

BMP 1.1 Public Opinion Survey

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

Status: From November 14 through 17, 2010, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone-based survey of 600 Santa Barbara County likely 2012 general election voters on behalf of Santa Barbara County's Project Clean Water. The survey was designed to primarily help answer two key questions: 1) the awareness, attitudes, and reported behavior of voters in the unincorporated areas with respect to storm water-related issues and 2) the viability of a countywide Clean Water, Clean Beaches revenue measure.

Major findings of the November, 2010 public opinion survey are listed below. The full report can be viewed on the PCW website:

<http://www.sbprojectcleanwater.org/uploadedFiles/sbprojectcleanwater/Documents/SurveyFinalReportsm.pdf>

- There is generally a low level of concern about pollution, including pollution of local creeks, ocean, and local beaches and storm drains. According to the consultant, the fact that eight in ten voters consider the state of the economy to be a serious concern may reflect the current focus on the economy rather than a lack of concern about pollution.
- Survey results suggest that Project Clean Water's communication efforts are getting through to its audience.
- Residents have little familiarity with Project Clean Water, but ratings among those familiar are overwhelmingly favorable.
- Television is overwhelmingly cited as the source of information about storm water or storm drain-related issues.
- Only a minority of residents have a clear understanding of the storm drain system and their direct contribution to the problem and countywide this finding is changed little from 2002. However, it should be noted the 2002 survey was conducted for the City of Santa Barbara and South County residents only.
- Despite apparently little change in knowledge about the storm drain system, residents show a general awareness of what they can do to prevent pollution and are putting action behind their words.
- A Clean Water, Clean Beaches revenue measure does not appear to be viable at this time.
- With additional education, a 2% Transient Occupancy Tax increase in the unincorporated areas is possible.

- Residents are more likely to support a measure if strict accountability provisions are included.
- Messaging related to keeping chemicals, bacteria and trash out of local creeks, rivers and coastal waters resonates most with residents.

Proposed Modifications: None.

Planned Year 6 Activities: No additional activities are proposed for this BMP.

BMP 1.2 Brochures

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

Status: In Year 5 the County distributed 14,423 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 Art From Scrap, Green Business Program, and Agua Pura.

This year PCW created several new brochures and materials including Water Quality Guidelines for Car Wash Fundraisers, Guide to Low Impact Development, a bilingual fotonovella called “The Battle for Our Environment,” a re-useable grocery bag with a Spanish language message and a new line of bookmarks for children. The Ocean Water Monitoring Program brochure was updated as were several sustainable landscaping brochures including the Santa Maria Valley Sustainable Garden Brochure and Santa Maria Valley Sustainable Garden Self-Guided Tour Brochure. The current list of public education and outreach materials is set forth in Appendix C of the Storm Water Management Program.

Proposed Modifications: None.

Planned Year 6 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 Population	Target Population in Permit Area	# Distr.	Percent Population Reached
Horse Owners	77 stables, breeders, boarding and training facilities; unknown private boarders	14	18% of known stables, breeders, boarding and training facilities; unknown percent of private boarders
Creekside Residents	925 creekside residents	327	35% of creekside residents
Gardeners	213 landscape professionals; unknown household gardeners	290	19% of known landscape professionals; 100% Green Gardeners; unknown percent of household gardeners through events
Dog Owners	27,892 dog licenses issued and 1,857 adoptions in 10-11; 55 kennels, vets, groomers, trainers, and breeders	474	100% adoptive dog owners through inclusion in County and Humane Society adoption packets; 33% 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 6 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 83,522 visitors in Year 5.

Proposed Modifications: None.

Planned Year 6 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 4 the website received 69,718 visitors. The number of visitors to the website was 83,522 in Year 5, a 19% increase.

Proposed Modifications: Since 2004, PCW has hosted a dedicated stormwater website for which use has consistently increased during the establishment of the program. This MG has been met for the five-year program implementation period; going forward PCW proposes to eliminate this MG.

Planned Year 6 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: In Year 5 PCW redesigned the website to feature a more contemporary and easy to navigate design. The website was updated regularly with upcoming events, announcements and information was modified as needed to increase utility and clarity.

Proposed Modifications: None.

