such as the Cities of Santa Barbara, Goleta and Carpinteria, staff from Santa Barbara City College and UCSB, and other interested individuals. All interested individuals or organization representatives are encouraged to attend.

Community organizations represented in the Stakeholders Committee are listed in Table 2.1. Working groups to focus on specific issues were also convened as part of the initial work plan development for PCW, and met on a monthly basis. Working groups identified water quality solutions and made recommendations. These groups are now convened on an as-needed basis. These groups all focused initially on south coast issues and efforts.

Because the northern part of the County is geographically separated and has different concerns, a separate stakeholders group will be convened in that area.

**Table 2-1: Organizations & Agencies Represented on Stakeholders Committee
(past and present)**

Government Agencies:

City of Santa Barbara	City of Solvang
City of Carpinteria	Carpinteria Sanitary District
City of Goleta	Goleta Sanitary District
City of Santa Maria	Goleta West Sanitary District
City of Guadalupe	Laguna Sanitary District
City of Buellton	Montecito Sanitary District

Organizations:

All Saints-by-the-Sea	League of Women Voters
Allied Neighborhoods Assn.	Lideres Latinos
Automotive Service Council	Ocean Futures
Clean Up Rincon Effluent	Patterson Area Neighborhood Assoc.
Cal Trout, Inc.	Project Recovery
California Coastal Commission	Rincon Point Property Owners' Assn.
Carpinteria Creeks Committee	Samarkand District Improvement Assn.
Carpinteria Valley Assn.	Santa Barbara Assn. of Realtors
Carpinteria Valley Chamber of Commerce	Santa Barbara Audubon Society
Casa de la Raza	Santa Barbara Channel Keeper
Citizens Planning Assn.	Santa Barbara Contractors Assn.
Coalition of Labor, Agriculture & Business	Santa Barbara SEA
Commercial Fishermen of Santa Barbara, Inc.	Shoreline Preservation Foundation
Community Environmental Council	So. Cal. Edison
Community Planet Foundation	Surfrider Foundation
Conception Coast Project	Surfrider Foundation - Santa Barbara
Earl Warren Showgrounds	Surfrider Foundation - Ventura County
Environmental Defense Center	Sustainability Project
Environmental Horticulture	Syukhtun
For the Sake of Salmon	The Conception Coast Project
Gaviota Coast Conservancy	UCSB Bren School of Environmental Science and Management
Goleta Chamber of Commerce	UCSB Cooperative Extension 4-H
Heal the Ocean	Urban Creeks Council
Hope Ranch Assn.	Westmont College
Growing Solutions	

2.2.2 Hold Regular Public Meetings

The Stakeholders Committee meetings, feature updates on the PCW and other storm water programs, guest speakers, and provide the opportunity for community members to discuss any issues of concern and provide feedback on program direction. PCW staff maintains a Stakeholder email and mailing list with over 200 names, and those on the list are noticed of regular meetings, announcements, and other events through the email system. A North County Stakeholders Committee will be convened and will meet on a regular basis. The City of Santa Maria is filing a separate NPDES permit, but is interested in working cooperatively with the County and we will coordinate on forming a stakeholders committee. In addition, County staff will continue to work with nonprofit groups and the Regional Water Quality Control Board (RWQCB) to organize public forums on water quality.

In addition to the Stakeholders Committee, several ad hoc working groups were formed to evaluate potential water quality problems, develop solutions to specific problems or issues, and make recommendations to County staff for implementation. These working groups were key to the initial development of the PCW work plan and BMPs. These working groups now meet on an as-needed basis and are modified or created to address emerging issues. A list of the initial PCW working groups with brief description of each group’s focus appears in Table 2-2. The report prepared by the working groups is available as “Appendix A” to the 1999-2000 Annual Report posted at: http://www.countyofsb.org/project_cleanwater.

Table 2-2: Project Clean Water Working Groups

Working Group Name	Focus
Wetland & Riparian Restoration	Makes recommendations for restoration and participate in watershed planning activities.
Animal Waste Management	Makes recommendations for enforcement/development of policies to control domestic animal waste.
Infrastructure Cleaning & Maintenance	Works with City/County staff to develop policies/procedures for regular infrastructure cleaning & maintenance.
Ordinance & Policy Review	Evaluates existing policies regarding water quality and determine if enhanced enforcement/ additional policies are needed.
South Coast Watershed Resource Center	Develops design and education program for center at Arroyo Burro Beach.
Illegal Encampment	Evaluates methods for reducing illegal encampments and improving sanitation in creeks, including alternatives to police action.
Storm Drain Marking	Develops & promotes storm drain stenciling program, and research permanent markers and development requirements.

