

BMP 1.1 Public Opinion Survey

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

Status: 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 knowledge of storm water issues, level of concern and willingness to make changes, and key population demographics that were less informed.

In 2010 (Year 5) Project Clean Water contracted with Fairbank, Maslin, Maullin, Metz & Associates (FM3) to conduct, and report on, a telephone-based survey of 600 Santa Barbara County likely 2012 general election voters. 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.

Proposed Modifications: None.

Future Plans: PCW intends to conduct a telephone-based storm water awareness and behavior survey of approximately 400 unincorporated County residents in the fall of 2012.

BMP 1.2 Brochures

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

Status: In Year 6 the County distributed 28,168 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, materials for businesses, 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 a new Team H2O comic book and Low Impact Development brochure. The County’s recycling guide was updated as was the Working With Your Gardener 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.

Future Plans: 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	102 stables, breeders, boarding and training facilities; unknown private boarders	46	19% of known stables, breeders, boarding and training facilities; unknown percent of private boarders
Creekside Residents	925 creekside parcels	423	45% of creekside parcels
Gardeners	127 landscape professionals; unknown household gardeners	500	18% of known landscape professionals; 100% Green Gardeners; unknown percent of household gardeners through events
Dog Owners	24,720 dog licenses issued and 1,153 adoptions in 11-12; 92 kennels, vets, groomers, trainers, and breeders	128	100% adoptive dog owners through inclusion in County and Humane Society adoption packets; 17% 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.

Future Plans: 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 5,862 visits in Year 6.

Proposed Modifications: None.

Future Plans: PCW will continue to compile the number of website hits annually.

Measurable Goal 1.3.2: *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.

Future Plans: 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 77,986 people in Year 6. 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, the Landscape Product Expo was chosen to target gardeners, 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 on the following page.

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, 2011)	Hazardous and e-waste disposal	North County	254
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	35,765
Vandenberg Earth Day	Water quality, sustainable landscaping, hazardous waste disposal	North County	300
Santa Ynez Materials Collection (April, 2012)	Hazardous and e-waste disposal	North County	242
Family Day in the Park	Water quality, watersheds	North County	6,000
Landscape Product Expo	Water quality, sustainable landscaping	South County	300
Santa Maria Valley Trade Show	Water quality, Green Business Program, hazardous waste disposal	North County	2,000

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.

Future Plans: 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 the permit area population objective through this BMP.

Proposed Modifications: None.

Future Plans: 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

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

Status: In Year 6, 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 832 students visited the WRC as part of the County's youth education program, 1,562 persons utilized the WRC for community meetings, and 549 persons attended community events and programs held at the WRC.

The WRC has been open on alternate Sundays from 10-4 for drop-in visitors. Year 6 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 World Ocean Day. Three new displays were installed in Year 6; an interactive display on marine debris, a watershed model based on local topography, and an interactive exterior display entitled "The Dirty Dozen" highlighting common household pollutants. 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.

Future Plans: 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 1.5.2: *Compile the number of visitors to the Watershed Resource Center each year.*

Status: In Year 6 a total of 2,943 people visited the Center through the youth education and community programs. This included 832 student visitors as part of the County's youth education program, 1,562 persons for community meetings, and 549 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.

Future Plans: 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 6, the County utilized the WRC during Creek Week for a Closing Celebration which included Green Short videos, a marine debris talk, water testing, a native plant talk, and a geology walk. Other WRC community events included regular beach clean-ups and World Ocean Day.

Proposed Modifications: None.

Future Plans: 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

Measurable Goal 1.6.1: *Educate 30% of school children (K-8) every two years.*

Status: In Year 6, the County educated 3,080 students in the permit area through classroom presentations, field trips, and school assemblies. Outreach in the permit area educated approximately 27% of students in grades K-8 based on a total urban

unincorporated K-8 population of 11,282 (Santa Barbara County Education Office). In Year 5, the County educated 2,626 students throughout the permit area, about 20% of unincorporated students (based on a total unincorporated K-8 population of 13,447). Combining Years 5 and 6, 47% 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 1,289 students in South County and 1,377 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 1,726 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 6 they educated 1,809 students in South County and 4,551 students in the North County. 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 2,604 students in Year 6.

Proposed Modifications: None.

Future Plans: 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 6 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 32 of 33 Creek Kids series' in North County and 8 of 12 Creek Kids series' in South County. 89% 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 2011-2012, after the students took the pre quiz, the educator went over the quiz with them to set the stage for the information they learned during the series. It helped focus the students and educators as to the main points covered and what is expected for them to learn. Pre-series information was sent out 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 25 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 over 80% responded that they want to participate next year. 68% of teachers stated that the Creek Kids Series was valuable to their students at a level 10 and 80% 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.*"

Future Plans: 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.

Future Plans: 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 6, six 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.

Future Plans: 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 6 and received a total of 31 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.

Future Plans: 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.

Future Plans: 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 Landscape Education Program
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Measurable Goal 1.9.1: *Reach 1,500 community members annually through materials and events.*

Status: In Year 6, the County reached 8,435 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 6, County TV regularly aired a program called the Garden Wise TV Show. Garden Wise covers topics that include integrated pest management, appropriate fertilizer application, and irrigation to prevent over watering. County TV is accessible to all 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 6 there were five composting workshops County-wide with a total of 119 attendees.

Proposed Modifications: None.

Future Plans: Landscape education will be continued so as to reach 1,500 community members annually through materials and events.