Planned Year 6 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.

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 nine events attended by a total of 50,915 people in Year 5. 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	1,500
Santa Ynez Materials Collection (October, 2010)	Hazardous and e-waste disposal	North County	282
Environment Fair at Marian Medical Center	Water quality, sustainable landscaping, hazardous waste disposal	North County	400
Santa Barbara Earth Day Festival	Water quality, watersheds, sustainable landscaping, hazardous waste disposal	South County	38,214
Vandenberg Earth Day	Water quality, sustainable landscaping, hazardous waste disposal	North County	400
Santa Ynez Materials Collection (April, 2011)	Hazardous and e-waste disposal	North County	337
Family Day in the Park	Water quality, watersheds	North County	6,000
Buellton Outdoor Festival	Water quality, sustainable landscaping	North County	100
Santa Maria Valley Trade Show	Water quality, Green Business Program, hazardous waste disposal	North County	1,500

The County was a lead organizer for the Creek Week Festival in September which opened this year with Coastal Cleanup Day. Festival activities included community forums, 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, healthy watersheds, sustainable landscaping and hazardous waste disposal.

Proposed Modifications: None.

Planned Year 6 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 2010 census unincorporated population of 133,417 the County reached 38% of the permit area population through this BMP.

Proposed Modifications: None.

Planned Year 6 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
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Measurable Goal 1.5.1: *Maintain the use of the Watershed Resource Center for youth education and other programs.*

Status: In Year 5, 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 677 students visited the WRC as part of the County's youth education program, 1,294 persons utilized the WRC for community meetings, and 583 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 5 also featured, among other programs, three week long Green Kids Summer Camps for children ages 5-12, Creek Week and Earth Day activities, Beach Cleanups, and Flows to the Ocean Family Night. A new WRC sign was installed at the entrance to the park. The household hazardous waste display and all exterior interpretive signs were refurbished. A working group developed ideas for several new displays which are scheduled to be installed in Year 6. PCW also made available an interactive and popular storm drain display for use at the WRC and community events.

The WRC is also utilized for youth education programs implemented by the Cities of Santa Barbara and Goleta. Student visitors as part of other youth education programs are not included in this discussion.

Proposed Modifications: None.

Planned Year 6 Activities: PCW will work with Art From Scrap, the County Parks Department and other community groups to promote the use of the WRC for youth education and community programs. Install two new displays, one on common marine pollutants and one on marine debris.

Measurable Goal 1.5.2: *Compile the number of visitors to the Watershed Resource Center each year.*

Status: In Year 5 a total of 2,554 people visited the Center through the youth education and community programs. This included 677 student visitors as part of the County's youth education program, 1,294 persons for community meetings, and 583 persons for community events and programs held at the WRC. Student visitors as part of other youth education programs (e.g. City of Santa Barbara and City of Goleta) are not included in this total.

Proposed Modifications: None.

Planned Year 6 Activities: PCW will work with Art From Scrap, 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 5, the County utilized the WRC during Creek Week for a Closing Celebration which included participation from groups including the Chumash Maritime Association, City of Santa Barbara Creeks Division, Friends of the Douglas Family Preserve, Channel Islands National Marine Sanctuary, Agua Pura, PoopPac, Environmental Defense Center, and Art From Scrap Green Schools and hosted two public forums. Other WRC community events included regular beach clean-ups and Flows to the Ocean Family Night.

Proposed Modifications: None.

Planned Year 6 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 5, the County educated 2,626 students in the permit area through classroom presentations, field trips, and school assemblies. Outreach in the permit area educated approximately 20% of students in grades K-8 based on a total urban unincorporated K-8 population of 13,447 (Santa Barbara County Education Office). In Year 4, the County educated 3,150 students throughout the permit area, about 25% of unincorporated students (based on a total unincorporated K-8 population of 12,459). Combining Years 4 and 5, 45% 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, County Public Works Department's Resource Recovery and Waste Management Division (RRWMD) 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 1,236 students in South County and 3,330 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 669 students County-wide.
- RRWMD conducts recycling and composting educational campaigns for K-8 students through Waste Management in North County and Art From Scrap in South County. In Year 5 they educated 2,031 students in South County and 4,992 students in the North County. In addition RRWMD staff did an independent presentation to 462 students at a North County school. RRWMD also sponsors a mobile "Environmental Education Box" through Waste Management in the unincorporated North County and Santa Ynez Valley which travels to individual school sites with information and activities related to recycling. This program

reached 6,499 students in Year 5. The total number of students reached through these programs in Year 5 was 13,984 (not included in the total number of students reported above).

