



**CITY OF SAN CLEMENTE
LOCAL IMPLEMENTATION PROGRAM**

**APPENDIX A-6
PUBLIC EDUCATION**

A.6.0 PUBLIC EDUCATION

A.6.1 Introduction

Public education is an essential part of the City of San Clemente's municipal storm water program. Developing programs to inform and involve the public can be an effective method for controlling urban sources of pollution. Emphasizing the relevant impact of storm water pollution to each particular target audience increases the likelihood that the messages will be noticed and that the audience will support and participate in the program implementation.

The City recognizes that when a community has a clear idea where the pollution comes from, how it directly affects them and what they can do to prevent those affects, it will be more willing to support and participate in the pollution prevention program implementation. Only through comprehensive public education can we expect people to change their behaviors.

The City also recognizes that the Third Term Permits send an increased expectation for the performance of an effective public education component of the storm water program by setting the following goals:

- Measurably increase the knowledge of target communities regarding MS4s , impacts to urban runoff on receiving waters, and potential BMP solutions for the target audience
- Measurably change the behavior of target communities and thereby reduce pollutant releases to MS4s and the environment

A.6.2 Countywide Public Education Program

The City has, and continues to support, a strong countywide public education program as described in the 2003 DAMP (see **2003 DAMP, Section 6**). This program provides the common message and theme for the overall program, coordinates that message with neighboring counties to ensure that media overflow messages are compatible and provides combined media buying power that could not achieved by this City and the other Permittees individually. These include the following public education activities:

- Revising existing materials and developing new materials as necessary to communicate with audiences about runoff, how their actions affect water quality and BMPs to help solve the problem.
- Placing advertisements in local publications, on bus backs, on municipal vehicles, in theaters and on television and radio.
- Submitting information for city newsletters and websites.
- Implementing Point-of-Purchase campaigns with stores such home improvement and pet stores.
- Building relationships with community organizations and chambers of commerce.
- Using utility bill inserts to communicate with residents and businesses.
- Employing targeted outreach to specific industries, especially the food service industry.

- Reviewing school education opportunities including Project Wet Workshops (teacher training workshops) that are endorsed by the State Water Resources Quality Board and the new Unified Environmental Education Program of CAL EPA that will focus on waste reduction and on-campus storm water activities.

To date the countywide program has resulted in produced the following products and accomplishments:

1. Preparation and distribution collectively of hundreds of thousands of brochures, magnets, flyers and/or bookmarks. The list below are the current materials:

- “The Ocean Begins at Your Front Door” Brochure
- “Do You Know Where The Water in Your Storm Drain Goes?” Brochure
- “Mobile Detailing and the Water Quality Act” Brochure
- “Pool Maintenance and the Water Quality Act” Brochure
- “Keep Gutters Clean for Those Downstream” Bookmarks
- Water Pollution Hotline Number Magnets
- Waste Oil Collection Centers – North, Central and South Orange County
- “Water Quality Guidelines for Exterior Restaurant Cleaning Operations” Brochure
- “Keeping Pest Control Products Out of Creeks, Rivers and the Ocean” Brochure
- BMP Poster for Food/Restaurant Industry
- BMP Poster for Auto Repair Industry
- BMP Poster for Gas Station Operations
- “Water Quality Guidelines for Pet Care Activities” Brochure
- “Water Quality Guidelines for Carpet Cleaning” Brochure
- “Water Quality Guidelines for Permitted Lot and Pool Drains” Brochure
- “Water Quality Guidelines for Horse & Livestock Activities” Brochure
- “Water Quality Guidelines for Car Wash Fundraisers” Brochure
- Enviroscape Model- 3 inland models and 4 coastal models
- Project Pollution Prevention Banners- 2 banners
- Water Pollution Hotline Number Magnets
- “No Dumping Drains to Ocean” magnet

Several publications are in development including:

- “Water Quality Guidelines for Landscaping and Gardening”
- “Water Quality Guidelines for General Business Practices” Brochure
- “Sewage Spills Reference Guide” Brochure
- “Water Quality Guidelines for Projects Using Fresh Concrete and Mortar”
- Website Business Cards

2. Participation in numerous large scale community events including the Children's Groundwater Festival, Festival of the Whales/Ocean Awareness Day, Tierra Nativa, the Orange County Fair and the Trails 4 All Inner Coastal and Watershed Clean Up Day. The Principal Permittee also provides materials, Enviroscape displays and banners for the City to use at local events.

