



project clean water

**Outreach Workgroup
Summary
Tuesday, November 4, 2003 10 am-12 pm
Hale Avenue Resource Recovery Facility (HARRF)
Hale Avenue, Escondido**

The Outreach Workgroup Will Collaborate on
A Regional Stormwater Outreach and Education Program.

I. Attendees

Steve Clark, La Mesa
Marsha Cook, County of San Diego
Muna Cuthbert, Chula Vista
Shawnetta Grandberry, Carlsbad
Julie Hampel, El Cajon
Robert Griswold, El Cajon
Deborah Jardin, Escondido
Paul Davy, County of San Diego
Cecilia Lyon, Coronado
Cecilia Padres, County of San Diego
Ronnie Martinez from San Marcos
Linda Isakson, Oceanside
Michelle Stress, County of San Diego
Kelly Moewe, Port District
Deborah Castillo, City of San Diego
Lawrence McGuire, City of San Diego
Hank Levien, City of Imperial Beach

II. EnviroFair 2003 Regional Booth

EnviroFair is Friday 11/07/03 at the Del Mar Fairgrounds.
Please note that the starting time has changed from 9 a.m. to 8 a.m.
Flyers were passed out with the agenda.
There will be a \$7 charge for parking. Try to park in Lot C.

Logistics: A guest book will be used at the EnviroFair to assess the number of visitors to our booth and zip codes. Map will be used for attendees to locate and record watersheds represented.

III. Irrigation Association Conference Booth

Tuesday, 11/18/2003 through Thursday, 11/20/2003
Volunteers are needed for 11/18 from 8 to 11 a.m. and 11/20, from 8:30 to 12 noon.
Please contact Marsha Cook if you can make it.
Borrowed chairs will save cost at booth rental furniture.

IV. Regional WURMP Map

Linda Isakson shared the watershed poster she developed which was printed by Continental Lithograph. The poster includes the San Diego northern watersheds of Santa Margarita, San Luis Rey and Carlsbad. The poster is quite large, very beautiful and

will be used for a variety of educational purposes. The posters cost \$3.75 each, plus an additional .30 each for laminating. A mounted and laminated poster cost \$33 each.

V. BMP Workgroup

Several cities have been through an audit and a common question resulting from these audits is, "How do we measure the success of an individual project?" In general, it was felt that measuring the success of a project is difficult because so many projects are tied together. Deborah Castillo said that she uses surveys to measure the success of many of the City's projects. Linda Isakson felt that a one page survey, English on one side and Spanish on the other was an ideal survey length. Michelle Stress mentioned the importance of adding a question on fertilizers and/or nitrates.

Students at a County school for "at risk" kids have developed a map of all the important environmental issues as they understood them.

VI. Speakers Bureau Update

The Speakers Bureau does have speakers but is not yet advertising. Advertising will be placed onto the Project Clean Water Website in the near future, but has been postponed until we have more speakers to pull from, and Linda Ndlbe returns to this assignment. Currently, Linda is assigned to the emergency centers to help with the aftermath of the County fires. However, Cecilia Padres and Marsha Cook are available for commercial and/or industrial speaking.

VII. Materials Sharing Table Request

Marsha explained that she has compiled two large binders of the co-permittees' handout materials. She will bring them to all of our future meetings so we may all share our information. Deborah Jardin passed out Escondido's new education brochure and showed us an example of their pilot project: a complimentary bucket with soil probes and other material in it. The value of this promotional item is approximately \$200 per bucket. [\[Added note: After the meeting the City of El Cajon offered to format all of the outreach materials onto a CD and copy them for the Copermittee agencies. A formal request for documents will be made on a separate announcement. Thank you Julie and Bob!\]](#)

VIII. Roundtable

Each participant summarized the latest news and developments of any educational material or event that had taken place in their city or jurisdiction. These are recorded to the best of our recollection...

Deborah Castillo-reported that the New Think Blue Public Service Announcements will be launched soon. PSAs will include a photo mosaic and one titled "Don't Trash Our Community". Deborah shared the laminated education cards developed for the Think Blue program that could fit in one's pocket. The first will target Power Washing Industry. Others will include: cement/masonry; outdoor landscape design and pool and spa cleaning.

La Mesa-reported working with I Love a Clean San Diego on SW awareness campaign in December with storm drain stenciling events.

County-reported a variety of reorganization and staff changes. Success of World Water Monitoring Day with 110 students participating.

El Cajon- has completed several outreach fact sheets including power washing, trash, RV, sanitary sewer overflows and grease trap and recycling issues.

Imperial Beach- has hired staff to conduct inspections and do outreach.

Poway- Responding to fire issues. Also recently completed Pool and Spa flyers.

County Ag.-has completed translations of County ordinance to Spanish. Will make this available on the website. Also working on CEUs for pest control advising and to target chemicals for golf course superintendents and production facilities.

Carlsbad- added a SW fee to trash bills with little or no resistance from community.

Coronado- completed the Construction brochure poster for their city.

Chula Vista- will be participating in a program for storm drain stenciling with I Love A Clean San Diego and will start an energy saving light bulb incentive program for residents taking a storm water survey.

IV. Next Meeting

January 13, 2004 from 10 a.m. – 12 noon at the County DEH Office, located at 9325 Hazard Way, Kearny Mesa. If you have suggestions for agenda items or any questions regarding this please call Marsha Cook at (858) 694-2764 or email at Marsha.Cook@sdcounty.ca.gov.