

# San Diego Regional Stormwater Copermitees Education and Residential Sources Workgroup

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## **FINAL Meeting Notes**

Date	Location	Agenda Summary
09/06/2017 Start time: 10:00 AM End time: 11:45 PM	City of Encinitas Public Works Facility 160 Calle Magdalena 2 <sup>nd</sup> Floor/Santa Fe Room Encinitas, CA 92024  Teleconference phone # (760) 633-2891	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Updates and Presentations</li> <li>• Workgroup Business               <ul style="list-style-type: none"> <li>➤ Budgets (FY 16/17 &amp; FY 17/18)</li> <li>➤ Developing FY 18/19</li> <li>➤ Annual Reporting (Due Dates)</li> <li>➤ Protect Every Drop Campaign <a href="http://www.ProtectEveryDrop.com">www.ProtectEveryDrop.com</a></li> <li>➤ Materials (New and Old)</li> <li>➤ Events</li> <li>➤ Next Steps//Next Meeting</li> </ul> </li> </ul>

**Meeting Attendance:**

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| <input checked="" type="checkbox"/> County of San Diego<br><b>Ruth De la Rosa</b><br><b>Rouya Rasoulzadeh</b> | <input checked="" type="checkbox"/> City of Encinitas<br><b>Chamomile Meadow</b>                  | <input checked="" type="checkbox"/> City of Escondido<br><b>Elisa Marrone</b> | <input checked="" type="checkbox"/> City of Carlsbad<br><b>Hallie Thompson</b> |
| <input checked="" type="checkbox"/> City of Santee<br><b>Kristen Monteverde</b>                               | <input checked="" type="checkbox"/> City of San Marcos<br><b>Doug Dowden &amp;<br/>Jacob Feil</b> | <input checked="" type="checkbox"/> Riverside County<br><b>Darcy Kuenzi</b>   | <input checked="" type="checkbox"/> City of Vista<br><b>Brian Nemerow</b>      |
| <input checked="" type="checkbox"/> Port of San Diego<br><b>Melissa Dailey &amp;<br/>Stephanie Bauer</b>      | <input checked="" type="checkbox"/> City of Oceanside<br><b>Zuzan Chudicek</b>                    |   |  |
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**1. Introductions**

Meeting began at 10:02am and attendees introduced themselves. Thank you to all who attended the meeting in-person, teleconferenced and attempted to call in and was unable to access the meeting (Donald Bergeson/City of Chula Vista).

**2. Updates and Presentations**

Kristen Monteverde from the City of Santee gave an informative update on the Pilot Watershed Stewardship Program. Kristen spoke about the collaborations with the Boy Scouts, Girl Scouts, various church groups and the [River Park Foundation](#). Staffing and time constraints were notable barriers to implementing the Stewardship program.

### 3. Workgroup Business

#### A. Budgets

- **Reconciliation of FY 16-17 Budget (ACTION ITEM)**

The group voted and agreed to carryover the remaining funds from FY 16-17 Budget of \$23,462.00 for the remaining Regional Outreach Budget plus the 5% Contract Management with a total of \$24, 635.00.

The ERS group attendees also agreed to pay the documented previously agreed upon expenditures for FY 16-17 to allow for the invoices to be paid.

- **FY 17-18 Budget (ACTION ITEM)**

The ERS group attendees agreed upon the current FY 17-18 Budget as proposed with a total of \$33, 525.00 with (\$9,321.00) for Regional Outreach Expenditure for FY 17-18 and the FY 16-17 carryover of \$24, 635.00 (23, 462 + 1,173 for Contract Management) totaling \$58,160.00 for FY 17-18.

- **Development of FY 18-19 Budget (ACTION NEEDED)**

The ERS group agreed to review, and revise if needed, next FY 18-19 Budget by the end of September 2017. The FY 18-19 Budget will be sent to the group for review and adoption. We will follow up with the County of San Diego with our approved FY 18-19 Budget before the end of the month.

#### B. Annual Reports

- JRMP Annual Reports are due with the WQIP reports by the end of January 2018.
- WQIP (Water Quality Improvement Plan) Reports; some jurisdictions are in their second year of reporting for this work task.

