



project clean water

**Outreach Workgroup
Summary
March 9, 2004 (10 am-12 pm)
City of San Diego – SWPPP Office
1980 B Street, San Diego 92101**

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

I. Attendees

Deborah Castillo, City of San Diego
Bruce Charest, Lemon Grove
Marsha Cook, County
Doug Coppi, Imperial Beach
Richard Gilb, Airport Authority
Bob Griswold, El Cajon
Julie Hampel, El Cajon
Linda Isakson, Oceanside

Deborah Jardin, Escondido
Lawrence McGuire, City of San Diego
Robin Miller, Poway
Kelly Moewe, Port District
Linda Ndlebe, County
Michele Stress, County
Erin Brickel, Consultant for National City
Margarita Mogollon, County

II. Green Business Program ([Agenda modified to allow this presentation first](#))

Ellen Schulte and KariLyn Merlos gave a presentation on the County-wide Green Business Program. The program will be launched through a media event, Thursday March 11.

Green Business Program:

- encourages businesses to incorporate energy, water conservation and other environmental practices beyond compliance
- Currently Auto Related businesses and Restaurants are the target businesses
- DEH inspectors are providing a flyer to businesses they think may be interested or benefit from the program.
- Interested businesses will contact Kairlyn Merlos and Ellen Schulte for a packet
- Packets includes stormwater materials “Green Wrench Guide” or “What’s Cookin’ Guide”
- Partners include SDG&E and San Diego County Water Authority
- Program benefits for participating businesses include some rebates for energy reduction, free low volume water nozzles, and a participant cling type sticker that can be displayed in the window
- Ellen emphasized that the program is not intended to replace any existing compliance or enforcement programs, but rather encourage moving toward a “greener” business operation.
- For more information on the Green Business Program, contact Ellen Schulte (619) 338-2324 or KariLyn Merlos (858) 495-5799.

III. 2003-2004 Budget

- Marsha proposed that the remaining funds in the 2003-2004 budget (\$1600) be used to print a nice watershed map for each Copermittee. County’s map was available at the meeting to show it to the group.

- The group was agreeable to spend the funds for the maps. One per Copermittee agency.
- Concern was expressed that the map displays a County logo. A suggestion was made to request that it be removed, if possible. Another suggestion was made that each Copermittee could place a sticker of their agency logo be placed over the County logo when they receive their copy.

IV. PRISM Grant Update

- Margarita Mogollon will coordinate the PRISM grant.
- Draft copies of the deliverables were provided.
- A committee will form and begin to meet in June.
- Contact Margarita Mogollon at (858) 694-2557 to participate.

V. 2004-2005 Budget

Media and IPM was discussed. The Budget Committee approved the budget for areas of media and IPM at the discretion of the Outreach Workgroup. Suggestions included possibly using some for raising awareness for trash and litter. The current THINK BLUE program is running animated PSA for trash and litter on multiple television and radio channels. The City of San Diego and Port District are looking at a watershed type PSA. It was suggested that a PSA for IPM be considered. Deborah Castillo from the City seemed agreeable and mentioned they were considering a PSA for IPM for the THINK BLUE program. The consensus was funds would be used to develop an IPM PSA.

VI. Regional Printed Materials

Discussion of requests for reprints of regional materials was initiated. This would be optional as not all Copermittees wanted to order the "Green Wrench" and "What's Cookin'" Guides. We wanted to try to save on printing costs by doing a group order. However, the totals being requested were not significant to receive the discount. Deborah offered copies that the City had to cities wishing to have more copies.

Round Table Discussion

City of San Diego - Deborah Castillo and Lawrence McGuire presented newest public service announcements "Photo Mosaic" and "Don't Trash our Future". Each attendee received a Think Blue T-shirt depicting scenes from the PSAs. A laminated fan booklet for Mobile Cleaning Operations was also shared with the group. The City will be hosting the "Urban Run-off" race and fun run in the fall. Proceeds from the Urban Run-off will go to the Project SWELL program for San Diego City Schools.

Escondido - Debbie Jardin shared an ad placed in the Escondido Recreation Guide for stormwater pollution prevention. Debbie suggested that free ads may be placed in some editorial sections for no charge. Copermittees are encouraged to check into their community papers and publications.

Port of San Diego – Kelly Moewe shared that they are applying for WRP grant to implement SD Bay and Wetlands topics in schools. The Ports free lecture series will continue at the Natural History Museum. And don't forget about Big Bay Day, March 27th! Kelly has free passes for families in underserved communities.

El Cajon – Julie Hampel shared that her program is reaching out to large management firms and property managers to get a handle on strip malls in their city. They are addressing power washing, storm drain cleaning, and trash. El Cajon is participating in the Green Business program. Also they are looking forward to East County Communities working together to pool resources.

Bob Griswold mentioned seeing signs in Mexico that mentioned trash and litter. A campaign seems to be in place to reduce litter in Mexico. Could we do the same? Marsha mentioned that

in a previous meeting Mike Emerson from Del Mar had a great idea of including a watershed message on each new sign being placed by the departments of public works for each city. That way the cost of including the message would be on a sign that needs replacing anyway and would not add new signs and the need to count new posts.

Poway – Robin Miller gave Kudos to City of El Cajon for assisting with school presentations. El Cajon loaned the Enviroscape model to Poway for use at school presentations. Poway has also recently developed a manure management brochure.

There was a request was made for information on the “After the Storm” Video. Bruce Charest offered that he has found the videos available on the EPA website.

Oceanside – Linda Isakson mentioned that Oceanside is working with Keep California Beautiful to get high school students to assist with the Statewide Litter index. Anyone interested should contact Linda or Marlene Mariani at Keep California Beautiful’s San Diego Office. Linda also mentioned that a group called Girls, Inc is looking for women who are environmental scientists to work with girl’s day camp in Vista this summer July or August. Anyone interested should contact Linda Isakson for contact information.

National City – Erin Breckel from D-Max Engineering will represent city of National City. They have started a door-to-door program where problems have arisen with dry weather monitoring results. The goal is to encourage residents to contact them with concerns or complaints.

County – Linda Ndlebe reminded the Copermittees that the recent election voter guides included a clean water message. Specific numbers are not yet available from the Registrar’s Office.

Linda wanted Copermittees to be sure to mark their calendars for July 15 for the 3rd Annual Project Clean Water Summit. This year the event will be held at USD from 8-3:30. More details will be posted on the Project Clean Water Website. (www.projectcleanwater.org)

Margarita Mogollon reminded attendees that Coastal Snapshot Day is coming up on May 1. Details for the event can be seen on the Coastal Commission Website.

Julie Hampel gave the following reminder: The BMP Workgroup will be meeting on April 7th at the City of El Cajon Offices on Main Street, 5th Floor, from 10-12. All interested Copermittees and business representatives are invited and encouraged to attend.

Next Meeting:

Our next Outreach Workgroup meeting will be May 11, 2004 from 10 am -12 in Escondido. Details on the specific location will be sent later. Please schedule the date and time!