



project clean water

**Outreach Workgroup
Summary
July 13, 2004 (10 am-12 pm)
The Water Conservation Garden
12166 Cuyamaca College Drive, El Cajon**

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

I. Welcome/Introductions

Bob Griswold, El Cajon
Julie Hampel, El Cajon
Debbie Jardine, Escondido
Hank Levien, Imperial Beach
Cecilia Lyon, Coronado
Robin Miller, Poway
Margarita Mogollon, County of SD
Michele Stress, County of SD
Cheryl Wilen, UC Davis CE
Lisa Zawaski, Del Mar
Khosro Aminpour, Chula Vista
Maria Garcia, Imperial Beach

Michele Stress reminded participants of the Project Clean Water Summit on Thursday July 15, at the University of San Diego.

II. BMP Workgroup Update (Hampel)

The focus of this workgroup has been the implementation of assessment effectiveness measures. The goal is to come up with quantifiable measurements/numbers that will provide a valid assessment of our BMPs' effectiveness. For example, would the number of brochures handed out to educate residents about pet waste be an effective measurement? And, how do we change or eliminate an assessment effectiveness measurement, if we decide it actually isn't an effective measurement, once it has been provided to the Regional Water Quality Control Board in past reports? Julie Hampel has two concerns regarding our commercial industrial effectiveness assessment measurements: 1) the wet weather # and 2) the dry weather #. Julie will continue to report to the Outreach Workgroup on the progress of this group.

Cheryl Wilen from the UC Davis extension program suggested that indirect measurements are the best.

A suggestion was made that we share, among the Copermittees, a list among of mobile businesses that violate BMPs. However, Michelle reminded us that this list would have to be kept private or we could get sued. Michelle said she would defer to Jill on this matter.

III. **PRISM Grant Progress Report (Michelle Stress)**

Michelle reported that the grant has been executed and now they are working on an agreement with the City of San Diego. This is a 3-year grant. There are three main pieces.

- 1) A program is required for every watershed;
- 2) Point-of-purchase campaigns that are watershed-based. The specific watersheds are Carlsbad, San Diego River and Chollas Creek.
- 3) Participation agreements will be developed for reporting in-kind activities, such as printing material or labor hours.

For Integrated Pest Management workshops, Cheryl Wilen agreed to serve as an advisor to the Copermittees. Also, the grant allows Cheryl to provide free consulting to cities that want an IPM- managed park. If the Copermittees do the set up, Cheryl will help provide information. The workshops can be in a lot of different venues, and need to take different language needs into account. The Chollas Creek watershed includes 75 different languages. One goal is to make the IPM program sustainable and thread it into the Master Gardener Workshop. Products will be completed soon: cards are due in August, posters in September and Public Service Announcements (PSA's) in the spring. Deborah Castillo from the City of San Diego has been successful getting a 50-60% match from the media.

Cheryl Wilen announced an employment opportunity in community education and outreach that would help with the training of master gardeners. Some background in IPM would be helpful. The position closes August 30, 2004.

\$38,000 from last year's regional budget is dedicated for print materials. We need to decide content of printed materials. The most popular subjects are ants, aphids, fleas, and roaches.

The assessment piece of the grant is big. Margarita said that she is working on staffing expectations today.

IV. **2005-2006 Regional Budget (Isakson)**

Julie Hampel expressed the need to look at our total allocation again. She said the \$40k for outreach out of a \$1 million dollar budget is not enough money. She stated that amounts to less than one cent per each person in San Diego County.

Michelle suggested that if we proposed a great project that we might get more than \$40k so not to let the budget limit be an inhibitor on our ideas.

ACTION ITEM:Cheryl Wilen agreed to check on the pricing for billboards. If they are not too expensive we might be able to leverage the grant money by putting our message on billboards on the main arterials: Interstates 5, 15 and 8.

Another source of funds may be grants. Teresa Brownyard has her hands on the pulse of the grants available. Julie suggested that we apply for more grant money with a project clean water spin. Michelle said there are actually more grants out there than we could apply for. We need to focus on large grants that are worth the trouble it takes to administer them.

ACTION ITEM:Julie Hampel, Cecilia Lyon, Michelle Stress and Margarita Mogollon agreed to look into partners in locally headquartered businesses, as possible partners for teaming up with the cities and County in clean water projects. Companies mentioned include: Jack in the Box, PETCO, and Rubio's. Other companies that are

environmentally active are Pat & Oscars and Starbucks. Hank Levein said "Humpty Dumpty" has allowed his Boy Scout troop to hold car wash fundraisers in their bays.

IV. Outreach and Events (all)

North County Project: Linda Isakson handed out magnets and material from Carlsbad's "Poop Pollutes" campaign. If other cities are interested in ordering the magnets, an order of more than 400 brings the cost down to less than 80cents each.

Members had several suggestions regarding a strategic outreach plan. A guide for Copermittees in how to do education programs would be helpful. Advertisement on the plastic bags that the daily newspapers go in, would reach a wide audience. Real estate agents are frequently asking for a book for residents in who to call for different services. We could put such a book together that includes how to clean a swimming pool the right way, IPM practices and BMPs for pets. Carlsbad is developing a watershed BMP brochure.

After polling the workgroup participants, it was determined that sediment, bacteria, nutrients and trash tend to be the most important issues in our region.

Michelle Stress said she would start routing grant information to the Copermittees.

Julie Hampel, El Cajon, will host the November meeting. It was suggested that the meeting locations should rotate on a North, South, East and West basis with the chair person and the note taker alternating.

VI. Next Meeting:

Our next Outreach Workgroup meeting will be September 14, 2004 from 10 am-12 noon at the City of Poway, 13325 Civic Center Drive, Poway CA 92064. Please carpool if possible.