Proposed Modifications: None.

Planned Year 6 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 5 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. Evaluations were given to 18 of 18 Creek Kids series' in North County and 9 of 12 Creek Kids series' in South County. 90% 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. In the past the pre quiz was given as a basis to measure increased learning. The answers to the quiz were not reviewed with the students after they took the quiz. In 2011-2012, after the students take the pre quiz, the educator will go over the quiz with them to set the stage for the information they will be learning during the series. It will help focus the students and educators as to the main points we will be covering and what we expect them to learn. We will be sending out pre-series information to the teachers to increase their knowledge and enlist their help in reinforcing the Creek Kids information between lessons.

In addition class evaluations were given to Creek Kids teachers. Of the 33 teachers who responded, over 90% of teachers gave the Creek Kids Series an 8 or higher on the seven identical North and South County questions (level 1 as the lowest and level 10 as the highest) and 88% responded that they want to participate next year. 67% of teachers stated that the Creek Kids Series was valuable to their students at a level 10 and 86% 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 6 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 6 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 5, 111 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 6 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 5 and received a total of 99 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.

Proposed Modifications: None.

Planned Year 6 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 6 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 designed to offer education, training, and promotion of participating gardeners and landscape maintenance contractors. The Green Gardener Program is advertised through 14 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 113 gardeners were certified through the Green Gardener Program in Year 5. 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: The Green Gardener Program is now a vocational certificate program through Santa Barbara City College (SBCC) and the County no longer administers the program. PCW proposes to merge and relocate the Green Gardener Program into the Landscape Education Program BMP as the following MG: *“Promote the Green Gardener program.”*

Planned Year 6 Activities: The Green Gardener Program will continue to be promoted County wide through print and radio ads, a dedicated website, and distribution of

brochures at community events. The County and other sponsors will continue to provide SBCC with curriculum information and materials.

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. 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 Year 1 Annual Report).

The Green Gardener Program is a now vocational certificate program through Santa Barbara City College (SBCC) and the County no longer administers the program. SBCC utilizes class evaluations which are administered and reviewed by SBCC staff to revise the presentation content as needed.

Proposed Modifications: The Green Gardener Program is now a vocational certificate program through SBCC and the County no longer administers the program. PCW proposes to merge and relocate the Green Gardener Program into the Landscape Education Program BMP as the following MG: *“Promote the Green Gardener program.”*

Planned Year 6 Activities: SBCC will utilize class evaluations completed by Green Gardeners to evaluate the presentation content.

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 44 class evaluations were given to certified gardeners in Year 5. As stated in Measurable Goal 1.9.2 SBCC utilizes class evaluations which are administered and reviewed by SBCC staff as part of their vocational certificate program.

Proposed Modifications: The Green Gardener Program is a now vocational certificate program through SBCC and the County no longer administers the program. PCW proposes to merge and relocate the Green Gardener Program into the Landscape Education Program BMP as the following MG: *“Promote the Green Gardener program.”*

Planned Year 6 Activities: SBCC will utilize class evaluations completed by Green Gardeners to evaluate the presentation content.

BMP 1.10 Landscape Education Program

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

Status: In Year 5, the County reached 8,744 community members with landscape information through interactions at Earth Day, Creek Week and other community events and opportunities including the distribution of integrated pest management information through participating Our Water Our World (OWOW) gardening stores, composting workshops, County sale of compost bins and educational programs. Also in Year 5, 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. The County Water Agency continued to distribute 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.

The County continues to promote 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 5 there were four composting workshops County-wide with a total of 59 attendees.

Proposed Modifications: None.

Planned Year 6 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, the County distributed a total of 4,482 landscape brochures. PCW continued its participation in the OWOW program by working with other jurisdictions and a total of 11 gardening stores County-wide to display fact sheets on less toxic pest management. The OWOW program provides information to consumers on less toxic alternatives to traditional chemical pesticides and rapid release fertilizers.

