



project clean water

**Outreach Workgroup and
Ed TAC
Summary
October 18, 2006 (10:00 am-12 noon)
San Diego County Water Authority
4677 Overland Avenue
First Floor Conference Room**

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

Participants:

Joanne Branch, San Diego County Office of Education
Vikki Denslow, County of San Diego
Bob Griswold, City of El Cajon
Deborah Jardin, City of Escondido
Roger Morrison, City of Poway
Michele Stress, County of San Diego
Shawnetta Grandberry, City of Carlsbad
Kelly Makey, Port of San Diego
Malik Tamimi, City of La Mesa
Kathy Weldon, City of Encinitas
Dan Weinheimer, City of Carlsbad
Katherine Lowry, Brown and Caldwell
Oriana Camacho, Brown and Caldwell
Ivan Golakoff, San Diego County Water Authority
Robert Griswold, City of El Cajon
Krista Mendelsohn, Resource Conservation District
Roger Morrison, City of Poway
Brian Swagerty, San Diego County Office of Education
Colleen Wisniewski, San Diego CoastKeeper
Veronica Archer, County of San Diego

I. Introductions

II. Project SWELL presentation by Colleen Wisniewski, San Diego Coast keeper

SWELL stand for Stewardship, Water, and Education for Lifelong Leadership. The program was developed to provide water quality curriculum for elementary schools in the San Diego Unified School District. Currently, the curriculum uses FOSS kits. FOSS stands for Full Option Science System and consists of a curriculum toolbox that can be restocked.

Project SWELL has developed a non-FOSS option that Colleen is piloting in South Bay under a NOAA grant that is targeting low income schools. [Attached: SWELL Power Point](#)

III. General stormwater brochure

Should we print more copies or revamp the “Only Rain in the Storm Drain” brochure? It was decided that something with a more regional approach, focusing more on “Watersheds” and the priority pollutants should replace the existing brochure.

Ventura and Orange County have done research on what resonates with the public. We should contact them for additional information.

Our approach should be High Priority Pollutants w/ single specific behavior focus. We hope to have a Kiosk w/ IPM. It can be mobile or fixed. It would be a read only computer model to be located at nursery and other locations. The Water Conservation Garden has a similar program; it cost \$10-12K per Kiosk and is custom built. Their version is more expensive and complex from what we are proposing.

IV. Pet waste strategies

There is a need for a Regional Plan. North County has something used by a few select jurisdictions. County of San Diego announced that PCW RFP is out to bid.

We are searching for vendors for give-aways. The Bag on Board vendor has been bought out by another company.

Ideas: -dispenser where locals can replenish bag supply

-partner w/ local dog food companies

-approach HOA for better signage & trash bin access increase

-other dog poop bag dispenser

-pet health cards

[Attached: City of Carlsbad survey \(model\)](#)

V. Other business

County Television Network is going to sponsor 5 “Down to Earth” shows that will target over irrigation and associated polluted runoff and the need to reduce water usage.

Each episode will be 30min. long. It will also be available to Time Warner Cable for free (On Demand). There is interest from some Copermitees to run the shows on their cable access channels. Episode ideas include threading the following into the gardening shows: Smart control irrigation, UCCE research landscape in Orange County, and reducing sediment, bacteria, and nutrients in urban runoff . When the 1st show is completed, it will be shown at the Outreach/TAC meeting.

Bob Griswold shared articles & factsheets

www.petwaste.surfacewater.info

There is a problem w/ high fecal coliform in stormwater in bedrock communities. El Cajon has put informative inserts in sewer bills not this is

not possible for all communities. To help w/ costs, it is good to consider partnering with others who have a shared message. Other ideas include a brochure available during dog registration or available through vet offices.

V. Kits for property management companies

A potential regional project is to develop professional Tool-Kits for property management firms. There would be 2 versions, residential & commercial. They would assist property management access to compliance information. There have been requests from developers for Stormwater brochures. They are required to hand out stormwater information, we can give them the tool kit and require them to make their own copies. The SD Water Authority could be a potential partner for the tool kits since we would plan to target irrigation issues.

There was a brief legislative discussion which included 2 topics:
(Links with additional information are included.)

1) 2006-0003-DWQ, adopted on May 2, 2006.

The Sanitary Sewer Order requires public agencies that own or operate sanitary sewer systems to develop and implement sewer system management plans and report all sanitary sewer overflows (SSOs) to the State Water Board's online SSO database. To provide a consistent, statewide regulatory approach to address SSOs, the State Water Resources Control Board (State Water Board) adopted Statewide General Waste Discharge Requirements (WDRs) for Sanitary Sewer Systems, Water Quality Order No. 2006-0003 (Sanitary Sewer Order).

To see approved 2006 new permit 2006-0003-DWQ

<http://www.waterboards.ca.gov/resdec/wqorders/wqo06.html>

More descriptive information and links to supportive information.

<http://www.waterboards.ca.gov/ssol>

2) AB1881, passed in September, 2006. It states common interest developments shall not prohibit or include conditions that have the effect of prohibiting the use of low water using plants. The bill also provides for drafting a model water efficient landscape ordinance that local agencies may adopt.

http://www.leginfo.ca.gov/pub/bill/asm/ab_1851-1900/ab_1881_bill_20060928_chaptered.pdf

VI. New business/announcements

Michele Stress update on BMP's for PCW website. The website is be completed in March. People can have easy access to all available information. The website BMP's will be updated regularly.

An outstanding brochure completed by Ventura was passed around, Illicit Discharge Prevention, it is something we hope to duplicate for regional business outreach use..

City of Carlsbad, has a new Stormwater Manager: Elaine Lukey. There is a specialist opening and senior spot has been filled.

City of El Cajon, has a new Stormwater manager Jaime Campos.

There was a discussion about a Fun poster, something to peak interest while working booths. Contact Malik Tamimi from City of La Mesa if you have anything mtamimi@ci.la-mesa.ca.us. Water Authority has 6 min. video called "Don't be a Water Hog".

The County has a cartoon poster that is "fun" called Wrongville/Rightville produced by LA Sanitation District.

Krista Mendelsohn from the Resource Conservation District would like to do a presentation for the Outreach group next month.

Ivan Golakoff.-San Diego County Water Authority stated that on Nov. 1, (9am-12noon) SDCWA will be hosting an education coordination gathering to discuss curriculums and grant funding that could apply to multiple watersheds. For more information, contact Adrienne Marriott, she is setting up the meeting.

The Book, To Quench a Thirst has been updated, copies were made available to the group. Brochures also made available to the group:

- Xeriscape, water-wise gardening
- water-wise Gardening for all seasons
- Save Water Now, Here's How

VII. Next meeting

Nov. 15th ~ Location TBD

Adjourn