



project clean water

**Outreach Workgroup  
Budget Meeting Summary (Revised 3/21/07)  
March 13, 2007  
San Diego County Office  
9325 Hazard Way  
San Diego, CA 92123**

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

**Attendees**

Marsha Cook, County of San Diego  
Shawnetta Grandberry, City of Carlsbad  
Bob Griswold, City of El Cajon  
Deborah Jardin, City of Escondido  
Cora Long, City of Lemon Grove  
Kelly Makley, Port District  
Roger Morrison, City of Poway  
Todd Snyder, City of Imperial Beach  
Erik Steenblock, City of Chula Vista  
Tim Graham, City of San Diego  
Kristy Rygiel, City of Encinitas  
Summer Waters, County of San Diego  
Teresa Sherman, County of San Diego  
Michele Stress, County of San Diego

**I. Best Management Practices (BMPs) Project for PCW Website**

Michele Stress briefly demonstrated the current configuration of the BMP Content for the Project Clean Water Website Project. The site will be a resource for small businesses and residents. It will also contain a link for reporting stormwater pollution, as the PCW website does currently. Eventually, the website will be set up with a survey for users to evaluate the site. Several BMP options will be available for various business and residential activities, and it will be very user friendly. The resources section that was initially proposed will be replaced with a “key word” search to help users find other resources.

**II. Budget (2006-07) Projects Discussion - \$40K**

The list of budget project suggestions was reviewed and discussed in the meeting. Many good suggestions were submitted prior to the meeting. No additional items were added at the meeting. After much discussion, consideration of the Regional Education Plan, which is currently being prepared by a contractor, was seen as the key tool in proceeding with the Regional Program.

**III. Budget Vote (2006-07)**

Consensus from the 11 Copermittees represented at the meeting was “to roll the funds over into FY07/08 and allocate the money for community-based social marketing data and research”. The specific actions will be determined after the Regional Education Plan is completed by the contractor. An additional two Copermittees who were not able to attend the meeting had e-mailed and phoned prior to the meeting to state their support of the “rollover and survey” suggestion if no others were brought up. The majority number of 13 voting members allowed us to consider the voting complete.

#### **IV. Budget Discussion (2007-08) - \$125K**

Copermittees discussed the \$125,000 budget for the 07/08 fiscal year. Again, since the Regional Education Plan is not going to be ready until at least July 1<sup>st</sup>, it was decided to wait for the plan to be completed before making any final decisions. The consensus of the 11 representatives attending was to "implement specific projects from the Regional Education Plan, which could include: media, focus groups, surveys, observations, and evaluation."

#### **V. Core Workgroups –BMP Content for PCW Website and Education Plan**

The Core Workgroups will be responsible for reviewing, meeting, and making suggestions on the respective projects.

The current BMP Content for the PCW Website was demonstrated at the beginning of the meeting. Anyone interested in joining the BMP Core Workgroup was asked to sign up, and a sign up sheet was passed around. If you are interested in joining the BMP Core Workgroup, please contact Marsha Cook at (858) 694-2764.

The core group for the Regional Education Plan was not discussed in detail at the meeting. If you are interested in joining the Workgroup for the Plan, contact Summer Waters at (858) 495-5368.

#### **VI. Round Table.**

Summer Waters, County- Reported that representatives met with TRG, and they are moving forward with the Regional Education Plan. The consultant is looking at readily available research and what is needed.

Kelly Makley, Port- Reported that the Port is working on the "Green Port Project" which includes water quality information. New projects are being approached using principles of community-based social marketing. They are considering hiring a professor from Cal State San Marcos to do work in the area of social marketing. The Port's Environmental Action Committee is funding grants for studies on San Diego Bay. For more information, check the Port website.

Kristy Rygiel, Encinitas- Preparing for upcoming outreach events.

Todd Snyder, Imperial Beach- Working on two grants including low flow diversion and bacteria issues in the Tijuana River. (Prop. 50 & 40)

Bob Griswold, El Cajon- Working on the Regional Plan Core Workgroup and just signed up for the Regional BMP Content Core Workgroup.

Deborah Jardin, Escondido- Working on the Regional Poster Contest for Water Conservation. Looking forward to Paws in the Park, a dog owners event held at Kit Carson Park.

Cora Long, Lemon Grove- Working with Rotary Club volunteers to participate in the Creek to Bay Clean Up Day. Forming litter patrols, working with the Masonic Lodge members. Lemon Grove has installed new trash grates in the storm drains along curbs that allow the trash to be held on the street so that the street sweeper can pick up the litter. Open to suggestions on how to prevent illegal dumping. Problems other communities have had are with apartments and multi-family complexes. No disposal options for large item pick up, only for single family homes. Kristy mentioned that the Solana Center in Encinitas is working with the County of San Diego to build reuse sheds at multi-family complexes in Fallbrook. The on-site sheds store unwanted furniture. Residents moving in can take items that they would like from the sheds. This has helped to curb illegal dumping.

Roger Morrison, Poway- Events in Poway are getting such good attendance at Old Poway Park, that they are moving some events to Poway Lake this year. (Earth Day, Arbor Day, etc.)

Tim Graham, City of San Diego- City representatives have been meeting with Collaborative Associates and Katz and Associates regarding Chollas Creek. The City has also been working on new PSAs for radio and TV. In the near future, they will be doing transit and billboard ads.

VII. [Next Outreach Workgroup meeting- April 18<sup>th</sup>, 10 a.m.- Noon](#)  
[Location is still pending.](#)

Meeting Adjourned at ~2:50pm