

Jurisdictional Runoff Management Program

7.0	PUBLIC EDUCATION COMPONENT.....	1
7.1	Introduction.....	1
7.2	Staff Training Element.....	1
7.2.1	Training Objectives.....	1
7.2.2	General Requirements.....	2
7.2.3	Training Content.....	5
7.2.4	Training Methods.....	9
7.3	Educational Outreach Element.....	10
7.3.1	Target Audiences.....	10
7.3.2	Outreach and Education.....	14
	Table 7.1 – Minimum Training Frequencies.....	4
	Table 7.2 – Overview of Required Training Elements by Responsibility Type.....	6
	Table 7.3 – Preferred Training Methods by Target Audience.....	10
	Table 7.4 – Public School Enrollment in the County Unincorporated Area (2000).....	13

Jurisdictional Runoff Management Program

7.0 PUBLIC EDUCATION COMPONENT

7.1 INTRODUCTION

Education is an important aspect of every effective program and the basis for changes in behavior. Education for both municipal staff and the public will strive to inform the respective audience about how certain activities can have a negative impact on water quality, how they can accomplish activities while protecting water quality, and their specific roles and responsibilities. Education activities are implemented at the regional, watershed, jurisdictional levels, as well as to specific target audiences. At a minimum, education efforts will be targeted to reach the following communities: municipal facilities and personnel; construction site owners and developers; industrial and commercial business owners and operators; the general public, school children, and residential communities.

7.2 STAFF TRAINING ELEMENT

Stormwater training is an important aspect of watershed protection for municipal staff with defined responsibilities in developing, administering, and implementing the various elements of the County's Jurisdictional Runoff Management Program (JRMP). Training is determined and prioritized by the County to address the watershed highest priority water quality conditions identified in the jurisdiction or the Water Quality Improvement Plan (WQIP). The responsibility for reviewing, updating, and conducting staff training lies with each of the respective County departments and groups that are identified in this section and throughout the JRMP. Departments are encouraged to pursue appropriate alternatives to existing basic training programs to enhance employee's skill sets or otherwise improve their ability to carry out their individual job responsibilities. In addition to sharing those general responsibilities, the Department of Public Works (DPW) Watershed Protection Program (WPP) is responsible for developing general guidance and standards as necessary to ensure successful implementation of the training program element.

7.2.1 Training Objectives

For each training element, training will be guided by two general objectives:

1. **Knowledge and Awareness** – Training will provide an understanding of the impacts of urban runoff on receiving waters, the general concepts underlying urban runoff management, and individual staff responsibilities for managing those impacts. All training will reinforce the fact that storm drains discharge directly to waterways without treatment.
2. **Behavior** – Training is one of many components that will facilitate the proper implementation of Best Management Practices (BMPs) by staff as well as the general public. Increasing knowledge, awareness, and changing attitudes provide a foundation for changing behavior.

Jurisdictional Runoff Management Program

7.2.2 General Requirements

Many departments and department divisions share responsibility for implementing the County's JRMP. For training purposes, staff is divided into three main groups, each reflecting the primary responsibilities of the individuals comprising it:

- Program Administration;
- Program Implementation; and
- Pollution Awareness and Reporting.

County employees that are not included within any of the three groups do not receive stormwater training; instead, they are addressed as a specific audience population in the County's Outreach Program (Section 7.3).

7.2.2.1 Program Administration (Administrators)

Administrators include management with planning, development, administration, reporting, or assessment responsibilities related to any program or activity described in the County's JRMP. Examples of staff with program administration responsibilities include, but are not limited to, the following:

- Land Use & Environment Group (LUEG) upper management;
- General Services upper management;
- Staff providing legal advice or counsel on stormwater issues; and
- Staff responsible for developing or providing training.

Program Administration does not include staff with any of the specific responsibilities identified in Section 7.2.2.2 (Program Implementation) because this staff must meet a stricter training standard. If staff has both Program Administration and Pollution Awareness and Reporting responsibilities (Section 7.2.2.3), the training type that most closely fits their specific job responsibilities applies.

