

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:

- **Public Opinion Survey:** 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 Begins on Your Street", 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. Specific target populations for each year will be identified in the Annual Report based on evaluation of community need. Educational materials distributed by PCW are listed in Appendix C - Project Clean Water Public Education & Outreach Materials, and can be viewed at www.sbprojectcleanwater.org
- **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 8,000 visitors 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, clean ups, public forums and other events that highlight watersheds and water quality issues. PCW provides exhibits and materials for the annual Earth Day Festival, business trade shows, and other relevant public events.
- **South Coast Watershed Resource Center (WRC):** The WRC is a joint effort among the County and Art From Scrap (AFS), a local environmental education provider. The County is contracted with AFS to provide youth education through classroom presentations and field trips to the WRC. 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 hosts field trips for school groups, is available for meetings or events for community groups in the evening, and provides information in Spanish.
- **Educational Programs for Children:** PCW contracts with Art From Scrap's Green Schools Program to provide 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”. The curriculum is distributed to teachers upon request. 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.
- **Storm Water Hotline:** 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.
- **Green Gardener Program (GGP):** The GGP 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 850 gardeners since its inception in 2000. The program is promoted to the community through advertising and the distribution of a Certified Green Gardener List. 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 GGP will have a program assessment tool to help determine the success of the training on reducing water quality impacts.
- **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:** 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 (brochure), automotive services (poster and brochure), construction contractors (brochure), and mobile cleaners (brochure). As discussed in Section 3.0 (Illicit Discharge & Detection Elimination), 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. PCW also partners with the Goleta Sanitary District to offer BMP training to restaurant managers.

- **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, print ads and bus signs. 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. Annual reports will contain details of each year's efforts.
- **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 (MG) for each BMP are listed below. In 2002, 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.

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

#	BMP	Description	Measurable Goals	Year					Implementing Entity
				1	2	3	4	5	
1.1	Public Opinion Survey	Conduct a public opinion survey to track education program success and identify the most appropriate outreach efforts.	MG 1.1.1 Conduct public opinion survey in Year 5.					X	County - PCW
1.2	Brochures	Brochures provide information for community members and businesses to prevent storm water pollution and are distributed at community events, by mail, through enforcement and inspection activities, and upon request. Target populations include dog and horse owners, gardeners and creekside residents.	MG 1.2.1 Compile the number of brochures distributed.	X	X	X	X	X	County – PCW, RRWMD Regional Partners
			MG 1.2.2 Reach 15% of the brochure target population each year.	X	X	X	X	X	
1.3	Project Clean Water Website	The website provides information to the public on Project Clean Water in general and what individuals can do to protect water quality.	MG 1.3.1 Compile the number website hits annually.	X	X	X	X	X	County - PCW
			MG 1.3.2 Develop improvements to increase utility of website	X	X	X	X	X	
1.4	Community Events	Exhibits and materials at public events highlighting water quality issues reach a wide audience.	MG 1.4.1 Compile the number of events organized or attended with displays as well as the number of people who attended each event.	X	X	X	X	X	County - PCW, RRWMD, Public Health Regional Partners
			MG 1.4.2 Reach 15% of the permit area population each year.	X	X	X	X	X	
1.5	South Coast Watershed Resource Center	Features exhibits on watersheds and nonpoint source pollution, wet lab, native plant exhibits, library, and Chumash tomol (canoe) area. WRC hosts field trips for school groups, summer camps, and meetings or events for community groups.	MG 1.5.1 Maintain the use of the Watershed Resource Center for youth education and other programs.	X	X	X	X	X	County – PCW Art From Scrap
			MG 1.5.2 Compile the number of visitors to the Watershed Resource Center each year.	X	X	X	X	X	
			MG 1.5.3 Facilitate the use of the Watershed Resource Center for at least two community events each year.	X	X	X	X	X	

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				1	2	3	4	5	
1.6	Educational Programs for Children	PCW contracts with Art From Scrap's Green Schools Program to provide classroom presentations for grades K-6.	<p>MG 1.6.1 Educate 30% of school children (K-8) every two years.</p> <p>MG 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.</p>	X	X	X	X	X	County - PCW Art From Scrap, WRC
1.7	Storm Drain Marking	The County has marked, and replaces as necessary, all storm drain drop inlets in the permit area.	<p>MG 1.7.1 Complete storm drain marking by the end of Year 2.</p> <p>MG 1.7.2 Maintain storm drain markers throughout the permit area by checking markers every year and replacing them as necessary.</p>	X	X				County - PCW
1.8	Storm Water Hotline	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.	<p>MG 1.8.1 Maintain hotline and document usage.</p> <p>MG 1.8.2 Promote use of hotline by publicizing on printed materials and website.</p>	X	X	X	X	X	County Regional Partners
1.9	Landscape Education Program	Includes information on reducing polluted runoff from landscaped areas through efficient irrigation and reduction of fertilizers and pesticides.	<p>MG 1.9.1 Reach 1,500 community members annually through materials and events.</p> <p>MG 1.9.2 Distribute at least 1,000 landscape brochures annually.</p> <p>MG 1.9.3 Sponsor the Green Gardener Program</p>	X	X	X	X	X	County – PCW, Water Agency Regional Partners
1.10	Business Outreach	PCW produced and distributes materials in Spanish and English that target restaurants, automotive services, construction contractors, and mobile cleaners. These are distributed during inspections, complaint responses and at workshops or events.	<p>MG 1.10.1 Compile number of materials distributed annually.</p> <p>MG 1.10.2 Document workshops and number of participants.</p> <p>MG 1.10.3 Deliver brochures to businesses by hand and conduct face-to-face communication with owners and operators regarding Best Management Practices (BMPs).</p> <p>MG 1.10.4 Participate in Green Business Program of Santa Barbara County.</p>	X	X	X	X	X	County – PCW, Water Agency, RRWMD, Public Health Regional Partners

#	BMP	Description	Measurable Goals	Year					Implementing Entity
				1	2	3	4	5	
1.11	Media Campaigns	Media campaigns have included radio, television, print and bus ads in Spanish and English run around events such as Earth Day and Creek Week.	<p>MG 1.11.1 Co-sponsor at least two media campaigns each year.</p> <p>MG 1.11.2 Target advertisement of Project Clean Water website to increase the number of visitors to the website.</p>	X	X	X	X	X	County - PCW Regional Partners
1.12	Latino Outreach	Improves outreach to the Latino community through media campaigns, participation in Latino community events, and school programs; implemented by Agua Pura.	<p>MG 1.12.1 Document number of Spanish language brochures distributed, Latino events attended, and students reached.</p>	X	X	X	X	X	County – PCW Agua Pura, WRC Regional Partners
1.13	Incentives for Built-Out Areas	To encourage existing development retrofits to reduce polluted runoff.	<p>MG 1.13.1 Research grants/apply and if grant funds are secured, implement incentive program by Year 3.</p> <p>MG 1.13.2 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.</p>			X	X	X	County - PCW
1.14	Tributary Signage	Improve public awareness of the urban creek systems by installing signs identifying the major creek tributaries.	<p>MG 1.14.1 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.</p>			X			County - PCW

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.