



project clean water

**Outreach Workgroup Meeting  
Summary  
Wednesday, August 16, 2006 10 am-12 noon  
City of Encinitas  
505 South Vulcan Avenue, Encinitas**

Participants:

Craig Bonner, City of El Cajon  
Deborah Castillo, City of San Diego  
Vikki Denslow, County of San Diego  
Timothy Graham, City of San Diego  
Shawnetta Grandberry, City of Carlsbad  
Bob Griswold, City of El Cajon  
Deborah Jardin, City of Escondido  
Kelly Makley, Port of San Diego  
Margarita Mogollon, County of San Diego  
Roger Morrison, City of Poway  
Jennifer Nichols, City of San Diego  
Mayela Padilla, City of Encinitas  
Malik Tamimi, City of La Mesa

Ivan Golakoff, San Diego County Water Authority  
Krista Mendelsohn, Resource Conservation District of Greater San Diego  
Brian Swagerty, San Diego County Office of Education

**I. Stormwater Permit Regional Education RFP Update**

- County Purchasing and Contracting is setting up the contracting process for the Regional Stormwater/Watershed Education Plan RFP (RFP) and a Source Selection Committee (SSC) has been formed. The SSC Copermittees will be asked to continue working with this project as the advisory team once the contract is awarded.
- The City of San Diego suggested bringing Doug McKenzie-Mohr to San Diego for a two day advance workshop on community-based social marketing (CBSM). This advanced workshop would negate the need for a contractor to do a basic CBSM training under the RFP.
- Copermittees would start the development of a regional strategic education/outreach/marketing plan during the workshop.

**II. Funding Updates**

- The Copermittees in attendance voted unanimously to spend \$55,000 for the advanced workshop on CBSM. County received input prior to this meeting from the City of Imperial Beach and the San Diego Regional Airport Authority regarding support for a CBSM workshop.

- Final vote will be announced at the September 21 Copermittee meeting. The workshop, if approved, is projected for February, 2007.

### **III. BMP Web Guide Advisory Committee Update**

- This committee's primary focus is to review and comment on Ogawa Engineering's work products for the web-based BMP Portal, which will include commercial BMPs and some residential BMPs. Small and mobile businesses are a particular focus.
- The committee's kick-off meeting is Tuesday, September 12th from 1-3 pm at 9325 Hazard Way. The committee will review and comment on project deliverables during this meeting.

### **IV. Emergent Issues**

- The City of San Diego and the Port of San Diego will soon finalize their new "Think Blue" Public Service Announcements.

### **V. Discussion on Common Behaviors Affecting Regional Water Quality**

- The three categories of reporting documents include the regional plan, the jurisdictional plan, and the watershed plan. The Copermittees decided that the pollutants to target regionally are bacteria, sediment, nutrients and trash.
- The San Diego Zoo, Wild Animal Park, Quail Botanical Gardens, and Water Conservation Garden promote Xeriscape landscapes. The San Diego Water Authority's main focus this year is on California-friendly plants and reducing over-irrigation. These goals overlap with water quality goals to reduce bacteria, sediment and nutrients. The City of Escondido pointed out that the water departments are already offering free smart controllers and incentives for HOAs, etc. to replace irrigation equipment.
- Although the major source of bacteria has not been determined, the Copermittees will focus regionally on pet waste and over-irrigation. The North County Stormwater Educators group had begun working on a pet waste campaign. This group has decided to merge with the Outreach Workgroup.
- Representatives from the City of San Diego and the Port of San Diego indicated that an advanced CBSM workshop would include a detailed analysis of common behaviors contributing to water quality constituents of concern. Continued discussion on these behaviors was tabled pending the workshop.

### **VI. Future Meetings**

- Until the regional NPDES permit process is complete, the Copermittees agreed to meet on a monthly basis, on the third Wednesday of the month.
- The EdTAC will continue to meet bimonthly and will meet one hour prior to the Outreach Workgroup. The Outreach Workgroup and EdTAC will continue to overlap their meetings bimonthly to facilitate achievement of common goals.
- The EdTAC chairperson position is currently unfilled. Kudos to Merle Okino O'Neill for her service as the previous chairperson. Please contact [Margarita.Mogollon@sdcounty.ca.gov](mailto:Margarita.Mogollon@sdcounty.ca.gov) if you are interested in filling this position.
- Copermittees discussed having speakers present on a quarterly basis. Please contact [Margarita.Mogollon@sdcounty.ca.gov](mailto:Margarita.Mogollon@sdcounty.ca.gov) or [Vikki.Denslow@sdcounty.ca.gov](mailto:Vikki.Denslow@sdcounty.ca.gov) with suggested topics for presentations.