7.2.2.2 Program Implementation (Implementers)

This category includes all County employees with direct stormwater implementation responsibilities. Implementers include employees who work outdoors and may implement BMPs, those that perform stormwater self-inspections and maintenance, and those employees that create or review Stormwater Management Plans (SWMPs), stormwater pollution prevention plans (SWPPPs), Facility Pollution Prevention Plans (F3Ps), or inspect/enforce for stormwater regulations. Examples of staff with program implementation responsibilities include, but are not limited to, the following:

- Land Development planners and engineers;
- Construction inspectors;

Jurisdictional Runoff Management Program

- Code enforcement;
- Facility maintenance personnel;
- Site supervisors and facility staff;
- Road maintenance crews;
- Flood control maintenance crews;
- Fleet technicians;
- Park rangers;
- Pesticide/Fertilizer applicators; and
- Vendors, Contractors, and Lessees.

7.2.2.3 *Pollution Awareness and Reporting (Awareness)*

Many County employees spend a significant amount of time in the field and therefore have the opportunity to observe and refer potential stormwater violations. This group differs from staff with implementation responsibilities in that their sole stormwater responsibility is to recognize and report potential violations. Employees, who are likely to observe stormwater violations, must receive training focused specifically on recognizing and reporting potential stormwater violations. This training type only applies to employees who work outdoors and are not already included in one of the other categories above.

Examples of County employees with Pollution Awareness and Reporting responsibilities include, but are not limited to:

- Hazardous materials inspectors;
- Emergency responders;
- Restaurant inspectors;
- Vector control technicians;
- Air quality inspectors;
- Flood control field staff; and
- Watercourse staff.

7.2.2.4 *Minimum Training Frequencies*

Table 7.1 summarizes the minimum training frequencies. Implementers training and Awareness training is required at least annually. Employees in the Administrators category must receive training at least twice per Permit cycle. Administrators training will generally occur once within the first two years of the Permit cycle, and once again within the last two years of the Permit cycle. Based on job title, all employees whose job duties include stormwater awareness, administration, or implementation are identified in the County's Learning Management System

Jurisdictional Runoff Management Program

(LMS), a portal for providing and tracking employee training . Annually, these audiences are “refreshed” to include only those current staff with these stormwater responsibilities. All new staff being hired, promoted, or transferred into a position which falls within one of the training categories will be trained to those specifications within the same fiscal year. Supplemental training will be provided as needed for any significant programmatic changes that occur such as Permit or Ordinance revisions.

The training frequencies and requirements described in this section are considered minimum training requirements. Supplemental training is not generally required, but it may be warranted should significant programmatic changes occur (e.g., permit, policy, or ordinance revisions), or in response to the results of program audits or evaluations which may necessitate corrective actions and additional training.

Table 7.1 – Minimum Training Frequencies

Frequency	Annual	Twice per Permit Cycle	Upon Hire or Change in Job Class
Administrators		○	○
Implementers	○		○
Awareness and Reporting	○		○

7.2.2.5 General Training Responsibilities

The DPW WPP has the following training responsibilities:

- Developing, annually reviewing, and updating standardized training content (Table 7.2) for enhancement and use by implementing departments and groups;
- Providing general assistance in developing specific training content;
- Pre-approving any training substitutions to the WPP provided training; and
- Requesting training data and information from implementing departments and groups for inclusion in annual reports to the Regional Water Quality Control Board (Regional Board), and for program assessment purposes.

Departments and groups are responsible for the following:

- Assigning staff to a specific training category;
- Arranging training in accordance with Table 7.1;
- Annually reviewing and updating training content with specific information appropriate to the specific roles and responsibilities of the audience;
- Ensuring that staff attends scheduled trainings, and arranging alternate (make-up) trainings as needed;
- Maintaining training records for a minimum of three years; and
- Reporting training data and information annually, as requested by the DPW WPP.

Jurisdictional Runoff Management Program

Departments or Groups who contract work (consultants, contractors, service providers, etc.) or maintain County leased property where outdoor activities occur are also responsible to determine how the requirements of this section apply to the contractor(s)/lessees conducting activities and provide the appropriate training. In general, any contractor/lessee providing broad oversight of potential pollutant-generating activities or BMP implementation should be provided or required to obtain the level of stormwater training that would be required for County staff performing the same functions. However, those contractors/lessees who are only conducting specific (focused to one activity) tasks, such as landscaping or street sweeping, may only be required to receive training that is focused on those activities that the contractor will conduct.

