

## 6. PUBLIC INFORMATION/PARTICIPATION WORK PLAN

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### INTRODUCTION

The goals of the Public Information/Participation (PI/P) element are to identify and change behaviors that adversely affect water quality; and to increase the understanding and appreciation of streams and San Francisco Bay. To accomplish these goals, Co-permittees pursue PI/P activities jointly through the Program, on a countywide basis, and individually in their own jurisdictions.

Each year, the Watershed Education and Outreach Ad Hoc Task Group, which consists of Program staff, Co-permittees representatives and consultants, identifies, prioritizes and selects countywide projects for implementation. Table 6-1 presents the updated Pollutant Matrix, which links current and future PI/P projects and outreach materials with pollutants of concern. The projects are developed and implemented each year by Work Groups.

The Program provides resources to conduct countywide PI/P tasks through approval (by the Management Committee) of an annual Program budget and Work Plan. All Co-permittees contribute resources to conduct annual Program Work Plan tasks consistent with the Co-permittee assessment procedure contained in the SCVURPPP Memorandum of Agreement<sup>1</sup>.

### FY 09-10 PI/P WORK PLAN

In FY 09-10, the Program will continue to conduct its PI/P activities through the following projects:

- Watershed Watch Campaign
- Watershed Watchers Program at the Don Edwards San Francisco Bay National Wildlife Refuge
- School-Age Children Outreach
- Pesticide, Mercury and Illicit Discharge Outreach
- Santa Clara Valley Green Gardener Training
- Creek Clean-up Activities
- BASMAA Regional Ad Campaign
- Land Use Subgroup Activities
- Other Ongoing Program PI/P Support Activities

It is anticipated that implementing the above mentioned projects will meet most of the outreach requirements described in the Municipal Regional Permit (MRP). Some additional tasks may be implemented within these projects to address potential MRP requirements; these are identified within the project descriptions below.

Details of the Program's FY 09-10 PI/P projects are provided below:

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<sup>1</sup> On February 1, 2001, the Management Committee directed Program staff to include all Program-Wide PI/P activities as part of the Projects Group budget and thus eliminated any confusion regarding selective Co-permittee participation.

### Watershed Watch Campaign

In FY 09-10, the Watershed Watch Campaign will include the following tasks:

- Media advertising
- Partnerships with community and business organizations (e.g., Classic Car Wash)
- Community outreach events
- Website maintenance
- Media relations
- Additional local media relations to supplement work done by the BASMAA Media Relations Committee.

The detailed FY 09-10 Watershed Watch Campaign Work Plan is included within Attachment 6-1. As described in the Program's Watershed Education and Outreach Strategy<sup>2</sup>, a public opinion survey will be conducted in FY 08-09 to evaluate effectiveness of the Watershed Watch Campaign. The feedback from this evaluation may be used to modify messages, advertising, promotions and other Campaign strategies.

### Watershed Watchers Program at the San Francisco Bay National Wildlife Refuge at Alviso

The Program provides resources to the Alviso Education Center to support a full-time interpretive specialist position for conducting the Watershed Watchers Program. This is an on-site educational program conducted primarily on weekends. The activities focus on building watershed awareness and encourage stormwater pollution prevention behaviors among attendees (youth groups, Boy/Girl Scout Troops, families with children etc.). The Program will continue to support these activities in FY 09-10. Attachment 6-2 describes the activities offered in the Watershed Watchers Program.

#### Additional Tasks

- Include more citizen involvement activities in the Watershed Watchers program
- Develop and implement more activities geared toward high school students

### School-Age Children Outreach

The Schools Outreach project includes funding for ZunZun school assemblies and support for the *Wacky Watersheds* teacher training workshop. Details are below:

- *Elementary School Outreach*: During FY 09-10, the Program will continue to sponsor up to 50 ZunZun assemblies at elementary schools in the Santa Clara Valley. These musical assemblies educate students (in grades K-5) and their teachers on watersheds and urban runoff pollution prevention
- *Middle School Outreach* - Outreach to middle schools will be continued through the *Wacky Watersheds* teachers training workshop. This workshop is offered free of charge

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<sup>2</sup> SCVURPPP Watershed Education and Outreach Strategy, June 2004

to teachers by the City of San Jose. The Program provides stipends to teachers that attend the workshop and complete a classroom project based on it. In FY 07-08, the *Wacky Watersheds* workshop staff held 2 workshops and trained 38 teachers. One teacher applied for and received the stipend.

