



project clean water

**Outreach Workgroup
Summary
September 14, 2004 (10 am-12 pm)
The City of Poway
13324 Civic Center Drive, Poway 92064**

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

I. Attendees

Khosro Aminpour, Chula Vista
Deborah Castillo, San Diego
Nicole Woodward, Carlsbad
Linda Isakson, Oceanside
Deborah Jardin, Escondido
Ronie Martinez, San Marcos
Robin Miller, Poway
Kelly Moewe, Port District
Mogollon, Margarita, County of San Diego
Stress, Michele, County of San Diego
Cheryl Wilen, UC Davis Cooperative Extension

II. Project Clean Water Website Update Project (Isakson)

III. PRISM Grant Update (Stress & Mogollon) – Updated the group on the IPM Campaign (in-kind contribution from the County of San Diego). DPW Watersheds is working closely with CTN, the UCCE, and the City of San Diego Think Blue Program. The slogan is “Healthy Garden, Healthy Home” and the logo includes a water drop inside a house outline with a red hibiscus coming out. The goal is to appeal to the public neighbor on the health theme to target positive behaviors in pesticide use and adoption of IPM methods. These same behaviors are targeted to improve water quality and the water message will be threaded into the campaign. The campaign will include PSAs, posters, videos, POP banners, promo items and incorporation into CTN’s “Down to Earth” series. All materials will be available to the Copermitees for in “in-kind” efforts. The two watersheds selected for the POP Pilot Study are the Carlsbad and the San Diego River Watersheds due to their degree of urbanization and availability of retail outlets. The UCCE will be hiring a Program Coordinator shortly.

IV. 2005-2006 Regional Budget (All)

Billboard prices: Dr. Cheryl Wilen passed out billboard prices. They are pricey and we would only be able to do three for a 30-day period. Other concepts to be reviewed are bus posters and radio ads.

ACTION ITEM: Michele Stress will solicit information from the Copermittees on costs associated with mass media projects.

Industry partners: No status reported.

All are encouraged to bring projects to the table.

Complete list for outreach at 11/04 Meeting for Budget Com. \$40,000 for IPM mass media. Michele will confirm that this is enough information for the budget committee or if they need specific projects.

VI. Speaker's Bureau Revisited (Isakson)

We need more speakers to round out the availability. The presentation to McDonalds by Marsha Cook was noted. [\[SIC - Delayed until first quarter of 2005\]](#)
Will post info to PCW website in the near future, FY04-05. -- BMP Portal

V. Outreach and Events (ALL)

- **Pollution Prevention Week - September 20-26**
- **Coastal Commission Clean Up Day - September 18**
- **EnviroFair - November 5&6** Will not participate as region.
- **Paths to Partnerships Network Forum - October 27** Will not participate as region.
- **Urban Runoff** – Deborah Castillo handed out registration flyers for this run that will benefit Project Swell.

VI. Watershed Map Reorders

If you want to order additional maps and pay for them individually, you may order directly from San Diego County, DPW, Cartographic Services, Steve Jonas (858) 694-3283.

VII. CASQA Update – Deborah Castillo – City of San Diego

- AB 2690 - Volunteer and Prevailing Wages – law “fixed” problem.
- Phase II Education Outreach Workgroup (Northern California) – Occurred at end of June 2004. Many small cities don't have PIOs; would like to have “take it off the shelf” materials. High need to share information.
- On-Line Resource Directory - “E” directory for “best” outreach materials. Layout is being evaluated. The goal is to post the materials and debut the Phase II workshop once the materials are posted and up and running.
- Task Force - Identifying potential language for next permit regarding educational requirements for K-12. Two options: (1) change curriculum; and/or (2) incorporate modules (activities) relevant to potential Phase II permit requirements for schools that require stormwater education for their students.

Next Meeting:

Next Outreach Workgroup meeting is November 9, 2004 from 10 am -12 noon. City of El Cajon will host at a location to be arranged in El Cajon.