



SECTION 3

PUBLIC INFORMATION/PARTICIPATION WORK PLAN

3. PUBLIC INFORMATION/PARTICIPATION WORK PLAN

INTRODUCTION

The goals of the Public Information/Participation (PI/P) element are to identify and change behaviors that adversely affect water quality; and to increase the understanding and appreciation of streams and San Francisco Bay. To accomplish these goals, Co-permittees pursue PI/P activities jointly through the Program, on a countywide basis, and individually in their own jurisdictions.

Each year, the Watershed Education and Outreach Ad Hoc Task Group, which consists of Program staff, Co-permittees representatives and consultants, identifies, prioritizes and selects countywide projects for implementation. Table 3-1 presents the updated Pollutant Matrix, which links past, current, and future PI/P projects with pollutants of concern. The projects are developed and implemented each year by work groups.

The Program provides resources to conduct countywide PI/P tasks through approval (by the Management Committee) of an annual Program budget and Work Plan. All Co-permittees contribute resources to conduct annual Program Work Plan tasks consistent with the Co-permittee assessment procedure contained in the SCVURPPP Memorandum of Agreement¹.

FY 06-07 PI/P WORK PLAN

The Program conducts its public education and outreach through three projects: Watershed Education and Outreach, Pesticide User Outreach and Mercury Pollution Prevention Outreach. The Program has completed all tasks planned for these projects under the current Permit. During FY 06-07, ongoing tasks will be implemented. In addition, Program staff and the WEO AHTG will focus efforts on working with Water Board staff on the Municipal General Permit; and begin to plan for any new outreach-related requirements that may be contained in that permit.

Watershed Education and Outreach

The FY 06-07 Watershed Education and Outreach tasks include the following:

Watershed Watch Campaign

The Watershed Watch Campaign completes its sixth year during FY 05-06. In July 2005, the Program issued a Request for Proposal to select a consultant for planning and implementing the Watershed Watch Campaign after December 2005. The consultant selection process included a review of written proposals followed by two rounds of interviews. In November 2005, Carl and Manor Advertising were selected as the Campaign consultant. Campaign activities from July through December 2005 included media advertising, outreach events and partnership development. During January through June 2006, Carl and Manor will develop a long-term Conceptual Work Plan for the Campaign and maintain partnerships. The WEO AHTG is also exploring the possibility of re-launching the Campaign under a new name and logo. Carl and Manor will develop the name and logo; and focus groups will be used to evaluate them. Based on focus group feedback, changes will be made to Campaign materials.

¹ On February 1, 2001, the Management Committee directed Program staff to include all Program-Wide PI/P activities as part of the Projects Group budget and thus eliminated any confusion regarding selective Co-permittee participation.

Campaign elements that will be implemented in FY 06-07 include media advertising, outreach events, media relations and website maintenance. The detailed FY 06-07 Watershed Watch Campaign Work Plan is included within Attachment 3-1

Regional Ad Campaign

The Program plans to continue with its participation in the Regional Ad Campaign (RAC) in FY 06-07. From FY 02-03 through FY 04-05, the RAC implemented the "Beautiful Watersheds" advertising campaign for increasing the public's awareness about watersheds and problems caused by litter. The advertisements were broadcast on radio and television. The RAC is planning to implement the same advertising campaign during FY 05-06. The topic for the FY 06-07 RAC is under consideration.

Schools Outreach

During FY 06-07, the Program plans to continue to sponsor up to 50 ZunZun assemblies at elementary schools in the Santa Clara Valley. Outreach to schools in FY 06-07 will also be conducted through the *Wacky Watersheds* teachers training workshop. This workshop is offered free of charge to teachers by the City of San Jose. In the last few years, the Program's Schools and Youth Outreach Work Group worked with the *Wacky Watersheds* group to identify three lessons on watersheds, correlate them to State Standards and integrate them in the workshop binder. In FY 04-05, the Program purchased tote bags for packaging the workshop materials (binder, video tapes and a map) and offered stipends to teachers as an incentive for attending the workshop. Efforts are ongoing to make this workshop available to teachers at their in-service training days.