Working Group Name	Focus
Youth Education	Develops & implements youth education programs
Septic System Maintenance	Reviews county/city policies on septic system maintenance.
Sewer System Testing/Maintenance	Reviews & makes recommendations for sewer system testing/maintenance.
Signage & Posting	Develops and implements signs to provide information on beach status and water quality issues.
Targeted Information Campaign	Develops & distributes targeted information on water quality issue solutions.
Hot Line	Reviews and implements improvements to water quality hotline (1-877-OUR-OCEAN)
Business Incentives	Develops programs to encourage businesses to implement water quality solutions.
Illegal Activities	Considers options for installing signs, trash cans & portable toilets. Examine options for policies to reduce vehicle “droppings”.

2.2.3 Establish Regular Coordination Among Agencies

Since 1998 the County has hosted a quarterly meeting of local, state and federal agencies with interests in local storm water issues. This meeting of the “intergovernmental committee” includes both regulators (such as the Central Coast RWQCB) and regulated entities. Topics for discussion are suggested by participants and include development and interpretation of storm water regulations, opportunities for cooperative efforts, emerging technologies and sharing of water quality information. In addition, the County is a member of the California Storm Water Quality Association (CASQA), which facilitates the exchange of information and joint research and efforts among Phase I and Phase II agencies statewide. CASQA meets on a bimonthly basis.

2.2.4 Volunteer Habitat Monitoring and Water Quality Sampling

Originally, the County sponsored the Creek Watchers Program, which was a volunteer water quality monitoring effort implemented by the Community Environmental Council (CEC). This program was eliminated in 2004. In place of the Creek Watcher Program, the County will organize and/or help sponsor volunteer “snapshot” water quality sampling events twice a year through advertising, organizing, training, and coordination of collected data. This event will involve community members to sample water quality at established points on the creek or ocean. Water quality sampling would include, but not necessarily be limited to: 7 sampling locations that receive runoff from the unincorporated urban areas for indicator bacteria, nutrients, physical parameters (flow, dissolved oxygen, temperature, pH, conductivity), and in the case of habitat monitoring, benthic macroinvertebrates. The purpose of the sampling is to 1) involve the community through direct participation in water quality monitoring, 2) encourage awareness

and a sense of ownership of water quality with the local community, and 3) contribute to existing databases (i.e., state-wide Snapshot Day). The County will continue to coordinate with community groups such as the CEC or Santa Barbara Channelkeeper to implement volunteer sampling events.

2.2.5 Community Clean-ups

Each year in conjunction with Creek Week, PCW sponsors community creek or beach clean-up efforts in a variety of South Coast Watersheds. With funding from the County the Watershed Resource Center (described in MCM #1) sponsors four beach clean-ups each year.

2.2.6 Community Meetings/Forums

Community meetings are held to discuss the direction and focus of PCW, including the definition of problems and ways to address problems as well as emerging issues. These meetings are sometimes video recorded and played back on public access channels throughout the County. In addition, the County sponsors special events such as Creek Week. They celebrate the value of creeks and beaches and call attention to the status and direction of a wide range of community-based programs, but also encourage individuals to become directly involved.

2.2.7 Water Quality Hotline

See discussion under “Public Education & Outreach,” Minimum Control Measure 1. The hotline encourages community members to report water quality problems that they observe. The hotline is promoted on all printed materials and through the PCW web site.

2.2.8 Public Opinion Surveys

See discussion under “Public Education & Outreach,” Minimum Control Measure 1. In 2001 the County completed a public opinion survey to provide the foundation for the public education campaign. The survey gauged public awareness of the causes and consequences of storm water pollution and the willingness to reduce pollution-causing behavior. Another survey will be done in year 5.

2.3 Measurable Goals

Public involvement and participation has been essential to the development and ongoing activities of PCW, ensuring that the program reflects community concerns and priorities while improving creek and ocean water quality. Measurable goals for each BMP are listed below.

BMP: Establish Steering Committee

- Maintain South County Stakeholders Committee at the current level
- Establish stakeholders committee for the Orcutt permit area, in conjunction with other North County permittees, by the end of year 1.
- Document attendance at stakeholder meetings (North and South County).
- Stakeholder committee will review and provide input on the SWMP annual reports prior to RWQCB submittal.

BMP: Hold Regular Public Meetings

- Hold scheduled meetings of the Stakeholder Committee, alternating north and south County committee meetings every two months: three North County stakeholder meetings and three South County stakeholder meetings per year.
- Advertise to increase attendance to committee meetings. Contact committee members in person to encourage their participation and to determine what would make the meetings worth attending.
- Organize and facilitate regular working group meetings to engage local agencies and organizations on ongoing mutual issues (e.g., funding, direction of public education efforts and targeted information campaigns, emerging issues).
- Document attendance at stakeholder meetings (North and South County).
- Hold public forums at least once/year on relevant water quality topics.