### Pesticide, Mercury and Illicit Discharge Outreach

The following projects will be implemented under this task:

#### Pesticide User Outreach

This project focuses on implementing outreach requirements for pesticides toxicity control. Tasks for FY 09-10 include the following:

- *IPM Store Partnership Program* - The Program will continue “point-of-purchase” outreach at Santa Clara County stores using “shelf talkers” and “Less-toxic Pest Control” fact sheets. Program staff will visit each participating store approximately every three months, maintain an ongoing relationship with participating stores through in-store contacts; refresh/restock literature racks (as needed); and update “shelf talker” labels (as needed). Using the services of Annie Joseph, IPM consultant, the Program will provide training to store employees on selling less-toxic pesticides; and work with two stores to increase shelf-space for less-toxic products.
- *Outreach Events* – The Program will participate in selected community outreach events for conducting IPM outreach. Possible events are:
  - Pumpkins in the Park
  - Spring in Guadalupe Gardens
  - Master Gardener Spring Garden Market
  - Santa Clara County Health and Wellness Fair

Program, Watershed Watch, and Co-permittee staff will staff these events. The pesticide display and/or the beanbag game will be used. Outreach material distributed may include IPM fact sheets and other brochures.

- *Media Advertising* – The Program’s Watershed Watch Campaign will conduct media advertising to include messages promoting the use of less-toxic pesticides.
- *Support the Regional IPM Conference* – The Program will provide funding to support the Regional IPM Conference, if required.
- *Outreach to businesses* - Continue distributing the “Don’t set a Table for Pests” poster to restaurants through County Health Inspectors. Provide the poster to Co-permittees for distribution through City stormwater inspectors.
- *Support the Going Native Garden Tour* – The Program may provide funding to support promotional activities for the Going Native Garden Tour 2010 or a similar event.

### Mercury Pollution Prevention Outreach

The focus of the Program's Mercury Pollution Prevention Outreach is to promote the proper disposal of fluorescent light bulbs. Since FY 02-03, the Program has partnered with the Santa Clara County HHW Program to conduct outreach to residents and businesses on this issue. Outreach is conducted using media advertising, in-store displays (posters, banners), newsletter articles, and at community events.

In FY 09-10, the Program will continue to conduct outreach to promote the fluorescent lamps disposal locations.

The Program will also continue to evaluate the need to conduct outreach on health risks associated with the consumption of Bay fish that contain high levels of mercury. Discussions will include the identification of target audience and appropriate outreach mechanisms.

The Program may also coordinate outreach with other agencies such as BACWA, BASMAA, County Department of Environmental Health, and local community groups. BACWA is currently working with the San Francisco Estuary Institute (SFEI) to develop a Risk Reduction Program that targets consumers of San Francisco Bay caught fish. In FY 08-09, Program staff met with SFEI staff to provide input on existing local outreach programs and mechanisms. The recommendations of this report may be used to develop the outreach plan.

### Illicit Discharge Outreach

The Program will develop outreach products to address one illicit discharge activity identified by the WEO AHTG or other Program Work Groups.

### Santa Clara Valley Green Gardener Training

The Program will continue to offer the Santa Clara Valley Green Gardener Training. Depending on availability of budget, the Program will also conduct outreach to residents encouraging them to hire trained "Green Gardeners".

### Advertising to Support Creek Cleanup Events

Each year the Creek Connection Action Group sponsors two creek clean-up events: Coastal Clean-up Day in September and National Rivers Clean-up Day in May. In FY 09-10, the Program will continue to provide funds to advertise one or both of these events, up to the available budget.

