



project clean water

Education and Resource Development Technical Advisory Committee

The Project Clean Water Education and Resource Development Technical Advisory Committee began meeting in November 2000. Since that time, the TAC has provided direction and oversight on water quality-related education issues throughout San Diego County. During the first phase of Project Clean Water (ending in July 2001), the TAC compiled a baseline inventory and initial assessment of local outreach efforts. Based on this initial work, the TAC also developed a list of action items to implement during future phases of Project Clean Water.

The TAC continues to meet monthly to work toward the implementation of identified action items and to further characterize and address priority issues and concerns. During the First Annual Clean Water Summit the TAC will review and update as appropriate the action items listed below:

- 1. Increase participation in Project Clean Water to reflect diverse interest areas.**
- 2. Conduct outreach to encourage participation in Project Clean Water.**
- 3. Complete a more detailed assessment of priority education issues in January 2002.**
- 4. Establish a baseline of general awareness to measure the progress of outreach efforts.**
- 5. Promote local education and outreach opportunities.**
- 6. Provide grant notices and other funding information on the website and promote collaboration for competitive submittals.**
- 7. Conduct outreach to promote the website as a centralized source of water quality information.**

Education and Resource Development Technical Advisory Committee Action Item Progress Report

Action Item 1: Increase participation in Project Clean Water to reflect diverse interest areas.

In June 2001, the Education and Resource Development TAC completed an inventory of 125 education and outreach programs and activities to utilize as a basis for pursuing increased participation in Project Clean Water activities. Because of the large number of entities in this inventory, the TAC is expanding the inventory to better characterize the content to promote coordination among diverse educational efforts.

Action Item 2: Conduct outreach to encourage participation in Project Clean Water

The TAC uses the Project Clean Water logo, and the vision statement, "*clean water through local commitment and action*", as a slogan on outreach materials such as an ad in the voter pamphlet, business cards, and magnets. In addition, the Project Clean Water brand will be placed on regional awareness and educational materials to promote the website.

Action Item 3: Completed a more detailed assessment of priority education issues in January 2002.

The January 2002 Focused Assessment built upon existing action items and identified specific priorities for the TAC. The Focused Assessment serves two primary purposes. First, it provides a more structured framework within which existing and new action items can be evaluated and pursued. This framework addresses the following three priorities:

- Identify when and where outreach and education will be most effective.
- Develop a strong identity for education and outreach activities.
- Strengthen coordination between agencies that conduct outreach to improve the effectiveness of the outreach.

Second, the Focused Assessment articulated other priorities of the TAC not initially identified in the first phase of Project Clean Water.

Action Item 4: Establish a baseline of general awareness to measure the progress of outreach efforts.

The City of San Diego, a coalition of North County Cities, and the County conducted baseline surveys during 2001. These surveys assessed current levels of general stormwater awareness in the residential population. The TAC worked with these agencies to ensure regional consistency in survey content. The TAC will also continue to monitor existing efforts relevant to baseline characterization and to serve as a resource for the development of reassessment strategies and trend analysis. In doing so, the TAC will utilize other existing resources such as the *Storm Water/Urban Runoff Public Education Program Resident Population Final Evaluation* and the California

Department of Transportation, Division of Environmental Analysis' public education final reports, plans, and surveys.

Action Item 5: Promote local education and outreach opportunities.

In 2001, the Education and Resource Development TAC combined efforts with the Stormwater Copermittees' Outreach Workgroup to develop an Outreach Model Program Guidance. The purpose of this document was to assist Copermittees in developing outreach and program strategies that support their regulatory responsibilities under the Municipal Stormwater Permit. In addition to identifying potential program strategies, the document promotes the effective use of existing resources through partnerships with the public, the business community, academic institutions, non-profit organizations, and other interested stakeholders. As a resource to Copermittees, the guidance includes as an appendix the Baseline Inventory compiled by the TAC during the first phase of Project Clean Water. The TAC will continue to promote education and outreach through the development of partnerships that encourage the sharing of ideas and opportunities.

Action Item 6: Provide grant notices and other funding information on the website and promote collaboration for competitive submittals.

The TAC recently began identifying grant opportunities through various means, including the subscription of a grant notification service, to provide notices on the Project Clean Water website. By providing a centralized source of grant information, the TAC hopes to also promote collaborative efforts, with the ultimate goal of attracting more funding to the region. A future goal of the TAC will be to identify and encourage opportunities for collaborative grant applications. Working together on project proposals will increase coordination and maximize our educational resources.

Action Item 7: Conduct outreach to promote the website as a centralized source of water quality information.

The Project Clean Water website has become a widely recognized source of water quality information for the San Diego region. Over 20,000 visitors have been recorded to date. A priority of the TAC in the upcoming year will be to increase the educational content and to more aggressively market the website. The website continues to evolve, including the recent development of a "For Kids" page to provide fun activities for school children and links to information for teachers. The TAC will accordingly develop promotional strategies to draw these audiences in to use the website.