3. Coordinating with the American Oceans Campaign storm water resources web page at www.americanoceans.org/runoff/epa.htm.
4. Publicizing the countywide 24-hour water pollution reporting hotline number (714) 567-6363, which handles water pollution complaints as well as inquiries about storm water and public education materials. The hotline is staffed after normal business hours, on weekends and holidays by a live bilingual operator (Spanish and English).
5. Providing model storm water website materials to the City and other Permittees for loading on the City website. The materials include a site map and nine composed web pages with assembled photomontages, site buttons, navigation buttons, and copy text. The nine pages are a home page, general information, pollution prevention for residents, pollution prevention for businesses, household hazardous waste and oil recycling, pollution reporting, educational materials, kids corner and links.
6. Development of a model watershed specific public education program to increase public awareness about the concept of watersheds, specific pollutants of concern (primarily bacteria and toxicity – pesticides), their sources and the solutions.
7. Development of pollutant specific education materials including a pet care activities brochure, a horse and livestock activities brochure, a car wash fundraiser brochure, a sewage spill reference guide.
8. Development of business specific education including a carpet cleaning brochure, BMP posters for the automotive repair industry, gasoline stations, and the food/restaurant industry, a general business practices brochure, a landscaping and gardening brochure, and a fresh concrete and mortar brochure. As part of the new food facility inspection program (see **2003 DAMP, Section 9**) the following information will be incorporated into revised materials and will distributed as part of a focus on almost 9500 of these facilities countywide:
 - Appropriate cleaning of dumpster and grease bin areas
 - Replacement of leaking or dirty dumpsters
 - Reducing liquid waste in trash and double bagging trash to prevent leaks
 - Encouraging dry sweeping
 - Using covers and berms to prevent wash water from entering the storm drain system
 - Disposing of wash water to the sanitary sewer rather than the storm drain system
 - Stopping spills at their source
 - Proper maintenance of outdoor grease interceptors
9. Conducting public opinion surveys in an effort to better understand the public's awareness regarding water quality issues. The surveys conducted include the 1994 Storm Water Pollution Prevention and Flood Awareness Survey by the University of

California at Irvine (UCI), an informal survey at the 2000 Orange County Fair, an informal survey through the Los Angeles Times In Education Program of secondary school students on pesticide/herbicide issues, and the 2001 Orange County Public Awareness Survey. The primary objectives of the latter survey were 1) to provide a baseline measure of residents' awareness, attitudes, practices and habits related to storm water pollution, against which future outreach efforts can be measured, and 2) to provide an additional program development tool, for identifying target audiences and key messages, developing strategies and confirming underlying assumptions.

10. Coordinating with other statewide, regional and Orange County public education groups/programs related to surface water quality including the California Storm Water Task Force Public Information/Public Participation Work Group, the Orange County Health Care Agency's hazardous waste reduction, food protection and animal services programs, the Orange County Integrated Waste Management Department's household hazardous waste program and the County of Orange Public Library Department.

A.6.3 City of San Clemente Public Education Focus

The City's public education focus is intended to support the countywide effort through financial contributions, participation in the public education committee and the use of countywide materials, thematic messages and common look. The City also intends to supplement the countywide campaign at a local level to address specific City issues and target constituencies that are best reached through a local rather than countywide effort.

The City intends to do this through the following actions:

1. Public Education Material Distribution

The City will make the countywide educational materials, as well as any new materials, available to their residents at City public counter locations such as City Hall, the Community Development/Public Works office and the Beaches, Parks and Recreation office.

2. Employee Training

The City will provide education and training to its employees. The City employs individuals with a wide range of education, job responsibilities and skills that through their direct actions or through their interface with the public have an affect on water quality.