### Santa Clara Basin Watershed Management Initiative (SCBWMI) Land Use Subgroup

The Santa Clara Basin Watershed Management Initiative (SCBWMI) coordinates existing regulatory activities on a basin wide scale, ensuring that problems are addressed efficiently and cost-effectively. This is accomplished through various SCBWMI subgroups consisting of Co-permittee and Program staff. The SCBWMI Land Use Subgroup (LUS) develops strategies that minimize impacts of land use on beneficial uses of local water bodies.

In FY 09-10, the Program will continue to provide limited support to the LUS by providing administrative support and direction; assist with training workshops for municipal staff on the connection between land development and water quality; and incorporate water quality friendly

designs in development projects which are consistent with the top five priorities identified by the SCBWMI.

### Regional Collaboration

The Bay Area Stormwater Management Agencies Association (BASMAA) conducts regional through three programs: Media Relations, Regional IPM Store Partnership and Regional Advertising Campaign. The Media Relations and Regional IPM Store Partnership Program are funded as part of BASMAA member dues; the Regional Advertising Campaign is funded through additional contributions from participating members. In FY 09-10, Program staff will continue to participate in these programs to implement various outreach tasks. Anticipated activities for these programs are described below:

#### *Regional Advertising Campaign*

The Program plans to continue with its participation in the BASMAA Regional Advertising Campaign (RAC) in FY 09-10. From FY 02-03 through FY 04-05, the RAC implemented the "Beautiful Watersheds" advertising campaign for increasing the public's awareness about watersheds and problems caused by litter. The advertisements were broadcast on radio and television. In August 2007, the RAC Committee together with the BASMAA IPM Partnership Committee conducted advertising to promote the Our Water Our World logo and website. Currently, the RAC is planning a multi-year advertising campaign focusing on litter.

#### *Media Relations Campaign*

The Media Relations Campaign is a joint effort supported by BASMAA and the Bay Area Clean Water Agencies (BACWA). The primary goals of the campaign are to develop long-term relationships with the media and to generate media coverage that would encourage individuals to adopt behavior changes to prevent water pollution. The Program will continue to participate in this campaign to develop and pitch stormwater related articles/PSAs.

#### *Regional IPM Partnership*

The Program will continue to support the Regional IPM Partnership program through contributions to BASMAA and participation in meetings and regional activities. This Regional Program, with input from IPM experts and participating stormwater programs, provides fact sheets, promotional materials, training sessions, display materials for stores, and an alternative products list. The Program and Co-permittees are responsible for recruiting stores, arranging training sessions for store employees, in-store display set-up, display maintenance, and on-going contact with participating stores.

Tasks for FY 09-10 include development of new fact sheets, reprinting existing fact sheets, and advertising to promote the Our Water Our World (OWOW) logo and website.

### Other Ongoing Program PI/P Support Activities

#### *Program's Toll-Free Telephone Numbers*

The Program will continue to maintain two toll free telephone numbers, the Program's information number (800-794-2482) and the Watershed Watch hotline (866-WATERSHED), for calls from the general public and requests for information.

*PI/P Material Reprints and Supplies*

The Program will purchase materials (brochures, giveaways, etc.) as needed for the Program and Co-permittee use.

*Distribution of Restaurant BMP Materials*

In FY 00-01, the Program developed a Restaurant Wash Water BMPs Kit (letter, list of BMPs and a poster) to educate restaurant workers on proper disposal of wash water. The kit is provided to Santa Clara County Department of Environmental Health inspectors (Consumer Protection Division) who have been handing it out to restaurant managers during inspections. In FY 09-10, they will continue to distribute this kit to every newly constructed and remodeled food facility in the County.