Advertising to Support Creek Cleanup Events

Each year the Creek Connection Action Group sponsors two creek clean-up events: Coastal Clean-up Day in September and National Rivers Clean-up Day in May. In FY 06-07, the Program will continue to provide funds to advertise one of these events.

Watershed Watchers Program at the San Francisco Bay National Wildlife Refuge at Alviso (Alviso Education Center)

The Program provides resources to the Alviso Education Center to support a full-time interpretive specialist position for conducting the Watershed Watchers Program. This is an on-site educational program conducted primarily on weekends. The activities focus on building watershed awareness and encourage stormwater pollution prevention behaviors among attendees (youth groups, Boy/Girl Scout Troops, families with children etc.). The Program will continue to support these activities in FY 06-07. Attachment 3-2 describes the activities offered in the Watershed Watchers Program.

Pesticide User Outreach

This project combines elements of the previous IPM Store Partnership and Household Chemical Management Projects to focus on the outreach requirements of the Program's NPDES permit. Outreach is coordinated with other pollution prevention programs funded by Co-permittees (e.g., County's Household Hazardous Waste Program). During FY 06-07, ongoing outreach tasks from the Program's Pesticide Plan will be completed (see Section 5 of this Work Plan).

The tasks for FY 06-07 include:

- Task 1 – IPM Store Partnership Program - Continue IPM participation in Santa Clara County stores. At a minimum, visit each store once every two months; maintain an ongoing relationship with participating stores through in-store contacts; refresh/restock literature racks (as needed); and update “shelf talker” labels (as needed). Based on feedback from training sessions offered to store employees in FY 05-06 and the number of stores remaining to be trained, the Program may provide up to ten training sessions during FY 06-07. These sessions will train employees on how to sell less-toxic pesticide products.
- Task 2 –Regional IPM Partnership –Support the Regional IPM Partnership program through contributions to BASMAA and participation in meetings and regional activities. Review and approve products.
- Task 3 - Pesticide Distributor Outreach Program –During FY 02-03, the Program contributed \$5,000 to a BASMAA Task of Regional Benefit known as the Pesticide Distributors Outreach Program, an expansion of the IPM Store Partnership concept to target distributors of pesticide products to retail stores. The purpose of the program is to increase the amount and variety of less-toxic products on store shelves by working through product distributors and educating the distributor sales force. In May 2003, Marin County received a Proposition 13 grant from the State to expand this program into State Water Board Regions 1 (North Coast) and 3 (Central Coast) and create a website for the program (www.OurWaterOurWorld.org). The grant ended in December 2005. During FY 06-07, the Program will provide funds to continue this effort locally.
- Task 4 – Outreach Events - Plan and conduct pesticide outreach events. These may include Pumpkins in the Park, Spring in Guadalupe Gardens, or San Jose Spring Home and Garden Show, etc. Program, consultant and Co-permittee staffs will conduct outreach at these events. The pesticide display and/or the beanbag game will be used. Outreach material distributed may include IPM fact sheets and other brochures (e.g., Pests Bugging You, Grow It and Backyard Bugs).
- Task 5 – Outreach to Industrial Businesses - Continue distributing the “Don’t Set a Table for Pests” poster to restaurants through County Health Inspectors. Provide the poster to Co-permittees for distribution through City stormwater inspectors.

Mercury Pollution Prevention Outreach

To implement the Public Education and Outreach element of the Mercury Plan, Program staff established a new work group called the Mercury Pollution Prevention Outreach Work Group in December 2002. The objective of this group is to implement a public education, outreach and participation program designed to reach residential and commercial users of mercury-containing products. The Mercury Plan identifies the development of a fluorescent light tube (FLT) recycling public outreach and education plan as a priority and recommends conducting outreach in two phases. The main objective of both phases is to show the negative health and environmental impacts of mercury and the methods available to the public for the proper disposal of fluorescent light tubes.

Phase I of the Public Education and Outreach plan focused on residential FLT disposal. It was completed in FY 02-03. Implementation of Phase II, which targets small businesses and Conditionally Exempt Small Quantity Generators (CESQGs) was completed in FY 03-04.