There are also a variety of City facilities and activities that can have an adverse impact on water quality. Examples can include everything from large impervious parking areas, to a City vehicle garage or maintenance crew base station. Because of the diversity of impacts, education efforts are being initiated on a broad scale. The Principal Permittee is taking the lead in coordinating this type of municipal employee training and the City

will support this by assigning City employees to the training and supporting train-the-trainer efforts that can reinforce the message by allowing the City to replicate the training. Priority activities for training include:

- Corporate yards
- Construction and maintenance projects
- Pesticide, herbicide and fertilizer applications
- Large municipal parking lots
- Vehicle maintenance
- Landscaping

In addition, the City will conduct broad educational outreach on water quality issues to all its employees. The following approaches have been identified:

- Providing information to new employees to inform them of water quality issues and the City's responsibilities.
- Placing information in the City's employee newsletter.
- Conducting annual general information seminars for all City personnel.
- Conducting annual training seminars for specific departments (e.g. planning/engineering staff, code enforcement, maintenance/utilities staff, inspectors etc.)

3. Outreach to contractors/developers

The mismanagement of construction projects can have severe impacts on water quality if issues such as runoff, sediment control and waste materials are not properly controlled. The City through its permitting process has the opportunity to target the following entities involved in the construction process:

- Builders
- Developers
- Contractors
- Property owners

The following approaches have been identified:

- Distributing handouts with BMP information to developers, contractors, residential owners and construction companies when City permits are issued.
- Sending a letter to construction site owners/developers prior to each rainy season to remind operators to update their BMPs.
- Distributing BMP and storm water regulation information to construction-related companies.
- Educating construction site employees during routine site inspections.

4. Outreach to Industrial Owners and Operators

The chemicals and materials used at industrial sites, and the waste produced by them, can cause water quality impacts if not handled properly. The City has opportunities to supplement the countywide effort through its activities of inspecting and permitting these facilities. Educating industrial owners and operators about BMPs should result in changing behaviors at these sites.

Target audiences for industrial outreach include:

- Specific industrial facilities
- Employees/supervisors
- Trade associations
- Property management

The following approaches have been identified:

- Mailing or delivering brochures with information about regulations, requirements and industry-specific BMPs to industrial sites.
- Distributing BMP information and educating owners and operators during inspections or other interactions with City staff.
- Providing information when industrial companies apply for business licenses or permits.
- Conducting seminars or workshops for targeted industries that have a high potential for pollution. The workshops will cover BMPs for pollution prevention and how their actions can help protect water quality. The City may partner with neighboring cities in a common watershed to maximize attendance and understanding of industries' responsibilities in the watershed.

5. Outreach to Commercial Owners and Operators

Like industrial sites, commercial sites can produce large amounts of polluted runoff. Without proper management, this can cause water quality impacts. The City has opportunities to supplement the countywide effort through its activities of inspecting and permitting these facilities. Educating industrial owners and operators about BMPs should result in changing behaviors at these sites.

Target audiences for industrial outreach include:

- Employees/supervisors
- Trade associations
- Merchant associations
- Franchise chain owners
- Property management

The following approaches have been identified:

- Providing information about BMPs and regulations when commercial owners apply for business licenses or permits.
- Mailing or delivering brochures on regulations, requirements and business-specific BMPs.
- Distributing information and educating owners and operators during inspections or other interactions with City staff.
- Conducting seminars or workshops for targeted commercial sites that have a high potential for pollution. The workshops will cover BMPs for pollution prevention and how their actions can help protect water quality. The City may partner with neighboring cities in a common watershed to maximize attendance and understanding of businesses' responsibilities in the watershed.

6. Outreach to Residential Community, General Public, and School Children

Educating the general public and school children is key to a successful outreach plan. The City has opportunities to supplement the countywide effort through its daily interactions with its citizens.

Residents engage in numerous activities that can affect storm water quality, including washing cars, disposing of pet waste, handling hazardous substances and maintaining their lawns. Educating children and adults about these matters can have a tremendous impact on changing behaviors. It is very important that people understand not just what to do or what not to do, but *why* it is important. When people understand the impact of their actions, they will be more likely to change. Because members of the general public are also the same people who own, work at or patronize commercial or industrial sites, the heightened awareness gained through general public outreach will also assist in those other areas.

Reaching school children is important for two reasons. First, it educates the next generation of adults at an early age and increases the likelihood that they will engage in responsible behavior in the future. Second, children are able to influence their parents by asking for assistance with storm water projects for school, sharing brochures or repeating information they have learned.

