



project clean water

Outreach Workgroup Summary

November 8, 2005 (10:30 am-12 pm)
County of San Diego, DEH Office
9325 Hazard Way, 3rd floor Conf. Room
San Diego, CA 92123

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

I. Attendees

Joanne Branch, SD County Off of Ed	Cecilia Lyon, Coronado
Marsha Cook, County	Mayela Padilla, Airport Authority
Doug Coppi, Imperial Beach	Michele Stress, County
Vikki Denslow, County	Malik Tamimi, La Mesa
Bob Griswold, El Cajon	Larry Wharton, CalTrans
Deborah Jardin, Escondido	Dana Perrin, SD County Office of Ed

II. Adopt-a-Highway Presentation

Larry Wharton presented the Cal Trans Adopt-A-Highway Program. The price for adopting for trash clean up is right for our budget-FREE! Larry provided brochures and materials explaining the program and commitment. The commitment for frequency of pick up ranges from once every 2 months, to weekly in some areas. Volunteers may be used to do the litter clean up, or adopters may hire a contractor to provide the service. The commitment is a 5 year commitment (even though the brochure says 2-years.)

Safety concerns were expressed and a lot of questions were asked. Liability issues will be discussed with Managers and the Management Committee to be sure this is something that can be entered into.

While litter adoption is currently not charged fees, other adoption programs such as tree planting, and wildflowers seed planting have fees associated to the cost of the materials needed for the project.

The discussion was lengthy with a lot of questions. Marsha check on the liability issues to see if we are able to proceed. Is this something your agency would support?

[SIC: Watershed groups may also want to consider this program as a WURMP Activity?]

III. PRISM Grant Update

Michele Stress updated us on the PRISM Grant. Five new tip cards are in the works: Snails & Slugs, Scale, Mildew, White Fly, and Aphids. These will be a great addition to the current set. Michele also mentioned that there will be a Spring 2006 push for more HG-HH media.

Michele asked the group about reporting in-kind IPM work. Should it be in the joint section and or the jurisdictional sections, or both?

All ACTION ITEM: Send your preference via e-mail to Michele at michele.stress@sdcounty.ca.gov

IV. **Contractor's Panels**

RFP Writing Committee for Strategy Plan- If you are interested in helping with writing the RFP contact Michele Stress at Michele.stress@sdcounty.ca.gov if you are interested.

PSA's Contractor's Selection Panel and video editing team- 3 Copermittee volunteers are needed to assist with the selection and video editing of the new Think Blue public service announcements. The project will be a commitment of approximately 20 hours from January through May. Please contact Deb Castillo at dcastillo@sandiego.gov if you are interested.

V. **Regional Outreach Events Schedule**

Calendar of Events-Marsha will type up a calendar of events that have been suggested for this year. Draft will be e-mailed out to the Workgroup distribution list for comment and additions as suggestions are made.

North Construction Workshops - Vista and Oceanside are planning workshops in the north County. Mikhail Ogawa is helping to coordinate the effort. No other information was available at this meeting.

Ag Workshops – San Luis Rey and Tijuana River Watersheds

Green Business Restaurant Workshops – La Mesa will host a Green Restaurant Workshop on March 6th. If any North County or South Bay Copermittees are interested please contact Marsha Cook at (858) 694-2764 or KariLyn Merlos (858) 495-5799, to discuss schedules and locations.

There was some question that we had decided not to conduct workshops after the first year of the permit workshops had scattered attendance. With the creation of the Regional Green Business Program, the workshops are gaining in popularity and have expanded to include more information than just stormwater. Health Department information for Haz Mat and Food Compliance issues are now being included as well as information on recycling and air pollution.

[SIC: Fallbrook is being considered for a north county restaurant workshop.]

VII. **Round Table**

El Cajon- Bob Griswold reported they are completing the annual reports for JURMP and WURMP. Also completing articles on trash and litter for newsletters that are mailed out to the community.

County of San Diego- Vikki Denslow reported that the County has developed manure tip cards. Vikki also shared a Rightville/Wrongville Poster that was reprinted for San Diego County with permission from the LA County Sanitation Districts.

Airport Authority- Mayela Padilla reported that the Airport is airing Think Blue PSAs and has had large posters made that are being displayed in the airport terminals.

Mayela also reported that she met Misha Gutierrez, from Ogilvie PR Firm. Ogilvie is the PR firm conducting the CalTrans Don't Trash California Public Awareness Campaign. They are looking for partners to help spread the word about the campaign. Misha Gutierrez can be reached at (916) 418-1500 or misha.gutierrez@ogilvypr.com

CalTrans- Larry Wharton requests to hear from Copermittees who would like to share materials to use for training Cal Trans crews. Any tip cards, or printed

information that is available would be most appreciated. Contact Larry Wharton at larry_wharton@dot.ca.gov

County Office Of Education – Joanne Branch and Dana Perrin reported that they are in the position to possibly be designated a Phase II community for stormwater so they are gearing up to be prepared for that challenge.

Imperial Beach- Doug Coppi reports that they are continuing to conduct inspections and respond to complaints. They are in the process of preparing carwashing BMP fact sheets and information for residents. Also they will be preparing presentations for preschool children.

La Mesa- Malik Tamimi reports that La Mesa is working on a Do's and Don'ts Calendar that will include stormwater issues. The calendar will be distributed to city residents.

Coronado- Cecilia Lyon reports that they are working on a mail out of BMP fact sheets to mail out to each business in the city. These are sorted by business types according to the city business licenses. They also want the Copermittees to know the brochures they have developed are available for others to use, but other agencies must contact the artist as the art is used on a limited use basis.

Escondido-Deborah Jardin reports that outreach is being conducted by a communities program called the "Neighborhood Porch". This program rotates through the city communities and brings resources to the public. Also the City is doing outreach through the Farmers Market once a month. Escondido also works with the North County Water Agencies. A Poster contest is held each year. This year's theme is "Water History."

County –Marsha made a final announcement and distributed a sign up sheet for a Workshop on December 6th. The County is sponsoring a stormwater workshop titled "Integrated Management of Stormwater, Sediment and Pollutants. Case studies and information about the use of the hydraulic oscillating diverter will be presented. The Workshop is free. Announcements will be e-mailed to a variety of distribution lists. Seating capacity is 200, so register early if you would like to attend.

Meeting was adjourned shortly after noon.

Reminder Next Meeting:

Please mark your calendar for the next Outreach Workgroup meeting January 10, 2006, North County. Please contact Marsha if you would like to host the meeting and have access to a location in North County that can accommodate 8-20 people. Thanks.