



project clean water

**Outreach Workgroup
Meeting Summary
February 21, 2007 (10:00 am-12 noon)
San Diego County Water Authority
4677 Overland Avenue
Lobby Conference Room**

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

Attendees

Roger Morrison, City of Poway
Michele Stress, County of San Diego
Kathy Weldon, City of Encinitas
Ivan Golakoff, San Diego County Water Authority
Veronica Archer, County of San Diego
Summer Waters, County of San Diego
Teresa Sherman, County of San Diego
Joanne Branch, San Diego County Office of Education
Deborah Castillo, City of San Diego
Debora Jardin, City of Escondido
Helen Perry, City of Santee
Kristine Rygiel, City of Encinitas
Tim Graham, City of San Diego
Karen Thomas, D-Max Engineering c/o City of National City
Brian Swagerty, San Diego County Office of Education

I. Introductions

**II. Integrated Pest Management (IPM) Kiosk Presentation by Scott Parker,
University of San Diego Cooperative Extension**

Scott Parker's presentation included a demonstration of the IPM kiosk. The kiosk is nearly fully operational and provides information on some of the most common pests found in the County of San Diego. A new Pest Tip Card has recently been developed for rats, and this information is also available on the kiosk. Once a person has navigated to the pest of interest, they are able to get a printout of information from the attached mini-printer. For more information, contact Scott Parker at saparker@ucdavis.edu.

III. Community-Based Social Marketing (CBSM) Discussion

The "Fostering Sustainable Behavior" two-day workshop on CBSM that many attended in February was discussed, and the group decided that CBSM should be incorporated into future decisions and program development.

CBSM involves 4 steps: 1) Identifying the barriers and benefits to an activity; 2) Developing a strategy that utilizes “tools” that have been shown to be effective in changing behavior; 3) Piloting the strategy; and 4) Evaluating the strategy once it has been implemented across a community.

IV. New Business/Announcements/Roundtable

- Karen Thomas, D-Max Engineering (consultant to the City of National City). There is a 2007 City of National City Stormwater calendar available that includes dates for upcoming workshops.
- Helen Perry, City of Santee. The 2nd Annual “SanTree” Festival is coming up.
- Joanne Branch, San Diego County Office of Education. Storm Water Management Plan is in place for the 36 member boards and is close to implementation.

V. Group Decisions

It was determined that the Copermittee budget discussion and voting on how to spend the available funds (\$40K) will be done via e-mail or during a special meeting since many jurisdictions were not present.

VI. Next Meeting: April 18, 2007 from 10:00 a.m. to 12- noon. Location TBD.

Adjourn