



project clean water

**Outreach Workgroup
Summary**

**Tuesday, January 10, 2006 10 am-12 noon
City of San Marcos, Civic Center
1 Civic Center Drive, San Marcos, CA 92069**

I. Welcome/Introductions

Vikki Denslow, County of San Diego
Mary Fontanoz, D-Max for National City
Richard Gilb, San Diego Regional Airport Authority
Shawnetta Grandberry, City of Carlsbad
Bob Griswold, City of El Cajon
Misha Gutierrez, Ogilvy Public Relations Worldwide
Deborah Jardin, City of Escondido
Kelly Moewe, Port of San Diego
Roger Morrison, City of Poway
Mayela Padilla, City of Encinitas
Helen Perry, City of Santee
Michele Stress, County of San Diego
Brian Swagerty, San Diego County Office of Education
Kathy Weldon, City of Encinitas
Robert Zaino, City of Santee

II. “Splash Lab” Presentation by Brian Swagerty

- Brian Swagerty gave a presentation on the San Diego County Office of Education’s (SDCOE’s) outdoor programs. Both the Splash Lab and the Green Machine bring hands-on environmental education to the students at their schools.
- The Splash Science Mobile Lab curriculum is aligned with California Science Content Standards for grades 4-6. It includes 6 learning stations for 4-6th graders including microscopes, technology, weather, water quality, groundwater, and pond life. The Splash Lab can also be altered for specific topics, e.g., recycling.
- The Green Machine is an agriculture program that includes stations on soils research, the water cycle, and integrated pest management. The curriculum is also aligned with California Science Content Standards. It was originally designed for grades K-3, but SDCOE is currently developing programs for grades 4-6 as well.
- Several Copermittees are already using these programs, e.g. the County is using the Green Machine as in-kind to the PRISM grant. The fees are \$475 for four 1-hour Splash Lab presentations and \$260 for four 1-hour Green Machine presentations. To learn more, call (858) 292-3694 or visit www.sdcoe.k12.ca.us/outdoored.

III. “Don’t Trash California” Presentation by Misha Gutierrez

- Misha Gutierrez of Ogilvy Public Relations Worldwide, a contractor for CalTrans, gave a presentation on the “Don’t Trash California” program, which began as “Don’t Trash Fresno”.
- According to one study, the primary litter offenders are males aged 18-34. (Other vices for this group include smoking and drunk driving.) Public opinion polls were conducted to determine which messages resonated most effectively with this audience.
- Outreach efforts include distribution of litter bags through Jiffy Lube, Enterprise Rent-A-Car, the San Diego County Regional Airport Authority, and others. Public Service Announcements have aired in theaters and on television and radio. Advertisements have been posted on billboards and websites that are popular with males aged 18-34, e.g., match.com. Efforts also include marketing at sporting events, e.g., announcements at San Diego Chargers games.
- Small amounts of promotional materials are available. For materials or more information, contact Misha Gutierrez at (916) 418-1500 or misha.gutierrez@ogilvypr.com.

IV. Introduction to State Assessment Guidelines

Visit <http://www.waterboards.ca.gov/funding/paep.html> for information. A discussion on assessment of programs will be included on the agenda for the next meeting.

V. Regional Outreach Events Schedule

Outreach events for 2006 will be discussed at the next meeting.

VI. Roundtable

County of San Diego

- Michele Stress, Debbie Jardin, Shawnetta Grandberry, Kelly Moewe, Todd Snyder, Deb Castillo, Richard Gilb, and Bob Griswold will write the Statement of Work for the regional education plan RFP.
- Volunteers are also needed for the BMP Portal RFP Source Selection Committee. The scope has been written, and the Outreach Workgroup will review BMPs. Once awarded, the Outreach Workgroup will advise the consultant on project deliverables.
- The IPM kick-off for 5 pests (scale, mildew, white fly, aphids, snails and slugs) will be February 21st. Outreach efforts will include the distribution of two posters and airing of five 30-second Public Service Announcements.
- The next Ed TAC meeting will be held on January 19th rather than the 18th.
- Several TACs need to update the Project Clean Water website.

El Cajon

- The City of El Cajon is co-sponsoring an e-waste event at Santana High School on Saturday, January 28.
- Two sewer billing inserts were circulated in the Fall of 2005 titled “How You Can Prevent Storm Water Pollution” and “What’s the Problem with Pet Waste?”
- An article was published in the Fall city newsletter titled “Creating Community by Keeping Our Storm Water Clean”.
- Bob Griswold is also preparing three new articles for the Spring 2006 newsletter.

National City

- New outreach materials include a tri-fold brochure and a calendar with a stormwater message for industrial/commercial businesses.

Santee

- Welcome Helen Perry, the City of Santee's new Stormwater Manager.

Carlsbad

- The City of Carlsbad will have intensive inspections for about 2 months.
- Volunteers from high schools have been collating IPM pest cards.
- Car Country Blitz

San Diego Regional Airport Authority

- The San Diego Regional Airport Authority has distributed approximately 150,000 "Don't Trash California" litter bags.
- It was suggested that English and Spanish subtitles be added to the Public Service Announcements that the Airport Authority shows since they are no longer shown without sound.

Escondido

- The North County Water Agencies developed a presentation for this year's 4th grade water awareness poster contest. The theme is "California's Water History", and the presentation includes water facts, a brief history of water, and ways to conserve and protect the water. Debbie Jardin may give this presentation at the next meeting.
- Landscape workshops are scheduled for three Saturdays in February.
- The City of Escondido's inspectors will distribute 500 restaurant BMP posters.

Port of San Diego

- The Port is providing information on the bay and stormwater pollution prevention to the Birch Aquarium. This information will be used to help train volunteers for whale watching tours (through SD Harbor Excursion) on boats that hold approximately 100 people.

Next Meeting

The next Outreach Workgroup meeting is tentatively scheduled for Tuesday, March 14, 2006 from 10 am – 12 noon at the City of Poway.