BMP: Establish Regular Coordination Among Agencies to discuss SWMP

Implementation

- Continue quarterly meetings of the Regional Intergovernmental Committee and document attendance and actions.
- Continue to participate in the statewide California Stormwater Quality Association (CASQA) by participating in a minimum of four bimonthly meetings each year.

BMP: Volunteer Water Quality Sampling

- Organize and/or sponsor volunteer water quality sampling events a minimum of twice a year as described above.

BMP: Community Clean-ups

- Sponsor a volunteer creek clean-up each fall, affecting a minimum of four watersheds on the South Coast and one watershed in North County.
- Sponsor four beach clean-ups each year through the South Coast Watershed Resource Center.

BMP: Community Meetings/Forums

- Sponsor at least one public forum on water quality issues each year, rotating among different communities to target specific issues/needs.
- Document the number of participants and issues addressed.

BMP: Water Quality Hotline

See Public Education and Outreach Measurable Goals.

BMP: Public Opinion Surveys

See Public Education and Outreach Measurable Goals.

2.4 Reporting

The data collected for each measure will be compiled and reviewed. Significant variance from targets will be assessed and discussed in the annual report. Measurable goals and BMPs will be adjusted as appropriate; and the basis for any changes will be included in the next annual report. Feedback from stakeholders and other sources will be used to improve implementation of all six minimum control measures.

**Table 2-3
BMP Implementation: Public Participation**

Year	BMP/Pollutant of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1	Establish Steering Committee / All POCs	Ongoing stakeholder meetings are held monthly in South County	Establish North County Stakeholder Committee by advertising and contacting community groups.	<ul style="list-style-type: none"> • Maintain South County Stakeholder Committee • North County Stakeholder Committee meeting bi-monthly by end of year 1. • Stakeholder committees review SWMP annual reports. 	County/regional partners

County of Santa Barbara
Storm Water Management Program July 2006

Year	BMP/Pollutant of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	Regular Public meetings / All POCs	Ongoing stakeholder meetings are held monthly in South County. Public forums are held semi-annually.	Establish separate City stakeholder committee by advertising and contacting community groups.	<ul style="list-style-type: none"> • Continue meetings of the Stakeholder Committee, alternating north and south County committee meetings bi-monthly. • Advertise to increase attendance to committee meetings. Contact committee members in person to encourage their participation and to determine what would make the meetings worth attending. • Organize and facilitate regular working group meetings to engage local agencies and organizations on ongoing mutual issues (e.g., funding, direction of public education efforts and targeted information campaigns, emerging issues). • Document attendance at stakeholder meetings. • Hold public forums at least once/year on relevant water quality topics. 	County/regional partners
1 - 5	Coordination among agencies / All POCs	Ongoing	The Intergovernmental Committee meets quarterly, and the California Storm Water Quality Association meets bi-monthly.	<ul style="list-style-type: none"> • Continue to convene/ attend meetings. • Document attendance and actions. 	County/regional partners

County of Santa Barbara
Storm Water Management Program July 2006

Year	BMP/Pollutant of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	Volunteer water quality sampling / All POCs	Ongoing	Statewide Snapshot day provides regular volunteer water quality sampling opportunities.	<ul style="list-style-type: none"> Sponsor volunteer sampling a minimum of twice/year 	County
1 - 5	Community Clean-ups (Pathogens; Nutrients; Organic Enrichment/Low DO; Priority organics; Sedimentation/Siltation; Fecal coliform; Total coliform; Heavy metals)	The County sponsors creek clean-ups during Creek Week.	Continue sponsorship of creek clean-ups during Creek Week.	<ul style="list-style-type: none"> Sponsor a volunteer creek clean-up each fall, affecting a minimum of four watersheds. Sponsor four beach clean-ups each year 	County/CEC
1 - 5	Community meetings/forums (Pathogens; Nutrients; Organic Enrichment/Low DO; Priority organics; Sedimentation/Siltation; Fecal coliform; Total coliform; Heavy metals)	Community forums are held on a semi-annual basis.	Community forums will continue and will focus on water quality topics.	<ul style="list-style-type: none"> Sponsor a minimum of one community forum each year. Document issues addressed and number of participants. 	County
1 - 5	Water Quality Hotline	See Public Education and Outreach section			
5	Public Opinion Surveys	See Public Education and Outreach section			