7.2.3 Training Content

Core watershed concepts and stormwater information should be included within the stormwater training (background, pollutant sources, BMPs, responsibilities, updates). This core information provides the structure for the stormwater training content. Table 7.2 summarizes the applicability of specific content to each of the three training types. The specific content options are also described below. Table 7.2 lays out a general road map; however, the actual content of any training should be appropriate to the specific roles and responsibilities of the audience. Respective departments/groups will identify and incorporate additional training content beyond that shown in Table 7.2 as they determine necessary to ensure the proper implementation of stormwater responsibilities. Additional content may also be required in response to significant programmatic changes or the results of program audits or evaluations.

Training content is dynamic, and will reflect the experience and knowledge gained by respective Department/Group staff over the Permit cycle. The specific content and relative emphasis of particular elements is therefore expected to evolve over time. For instance, first year training of inspectors might include a detailed review of procedures and forms, but less emphasis might be provided in subsequent years as staff gains experience in their use.

Feedback and verification of the training program's effectiveness is one of many assessment components that will be used to ensure overall stormwater program compliance. It is necessary to regularly evaluate the effectiveness by verifying whether or not there is a change in stormwater knowledge over time. To identify these types of changes, pre- and post- quizzes are completed as part of the LMS stormwater training programs (Administrators, Implementers, and Awareness). Core stormwater questions are asked across all training components, and specific content related questions will also be included.

Jurisdictional Runoff Management Program

Table 7.2 – Overview of Required Training Elements by Responsibility Type

Stormwater Training Elements	Principal Responsibilities		
	Program Implementation	Program Administration	Pollution Awareness & Reporting
I. Background	Required		
A. General Concepts		x	x
B. Regulatory Framework		x	
C. Program Updates		x	
II. Pollutant Sources			
A. Pollutants and Impacts		x	x
B. Pollutant-Generating Activities (PGAs)			
III. Best Management Practices			
A. Discharge Prohibitions		x	x
B. BMP Requirements (Planning / Implementation / Maintenance)			
C. Pollution Prevention (P2) Practices			
D. Additional Controls for Sources Tributary to Envir. Sensitive Areas			
IV. Staff Responsibilities			
A. Pollution Reporting		x	x
B. Documentation & Reporting		x	

7.2.3.1 Background Information

General Concepts

A review of general concepts is necessary to provide an informational basis for other, more specific topics to be covered throughout the training. Examples of general concepts include, but are not limited to the following:

- Watershed concepts;
- Definition and description of stormwater vs. urban runoff;
- Explanation of stormwater conveyance systems (MS4), how they work, and how they are not connected to the sanitary sewer system;
- Explanation of short- and long-term water quality impacts on waterways associated with urbanization; and
- Identification of impaired water bodies and a description of pollutants of concern for the San Diego region.

Regulatory Framework

As applicable to their job responsibilities, employees may be provided training on the following topics:

- Federal, state, and local water quality laws and regulations;

Jurisdictional Runoff Management Program

- General requirements of National Pollutant Discharge Elimination System (NPDES) Order No. R9-2013-0001;
- The County's Watershed Protection Ordinance (WPO) and other relevant authorities; and
- Penalties and liability associated with non-compliance.

Program Updates

Training programs will be updated as internal programmatic changes occur, as new programs are implemented (e.g., Low Impact Development (LID) and Hydromodification), or as changes to the Permit or Ordinance occur. Additionally, any issues or concerns that may be addressed through the Copermittee workgroups, or annual reporting feedback, etc., will also be incorporated into training program revisions. Training programs will be evaluated and updated annually, as needed.

7.2.3.2 Pollutant Sources

As applicable to the audience's job responsibilities, training may include any of the following:

Pollutants and Impacts

- Identification of common pollutants and their associated impacts on water quality, human health, and natural habitats;
- Identification of other pollutants prioritized within the WQIP; and
- Identification of impaired water bodies and a description of pollutants of concern for the San Diego region.

