



SECTION 6

PUBLIC INFORMATION/ PARTICIPATION WORK PLAN

6. 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 6-1 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 08-09 PI/P WORK PLAN

In FY 08-09, the Program will continue to conduct its PI/P activities through the following projects:

- Watershed Education and Outreach (this includes funding for three projects: Watershed Watch Campaign, School Outreach activities and the Watershed Watchers Program at the Don Edwards San Francisco Bay National Wildlife Refuge).
- Pesticide User Outreach
- Mercury Pollution Prevention Outreach
- Regional Coordination (participation in BASMAA PI/P Work Groups, described at the end of Section 6)
- Other Ongoing Program PI/P Support Activities

It is anticipated that implementing the above mentioned projects will meet most of the outreach requirements described in the Municipal Regional Permit (MRP). Some additional tasks may be implemented within these projects to address potential MRP requirements; these are identified within the project descriptions below.

Details of the Program's FY 08-09 PI/P projects are provided below:

Watershed Education and Outreach

The FY 08-09 Watershed Education and Outreach project includes implementation of the Watershed Watch Campaign, School Outreach activities, and the Watershed Watchers Program

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.

at the Don Edwards San Francisco Bay National Wildlife Refuge. Details of these projects are provided below:

Watershed Watch Campaign

In FY 08-09, the Watershed Watch Campaign will include the following tasks:

- Media advertising
- Partnerships with community and business organizations (e.g., Classic Car Wash)
- Community outreach events
- Website and telephone hotline maintenance
- Media relations
- Conduct more media relations locally to supplement work done by the BASMAA Media Relations Committee.

The detailed FY 08-09 Watershed Watch Campaign Work Plan is being developed and will be available at a later date. As described in the Program's Watershed Education and Outreach Strategy², a public opinion survey will be conducted in FY 08-09 to evaluate effectiveness of the Watershed Watch Campaign. The feedback from this evaluation may be used to modify messages, advertising, promotions and other Campaign strategies.

Schools Outreach

The Schools Outreach project includes funding for ZunZun school assemblies and support for the *Wacky Watersheds* teacher training workshop. Details are below:

- *Elementary School Outreach:* During FY 08-09, the Program will continue to sponsor up to 50 ZunZun assemblies at elementary schools in the Santa Clara Valley. These musical assemblies educate students (in grades K-5) and their teachers on watersheds and urban runoff pollution prevention
- *Middle School Outreach* - Outreach to middle schools will be continued 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 began offering 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. In FY 06-07, the *Wacky Watersheds* workshop staff held 2 workshops and trained 40 teachers. Three teachers applied for and received the *Wacky Watersheds* stipend.
- High School Outreach – The Program's Schools and Youth Outreach Work Group will begin discussions on how to develop and implement an outreach program for high school students.

² SCVURPPP Watershed Education and Outreach Strategy, June 2004

Watershed Watchers Program at the San Francisco Bay National Wildlife Refuge at Alviso

- 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 08-09. Attachment 6-1 describes the activities offered in the Watershed Watchers Program.

Additional Tasks

- Include more citizen involvement activities in the Watershed Watchers program
- Develop and implement more activities geared toward high school students

Pesticide User Outreach

This project focuses on implementing outreach requirements for pesticides toxicity control. Tasks for FY 08-09 include the following:

IPM Store Partnership Program

The Program will continue “point-of-purchase” outreach at Santa Clara County stores using “shelf talkers” and “Less-toxic Pest Control” fact sheets. Program staff will visit each participating store approximately every three 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). Using the services of Annie Joseph, IPM consultant, the Program will provide training to store employees on selling less-toxic pesticides; and work with two stores to increase shelf-space for less-toxic products.

Outreach Events) – The Program will participate in selected community outreach events for conducting IPM outreach. Possible events are:

- Pumpkins in the Park
- Spring in Guadalupe Gardens
- San Jose Home and Garden Show

Program, Watershed Watch, and Co-permittee staff will staff these events. The pesticide display and/or the beanbag game will be used. Outreach material distributed may include IPM fact sheets and other brochures.

Media Advertising– The Program’s Watershed Watch Campaign will conduct media advertising to include messages that promote “OWOW shelf-talkers” for selecting less-toxic products. In addition, new messages, encouraging residents to hire IPM certified Pest Control Operators will be developed and used.

Support the Regional IPM Conference – The Program will provide funding to support the Regional IPM Conference, if required.

Green Gardener Training– In FY 07-08, the Program is partnering with the Metropolitan Adult Education District, City of San Jose, and the Santa Clara County Master Gardeners to conduct a “Green Gardener” training for landscape maintenance workers. Each training session (10 classes) provides hand-on training to attendees on principals of sustainable landscaping. Depending on the success of this training, the Program will continue to offer this training in FY 08-09. The Program will also conduct outreach to residents encouraging them to hire trained “Green Gardeners”.