**ATTACHMENTS**

Attachment 6-1      Watershed Watch Campaign Work Plan  
Attachment 6-2      Watershed Watchers Program Work Plan Tasks

**Table 6-1  
Pollutant Matrix for FY 09-10 P/I/P Projects**

<b>Pollutant of Concern<sup>1</sup></b>	<b>Primary Sources of Pollutant in Urban Runoff</b>	<b>Potential Target Audience(s)</b>	<b>FY 09-10 Projects and Continuing Activities</b>	<b>Existing Program P/I/P Materials and Programs</b>
Diazinon <sup>2</sup> and pesticides in general	Pesticides (residential, commercial and municipal use)	<ul style="list-style-type: none"> <li>• Home gardeners</li> <li>• Pest control professionals</li> <li>• Landscapers</li> <li>• Municipal Employees</li> <li>• Residents who hire pest control professionals</li> </ul>	Information on Watershed Watch website, IPM Store Partnership Program (regional and local), Pesticide User Outreach activities, Santa Clara Valley Green Gardener Training Program, distribution of restaurant brochure "Don't Set a Table for Pests" through County Health Inspectors, media advertising.	"Backyard Bugs", "Pests Bugging You", "Grow It Guide", "Don't Set a Table for Pests", IPM Store Partnership Program Fact Sheets, "Control It", BASMAA Media Relations Campaign topic, Got Bugs magnets, Watershed Watch and BASMAA media advertisements, Most Wanted Bugs for Your Garden
Sediment	Erosion from new construction, grading, road wear	<ul style="list-style-type: none"> <li>• Construction companies/contractors</li> <li>• Architects/engineers</li> <li>• Municipal inspectors</li> <li>• Residents (home improvement projects, remodels)</li> </ul>	Outreach to developers via RWQCB Construction Site Management Workshops or other mechanism.	Construction BMP Tri-folds in English, Spanish and Vietnamese, "Blueprint for a Clean Bay" (revised 1-04), Construction Site Management workshops, Dewatering Brochure.
Mercury	Tailpipe emissions (i.e., diesel-powered vehicles), consumer products (thermometers, fluorescent lighting)	<ul style="list-style-type: none"> <li>• Residents (auto use, general awareness, proper selection and disposal of products)</li> <li>• Industry (fleet use)</li> <li>• Commercial (fleet use)</li> </ul>	Information/fact sheets on Watershed Watch website, BASMAA Media Relations Campaign (potential topic), Mercury P2 Outreach (Residential and business fluorescent light recycling), media advertising.	"Spare the Air and Water Too" campaign press release and public service announcements, Program and local co-permittee fact sheets (e.g., Palo Alto and Sunnyvale), Watershed Watch radio, transit and print ads, store signage, posters, newsletter articles.

<sup>1</sup> Per reissued SCVURPPP NPDES Permit, Order No. 01-024, with the exception of trash.

<sup>2</sup> Under terms of an agreement between EPA and pesticide manufacturers, as of December 31, 2004, residential outdoor and indoor uses and sales of Diazinon are prohibited. Program outreach on other pesticides is continuing.

**Table 6-1  
Pollutant Matrix for FY 08-09 P/I/P Projects**

<b>Pollutant of Concern<sup>1</sup></b>	<b>Primary Sources of Pollutant in Urban Runoff</b>	<b>Potential Target Audience(s)</b>	<b>FY 09-10 Projects and Continuing Activities</b>	<b>Existing Program P/I/P Materials and Programs</b>
Copper	Brake pads, industrial discharge, copper algacides, coolant leaks, illegal dumping	<ul style="list-style-type: none"> <li>• Industry (scrubbers, roofs, cooling towers, piping)</li> <li>• Residents (illegal dumping, pools and spas)</li> <li>• Commercial business (pool, spa, fountain maintenance)</li> <li>• Municipal maintenance staff</li> </ul>	BASMAA Media Relations Campaign (potential topic), Information on Watershed Watch website, support of Brake Pad partnership through BASMAA.	Brake Pad Partnership, "Keeping It All In Tune", Industrial BMPs, storm drain stencils, "Draining Pools & Spas – Keep Pool, Spa and Fountain Water Out of Storm Drains, Creeks and the Bay", Palo Alto's fact sheet on architectural use of copper.
Nickel	Industrial discharges, tailpipe emissions, construction-related erosion	<ul style="list-style-type: none"> <li>• See sediment and mercury target audiences</li> </ul>	See sediment and mercury projects.	See sediment and mercury projects.
Trash	Intentional littering (cigarette butts, throwing objects from automobiles, illegal dumping), trucks hauling poorly secured materials, uncovered or overflowing garbage cans	<ul style="list-style-type: none"> <li>• General public</li> <li>• Children</li> <li>• Drivers</li> <li>• Smokers</li> </ul>	BASMAA media relations campaign (potential topic), Information on Watershed Watch website, BASMAA Regional Ad Campaign topic, Watershed Watch media topic.	Watershed Watch web site, BASMAA's "Beautiful watersheds/trash" TV and radio ads, Watershed Watch litter ads (print and radio), "You are the solution to stormwater pollution" brochure.