Pollutant-Generating Activities (PGAs)

- Identification of land development and construction activities that generate pollutants;
- Identification of municipal operations (fixed facility and field activities) that generate pollutants;
- Identification of both job-related and at-home (residential) activities that typically generate pollutants; and
- Identification of PGAs related to special events, emergency response, and pesticide, herbicide and fertilizer use.

7.2.3.3 Best Management Practices

As applicable to the audience's job responsibilities, training may include any of the following:

Discharge Prohibitions

- The County's obligation to reduce pollutant containing discharges to the MS4;
- The County's obligation to prevent urban runoff discharges from causing a violation of water quality standards;
- Examples of water discharge prohibitions and exemptions; and

Jurisdictional Runoff Management Program

- Illicit connection identification.

BMP Requirements

Employees should be trained on the planning, implementation, and maintenance of BMPs available to them.

- Source Control BMPs, Erosion and Sediment Control BMPs, Treatment Control BMPs,
- Structural vs. non-structural BMPs;
- BMP applicability, selection, and implementation based on onsite conditions and activities;
- BMP vector concerns;
- BMP maintenance requirements;
- Process for verification and tracking of Treatment Control (Structural) BMPs; and
- Procedures to inspect and evaluate BMP effectiveness;

Pollution Prevention (P2) Practices

- The definition and purpose of pollution prevention (as related to stormwater or urban runoff) and source control;
- Pollution prevention BMPs on the job and at home;
- Identification of minimum pollution prevention (P2) BMPs that should be implemented based upon each activity type or area;
- Management and disposal of used oil and toxic material; and
- Consideration of Integrated Pest Management (IPM) techniques.

Additional Controls for Sources Tributary to Environmentally Sensitive Areas (ESA)

- Identification of impaired water bodies, TMDLs, ESAs, and setting priorities for inspection, review, or approval of facilities/projects based on their threat to water quality.

7.2.3.4 Staff Responsibilities

County personnel should be made aware of their explicit stormwater responsibilities during stormwater training. Staff responsibilities vary greatly (some review stormwater plans, others install stormwater BMPs, while others sweep county roads, etc.). However, at a minimum, staff should know how to report stormwater violations and stormwater annual report data to the WPP.

Pollution Reporting

Employees should be trained on how to report potential stormwater violations. Training should include reference to the County's Stormwater Hotline (888-846-0800), the Project Clean Water website (www.projectcleanwater.org/html/complaints.html), and WPP's email address (watersheds@sdcounty.ca.gov) for easy reporting. The County's stormwater violation referral sheet should also be made accessible wherever possible.

Jurisdictional Runoff Management Program

Documentation and Reporting

Employees should be familiar with stormwater documentation which guides their program and identifies any stormwater obligations or responsibilities. Stormwater program documentation may include pollution prevention plans (SWMPs, SWPPPs, F3Ps), self-inspections, spill reports, stormwater training sign-in sheets, procedures, policies, contracts, leases, agreements, etc. Any applicable stormwater documents should be provided to employees and reviewed as part of their training program. Employees should also be provided an opportunity to identify ways in which departmental data collection and documentation can be improved. Any updates to stormwater data collection and documentation should be reported to the WPP at least annually for the JRMP annual reports.

The means of documenting the training program should occur either by training sign-in sheets or through the County's online LMS. Training documentation should be sent to the departmental training coordinator and, where applicable, kept within SWPPPs and F3Ps for onsite documentation of annual training.

Annual reporting of training will be done by each department's training coordinators. Information to be reported will include staff requiring training vs. staff receiving training. Reporting information will be utilized not only to prepare JRMP Annual Reports to the Regional Board, but will also provide a means for making program improvements.

7.2.4 Training Methods

Depending on the particular audience and content, training may be provided to municipal employees via a number of approaches. Examples include classroom training; presentations at staff meetings; online using the LMS, and external training opportunities (vendor training, workshops, etc.). Table 7.3 provides an overview of available training methods, and shows their applicability to each category of training. Program Implementation training should be provided in-person via a classroom or through the LMS. Stormwater certifications can be applied towards the annual implementer requirement, however only once per permit cycle (acceptable certifications listed in Table 7.3). Other training courses may also be used in place of the implementers training as long as all applicable elements are covered and pre-approval is acquired by WPP. Proof of attendance of outside course/certification will be required. Combinations of classroom and other methods are encouraged. Program Administration and Pollution Reporting training will most often be conducted via staff meetings or the LMS. All of the methods listed are potentially applicable to Supplemental Training; each Department or group providing the training is responsible to determine their applicability. Training methods not listed in Table 7.3 may also be used, but will require the approval of the WPP prior to their use.