The City of Santa Barbara staff has responsibility for three OWOW stores, the City of Goleta has responsibility for four OWOW stores and the City of Santa Maria has responsibility for two OWOW stores within their city limits. PCW staff stocked the remaining two stores. PCW distributed a total of 450 fact sheets. In addition, County Water Agency staff distributed a total of 2,400 materials covering the topics of sustainable landscaping and reducing runoff through proper irrigation.

Proposed Modifications: None.

Planned Year 6 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 306 brochures and materials on preventing storm water pollution from business operations (not including information for landscape professionals), and 250 brochures on proper disposal of hazardous waste generated by small businesses.

Proposed Modifications: None.

Planned Year 6 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 5, PCW and Water Agency staff presented at the UCSB Green Building workshop (attended by 30 people). PCW staff gave a presentation and discussion at the American Institute of Architects Annual Luncheon Meeting (attended by 25 people) and a briefing to the August Homebuilders Association Brownbag Lunch Meeting (attended by 12 people). In addition, PCW and Water Board staff gave a presentation on the regional joint effort to develop hydromodification control criteria at the August County Board of Supervisors meeting (attended by 15 people). Combined with the Santa Maria Business Trade Show, the Green Business Program award ceremony, the program reached 1,582 business owners and managers through events and workshops.

Proposed Modifications: None.

Planned Year 6 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 four businesses in the permit area as a result of complaints or discoveries of illegal discharges (see BMP 3.4) and 64 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 6 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 5, the County participated in the third 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). 23 businesses were certified in the third 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 6 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 five 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. MTD buses have a ridership of over eight million passenger trips per year. In Year 5 the ads targeted the importance of healthy watersheds.

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 2010 through June 2011.

In association with Creek Week, PCW co-sponsored with the City of Santa Barbara, City of Goleta and City of Carpinteria nine print ads in three local newspapers, placed 97 radio ads on five stations, and one week of web banner ads.

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.

The County's Resource Recovery and Waste Management Division (RRWMD) ran ads in two North County and two South County newspapers and radio ads on six radio stations, of which four are Spanish-speaking, on recycling oil. RRWMD also ran print ads in two North County papers and radio ads on proper hazardous waste disposal and e-waste recycling ads in two North County and two South County newspapers and online news services.

Proposed Modifications: None.

Planned Year 6 Activities: As part of its media campaign, PCW will continue to run bus ads in partnership with the cities of Goleta, Santa Barbara and Carpinteria. 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 6 Activities: PCW will continue to promote the website in print ads, brochures, and through other planned media.

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 3,030 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 5 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. In Year 5 a new bilingual fotonovella called “Luchando Por Nuestro Medio Ambiente” was created by Agua Pura and distributed.

The new 4-H Agua Pura website is active <http://4hap.ucdavis.edu> and is being updated regularly. In Year 5 PCW and Agua Pura developed a Spanish language slogan “Aguas con El Agua” and logo for a reusable shopping bag. The bags were printed and ready for distribution on Earth Day, 2011. Over 150 have been distributed at Earth Day, to the Housing Authority residents and in Carpinteria at the Main Family Resource Center.

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, Earth Day, Goleta Health Fair and the Watershed Resource Center.

Through its support of Agua Pura, the County provided watershed and storm water education to 669 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 6 Activities: In Year 6, 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 five 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 is given to businesses demonstrating excellence in protecting water quality and recipients are listed on the PCW Business Inspection Program webpage. This year one business 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 5 273 were sold or raffled off County-wide.
- Used Oil Collection Containers: In Year 5 the County's Resource Recovery & Waste Management Division distributed 120 free oil collection containers.
- In Year 5 PCW raffled off several rain barrels for free at community events in both the North and South County.

Proposed Modifications: None.

Planned Year 6 Activities: PCW will continue to explore additional incentive opportunities, including funding mechanisms and opportunities to partner with other organizations.

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. 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 6 Activities: The County will continue to research additional program improvements, including funding mechanisms and opportunities to partner with other ongoing or any new County incentive programs.

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 6 Activities: No additional activities are proposed for this BMP.