In FY 03-04 and FY 04-05, the Program coordinated its mercury outreach with the County Household Hazardous Waste (HHW) Program. The Program provided funds to develop and

conduct media advertising to meet the requirements of a \$300,000, three-year California Integrated Waste Management Board (CIWMB) grant awarded to the County HHW Program. Under this grant, the County HHW Program developed partnerships with local hardware stores for collecting spent fluorescent lamps. The grant ends in March 2006; however, the store partnership program will continue. During FY 06-07, the Program will continue to conduct outreach to promote fluorescent lamps collection locations to residents. Outreach may be conducted using media advertising, in-store displays (posters, banners) and newsletter articles. The Program may also coordinate its outreach activities with other Regional groups/program that are planning to conduct mercury outreach in FY 06-07.

Table 3-2 lists all of the PI/P projects to be funded during FY 06-07. Preliminary descriptions (“Development Strategy Checklists”) for the Pesticide User Outreach and Mercury Pollution Prevention Outreach projects are provided in Attachment 3-3. The scopes of work will be finalized in more detail by Program staff and Co-permittees prior to implementation of the projects.

ATTACHMENTS

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|----------------|---|
| Attachment 3-1 | Watershed Watch Campaign Work Plan |
| Attachment 3-2 | Alviso Education Center Work Plan Tasks |
| Attachment 3-3 | Development Strategy Checklists (Project Descriptions for FY 06-07 PI/P Projects) |

**Table 3-1
Pollutant Matrix for FY 06-07 P/I/P Projects**

| Pollutant of Concern¹ | Primary Sources of Pollutant in Urban Runoff | Potential Target Audience(s) | FY 06-07 Projects and Continuing Activities | Existing Program P/I/P Materials and Programs |
|---|--|---|--|---|
| Diazinon ² and pesticides in general | Pesticides (residential, commercial and municipal use) | <ul style="list-style-type: none"> • Home gardeners • Pest control professionals • Landscapers • Municipal Employees • Residents who hire pest control professionals | Information on Watershed Watch website, IPM Store Partnership Program (regional and local), Pesticide User Outreach activities, Distribution of restaurant brochure "Don't Set a Table for Pests" through County Health Inspectors | "Backyard Bugs", "Pests Bugging You", "Grow It Guide", "When Ants Invade" Self-Mailer, "Landscaping, Gardening and Pool Maintenance" tri-fold, "Don't Set a Table for Pests", IPM Store Partnership Program Fact Sheets, "Control It", HHW programs, BASMAA Media Relations Campaign topic, Got Bugs magnet |
| Sediment | Erosion from new construction, grading, road wear | <ul style="list-style-type: none"> • Construction companies/contractors • Architects/engineers • Municipal inspectors • Residents (home improvement projects, remodels) | BASMAA Media Relations Campaign (potential topic), Outreach to developers via RWQCB Construction Site Management Workshops or other mechanism. | Construction BMP Tri-folds in English, Spanish and Vietnamese, "Blueprint for a Clean Bay" (revised 1-04), Construction Site Management workshops, Dewatering Brochure |
| Mercury | Tailpipe emissions (i.e., diesel-powered vehicles), consumer products (thermometers, fluorescent lighting) | <ul style="list-style-type: none"> • Residents (auto use, general awareness, proper selection and disposal of products) • Industry (fleet use) • Commercial (fleet use) | Information/fact sheets on Watershed Watch website, BASMAA Media Relations Campaign (potential topic), Mercury P2 Outreach (Residential and business fluorescent light recycling) | "Spare the Air and Water Too" campaign press release and public service announcements, bill stuffers, Program and local co-permittee fact sheets (e.g., Palo Alto and Sunnyvale), Watershed Watch radio, transit and print ads, store signage, newsletter articles |

¹ Per reissued SCVURPPP NPDES Permit, Order No. 01-024, with the exception of trash.

² Under terms of an agreement between EPA and pesticide manufacturers, as of December 31, 2004, residential outdoor and indoor uses and sales of Diazinon are prohibited. Program outreach on other pesticides is continuing.