Training content is generally conveyed using a variety of tools such as videos, brochures, manuals, fact sheets, posters, and other written materials. In many cases, a combination of tools is used.

Jurisdictional Runoff Management Program

Table 7.3 – Preferred Training Methods by Target Audience

Method	Core Training			Supplemental Training
	Program Implementation	Program Administration	Pollution Reporting	
Classroom training	○	○	○	○
On-line (LMS) or written training modules	○	○	○	○
Staff meetings	○	○	○	○
Stormwater Certifications* (CPESC, CPSWQ, CESSWI, SWQCB/CASQA-QSD/QSP). *One substitution per permit cycle.	○	○		○
External training courses* (CASQA, Regional Board, etc.) *Per WPP pre-approval	○	○		○
On-the-job, field training				○
Workshops and demonstrations				○
Material distribution (email updates pamphlets, brochures, promotional incentives, etc.)				○

7.3 EDUCATIONAL OUTREACH ELEMENT

Educational outreach will be developed and implemented based on the following four objectives:

1. Teaching basic awareness;
2. Adapting education to specific target audiences;
3. Clearly describing specific responsibilities under the WPO; and
4. Providing instruction to successfully implement (BMPs, with an emphasis on pollution prevention.

7.3.1 Target Audiences

At a minimum, educational outreach will be tailored to each of the following target communities:

- Municipal departments and personnel;
- New development and construction education;
- Industrial and commercial owners and operators and mobile businesses; and
- Residential, general public, and school children communities;
- Public and municipal departments and personnel involved with the use of pesticides, herbicides and fertilizers;
- Public and municipal departments and personnel involved with the management and disposal of used oil and toxic materials;

Jurisdictional Runoff Management Program

- Audiences identified in the WQIPs to address the highest priority water quality conditions;

7.3.1.1 Municipal Departments and Personnel

County staff that does not fit into the training categories described in Section 7.2.2 will receive general awareness outreach. Municipal educational efforts will inform staff at a basic level about the 2013 MS4 Permit, the differences between stormwater and urban runoff, non-point source pollution, common pollutants and their effects on water quality, and BMPs. Outreach efforts will typically target common behaviors associated with residential activities. Methods that will be utilized to reach this target population include email announcements, newsletters, paycheck inserts, and employee fairs.

7.3.1.2 New Development and Construction Education

The County offers applicants, contractors, developers, property owners, and other new development/construction related parties a number of educational resources. A particularly important interaction is the formal pre-intake assistance offered to project applicants. DPW and PDS inspection staff facilitates pre-construction meetings prior to the commencement of many projects. Efforts typically focus on compliance requirements, while explaining the importance of proper selection, placement and maintenance of BMPs. The County also encourages applicants to take advantage of the educational materials and tools it makes available through its many websites. Community planning groups and planning commissions are also included in educational outreach efforts, and are frequently included within municipal training opportunities.

7.3.1.3 Industrial and Commercial Business Owners and Operators

The County provides educational outreach to all commercial and industrial audiences, as identified in the 2013 MS4 Permit. Education is provided through a variety of means, primarily inspections, permitting, and workshops. Depending on the situation and venue, County staff may provide information on regulatory requirements, discharge prohibitions, BMPs, and pollution prevention.

Many County departments collaborate to provide stormwater outreach to this target population. The departments that assist with educational outreach include the following: Department of Public Works, Department of Agriculture, Weights and Measures, Planning Development Services, Department of Environmental Health, Department of General Services, and the Department of Parks and Recreation.

