

1.0 PUBLIC EDUCATION AND OUTREACH

Introduction

The Public Education and Outreach portion of the Storm Water Management Program focuses on communicating consistent messages regarding storm water quality to a broad audience through the continuation of existing programs and the development and implementation of new programs. The BMPs implemented for this minimum control measure were intended to teach the public the importance of protecting storm water quality, both for the benefit of the environment and human health.

Although its effectiveness can be difficult to measure, public education is essential to achieving behavioral changes that can protect water quality. Because the SWMP focuses on non-point source pollution, the role of the individual in preventing this pollution is key. The BMPs selected for implementation educate community members about steps they can take both at work and at home to prevent and reduce water pollution.

Educational Programs for Children and Community Events were particularly influential on the overall success of this minimum control measure in Year 1. Both efforts reached a large number of permit area residents with information and allowed for face-to-face contact between the public and County staff and other educators.

Summary Table 1-1 : Public Education & Outreach (from Table 1-1 in County of Santa Barbara Storm Water Management Program)					
Year(s)	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
5	1.1 Public Opinion Survey	Survey performed in 2001.	Conduct survey in coordination with the County, to determine effectiveness of programs and future program direction.	1.1.1 Conduct public opinion survey in year 5.	County/regional partners
1 – 5	1.2 Brochures	Brochures and posters are available in Spanish and English.	Brochures provide information on how community members, including business owners and staff, can prevent storm water pollution.	1.2.1 Compile the number of brochures distributed. 1.2.2 Reach 15% of the brochure target population each year.	County

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Year(s)	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 – 5	1.3 PCW Website	Website is established.	The website provides information on how community members can prevent storm water pollution and also provides data on water quality within the County.	1.3.1 Compile the number website hits annually. 1.3.2 Increase hits to the website by 10% per year. 1.3.3 Develop improvements to increase utility of website (i.e., increase usefulness, improved presentation, better communication, more minutes spent on website).	County
1 – 5	1.4 Community Events	The County currently sponsors Creek Week which includes a Kid's Creek Fest as well as a booth for Earth Day.	Public events can reach a wide audience in providing information on how to prevent storm water pollution.	1.4.1 Compile the number of events organized or attended with displays as well as the number of people who attended each event. 1.4.2 Reach 15% of the permit area population each year.	County
1 – 5	1.5 South Coast Watershed Resource Center	Center opened in fall 2001	The Center hosts exhibits, activities, field trips for school groups, summer camps, community meetings, volunteer coordination and a resource library.	1.5.1 Increase visitation 10% each year, with FY 03-04 as the base year	County/CEC
1 – 5	1.6 Educational Programs for children	Ongoing	Classroom presentations are available on request and annual training is held for the Mountains to the Sea watershed curriculum.	1.6.1 Educate 30% of school children (K-8) every two years. 1.6.2 Administer pre- and post presentation evaluations.	County
1 – 5	1.7 Storm drain marking	The majority of storm drains are marked	The majority of storm drains were marked in the major business and residential areas.	1.7.1 Complete storm drain marking by the end of year two. 1.7.2 Check markers and replace every year as needed.	County
1 – 5	1.8 Green Gardener Certification Program	Over 500 gardeners trained to date, annual training in Spanish and English.	Continuation of program is contingent upon grant funding.	1.8.1 100 gardeners annually. 1.8.2 Complete pilot water quality study 1.8.3 Obtain 25 customer surveys annually. 1.8.4 Seek additional grant funding.	County/ program partners

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Year(s)	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	1.9 Storm water hotline;	Hotline is established	Hotline directs complaints and gives information.	1.9.1 Maintain hotline and document its usage. 1.9.2 Expand hotline usage into all County permit areas by the end of year 1, and continue to document usage. 1.9.3 Promote use of hotline through printed materials and website. 1.9.4 Respond to 100% of calls to Project Clean Water staff within 24 hours. Complaints outside direct County jurisdiction are forwarded to appropriate regulatory agency responsible for elimination of illegal discharges. Where the County of Santa Barbara has enforcement authority, County will respond directly and identify and control or eliminate illicit discharges as described in Section 3.2.4.	County
1 - 5	1.10 Landscape Education Program;	Program includes printed materials and public events	Written materials are distributed through the the annual landscape fair, and Water Awareness Day.	1.10.1 Reach 1,500 community members annually through materials and events. 1.10.2 Distribute at east 1,000 landscape brochures annually.	County