Measurable Goal 1.9.2: *Distribute at least 1,000 landscape brochures annually.*

Status: This year, the County distributed a total of 2,026 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 400 fact sheets. In addition, County Water Agency staff distributed a total of 2,000 materials covering the topics of sustainable landscaping and reducing runoff through proper irrigation.

Proposed Modifications: None.

Future Plans: 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.

Measurable Goal 1.9.3: *Sponsor the Green Gardener Program.*

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. The Green Gardener Program is a vocational certificate program through Santa Barbara City College (SBCC) and the County no longer administers the program.

A total of 103 gardeners were certified through the Green Gardener Program in Year 6. 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: None.

Future Plans: The Green Gardener Program will continue to be sponsored by and 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.

BMP 1.10 Business Outreach

Measurable Goal 1.10.1: *Compile number of materials distributed annually.*

Status: This year, the County distributed 330 brochures and materials on preventing storm water pollution from business operations (not including information for landscape professionals), and 70 brochures on proper disposal of hazardous waste generated by small businesses.

Proposed Modifications: None.

Future Plans: PCW will continue to compile the number of materials distributed annually.

Measurable Goal 1.10.2: *Document workshops and number of participants.*

Status: In Year 6 the focus was on proposed regulations for new and redevelopment from the State and Central Coast Water Boards. PCW staff made briefings to the Business Industry Association Lunch meeting (attended by 12 people) and the Central Coast Homebuilders Association and representatives (attended by 10 people). Combined with the Santa Maria Business Trade Show, the Green Business Program award ceremony, the program reached 533 business owners and managers through events and workshops.

Proposed Modifications: None.

Future Plans: PCW will document workshops and number of participants. Brochures will continue to be offered at events attended by business persons.

Measurable Goal 1.10.3: *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 nine business-related responsible parties in the permit area as a result of complaints or discoveries of illegal discharges (see BMP 3.4); 47 new businesses were inspected 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.

Future Plans: 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 1.10.4: *Participate in Green Business Program of Santa Barbara County.*

Status: In Year 6, the County participated in the fourth year of a County-wide Green Business Program; www.greenbizsbc.org 30 County cities, utilities, agencies, districts and non-profits are funding the program in four business sectors (Hotels, Restaurants, Automotive, and Office and Retail). 18 businesses were certified in the fourth 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 and updates 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.

Future Plans: 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. Current checklists are periodically evaluated and updated.

BMP 1.11 Media Campaign

Measurable Goal 1.11.1: *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 seven million passenger trips per year. In Year 6 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 2011 through June 2012.

In association with Creek Week, PCW co-sponsored with the City of Santa Barbara, City of Goleta, City of Carpinteria, and UCSB eight print ads in three local newspapers, and two weeks of web banner ads. A dedicated Facebook page was created in Year 6 to promote Creek Week activities.

For Earth Day, PCW placed ads in a special edition section dedicated to Earth Day of one South County newspaper and two North County newspapers. PCW also placed multiple online web banner ads in four websites County-wide. The print and online ads contained information on ways in which residents can prevent storm water pollution.

The County's Resource Recovery and Waste Management Division (RRWMD) ran print and online ads in two North County and three South County newspapers, ran radio ads on 14 stations County-wide, of which four are Spanish-speaking, and TV ads on Spanish-language station Univision on recycling oil. RRWMD also ran print and online ads in four North County papers and three South County papers, ran radio ads on 17 stations County-wide, four of which are Spanish speaking, and TV PSAs on local government access channels and Univision on plastic bag recycling. In addition, print and online ads in two North County and four South County papers were run for proper hazardous waste disposal and e-waste recycling.

Proposed Modifications: None.

Future Plans: 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 1.11.2: *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.

Future Plans: PCW will continue to promote the website in print ads, brochures, and through other planned media.

BMP 1.12 Latino Outreach

Measurable Goal 1.12.1: *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 2,384 Spanish language brochures and educational items were distributed this year through community events, mailings, and groups such as Agua Pura and RRWMD. In Year 6 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 6 a new bilingual fotonovela called “Luchando Por Nuestro Medio Ambiente” was created by Agua Pura and distributed. In Year 6 PCW and Agua Pura continued to distribute a Spanish language reusable shopping bag with a logo and the slogan “Aguas con El Agua.”

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, Foothill Science Night, Goleta Lemon Festival, and the Watershed Resource Center.

Through its support of Agua Pura, the County provided watershed and storm water education to 1,726 Latino children through school science fairs, health fairs and other community events. The students 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.

Future Plans: 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 school and community events.

BMP 1.13 Incentives for Built-Out Areas
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Measurable Goal 1.13.1: *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 six permit years. Existing incentive programs include the following:

- Green Business Program (MG 1.10.4); incentives include differentiation from competitors and free promotion.
- Green Gardener Program (MG 1.9.3); 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.
- Free Mulch Pile; the County's makes available free mulch at the South Coast Recycling and Transfer Station and Santa Ynez Valley Recycling and Transfer Station, accessible to households and businesses at all times during the day throughout the year. Delivery service is available at a highly discounted rate.
- Compost Bins; 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 6 238 were sold or raffled off County-wide.
- Used Oil Collection Containers: In Year 6 the County's Resource Recovery & Waste Management Division distributed 170 free oil collection containers and 72 oil filter collection containers.
- In Year 6 PCW raffled off several rain barrels for free at community events in both the North and South County.

Proposed Modifications: None.

Future Plans: PCW will continue to explore additional incentive opportunities, including funding mechanisms and opportunities to partner with other organizations.

Measurable Goal 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.*

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.

Future Plans: 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 1.14 Tributary Signage

Measurable Goal 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.*

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.

Future Plans: No additional activities are proposed for this BMP.