7.3.1.4 Residential, General Public, and School Children Education

Residential and General Public

The County's educational outreach program utilizes a multi-media approach for reaching residential, general public, and school children. Media types may include print materials (fact sheets, hand books), television, radio, websites, billboards, and promotional items. Educational efforts typically target the common pollutants of concern and their associated activities for the San Diego Region. Location or audience specific events provide an opportunity for tailoring both

Jurisdictional Runoff Management Program

the presentation materials and focusing in on the priority pollutants as described in the WQIP for any specific watershed. Given that bacteria is one of the most common pollutants within San Diego's watersheds, the educational outreach program focuses on bacteria pollutant generating activities, including pet waste management, manure management, and landscape management. Joining efforts with the County Water Authority, the County has been working to collaborate on efforts to reduce water use and over-irrigation. Messages and promotional materials have been tailored to include these messages and to promote the use of native or drought-tolerant plants.

Educational outreach activities for this target population will include community events, fairs, and festivals; clean-up events; and special events. With the County's education first philosophy, residential complaint investigations provide an opportunity to provide direct interaction and explanation about water quality concerns, pollutants, and BMPs.

School Children

Outreach to school children continues to be a priority for the County. Presently, the County contracts with the San Diego County Office of Education's Splash Science Mobile Lab (Splash Lab) and Green Machine. The Splash Lab is a completely self-contained mobile laboratory that brings simulated environmental conditions to school sites for ease and convenience. This enables schools with limited funding and schools within disadvantaged communities to have easy access to water science education. These presentations provide an interactive opportunity to children to learn about stormwater, water quality, bioassessment, watersheds, pollution, and BMPs.

Outreach to high school students is also a continuing program for high schools in the County Unincorporated area. Through a contract with I Love a Clean San Diego (ILACSD), presentations are provided to high school students to further educate the County's youth. Students learn valuable lessons about watershed protection, water quality, pollution prevention, and local watershed issues.

County of San Diego Schools

The County program focuses on school children to increase knowledge and produce long-term behavioral change. Educating school children is essential for promoting stormwater awareness and changing behavior at an early age. By increasing knowledge and awareness, a student's attitude about their own environment will mature, fostering respect and environmental stewardship. School children are a responsive audience, and often become "teachers" bringing home information to parents and carrying out activities learned in the classroom as "the right thing to do." The County reinforces knowledge of stormwater pollution issues through elementary, middle and high school in an effort to establish a foundation for incorporating these changes as a normal part of a person's lifestyle. The County encourages incorporating stormwater concepts into existing curricula.

These concepts include, but are not limited to:

- Being taught the difference between the sanitary sewer vs. the stormdrain system;

Jurisdictional Runoff Management Program

- What a watershed is; and
- Being able to identify the watershed they live in.

Based on 2007 census data, there are approximately 100,533 students between kindergarten and the 12th grade in the County Unincorporated area. See Table 7.4 for student enrollment as an example of the range in the different grade levels from 2000 census data (data unavailable for 2007).

Table 7.4 – Public School Enrollment in the County Unincorporated Area (2000)

Grades	Total Students
Kindergarten through 4	29,921
5 through 8	25,509
9 through 12	25,213
Total	80,643

The County will provide education to the following 13 Elementary School Districts and six High School Districts in the County's jurisdiction:

Elementary School Districts in the County Unincorporated area:

1. Alpine School District
2. Bonsall Union School District
3. Dehesa School District
4. Fallbrook Union Elementary School District
5. Jamul-Dulzura Union School District
6. Julian Union School District
7. Lakeside Union School District
8. La Mesa-Spring Valley School District
9. Rancho Santa Fe School District
10. San Pasqual Union School District
11. South Bay Union School District
12. Spencer Valley School District
13. Vallecitos School District

High School Districts in the County Unincorporated area:

1. Fallbrook Union High School District
2. Grossmont Union High School District
3. Julian Union High School District
4. Mountain Empire School District

Jurisdictional Runoff Management Program

5. San Dieguito Union High School District
6. Sweetwater Union High School District

There are a total of 105 schools in the aforementioned school districts.

The DPW's Planning and Recycling Program with the Department of Environmental Health's (DEH) Household Hazardous Waste Program collaborate to contract with I Love a Clean San Diego to go into the classroom for grades K-12, promoting recycling and encouraging the use of low-toxic substitutes. They reach over 5,000 students annually.

For outreach on watershed pollution prevention to elementary school students, the County contracts with San Diego County Office of Education (SDCOE) to provide two classroom programs, Green Machine for grades K-4 and Splash Lab for grades 4-6. Approximately 95 presentations occur annually, reaching approximately 3,000 students at 60 schools. The presentations reach a minimum of 40 percent of interested elementary schools annually. From year to year, different schools will receive the outreach presentations.