The following approaches have been identified for the general population:

- Mailing informational flyers/brochures to all City residents and businesses.
- Printing information about storm water issues in the City's newsletter.
- Publishing information about storm water issues on the City's website and providing a link to other websites such as the Principal Permittee's storm water site, www.ocwatersheds.com.
- Including information in utility bills.

- Maintaining a supply of brochures and promotional materials at City public counter locations such as City Hall, the Community Development/Public Works office and the Beaches, Parks and Recreation office.
- Broadcasting public service announcements on television before and after City council meetings.
- Placing informational advertisements in the City's local *Sun Post* newspaper.
- Developing and distributing an educational video or developing and broadcasting educational television clips.
- Participating in community events at least once a year by hosting a booth with information and promotional materials.
- Presenting information to community or social groups, as requested.
- Providing storm water pollution prevention education when code enforcement officers witness a violation.
- Stenciling storm drains to remind residents that materials entering the storm drain wind up in the ocean.
- Working with other jurisdictions, including the Principal Permittee and other Permittees, on joint outreach programs.
- Coordinating with other groups, such as the Surfrider Foundation, on joint outreach programs.
- Sharing and utilizing the materials of the Principal Permittee and other jurisdictions, and maintaining a common theme among all materials used and produced by the City.

The following approaches have been identified for school children:

- Incorporating urban runoff pollution prevention information with the water education/conservation presentations provided by the City's Water Conservation Specialist to local 3rd grade classrooms.
- Coordinating with the Capistrano Valley Unified School District to provide the "Water Cycle" educational assembly program to all six City elementary schools.
- Offering to provide speakers for classroom activities and assemblies.
- Supporting the Principal Permittee in developing a comprehensive school program in conjunction with other Permittees, water agencies and school districts

7. Outreach to Quasi-Governmental Agencies/Districts

The City has opportunities to supplement the countywide effort through its daily interactions with entities that do not directly fall under its auspices. The City will work on its own and/or in conjunction with the Principal Permittee and other Permittees to reach agencies including:

- Water districts
- School districts
- Transportation agencies
- Utility districts
- Fire and police districts

- Service providers, including waste haulers

The following approaches have been identified for these quasi-governmental agencies/districts:

- Mailing regulatory and BMP information based on the industry (i.e., information about oil spills for transportation agencies).
- Forming partnerships with agencies to help distribute information through means such as billing inserts.
- Educating personnel during inspections or other interaction with municipal personnel.
- Assisting school districts with education programs that meet the Phase I and Phase II public education requirements.

A.6.4 Public Participation

Public participation allows the public to be directly involved with the storm water program. The City has opportunities to supplement the countywide effort by encouraging and supporting public participation at a local level.

In addition to the positive results of people changing their behaviors to reduce runoff pollution, public involvement benefits the education program in several ways. Many of the public participation elements involve direct interaction with City staff that is knowledgeable about water quality issues. People are able to ask questions and receive immediate answers. Extra time can be taken to explain issues in more depth. The City can learn what topics people have the most interest in, what approaches work best, and what approaches might not be effective, helping us fine-tune our educational efforts. Also, direct interaction can make people excited and confident about information they have learned, and they will be likely to share that information with their family, neighbors, friends and co-workers.

The following approaches have been identified for these quasi-governmental agencies/districts:

- **Daily Activities**

Through the public education program, residents will be asked to make adjustments to their activities to reduce the impact to the storm drains and water quality. Issues to be addressed include washing cars, cleaning oil leaks, disposing of waste and pet care. By following guidelines, the public will be helping to solve the problems caused by the improper management of common home and work activities.

- **Asking for Feedback**

The City will provide opportunities for residents to ask questions and give comments about the storm water program. City newsletters and the website will include contact information people can use to communicate with municipal staff. Staff will be encouraged to spend time talking with businesses or residents they encounter in their daily jobs, and will be encouraged to record questions and comments they hear. The City will also collect feedback during public workshops.

- **Speakers Bureau**
City staff will be available to speak to organizations such as the Chamber of Commerce, business groups, homeowners associations and service clubs.
- **Community Events**
By sponsoring or staffing tables at community events, the City can directly communicate with residents about important water quality issues. The one-on-one contact will allow the City to address specific questions and issues an individual might have.
- **School Programs**
The City will be available to provide or assist in school assemblies. Interacting with children allows the City to understand the unique perspectives children have and will help us target messages that they can understand and share with their classmates and families.