



project clean water

**Outreach Workgroup
Summary**

**Tuesday, March 14, 2006 10 am-12 noon
City of Poway, Civic Center
13325 Civic Center Drive, Poway**

I. Welcome/Introductions

Meleah Ashford, City of Encinitas
Joanne Branch, San Diego County Office of Education (SDCOE)
Deborah Castillo, City of San Diego
Jan Daniels, Solana Center for Environmental Innovation
Vikki Denslow, County of San Diego
Marisa Fontanoz, D-Max for National City
Shawnetta Grandberry, City of Carlsbad
Bob Griswold, City of El Cajon
Deborah Jardin, City of Escondido
Cora Long, City of Lemon Grove
Kelly Moewe, Port of San Diego
Margarita Mogollón, County of San Diego
Roger Morrison, City of Poway
Helen Perry, City of Santee
Hawkeye Sheene, City of Oceanside
Todd Snyder, City of Imperial Beach
Michele Stress, County of San Diego
Malik Tamimi, City of La Mesa

II. “California’s Water History” Presentation by Deborah Jardin, City of Escondido

- Classroom presentations and poster contest to 4th grades. Winning posters published in next calendar and 3,000 calendars distributed to North County Water Agency Partners in Escondido, Fallbrook, Oceanside and Ramona.
- Targets 4th grade based on a study that this grade level is best time to reach students.
- This theme has been very popular despite the more difficult climate to market to schools. Curriculum guides written to match state frameworks and direct contact is made with teachers.
- Clip art and attractive animated graphics obtained through an internet subscription.
- A handout of the main subject matter was distributed.

III. New Draft NPDES Permit

- A new draft permit (Tentative Order No. R9-2006-0011) was posted on Friday afternoon, March 10, 2006.

- Michele Stress asked participants to look at sections on education/outreach to mobile businesses and targets to children and communities (pp 41-42). She noted mobile businesses can be difficult to reach. Many have PO Boxes and in past, most materials sent by mail were returned as undeliverable.
- Todd Snyder brought attention to changes in the section on watershed education.
- Copermittees noted that "Trash" has been listed as a target constituent. The County suggested partnering with CalTrans. "Don't Trash California" PSAs are available for free use, and the County will have the PSAs aired on the County Television Network. The City of San Diego also offered free use of "Don't Trash San Diego" PSAs for copermittees. Also mentioned was that the CASQA resource directory is up and running.
- Additional discussion tabled as copermittees require adequate time for in-depth review.

IV. Phase II Workshops

- SDCOE is looking for Copermittee partnerships and cooperative materials printing. Adoption of stormwater management plans will likely occur in April. SDCOE has 34 district representatives interested in Phase II workshops.
- The State Stormwater Taskforce and CASQA are sponsoring Phase II workshops. Schedules for workshops in Southern California are currently under negotiation and are likely to occur in May or June.

V. Merger with the Project Clean Water Education Technical Advisory Committee (EdTAC)

- Margarita Mogollón gave a brief history of the EdTAC. There is a partial overlap of functions between the Outreach Workgroup and EdTAC, particularly relating to watershed and regional activities. A proposal to stagger meetings on the same day with some overlap was offered to minimize time spent in meetings. Additional meeting options were discussed.
- Copermittees suggested a member of the EdTAC present to the group at the next meeting.

VI. PCW Web Site/Watershed Education

- City of San Diego recommended adding links to stakeholders on each watershed page or at a minimum adding a link from the Watershed lead agency to a fact sheet listing watershed projects and NGOs involved.
- Michele Stress recommended trying out the National Resource Project Inventory (NRPI) again. She received information that this site has been made more user-friendly.
- It was suggested that this discussion be moved to WURMP group meetings.

VII. Business Outreach

- Participants discussed sharing and cooperative printing of Automotive Posters, What's Cookin' and Green Wrench Guides. Restaurant posters are also available, and you may e-mail Vikki.Denslow@sdcounty.ca.gov with your orders. Suggestions were made to modify the "Contacts" page to minimize the need for updates/corrections.
- Participants agreed that Event sign-in sheets will be updated to include participant addresses for purposes of watershed assignment.