#### C. Committee Discussions

- **Protect Every Drop campaign:** [www.protecteverydrop.com](http://www.protecteverydrop.com)

The group discussed this Caltrans website that helps to facilitate the State Trash Amendments. Some jurisdictions were already familiar with this website. This website will be shared with the larger group with the finalized meeting minutes.

- **Materials Development and Distributions**

The ERS group discussed the various educational materials that are utilized by the stormwater staff members for outreach. It was noted that calendars have a short shelf life and need to be ordered in the spring or early summer for early distribution. The group discussed the best places to distribute stormwater calendars once they are printed; Libraries, YMCA's, Boy's and Girl's Clubs, Farmer's Markets, and Parks and Recreation Departments were recommended. The group agreed to review the calendar content update with the new 2019 dates. Elisa Marrone from the City of Escondido agreed to work on this calendar order with assistance from the ERS group. Coloring books are still popular and work well for outreach in the various watersheds. A stockpile of unclaimed coloring books are waiting to be claimed at the County of San Diego storage facility. The previously agreed FY 16-17 purchases of more Pet Waste Dispensers and the Neighborhood Guides, in English and Spanish, will be ordered soon and ready for distribution in time for the next ERS meeting in November.

The group discussed the issue of outreach supplies purchased by the Copermittees are still sitting unclaimed in the limited and shared storage facilities at the County. The group agreed that in the future, Copermittees will have a *maximum* of six months to claim their purchased Educational Outreach supplies before they are redistributed to other jurisdictions. Due to lack of storage space, Regional Distribution Centers will be coordinated at the next Program Planning Subcommittee to facilitate alternative supply pickup locations around the region. Stephanie Bauer suggested renewing or upgrading the viewing rights to the short film by Joel Harper, "All the Way to the Ocean."

- **Underserved Target Audience**

A brief discussion of our underserved target audiences identified that perhaps more Spanish materials should be sent to print; for example the Spanish version of the Neighborhood Guides printed in greater quantity.

- **Regional Events**

Regional events are numerous and the group discussed challenge of staffing both jurisdictional and regional events; typically taking place on the weekends. Stephanie Bauer with the Port of San Diego recommended updating the Regional Events list for the ERS group's work plan to assist with annual reporting and sharing with the Program Planning Subcommittee. All jurisdictions will be supporting Coastal Cleanup Day efforts.

- **Residential Program Management**

Chamomile Meadow from the City of Encinitas mentioned that the soon to be printed Neighborhood Guides will facilitate the outreach to the Residential Management Areas. The Neighborhood Guides will be printed in both English and Spanish and cover a multitude of pollutants and behaviors. A regional survey was discussed and it was agreed that we should consult with Action Research on the survey questions and current pricing for a telephone survey that could also be translated onto paper for regional events. \$20,000 has been budgeted for a survey for FY 17-18 although these funds could be re-appropriated to a different committee work task. This meeting adjourned at 11:45am. After the meeting, Doug Dowden shared the FTP directory site and program files for the City of San Marcos Watershed Stewardship Program:

<ftp://public.san-marcos.net/public/Stewardship%20Watershed%20Program%20Stormwater/>

- **Next Steps for ERS**

The ERS group meets quarterly. In order to cover all necessary topics it was agreed that two-hour meetings would assist the group in meeting all tasks. **The next ERS meeting is scheduled for Monday, November 6, 2017 at the San Diego County offices.** Rouya Rasoulzadeh secured a meeting room at the County.

➤ **ACTION ITEMS**

1. ***Chamomile Meadow to send out Doodle Poll for availability for next ERS meeting in November and follow up with Rouya at the County to confirm meeting room; in progress.***
2. ***Review the FY 18-19 Budget, approve and submit to [Rouya Rasoulzadeh](#) and [Ruth De la Rosa](#) at the County of San Diego.***
3. ***Elisa Marrone to review Think Blue Stormwater Calendar for 2019; to be ordered before the end of FY 17-18.***
4. ***Review and update the Regional Events Calendar***
5. ***Chamomile Meadow to upload the Calendar, Neighborhood Guides, and other resource materials for the group to a shared site; in progress.***
6. ***Share the CALTRANS Protect Every Drop campaign: [www.protecteverydrop.com](http://www.protecteverydrop.com) website to the larger group.***
7. ***Hallie Thompson from Carlsbad to check the pricing of a regional survey.***