### **VII. Roundtable**

**County of San Diego**

- The County distributed Pollution Prevention Week posters. More posters are available.
- The County is sponsoring California Coastal Cleanup Day as part of a Prop 13 grant. Other September events include BonitaFest, the Hispanic Heritage Celebration, the Spring Valley Health Fair, and the Lakeside Fire Station Open House.
- Local World Water Monitoring Day events will be held on October 6 and 13. Other October events include Fiesta del Rio and the Ramona Fire Station Open House.

### **El Cajon**

- Bob Griswold has researched animal waste and has prepared an article on pet waste for the fall 2006 City Newsletter.
- An August 17 presentation on porous pavement is open to all Copermittees.
- The City of El Cajon has an open GIS position.

### **La Mesa**

- There will be 2-3 cleanup sites for California Coastal Cleanup Day on September 16, and the City of La Mesa will conduct watershed education at each site.

### **Resource Conservation District of Greater San Diego**

- Welcome to the new education coordinator, Krista Mendelsohn.

### **Carlsbad**

- The City of Carlsbad has open positions in stormwater management.

### **Poway**

- The City of Poway will be participating in Poway Community Day in September.

### **Escondido**

- The City of Escondido will participate in Pollution Prevention Week and California Coastal Cleanup Day.
- There will be several workshops in September including one on composting, two on low water use plants, and one on landscape irrigation.

### **Port of San Diego**

- The Port is gearing up for its annual report, although it is still waiting on comments from last year's report.
- During Pollution Prevention Week, the focus will be on Port Administration Building employees.
- To help inspire volunteers for California Coastal Cleanup Day, the Port will have a free lecture entitled "History and Biology of Sea Turtles in San Diego Bay...Who is Wrinklebutt?" The lecture will be held on Thursday, September 14<sup>th</sup> from 6:30-8:30 pm at the Port Administration Building. Margie Stinson of Southwestern College will discuss her research and explain how turtles benefit from public cleanup events.

### **San Diego County Office of Outdoor Education**

- A large bus was donated for the Splash Science Mobile Lab.
- SDCOE is still waiting to hear from the EPA concerning a grant for a series of teacher workshops.

### **San Diego County Water Authority**

- The Water Authority is working with the Super Computer Center to create a database to share water quality information.
- In October, the Water Authority will be participating in the Water Conservation Garden's Fall Festival, which usually draws a few thousand visitors.
- The Water Authority has completed a series of eight short videos for 3<sup>rd</sup> and 4<sup>th</sup> grades social studies curriculum. The videos complement the science curriculum. Videos for the

- 4<sup>th</sup> grade are set in Old Town. Old Town is funding video distribution to every school in the county.
- The Water Authority recommended that the development of a brochure on the San Dieguito watershed be funded through the MWD Community Partnering Program.
  - The Water Authority and SDG&E may team up for a joint exhibit at the Fleet Science Center, which attracts 200,000 visitors.

#### **VIII. IPM Update**

- We have exceeded match requirements for the IPM grant.
- In July and August, pest card displays were added to Home Depot in Lemon Grove, Evergreen Nursery in Spring Valley, Poway Nursery in Poway, and Casa Hardware in Spring Valley.
- On August 10, the UCCE coordinated an Integrated Pest Management Seminar for Retail Nursery Professionals. The seminar was attended by over 130 individuals from the retail nursery industry.
- The four remaining community IPM workshops are scheduled to take place in El Cajon, Chula Vista, and Lakeside.
- The UCCE requests help in identifying more funding opportunities to support future IPM activities.

#### **IX. California Stormwater Quality Association Public Information/Public Participation (CaSQA PI/PP) Update**

- Sharon Gosselin, CaSQA PI/PP, is writing a letter to the State Water Resources Control Board requesting a true participatory process so that we can get more involved in statewide program planning.
- At the next Outreach Workgroup meeting, Tom Mays of the SWRCB will give an update on potential issues on which the SWRCB and stormwater programs can work together.

#### **Next Meeting**

The next Outreach Workgroup meeting is scheduled for Wednesday, September 20, 2006 from 10 am – 12 noon. Location TBD.