VIII. IPM Update

- New media project highlighting aphids, powdery mildew, scales, snails, and whiteflies (5 Pests Project) was funded by the County and unveiled on 2/27/06. Five short PSAs on each pest and 2 posters, one on pest I.D. and one on I.D. by plant damage, are posted on the Healthy Garden-Healthy home web page at www.projectcleanwater.org/IPM/. These materials are available for copermittees' use.

- UCCE created a new IPM Pest tip card on Giant Whitefly. Upcoming cards include topics, Scales and proper irrigation. A discussion of education on over-irrigation followed.
- UCCE is expanding community workshops to the East County. These workshops have been highly successful, especially those on Ant Control and Citrus Pests.
- Copermittees with access to local television channels preferred receiving copies of the initial 4 Spanish PSAs with remaining outreach funds. Margarita will get quotes on revision of 3-minute Ant video in Spanish and reproduction costs.
- The City of San Diego is planning to air the new IPM PSA funded by Copermittees in June. The PSA focus is on ants. An additional PSA co-funded by the Port of San Diego will also air at that time.
- Copermittees have met 2/3 of PRISM Grant match requirements thus far. Match is very likely to be met or exceeded within the next few months with continued support and reporting.
- Copermittees discussed ways through which they are distributing pest cards, including press releases, newsletters, Home Owners Associations, and the La Mesa Target Store.

IX. Regional Outreach Events

- Participants decided to participate in sub-regional and local events for Earth Day rather than the large event at Balboa Park.
- Copermittees discussed pros and cons of participating at the San Diego County Fair with the SDG&E Energy house and County Water Authority's xeriscape garden or with a booth in Wyland's Island in-field area. At a minimum, participation would require a daily visit to supplement materials. Participants decided to decline participation in the Fair this year due to limited resources.
- City of San Diego recommended working together to sponsor a themed 'Day at the Fair' next year.

X. Round Table

La Mesa

- Have partnered with the City of El Cajon and the Port of San Diego for upcoming restaurant workshops
- Request photos of Restaurant BMPs (good & bad). Send photos to Malik Tamimi.

Solana Center for Environmental Innovation

- Continuing Less-toxic Lawn & Garden Care and Composting workshops

Poway

- City Earth Day event takes place April 8, 2006

National City

- Distributing posters and calendars within jurisdiction
- Developing tri-fold brochures

Oceanside

- Developed pet waste survey and distribution of bag dispensers. Partnering with Humane Society on events.
- Organizing SUSMP workshops for developers and engineers.

Carlsbad

- Household Hazardous Waste (HHW) Roundup scheduled for April 22, 2006. Contractor is Clean Harbor. Door-to-door HHW pickup also available for \$10.00 fee.
- Restaurant workshop is scheduled for June 13, 2006.

SDCOE

- School districts looking for assistance with recycling and HHW programs. Each school has different needs depending on location.
- Also looking to purchase stencils to mark storm drains. Copermittees gave resource suggestions.

Santee

- SanTreeFest scheduled for Earth Day, 10 am – 2 pm in Mast Park.
- Interest in joining the La Mesa restaurant workshop.

Escondido

- Suggested copermittees submit roundtable items prior to meeting to list on the agenda or handout.

Port of San Diego

- San Diego Bay Watershed URMP group is sponsoring ILACSD Creek to Bay Cleanup (C2B).
- As a tag-on to C2B, Port is holding a free lecture, 6:30 pm. April 26, 2006, on Plastics Contamination affecting marine birds.

El Cajon

- 3 stormwater articles in spring newsletter.
- Earth Week Pollution Prevention Days to be held in cooperation with Classic Car show. Focus on automotive BMPs.
- Catching big trash items in Forrester Creek's floating net.

City of San Diego

- Launching Project SWELL 6th Grade Curriculum on March 28, 2006. Have license agreement with Oceanside schools to implement Project SWELL. Contact Deb Castillo or Kate Hanley, San Diego CoastKeeper, for more information.

County of San Diego

- Save the date for Clean Water Summit: scheduled for June 30, 2006 at the University of San Diego. The focus this year will be the Integrated Regional Watershed Management Plan.
- Also sponsoring the ILACSD C2B Cleanup.

Next Meeting

The next Outreach Workgroup meeting is tentatively scheduled for Tuesday, May 9, 2006 from 10 am – 12 noon. Location TBA.