

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).

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 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. Initial community organizations represented in the Stakeholders Committee prior to the issuance of the General Permit 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 is convened in that area.

Table 2-1: Initial Organizations & Agencies Represented on Stakeholders Committee

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 Public Meetings and Forums

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 has also been established and both Committees meet on a quarterly basis. 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 Committees, 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.sbprojectcleanwater.org/annual%20reports.html>.

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.
Youth Education	Develops & implements youth education programs
Septic System Maintenance	Reviews county/city policies on septic system

Working Group Name	Focus
	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”.

Community forums celebrate the value of creeks and beaches, call attention to the status and direction of a wide range of community-based programs, and encourage individuals to become directly involved. These forums are sometimes video recorded and played back on public access channels throughout the County. The County sponsors at least one forum per year, typically in association with special events such as Creek Week.

2.2.3 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 participates with 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 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 water quality sampling events twice a year through community events or clean-ups. 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 sampling locations that receive runoff from the unincorporated urban areas for nutrients, physical parameters (dissolved oxygen, temperature, pH, turbidity), 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 other agencies and community groups such as Santa Barbara Channelkeeper to implement volunteer sampling events.

2.2.5 Community Clean-ups

Each year in conjunction with Creek Week and other community events, PCW sponsors community creek or beach clean-up efforts in a variety of permit area watersheds. With funding from the County the Watershed Resource Center (described in MCM #1) performs beach clean-ups as part of the youth education program.

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.

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

#	BMP	Description	Measurable Goals	Year					Implementing Entity
				1	2	3	4	5	
2.1	Steering Committee	Public meetings are held in North and South County to update the community on PCW and other water quality programs.	MG 2.1.1 Maintain South County Stakeholder Committee meetings as appropriate and document attendance.	X	X	X	X	X	County - PCW
			MG 2.1.2 Maintain North County Stakeholder Committee meetings as appropriate and document attendance.	X	X	X	X	X	
			MG 2.1.3 Advertise Stakeholder meetings and present topics of interest to encourage participation.	X	X	X	X	X	
			MG 2.1.4 Provide a minimum of two weeks for Stakeholder review of draft annual reports.		X	X	X	X	
			MG 2.1.5 Evaluate effectiveness of holding quarterly stakeholder meetings as a means of increasing stakeholder participation and make recommendations for improvement where inadequacies are identified.				X	X	
2.2	Public Meetings and Forums	Working groups meet on an as-needed basis and are modified or created to address emerging issues.	MG 2.2.1 Organize and facilitate working group meetings as necessary to engage local agencies and organizations on ongoing mutual and emerging issues.	X	X	X	X	X	County - PCW

#	BMP	Description	Measurable Goals	Year					Implementing Entity
				1	2	3	4	5	
		Forums celebrate the value of creeks and beaches and encourage individuals to become directly involved.	MG 2.2.2 Sponsor a minimum of one community forum each year on relevant water quality topics and document the number of participants and issues addressed.	X	X	X	X	X	
2.3	Coordination Among Agencies	The County hosts quarterly meetings of local regulators and regulated entities for sharing water quality information and participates with CASQA.	MG 2.3.1 Maintain quarterly meetings of the regional Intergovernmental Committee and document attendance and actions. MG 2.3.2 Participate in the statewide California Stormwater Quality Association (CASQA) by attending a minimum of four meetings each year.	X	X	X	X	X	County – PCW Regional Partners
2.4	Volunteer Water Quality Sampling	Volunteer sampling events occur in conjunction with community events or clean-ups and invites community members to sample water quality at established points along a creek.	MG 2.4.1 Sponsor volunteer sampling a minimum of twice per year. MG 2.4.2 Target 5 participants, document the number of participants, and report on the results of constituents analyzed for each sampling event.	X	X	X	X	X	County - PCW
2.5	Community Clean-Ups	In conjunction with community events, PCW sponsors community creek or beach clean-up efforts in a variety of permit area watersheds.	MG 2.5.1 Sponsor a minimum of four creek clean-ups per year. MG 2.5.2 Sponsor a minimum of four beach clean-ups per year MG 2.5.3 Document the number of participants and report on the amount of trash collected during each clean-up event.	X	X	X	X	X	County – PCW, RRWMD

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.