



project clean water

**Outreach Workgroup
Summary
Tuesday, May 13, 2003 10 am-12
El Cajon Renette Center
935 South Emerald Ave., El Cajon**

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

I. Welcome/Introductions

Steven Clark, La Mesa
Marsha Cook, County
Muna Cuthbert, Chula Vista
Steven Di Donna, County
Shawnetta Grandberry, Carlsbad
Julie Hampel, El Cajon
Erik Steenblock, Santee
Linda Isakson, Oceanside
Deborah Jardin, Escondido
Robin Miller, Poway
Hawkeye Sheene, Freelance Writer/interested party

II. Regional Workshops Update

Eating and Drinking Establishment Workshops

Final preparations are being made for the Workshops, which will be held in morning time slots. Several Copermittees signed up for panels, presentations and set up. The format for the workshops will be similar to those already completed, Introduction and BMP Presentation. Additionally, the Community Food and Housing Group with DEH will provide a Food Safety Presentation. See the PCW website for locations and times.

Clarification on the What's Cooking Guide: The County has taken the lead will pay for the "What's Cooking Guide" and will be paying for the printing costs. 15,000 guides will be provided to CFH Division for distribution with Food Inspections.

An additional 2,000 guides will be printed with regional funds for the Copermittees. Each will receive the number based on the agreed upon budget spilt calculations. The final file will be available if municipalities would like to print additional copies on their own.

Concern was expressed that the Copermittees would lose control of the tracking or outreach if DEH is distributing the booklets.

ACTION ITEM: Marsha agreed to pass this concern up the chain of command.

[Completed 5-13-03]

III. Speakers Bureau

Topics list is in early draft form. Updated list will be sent out. Discussion included suggestions of designing 2 basic presentations: one for general public and one for businesses. With the introduction and history, then basic BMPs. The handout will be updated to include topics on the Santa Barbara Project Clean Water speaker's bureau.

Copermittees and affiliated Consultants and CASQA consultants will all be considered for participation. The Regional Board has been contacted about participation in the Speakers Bureau and is interested, though details are still pending as to topics they will be interested in presenting. Possible topics will be Phase II Regulations, Industrial Permit and Construction Permit

ACTION ITEM: Marsha will send the updated list to the workgroup representatives via e-mail.

IV. IPM Program

The 2003-2004 fiscal year budget includes \$38,000 for a regional program for integrated pest management (IPM). It is a regional program, so we want input from all Copermittees! A list of potential items, or ideas was provided as a "jumping-off point". A brainstorming session was held to discuss programs in other regions.

Samples to explore:

Santa Barbara HHW has a program called Beneficial Urban Garden Strategies (AKA "BUGS") was described by Steven Clark. He explained that Santa Barbara had developed a computer kiosk and information with IPM information.

Santa Barbara HHW program includes a Green Gardeners certification program. This program certifies gardeners with earth friendly techniques and strategies. This program may be fitting for the Green Business Program that is being spearheaded by the Pollution Prevention Committee. www.greengardener.org is the website for the program.

Sacramento's point of purchase program using the flower cart displays.

BASMA's "Our Water, Our World Program" is conducted in the San Francisco Bay Area. Their program uses a variety of methods including point of purchase ("POP") in nurseries and home improvement centers. (BASMA= Bay Area Stormwater Management Agencies Association)

Riverside County IPM materials previously presented at the State PIPP meetings. One laminated plastic booklet was quite memorable. Marsha will contact Riverside for samples and an outline of their program and its effectiveness.

Washington State agencies have done a variety of programs for reducing pesticide and lawn products. These programs marketed to males 35-50, as they found these were the most likely residential users of pesticides for lawns. Marketing strategies were through sports affiliations and use of a character that was likely to appeal to this demographic group.

UC Extension IPM booklet from Modesto sample was shared. Some thought this was cumbersome or awkward and want to see other possible pieces.

As we don't have any specific suggestions for this program, we will work on developing a plan and strategies for program development.

ACTION ITEM: Linda Isakson will provide a project plan form for us to use to help with program development.

Shawn recommended using the barriers and benefits table that was recently received in Fostering Sustainable Behaviors Workshop. Participants requested the Quick Reference.

ACTION ITEM: Marsha will send copies of the "Quick Reference for Fostering Sustainable Behaviors," to the Copermittee's Management meeting on Thursday, May 15.

VI. Meeting for July

The group has decided to have a lunchtime meeting in a more social setting, such as a restaurant. The recommendation was made to hold an occasional meeting after the

Copermittees Management Meeting. July will be the date. Marsha will check on whether the Monterrey Whaling Company has a meeting space appropriate for this type of meeting. Other suggestions are also being taken if you know of any places in or near Mission Valley.

ACTION ITEM: Marsha will look into use of Monterrey Whaling Company as a meeting location for the lunch meeting.

VII. Presentation Topics for future meetings

Meetings will be busy for planning and implementing the next year's programs. An IPM Specialist will be invited to give a presentation to the group as an introduction for the group to a better understanding of IPM strategies and approaches.

ACTION ITEM: Marsha will contact a speaker from the Farm and Home Advisor's Office through the UC Davis Extension.

VIII. Roundtable/Announcements/Suggestions

Linda Isakson-Oceanside

North County SDSU Survey is running. A final report will be produced in mid-July
North County used oil programs have new pens with windows for s/w messages

Robin Miller-Poway

Planning for workshops

Steven Clark-La Mesa

Continuing on industrial and commercial inspections.
Placed article in the quarterly newsletter.
Conducting training for community development.
Completing resources list for businesses
Considering outreach to auto hobbyists like at Cruise Nights

Deborah Jardin-Escondido

Have new click pens in English and Spanish
Conducting duck pond game for kids and a survey for adults at community events.
Will mail out workshop announcements

Marsha Cook-County of San Diego

Free stuff from EPA and provided: posters, agricultural run-off and general run-off materials available.
PCW Strategic Plans are available for all Copermittees. Let us know how many you would like.
Copermittees interested in conducting outreach on a regional basis to automotive hobbyists, contact Marsha Cook. We can maximize area outreach by partnering with our used oil and HHW programs. Car clubs, cruise nights and car race tracks are all being considered for outreach efforts.
Watershed Week June 16-20 The County will be hosting a week of media and other events to promote watershed awareness. The week will end with the 2nd annual Project Clean Water Summit. Cecilia Padres is handling the County Watershed Protection Program activities. Any jurisdictions interested in participating should contact Cecilia Padres.

Julie Hampel-EI Cajon

Stormwater Program representatives have all completed their sworn officer training.
Congratulations to Julie, Bob and Jaime!
Have been conducting phone interviews for low priority businesses to gauge if an on-site inspection is necessary.

Erik Steenblock-Santee

Hosted 3 hour training for Cal. Association of Code Enforcement Officers for Stormwater Training.

Shawnetta Grandberry-Carlsbad

Continuing with commercial and industrial inspections.
Also conducting phone interviews for home-based low priority businesses.
Have some new brochures for power washing, concrete mortar, and BMPs for commercial and industrial businesses.
Will host a Public Works Day Fair for the community to attend.

Next Meeting

Next meeting is June 10, 2003, 10 am –12 noon. Tentatively scheduled for Carlsbad.

ACTION ITEM: Shawn will check into a meeting in Carlsbad for June 10, and let Marsha know.