**Table 6-2  
FY 09-10 PIP Projects**

Project Title	Project Description	Comments
1. Watershed Watch Campaign (Year 9)	<ul style="list-style-type: none"> <li>• Implement the Watershed Watch Campaign</li> </ul>	<p>Proposed Activities:</p> <p>Creative development</p> <ul style="list-style-type: none"> <li>• Media advertising</li> <li>• Outreach events</li> <li>• Partner development</li> <li>• Website maintenance</li> <li>• Advertising to support Creek Cleanup Activities</li> </ul>
2. Educational programs at the Don Edwards National Wildlife Refuge (Alviso Ed Center)	Support a staff position at the Alviso Ed Center to the conduct Watershed Watchers Program.	The Watershed Watchers Program includes classes, tours and events for adults and children.
3. School-Age Children Outreach	Funding for educational assemblies at elementary school and support for the “Wacky Watersheds” training for middle-school teachers.	<p>The Program funds the musical troupe ZunZun to perform 50 assemblies at elementary schools in Santa Clara Valley.</p> <p>The Program provides stipends to teachers that attend the workshop and complete a classroom project based on it.</p>
4. Pesticide, Mercury and Illicit Discharge Outreach	<p>Funding for the following projects:</p> <ul style="list-style-type: none"> <li>• Pesticide User Outreach</li> <li>• Mercury Pollution Prevention Outreach</li> <li>• Illicit Discharge Outreach</li> </ul>	<p>Proposed Activities:</p> <p>Pesticide User Outreach - Continue the IPM Store Partnership Program, attend outreach events, and support other local programs such as the Regional IPM Conference and the Going Native Garden Tour.</p> <p>Mercury Pollution Prevention Outreach - Continue outreach in coordination with the County HHW</p>

**Table 6-2  
FY 09-10 PI/P Projects**

<b>Project Title</b>	<b>Project Description</b>	<b>Comments</b>
		<p>Program. Continue to evaluate the need to conduct outreach on health risks associated with the consumption of Bay fish that contain high levels of mercury. Discussions will include the identification of target audience and appropriate outreach mechanisms.</p> <p>Illicit Discharge Outreach – Develop outreach products to focus on one type of illicit discharge.</p>
5. Green Gardener Training Program	Bilingual training program for professional landscape maintenance workers.	Conduct two or more trainings in coordination with the Metropolitan Adult Education Center.
6. Creek Cleanup	Support local Creek Cleanup events	Providing funding to advertise one or both Creek Clean-up days.
7. Santa Clara Basin Watershed Management Initiative (SCBWMI) Land Use Subgroup	Provide staff support for Land Use Subgroup (LUS) Activities	The Program will continue to provide limited support to the LUS by providing administrative support and direction; assist with training workshops for municipal staff on the connection between land development and water quality; and incorporate water quality friendly designs in development projects which are consistent with the top five priorities identified by the SCBWMI.
8 BASMAA Regional Ad Campaign (RAC)	Participate in the BASMAA RAC which will consist of a multi-year advertising campaign focusing on litter.	Attend meetings, review products and provide funds to support media advertising pending concept development and completion of media plan.
9 Program Supplies	Estimated budget for reprints of materials for Program use and other Program supplies.	