



project clean water

Outreach Workgroup Summary

**January 13, 2004 (10 am-12 pm)
County of San Diego – DEH Office
9325 Hazard Way, San Diego 92123**

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

I. Welcome/Introductions

Attendees:

Mike Emerson, Del Mar
Kim Coogan, Del Mar
Bob Griswold, El Cajon
Robin Miller, Poway
Debbie Jardin, Escondido
Michele Stress, County
Nick Del Valle, County
Margarita Mogollon, County
Linda Ndlebe, County
Rick Sakow, County
Marsha Cook, County

An updated contacts list was provided as a handout. An electronic version will be provided soon.

II. 2004-2005 Budget for Outreach

The Outreach Budget for 2004-2005 was presented to the Budget Committee. Two plans were brought forth to the Budget Committee (Plan A \$100,000 and Plan B \$40,000. This was whittled down to Plan C \$40,000 to include media and IPM)

The Budget Committee agreed to recommend \$40,000 to the Management Committee for use in media and IPM. Plan C was recommended with flexibility to allow the Outreach Workgroup to decide specifically, how to spend the funds. There was much discussion about how to go about doing a PSA or media. Recommendations were made to talk to the City of San Diego for use with Think Blue media ads.

Some items were eliminated from the budget as some Copermittees felt strongly that he activities should be optional, such as the reprinting of “Green Wrench” and “What’s Cookin’” Guides. Since some Copermittees are still interested in re-printing these materials, an OPTIONAL activity will be available for those who choose to order reprints. Contact Marsha if you are interested in ordering reprints and she will send an order form and request billing information for your jurisdiction. Each Copermittee agency will be invoiced by the printers.

III. WURMP Deliverables

Discussion on the regional map was initiated. How will we meet the deliverable if we don't have the budget for it? There are many ideas about what this is and/or should be. North County has already developed a nice map of the northern watersheds. Should this map be made available for educational purposes?

The County has a map that was created by SAN-GIS that includes all of the watersheds in San Diego County. Could the WURMP deliverable be met by making a copy of this watershed map to all of the Copermittees? Could the funds remaining in the 2003-2004 budget be used to print a copy for each of the 21 jurisdictions for use at community events?

Marsha will check into the printing, laminating and framing costs to see if this could be done with the \$1,600 discretionary funds remaining. Do the Copermittees want to spend this money for that? This was not something Copermittees were willing to spend larger amounts on. Would this be a better option for meeting the WURMP deliverable?

IV. Regional Printed Materials

The "Green Wrench" Guide has been translated and will be printed in Spanish. Acknowledgement is considered as "Translation Funded by the US EPA through the Barrio Logan Environmental Justice Pollution Prevention and Compliance Assistance Task Force with assistance from the County of San Diego, Department of Environmental Health, Hazardous Materials Division." (Logos-DEH, County)

Since DEH is a member of the Task Force, we asked was it really necessary to include their name in this long acknowledgement. Marsha agreed to ask the organizers if this was necessary. She will report back to the group.

There has also been some interest in re-printing English copies of the "Green Wrench" or "What's Cookin'" Guides as a joint order? Any Copermittees who are interested in participating and ordering more, may do so and will be invoiced separately. This reprinting is optional for any or all Copermittees who wish to participate.

V. North County Water Agencies Contest (Debbie Jardin)

Debbie Jardin gave an informative presentation on water district poster contests. She shared calendars that are created by the winning posters from 4th Grade School Children. Debbie encouraged Copermittees to work with the local water districts to include stormwater messages in the water agency presentations.

Debbie also discussed Escondido's Water Conservation by the Yard program, a residential water conservation program. Debbie also shared a Bingo Video game that is used in schools. We were very impressed to hear Debbie's own voice on the video! Way to go Deb!

Other Discussion: There were also other lively discussions with great ideas. Mike Emerson from Del Mar suggested adding watershed information to signs being replaced by public works crews out in the community. Not new signs, but updated signs to replace stolen or damaged signs out in the community to raise watershed awareness. Most agreed, this was a great idea!

Next Meeting:

Our next Outreach Workgroup meeting location was not determined at the time of the meeting. We will be meeting March 9, 2004 from 10 am-12 noon at the City of San Diego Stormwater Pollution Prevention Program Conference Room, at 1980 B Street.