Outreach to 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.

Support the Going Native Garden Tour - Provide funding to support promotional activities for the Going Native Garden Tour 2008.

Mercury Pollution Prevention Outreach

The focus of the Program’s Mercury Pollution Prevention Outreach is to promote the proper disposal of fluorescent light bulbs. Since FY 02-03, the Program has partnered with the Santa Clara County HHW Program to conduct outreach to residents and businesses on this issue. Outreach is conducted using media advertising, in-store displays (posters, banners), newsletter articles, and at community events.

In FY 08-09, the Program will continue to conduct outreach to promote the fluorescent lamps disposal locations.

Regional Collaboration

The Bay Area Stormwater Management Agencies Association (BASMAA) conducts regional through three committees: Media Relations, Regional IPM Store Partnership Program and Regional Advertising Campaign. In FY 08-09, Program staff will continue to participate in these committees to implement various outreach tasks. Anticipated activities for these committees are described below:

Regional Advertising Campaign

The Program plans to continue with its participation in the BASMAA Regional Advertising Campaign (RAC) in FY 08-09. 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. In August 2007, the RAC Committee together with the BASMAA IPM Partnership Committee conducted advertising to promote the Our Water Our World logo and website. Currently, the RAC is planning a multi-year advertising campaign focusing on litter. The first set of advertising will begin in April or May 2008.

Media Relations Campaign

The Media Relations Campaign is a joint effort supported by BASMAA and the Bay Area Clean Water Association (BACWA). The primary goals of the campaign are to develop long-term relationships with the media and to generate media coverage that would encourage individuals to adopt behavior changes to prevent water pollution. The Program will continue to participate in this campaign to develop pitch stormwater related articles/PSAs.

Regional IPM Partnership

The Program will continue to support the Regional IPM Partnership program through contributions to BASMAA and participation in meetings and regional activities. This Regional Program, with input from IPM experts and participating stormwater programs, provides fact sheets, promotional materials, training sessions, display materials for stores, and an alternative products list. The Program and Co-permittees are responsible for recruiting stores, arranging training sessions for store employees, in-store display set-up, display maintenance, and on-going contact with participating stores.

Tasks for FY 08-09 include development of new fact sheets, reprinting existing fact sheets, and conducting an advertising campaign (in coordination with the RAC Committee), to promote the Our Water Our World (OWOW) logo and website.

Other Ongoing Program PI/P Support Activities*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 08-09, the Program will continue to provide funds to advertise one of these events.

Program's Toll-Free Telephone Numbers

The Program maintained two toll free telephone numbers, the Program's information number (800-794-2482) and the Watershed Watch hotline (866-WATERSHED), for calls from the general public and requests for information.

PI/P Material Reprints and Supplies

The Program purchases materials (brochures, giveaways, etc.) as needed for the Program and Co-permittee use.

Distribution of Restaurant BMP Materials

In FY 00-01, the Program developed a restaurant wash water BMPs kit (letter, list of BMPs and a poster) to educate restaurant workers on proper disposal of wash water. Santa Clara County Department of Environmental Health inspectors (Consumer Protection Division) have been handing out this kit to restaurant managers during inspections. In FY 08-09, they will continue to distribute this kit to every newly constructed and remodeled food facility in the County.

ATTACHMENTS

Attachment 6-1 Watershed Watchers Program Work Plan Tasks

**Table 6-1
Pollutant Matrix for FY 08-09 P/I/P Projects**

Pollutant of Concern¹	Primary Sources of Pollutant in Urban Runoff	Potential Target Audience(s)	FY 08-09 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, media advertising.	"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, Watershed Watch and BASMAA media advertisements.
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) 	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),

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 6-1
Pollutant Matrix for FY 08-09 P/I/P Projects**

Pollutant of Concern¹	Primary Sources of Pollutant in Urban Runoff	Potential Target Audience(s)	FY 08-09 Projects and Continuing Activities	Existing Program P/I/P Materials and Programs
			media advertising.	Watershed Watch radio, transit and print ads, store signage, posters, newsletter articles.
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.

**Table 6-2
FY 08-09 PI/P Projects**

Project Title	Project Description	Comments
1. Watershed Education and Outreach Campaign (Year 8)	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 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 6)	Includes outreach to residents, commercial businesses, and pest control operators/landscapers.	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 done 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 and through media advertising.
3. Mercury Pollution Prevention Outreach (Year 5)	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.
4. Program Supplies	Estimated budget for reprints of materials for Program use and other Program supplies.	