



project clean water

Outreach Workgroup Summary

**January 11, 2005 (10 am-12 pm)
San Marcos Civic Center
1 Civic Center Drive
Valley of Discovery Room
San Marcos, CA 92069**

The Outreach Workgroup will collaborate on a regional stormwater outreach and education program.

I. Attendees

Mayela Gillan, SD County Regional Airport Authority
Ronie Martinez, San Marcos
Vikki Denslow, SD County
Bob Griswold, El Cajon
Paul Davy, SD County AG
Cecilia Lyon, Coronado
Marsha Cook, SD County
Robin Rivet, UC Cooperative Extension/County of San Diego
Margarita Mogollon, SD County
Kelly Moewe, Port of San Diego
Nicole Wood, Carlsbad

II. PRISM Grant Update

Margarita Mogollon reported on the PRISM Grant for IPM.

- Second quarter report is in progress
- City of SD conducted focus groups dealing with Chollas Creek (*English)
- Focus groups for Spanish speakers rescheduled due to poor turn-out
- Regional campaign will use a hibiscus for their logo
- Monitoring baseline was established for Chollas Creek.

Robin Rivet reported

- 12 IPM tip cards are being produced (11 "pests" + 1 beneficial insects)
- Pesticide measuring spoon - promotional item for the workshops
- Magnifying glass with a logo also being considered
- Walter Andersens' Nurseries are receptive to training their staff (& Sat. classes)
- Four Public Service Announcements (PSAs) are completed
- Completed a three minute "How To" video for retail staff or customers
- Also a 20 minute video which discusses "What is a watershed?" and addresses how pesticides run into the environment as well as tips from a bug specialist.
- Posters - March "Pick Your Poison" posters available for public display.
- Website - Project Clean Water IPM web page is the next project in the line up.
- VIDEO PSAs were viewed: 3- stormwater pollution prevention PSA (public service announcements) videos will be aired on the County Television Network (CTN).

III. 2004-2005 Regional Budget (All)

After considerable discussion, the committee voted to spend our \$38,000 from 2003-2004 for the following:

- a) IPM Tip Cards in both English and Spanish (loose, with a tie to connect them)
- b) Use some of the funds to translate existing stormwater pollution prevention videos into Spanish.

IV. Refresher Training for Stormwater Staff (Cook)

In the past, the Outreach Workgroup members have expressed interest in setting up training sessions for field staff inspectors on stormwater inspections. Marsha requested anyone who has inspection checklists to share them with her, and she will make sure they are available to the committee members. Marsha will report back to the group if she can get something scheduled in terms of training sessions.

V. Outreach, Events, and Resources (Cook)

Announcements:

“The Green Wrench Guide: Stormwater Best Management Practices for the Automotive Industry” was recently translated into Spanish and handed out to the Outreach Workgroup members. More are available from Marsha Cook upon request.

“What’s Cookin’ Eating and Drinking Establishments: Stormwater Best management Practices” is in the process of being translated into Spanish as well, and should be available by the end of the fiscal year.

SDG&E asked for a pollution prevention submittal for residential customers for their newsletter, which is circulated among 1.28 million customers in San Diego and Orange Counties. They didn’t print the exact article Marsha submitted but one very similar. Therefore, we can report the article as “Regional Outreach” partnering with SEMPRA in our JURMP.

Speakers Bureau is a project that we need to move forward:

- We need more speakers (If your City outreach representatives, managers or contracted consultants are interested in participating please contact Marsha with topics and specific information.)
- Speakers Bureau information will be posted on the Project Clean Water web site once we have a good selection of topics and speakers.
- Presentations developed will be made available.

Bob Griswold of El Cajon volunteered to create a CD of stormwater education and outreach resources. He requested any such information from the other Copermittees. PDF format is ok but, if possible, please forward them in Word format. Bob would be able to set up an FTP site for about \$120 a month. This would be an open site. Perhaps the cost could be offset by the Outreach Workgroup budget.

The Port District will be putting their 14 lecture series on DVD in the next month. The DVD will be available for distribution at that time. Also - Starting February 5, the Port District in partnership with the Maritime Museum of San Diego will offer six environmental tours of the San Diego Bay. The tours will be two hours in length and will focus on the environmental history of the bay, as well as the endangered species in the watersheds.

Next Meeting: Please mark your calendar for the next Outreach Workgroup meeting March 8, 2005 from 10 am -12 noon, at the City of Coronado.