



project clean water

**Outreach Workgroup Meeting
Summary
Wednesday, September 20, 2006 10 am-12 noon
City of San Diego Green Building
9601 Ridgehaven Court, San Diego**

Participants:

Craig Bonner, City of El Cajon
Joanne Branch, San Diego County Office of Education
Deborah Castillo, City of San Diego
Vikki Denslow, County of San Diego
Marisa Fontanoz, San Diego County Regional Airport Authority
Mayra Garcia, San Diego County Regional Airport Authority
Bob Griswold, City of El Cajon
Deborah Jardin, City of Escondido
Tom Mays, State Water Resources Control Board
Margarita Mogollon, County of San Diego
Roger Morrison, City of Poway
Todd Snyder, City of Imperial Beach
Michele Stress, County of San Diego
Shannon Waters, I Love a Clean San Diego

I. New Business/Announcements

- The City of San Diego has completed the draft Scope of Work for the two-day advanced workshop on community-based social marketing (CBSM). The training is tentatively scheduled for the week of February 5, 2007, after annual reports are completed. The County of San Diego will send an e-mail vote for the Copermittee Management Committee to vote on the fund allocation from the Think Blue account. The first day will include an Executive Session for our decision makers and CBSM basics, and we will then break out into workgroups on the second day. Participants will include Copermittees, regulators, and watershed non-profit organizations. Only those who can commit both full days will be allowed to attend the workshop. The City of San Diego estimates that the workshop will cost approximately \$30K and that the remaining residual funds from the Think Blue account will be available for other regional outreach efforts.
- Public Service Announcements (PSAs) were shown that encourage the use of baits, soapy water, and caulking to get rid of ants. Ants were chosen because the majority of pesticides are used to destroy ants, and those pesticides are often sprayed on impervious surfaces.
- The UCCE is getting three touch screen kiosks for IPM outreach. The kiosks contain a computer chip and provide read-only information on IPM. The kiosks can also show PSAs and they have thermal printers if a user would like a printed copy of certain information. The kiosk concept has generated interest at the State level and our IPM Advisor, Cheryl Wilen, has received additional funds from the Department of Pesticide

Regulation in order to install similar kiosks at other locations in the state. One of the Copermittees requested that Cheryl Wilen give a presentation on these kiosks.

- Welcome Jamie Campos as the new stormwater manager for the City of El Cajon.

II. Presentation, State Water Resources Control Board Action Plan

- Tom Mays of the State Water Resources Control Board discussed the attached document, Storm Water Education: Proposals to Streamline Communications Efforts in California. The document includes a list of ideas and suggestions on the proposals resulting from two workshops held at the Metropolitan Water District headquarters in Los Angeles on May 17 and August 23, 2006. The proposals explore ways that the State Water Resources Control Board can work with NPDES storm water programs on streamlining education/outreach efforts to improve water quality objectives and share resources.
- The Outreach Workgroup members were invited to comment on the list and to participate in a September 21, 2006 teleconference.

III. Discussion

- Illegal dumping has been a problem in the County of San Diego since certain materials have been banned from landfills. We need a way to overcome the barriers, but identifying the barriers can be very difficult.
- We may invite Bruce Fujimoto from the SWRCB and/or Larry McKinney from Orange County due to their interest in the CBSM workshop. The goal is to promote this training for counties throughout the State.
- It is important to find the right people to talk with regarding research on pollutant sources, barriers, and benefits. The regional IPM program is an example since we included a team of experts with various experience that we needed to put the project together.
- It was suggested that the SWRCB look into Project SWELL.
- SDCOE is interested in participating in pilot programs. SDCOE currently works well with schools and a couple of community colleges, but it would have more clout if it were recognized as a group under the permit and the regulations. SDCOE will also be interviewing people about its SWPPP and is willing to share its baseline survey.
- The Flex Your Power campaign has been very successful, and people have been getting on the bandwagon about energy conservation. It was suggested that CalEPA consider forming an ad council.
- CalTrans seems to be defeating its own purpose because we are not able to focus its Don't Trash California slogan to specific locales (e.g., to Don't Trash Lakeside or Don't Trash Lakeside, California). Tom Mays did not realize that municipalities cannot change the slogan, and will discuss this with CalTrans.
- The environmental literacy report has taught us the importance of educating the influential people in the community, so our first step is to educate the movers and shakers.
- The Project Clean Water website now has an on-line IPM survey. We encourage people to take the survey, and we hope to get it translated into Spanish.
- There was agreement that the CBSM workshops are a good first step and that they will provide a foundation for integration of efforts. Hopefully, other counties in the state will be able to participate in CBSM workshops.

Next Meeting

The next Outreach Workgroup meeting is scheduled for Wednesday, October 18, 2006 from 10 am – 12 noon. Location TBD.