



project clean water

Outreach Workgroup Summary

March 8, 2005 (10 am-12 pm)
City of Coronado, Dept. of Public Services
101 B Avenue, Coronado, 92118

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

I. Attendees:

Marsha Cook, SD County
Paul Davy, SD County, Ag Wts & Measures
Vikki Denslow, SD County
Richard Gilb, Regional Airport Authority
Bob Griswold, El Cajon
Debbie Jardin, Escondido
Cora Long, Lemon Grove
Cecilia Lyon, Coronado
Kelly Moewe, Port District

Margarita Mogollon, SD County
Roger Morrison, Poway
John Quenzer, D-Max for National City
Chamomile Meadow, Encinitas
Nicole Woodward, Carlsbad
Hiram Sarabia, San Diego BayKeeper
Kate, San Diego BayKeeper
Heather Lade, City of San Diego

II. Presentation: "Santa Monica Bay Lessons Learned" by Margarita Mogollon

Margarita summarized the presentations of three speakers from the "State of the Bay Conference" conducted by the Santa Monica Bay Restoration Commission:

- 1) Laura Peligren of Peligren Research. Presented her experiences with model assessments and recycling research.
- 2) Lynn Wood Pendleton of UCLA School of Public Health. We spend a lot of time and money on scientifically assessing streams etc. (water quality), but our water quality is still a mystery to the public when compared to air quality. Water quality in Santa Monica has actually improved, but the public thinks its worse. Only 24% of the public know that pollution comes from storm drains. When asked about sources of pollution the public thinks the storm drain is less a source of pollution than trash, commercial or industrial sources.
- 3) Gina Margillo, re: contaminated fish and the populations that eat these fish. It's important to have ONE over-arching message. Then, target that message to the population. **NOTE:** Margarita agreed to get copies of the presentations and will forward them to the Workgroup.

III. Presentation: "Coastal Snapshot Day and World Water Monitoring Day" by Hiram Sarabia, from San Diego BayKeeper on behalf of the San Diego Citizen Watershed Monitoring Consortium

Citizen monitoring is an important part of public participation in water quality programs. The San Diego Citizen Water Monitoring Consortium is a great resource and partner for all of the Copermittees and Watershed Programs! Here are some great opportunities for your agency or watershed groups to be involved:

1) Coastal Snapshot Day Saturday April 30-Volunteers have to undergo a crash course on how to test water quality before they participate in this event.

2) Third Annual World Water Monitoring Day for K-12 grades will be October 15.

San Diego BayKeeper has a close partnership with the universities. Thirteen different watersheds are monitored from Oceanside to Ensenada, making this an international event. This event reaches 3,000 to 4,000 kids. To find out more access this website: www.sdcwmc.org.

IV. PRISM Grant Update – Margarita Mogollon

Margarita Mogollon distributed beta masters of the recently produced IPM Public Service Announcements, as well as a CD of the Healthy Garden, Healthy Home logo.

Also announced the Media event to kick off “Healthy Garden, Healthy Home” on Monday, March 14. Dr. Cheryl Wilen, UCSD Cooperative Extension (our IPM expert), and David Vellum (County entomologist) will be on two morning shows: Fox6 at 7a.m. and KFMB, Channel 8 at 7 a.m. In addition, there was news coverage at noon and evening news. Union Tribune and North County Times newspapers also ran stories for the event. Red Fire Ants were used as a “hot topic” and got a lot of attention.

The Master Gardner Program is starting the training program next week with the first of six, two-hour sessions. We can use the graduates of this program to speak to appropriate events. Robin Rivet is no longer with the UCSD Cooperative Extension Program. A replacement has already been designated from current staff.

V. Municipal Staff Training (Stormwater Staff)

The group was asked if there was still interested in developing training sessions for our stormwater municipal staff. The general consensus was “yes.” Volunteers stepped up to assist with planning the training.

VI. Regional Outreach Opportunities

Each of the outreach opportunities listed on the agenda were briefly discussed, and Outreach Workgroup members were encouraged to volunteer to help staff the booth, hand out promotional items, etc.

- Equestrian general & horse ranches -National Horse Show 4/23, 4/30 and 5/7
- Students & auto related - Southwestern College Env. Resource Fair-April 28
- General Public- Earth Day Balboa Park- May 1, Watershed Community!
- Commercial (Restaurants-8 SDG&E Sessions/1 presentation)
- Industrial (Auto Recyclers-May 25)
- Media (IPM PSAs) – Heather Lade from City of San Diego suggested that it should be addressed as soon as it is heard to the media. Since it wasn’t, and we have the IPM kicking off next week, we should let it go. We may be able to get a message in with Spring Planting issues. We need to consider a timely pitch such as spring planting with the water quality message in it.
- Speakers Bureau - now has 10 speakers! Whoo hoo!

VII. Results of the Casual Survey (Cook)

- Conflict with Monitoring Workgroup and Carlsbad Watershed Group (2nd Tuesday 10-noon). Will look at 3rd Tuesday.
- Suggest quickening the pace of projects.
- Some interest in conference calls, but not overwhelming.

- Like E-mail information forwarding.

Some responders mentioned that they felt cities were not participating because they thought the City and County made all of the decisions. What is the point? The Outreach Workgroup is a workgroup of all of the region's agencies. We all need to work together to accomplish the tasks. If you are not able to attend the meetings the group is always open to ideas or suggestions.

One issue that was mentioned in the survey was that the meeting time conflicted with other meetings. However, as much discussion it was determined that those who had a conflict (for example with the Monitoring Workgroup) could alternate their attendance between the Outreach Workgroup meetings and Monitoring Workgroup. Another conflict is Carlsbad Watershed Network meetings. For now our schedule will continue to be the 2nd Tuesday, but other days will be looked at, possibly the 3rd Tuesday of the month.

Another issue expressed in the survey was the desire to quicken the pace of our projects. Marsha suggested one possibility would be to create working sub-groups to help speed the progress of some of the projects, like we are going to do for the Municipal Staff Training.

VII. Unfortunately, we ran out of time and Round Table was not conducted.

Drawing Prize Winners:

Roger Morrison, Poway

Cora Long, Lemon Grove

The prize was "Devil Duckies" pencil topper sets.

Reminder Next Meeting:

Please mark your calendar for the next Outreach Workgroup meeting hosted by City of Vista May 10, 2005 from 10 am -12 noon. We will meet at 600 Eucalyptus Ave, Vista, 92085 Directions are below and will be e-mailed with the May 10 meeting agenda.

Directions: I-5 North to 78 East, or 15 North to 78 West, exit Escondido Ave. and head north. Go approximately 1.4 miles to Eucalyptus Ave, right, City Hall is on the left side on the corner of Escondido Ave and Eucalyptus.

Go to the Engineering Building and Linda Isakson will shuttle everyone to the room. 600 Eucalyptus Ave, Vista 92085.