



project clean water

**Outreach Workgroup
Minutes
October 17th, 2007 (10:00 am-12 noon)
San Diego County Water Authority
4677 Overland Avenue**

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

Attendees:

Summer Waters, County of San Diego
Veronica Archer, County of San Diego
Kristine Rygiel, City of Encinitas
Kelly Makley, Port of San Diego
Judith Keir, City of Imperial Beach
Tim Graham, City of San Diego
Jennifer Nichols Kearns, City of San Diego
Crystal Najera, PBS& J City of Del Mar
Shawn Grandberry, City of Carlsbad
Tim Murphy, City of Carlsbad

I. Introductions

II. There was discussion of the Low Socio-Economic Status (SES) community, as a target audience. Information was distributed from a recent seminar on outreach to Low SES communities. Low SES was defined as follows:

- **Low income**
- **Low education**
- **Low opportunity**
- **Low SES in California is defined as household incomes less than \$25,000**

There are some common priorities among low SES and Spanish speaking communities. Therefore, similar education strategies could be utilized to reach both audiences. In addition, both communities are common throughout the San Diego region. The Outreach Workgroup agreed that the Underserved Target Audience

for the Regional Residential Education Program should consist of low SES and Spanish speaking communities.

III. Updates from subcommittees

- **The Regional Residential Education Plan: Summer Waters**
-Recent changes to the Plan made by the Subcommittee were presented to the Outreach Workgroup. This included changes to the identified residential sources of pollution, existing tables, and the target audience.

- Line items were developed for the FY 07/08, \$125 Regional Education budget

- **Mobile Business subcommittee: Veronica Archer**
The new NPDES permit suggests that the Copermittees work cooperatively in developing and implementing a mobile business programs. As a subcommittee of the Outreach Workgroup we are meeting to develop a Regional Outreach and Education Strategy. At our first meeting, Oct 2nd, we came up with a draft list of mobile business types and agree that a regional strategy is the best approach. If you want to attend the mobile business subcommittee meetings then contact Veronica Archer at veronica.archer@sdcounty.ca.gov

IV. The next Outreach Workgroup meeting will be Nov. 14th

V. Project updates/new business/announcements/roundtable

There were no updates or announcements.

VI. Adjourn

The above summation is our interpretation of the items discussed and decision reached at the above-referenced meeting. Any person desiring to add or otherwise correct the Minutes is requested to submit their comments in writing to Christine Sloan at the County of San Diego.