**Table 3-1, continued
Pollutant Matrix for Prioritizing P/I/P Projects**

| Pollutant of Concern³ | Primary Sources of Pollutant in Urban Runoff | Potential Target Audience(s) | FY 06-07 Projects and Continuing Activities | Existing Program P/I/P Materials and Programs |
|---|---|--|--|--|
| Copper | Brake pads, industrial discharge, copper algaecides, coolant leaks, illegal dumping | <ul style="list-style-type: none"> • Industry (scrubbers, roofs, cooling towers, piping) • Residents (illegal dumping, pools and spas) • Commercial business (pool, spa, fountain maintenance) • Municipal maintenance staff | BASMAA Media Relations Campaign (potential topic), Information on Watershed Watch website, support of Brake Pad partnership through BASMAA | Brake Pad Partnership, “Keep Pool/Spa Water Out of Storm Drains, Streets, and Creeks” (older pool and spa brochure), “Keeping It All In Tune”, Industrial BMPs, storm drain stencils, “Draining Pools & Spas – Keep Pool, Spa and Fountain Water Out of Storm Drains, Creeks and the Bay”, Palo Alto’s fact sheet on architectural use of copper |
| Nickel | Industrial discharges, tailpipe emissions, construction-related erosion | <ul style="list-style-type: none"> • See sediment and mercury target audiences | See sediment and mercury projects | See sediment and mercury projects |
| Trash | Intentional littering (cigarette butts, throwing objects from automobiles, illegal dumping), trucks hauling poorly secured materials, uncovered or overflowing garbage cans | <ul style="list-style-type: none"> • General public • Children • Drivers • Smokers | BASMAA media relations campaign (potential topic), Information on Watershed Watch website, BASMAA Regional Ad Campaign topic | “The Bay Begins at Your Front Door” brochure, Watershed Watch magnets, Watershed Watch Kit brochure, Watershed Watch web site, BASMAA’s “Beautiful watersheds/trash” TV and radio ads |

¹ Per reissued SCVURPPP NPDES Permit, Order No. 01-024, with the exception of trash.

**Table 3-2
FY 06-07 PI/P Projects**

| Project Title | Project Description | Comments |
|---|--|---|
| Non-Discretionary PI/P Projects | | |
| 1. Watershed Education and Outreach Campaign (Year 7) | Funding for the Watershed Education and Outreach Campaign. Includes: <ul style="list-style-type: none"> • Funding for the Watershed Watch Campaign • Funding for educational programs at the Alviso Ed Center coordinated with the Watershed Watch Campaign; • Funding for ZunZun to perform a watershed – themed show at 50 schools in Santa Clara Valley. • BASMAA Regional Ad Campaign • Advertising to support Creek Cleanup Activities | Proposed Activities: <ul style="list-style-type: none"> • Watershed Watch Campaign • BASMAA RAC • School Outreach • Alviso Education Center • Advertising to support Creek Cleanup Activities |
| 2. Pesticide User (PU) Outreach (Year 5) | Project combines cost-effective elements of past IPM Store Partnership and Household Chemical Management Projects. Scope to include items in Program's Pesticide Management Plan for outreach to residents, commercial businesses, and pest control operators. | SCVURPPP will continue to support the Regional IPM Partnership Program, and consider supporting other pesticide related projects through its participation in BASMAA. Program will continue to maintain the stores participating in the store partnership program. Additional outreach will be made locally to pesticide users, potentially residential and commercial users, residents hiring pest control professionals, and/or other audiences. Outreach will be conducted at community events, advertising and by conducting IPM workshops for residents. |
| 3. Mercury Pollution Prevention Outreach (Year 4) | Continuing outreach on proper disposal of mercury containing wastes and education on low-mercury products. | Program will continue its mercury outreach and coordinate its efforts with the County HHW Program in implementing its mercury grant. The Program may also coordinate its outreach activities with other Regional groups/programs that are planning to conduct mercury outreach in FY 06-07. |
| 4. Program Supplies | Estimated budget for reprints of materials for Program use and other Program supplies. | |