

**Jurisdictional Urban Runoff Management Plan  
Annual Report Fiscal Year 2011-12**

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### 8.0 EDUCATION COMPONENT

#### 8.1 Introduction

This section provides a brief overview of the County's educational efforts during FY 2011-12. Because all educational activities are described in greater detail within the other sections of this report to which they correspond (Municipal, Residential, Industrial and Commercial, Development Planning, and Construction Sections), this section provides a more general overview so that the County's efforts can be viewed in their entirety across all program components.

#### 8.2 Staff Training Element

During FY 2011-12, the County provided training to a total of 1,300 staff. An overview of training results is provided in **Table 8.1**, and detailed results are provided in **Section 4.14**. As shown, the County was successful in providing training to over 99% of the 540 employees that were targeted for Implementers training and over 70% of the 1,859 employees targeted for Awareness training.

**Table 8.1 – Summary of Employee Training Conducted in FY 2011-12**

Event Type / Department(s)		
	Employees	% Trained
Awareness Training		
	1,300 of 1,859	70%
Implementers Training		
Environmental Health	25 of 25	100%
General Services	230 of 230	99%
Parks & Recreation	135 of 136	99%
Planning & Land Use	93 of 93	100%
Public Works	333 of 336	99%

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**Table 8.1 – Summary of Employee Training Conducted in FY 2011-12**

Event Type / Department(s)		
	Employees	% Trained
Total	816 of 820	99.5%
Supplemental Training (not required)		
Total	42 of 0	Not targeted
Cumulative Training Totals	2,158 of 2,679	81%

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### 8.3 Educational Outreach Element

During FY 2011-12, the County provided outreach through a variety of programs to an estimated audience of over 276,870 people. An overview of educational outreach results is provided in **Table 8.2**, and detailed results are provided in **Sections 2.0, 3.0, 5.0, and 6.0**.

**Table 8.2 – Summary of Educational Outreach Conducted in FY 2011-12**

Audience / Outreach Type	No. Events	Est. Audience
<b>Schoolchildren</b>		
<b>Presentations</b>	324	19,804
<b>Community and Special Events</b>	5	3,195
<b>Outdoor Activities</b>	26	2,883
<b>Total</b>	<b>355</b>	<b>25,882</b>
<b>General Public</b>		
<b>Materials Distribution</b>	---	124,500
<b>Presentations and Workshops</b>	35	2,396
<b>Community and Special Events</b>	79	99,075
<b>General Outreach for County Employees</b>	3	13,798
<b>Outdoor Activities</b>	89	521
<b>Mass Media</b>	5	unknown
<b>Displays</b>	31	10,176
<b>Total</b>	<b>242</b>	<b>250,466</b>

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**Table 8.2 – Summary of Educational Outreach Conducted in FY 2011-12**

<b>Audience / Outreach Type</b>	<b>No. Events</b>	<b>Est. Audience</b>
<b>Planning and Development Industry</b>		
<b>Printed Materials Distribution</b>	3	279
<b>Presentations, Workshops, and Trainings</b>	5	243
<b>Total</b>	<b>8</b>	<b>522</b>
<b>Construction and Development Industry</b>		
<b>Printed Materials Distribution</b>	3	279 <sup>1</sup>
<b>Presentations, Workshops, and Trainings</b>	0	0
<b>Total</b>	<b>3</b>	<b>279</b>
<b>Outreach Totals</b>	<b>608</b>	<b>276,870</b>

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<sup>1</sup> The estimated total audience for the Construction and Development Industry is shown twice in **Table 8.2**; however the number is counted only once in the Outreach Total.