For outreach to high school students in the County Unincorporated area, the County contracts I Love a Clean San Diego to provide watershed presentations on watershed protection, stormwater and urban runoff, pollutants of concern, and the storm drain system. At least twenty percent of the high school students are reached per year through approximately 160 presentations to the high schools in the County Unincorporated area.

To reach students who live in the County Unincorporated area but may attend a school located in an incorporated jurisdiction, there are non-classroom based outreach activities. For non-classroom based activities, students are transported to a venue to receive the education and outreach programs.

- SDCOE and ILACSD conduct outreach activities during special events (e.g., World Water Monitoring Day). During special events, students receive the same presentations available in the classroom. Special events tend to reach a large groups of students from a variety of schools.

The Department of Parks and Recreation (DPR) operates multiple programs at a variety of parks in the County Unincorporated area. The programs are appropriate for different ages K-12. They reach a variety of students from a multitude of schools and school districts. They also provide services for Boy, Girl and Cub Scout troupes. There are approximately one-hundred (100) outreach events annually, reaching thousands of kids and students.

7.3.2 Outreach and Education

Outreach is the central part of all implementation strategies. Various types of outreach can be used to bring about changes in knowledge or awareness in target populations. All residential programs use a wide variety of activities to reach residents throughout the year. Examples of consistently utilized outreach activities include material distribution, workshops, trainings, and

Jurisdictional Runoff Management Program

seminars, community and special events, news releases, and material display (billboards, signs, kiosks, movie theatre slides, etc.). Specific program outreach and education performed are discussed below.

7.3.2.1 Watershed Protection Program

The County's WPP implements an extensive outreach program targeting the residential population. The WPP develops and utilizes a variety of resources to deliver its outreach messages. Branded water quality materials are used for general watershed information and specific residential tip cards, such as manure management and pool, spa, and fountain care and maintenance. Promotional items have been a long standing strategy used to present messages or desirable behaviors. The WPP utilizes pens, pencils, magnets, and rulers, as well as more behavior specific items including dog bag dispensers with bags intended for pet owners to pick up their pet's waste and packages of California poppy seeds to promote the use of native or low maintenance plants. All items contain stormwater messages and the County of San Diego Stormwater Hotline and County's Project Clean Water website. Outreach materials are distributed by County staff during community events and displayed in kiosks at appropriate locations. Additionally, materials are supplied to partner organizations to distribute at their facilities.

The WPP has expanded its outreach program to educate equestrian audiences on manure composting and erosion BMPs specific to horses. The WPP is both staffing and sponsoring workshops and booths throughout the County of San Diego to reach commercial and residential horse owners and enthusiasts. In addition, the WPP collaborated with the Recycling Program and the County Television Network (CTN) to create a 13 minute video titled "How to Manage Manure: Composting for Horse Owners." The target audience for the video was County residents who own or board horses on their properties. Distribution of the full length DVD and equestrian specific tip cards occurs at Equine and Trail Associations and equine-specific community events. Staff is also forming partnerships with equestrian organizations to increase stormwater awareness by providing videos for distribution at their meetings. A shortened version will be aired on the CTN's County Chronicles program. In 2014, WPP developed a comprehensive guide titled "Equine Best Management Practices" and an accompanying "Equine BMP Implementation Manual" to assist horse owners with BMPs appropriate for horse properties.

The WPP has also expanded its outreach to pet owners on the issue of proper disposal of pet waste. WPP staff and contractors such as I Love a Clean San Diego spread information and distribute pet waste bags at pet-focused events. The WPP also is collaborating with Animal Control to distribute pet waste bags at new pet owner adoption events. Surveys are administered at events to collect information on the knowledge and awareness of pet owners and to refine messaging.

The CTN routinely airs various public service announcements (PSAs) and video segments that focus on water quality themes to a countywide cable subscriber base of 725,000 households. In recent years, increased emphasis has been placed on mass media as a tool to continually reinforce

Jurisdictional Runoff Management Program

water messages to the general public. PSAs and video segments are “retired” as new products are introduced in order to keep information current and relevant to the priority pollutants in the County’s watersheds.

7.3.2.2 *Recycling*

The Recycling Program conducts public education and promotes an online referral database <http://www.wastefreesd.org/> and hotline 1-877-R-1-EARTH. The program provides residents with extensive recycling guides, with several available in Spanish (S). They include: Residential, Household Hazardous Waste (S), Automotive (S), Construction and Demolition (S), Apartments and Condos, Junk Mail, Green Waste Recycling Guide, and Sustainable Landscape Practices. These detailed guides are distributed during events and are also available on their website at <http://www.sdcountry.ca.gov/dpw/recycling/guides.html>. Other outreach components of the program include Public Education on Reduce, Reuse, and Recycle by promoting recycling through school presentations, point of purchase displays, public events, and mass media.

7.3.2.3 *Household Hazardous Waste (HHW)*

The County’s HHW Program promotes safe household hazardous material use and disposal, and encourages the use of low-toxic substitutes. HHW are unused or leftover portions of hazardous chemicals and also include Electronic and Universal Waste Recycling. Together with the County’s Recycling Program, HHW promotes the Hotline 1-877-R-1-EARTH for unincorporated residents which provides general information, information on collection facilities and special collection events, as well as promotion of the online database <http://www.wastefreesd.org/>.

7.3.2.4 *Department of Parks and Recreation (DPR)*

DPR provides opportunities for high quality parks and recreation experiences and to preserve regionally significant natural and cultural resources. One key activity in the program is educating the public about the County’s invaluable natural resources. Rangers and volunteers are trained in the Environmental Education program to provide multiple interpretive services to the public, such as wildlife conservation programs with live animals, environmental slide programs, safety talks, ranger-led nature walks, plant propagation program, and community service.

Within DPR, is the Multiple Species Conservation Program (MSCP) a comprehensive long-term habitat conservation program. The MSCP program was developed to comply with the federal Endangered Species Act and the state Natural Communities Conservation Planning Act. MSCP works to preserve San Diego’s unique, native habitats and wildlife for future generations and protect watershed and water quality by targeting 172,000 acres of our natural areas for conservation. It is a unique regional conservation effort that works across political boundaries.

The MSCP staff publishes a quarterly newsletter updating the public on three planning areas, North, South, and East County, as well as other topics relevant to habitat conservation.

7.3.2.5 *University of California Cooperative Extension (UCCE)*

UCCE’s Healthy Garden, Healthy Home (HGHH) is a program giving the residents of San Diego County the opportunity to improve our water resources. As part of this effort, a team of 25

Jurisdictional Runoff Management Program

UCCE San Diego County Master Gardeners have undergone extensive in-depth Integrated Pest Management (IPM) training in order to provide outreach to the San Diego Community. The program creates and disseminates Retail Nursery Newsletters and a Landscape Brochure.

An innovative outreach instrument created by UCCE is the IPM Kiosk that contains information about 50 common home and garden pests, including identification and management, alternatives to pesticides and least toxic pest control, as well as safe use and disposal of pesticides. The kiosk also includes tips related to proper watering, fertilizing, and avoiding problems associated with garden chemicals. Kiosk users can look up a pest by category and name or diagnose a problem on plants. Users can watch videos, print and take home information, as well as locate resources for finding additional pest management help in their county. In addition, the HGHH kiosks have been upgraded to provide users the option of selecting English or Spanish language to reach broader audiences.

7.3.2.6 Hotlines and Websites

Hotline and websites provide residents access to information and opportunities to report complaints. They are discussed in detail within Chapter 8 (Public Participation).

7.3.2.7 Waste Collection and Recycling

A variety of waste collection and recycling services are used to assist residents and businesses in properly disposing of wastes. The County is responsible for these services in the County Unincorporated area and holds numerous events throughout the year.

Recycling holds curbside collection services, drop-off recycling centers, oil recycling services, tire recycling services, compost, yard waste, and animal waste management. In addition, Recycling holds specific one-day recycling events such as free composting workshops and tire recycling day.

HHW supports waste collection from unincorporated residents at facilities located in Chula Vista, El Cajon, Miramar, and Ramona. Like Recycling, one-day collection events are held and take place in residential areas such as local high schools, churches, and road stations.