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Year(s)	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	1.11 Business Outreach;	Program focuses on restaurants, automotive services, mobile cleaners, and construction trades.	Written materials and posters are distributed to businesses, during complaint response, and at workshops. A Restaurant Recognition Award is presented quarterly.	1.11.1 Compile number of materials distributed annually. 1.11.2 Document workshops and number of participants. 1.11.3 Deliver brochures to businesses by hand to enable more face-to-face communication with owners. 1.11.4. Report results of water quality inspections completed by County Departments (as defined in Section 3.2.4).	County
1 - 5	1.12 Media Campaign;	Media campaigns are run on an annual basis.	Media campaigns are run around events such as Earth Day, Pollution Prevention Week, and Creek Week.	1.12.1 Co-sponsor at least two media campaigns each year. 1.12.2 Target advertisement of the Project Clean Water website to increase the number of visitors to the website.	County/regional partners
1 - 5	1.13 Latino Outreach	Media campaign completed in FY 03/04.	Media campaigns will be run again in the future as funding permits.	1.13.1 Document number of Spanish brochures, Latino events, students reached.	County Agua Pura WRC
1 - 5	1.14 Incentives for built-out areas	None	Research grant opportunities and establish program is funds are found.	1.14.1 Research grants/apply. 1.14.2. Implement incentive program.	County
3-5	1.15 Tributary signage	None	Install signs identifying the major tributaries (i.e., second order streams) of first order streams (streams that lead to the ocean) in the County permit area.	1.15.1 In year 3, the County will develop a program proposal and seek permits and outside funding to install signs where County roads cross the major tributaries of first order streams in the County permit area.	County

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BMP 1.1 Public Opinion Survey					
Year(s)	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	Public Opinion Survey	Survey performed in 2001.	Conduct survey in coordination with the County, to determine effectiveness of programs and future program direction.	1.1.1. Conduct public opinion survey in year 5.	County/regional partners

1.1.1 Measurable Goal: *Conduct public opinion survey in year 5.*

Status: At the suggestion of stakeholders, PCW held a working group meeting to discuss a public opinion survey and the possibility of conducting a survey in advance of Year 5. Discussions are ongoing and implementation before Year 5 will depend on the availability of funding.

Effectiveness: Implementation of this program element was begun in advance of the SWMP schedule.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW will continue working group meetings on this topic.

BMP 1.2 Brochures					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	Brochures	Brochures and posters are available in Spanish and English.	Brochures provide information on how community members, including business owners and staff, can prevent storm water pollution.	1.2.1. Compile the number of brochures distributed. 1.2.2. Reach 15% of the brochure target population each year.	County

1.2.1 Measurable Goal: *Compile the number of brochures distributed.*

Status: The County distributed 15,780 pieces of educational material focused on preventing storm water pollution. This count includes The Ocean Begins on Your Street brochure, brochures on household hazardous waste disposal and integrated pest management, Creek Care Guides, storm drain posters, and children's coloring books. Brochures were distributed by Project Clean Water, other Public Works divisions such as Resource Recovery and Waste Management, and County supported programs such as Isla Vista Recreation and Park District, Art From Scrap, and Agua Pura.

Brochures were updated in this year and new educational materials were developed. The Ocean Begins on Your Street brochure was updated and reprinted this year. Public education and outreach materials added this year to the list in the Storm Water Management Program (Appendix C) are:

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Brochures:

- The Answer is Backyard Composting and Yard Waste Reduction
- Santa Barbara County Creek Care Guide
- Protect Your Family and the Environment (household hazardous waste disposal)
- Community Hazardous Waste Collection Center for Small Business Generators
- various fact sheets created through the Our Water Our World program on integrated pest management (available at www.ourwaterourworld.org)

Additional Materials

- EPA Construction BMP posters
- EPA storm water pollution prevention bookmarks,
- Legal and Free Dumpsite for RVs
- Storm Water Pollution doorhanger

A storm water pollution doorhanger with a pollutant checklist and information on proper waste disposal was developed and printed this year. The doorhanger will be used during site investigations to alert residents and businesses of illicit discharges and direct them to clean up any pollution.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Brochure distribution reached a large number of residents (up to 15,780) with information tailored to Santa Barbara County that addresses pollutants of concern. Distribution of informational brochures is especially effective in combination with other BMPs such as Community Events.

Proposed Modifications: See BMP 1.2.2 below.

Proposed Year 2 Activities: PCW will seek out additional opportunities for brochure distribution such as through homeowners associations.

1.2.2 Measurable Goal: *Reach 15% of the brochure target population each year.*

Status: PCW distributes four targeted brochures. Distribution of each brochure and the percent of each target population reached are given in the table below.

Targeted Brochure Name	Target Population in Permit Area	# Distr.	Percent Population Reached
Helpful Hints for Horse Owners	24 stables; unknown private boarders	121	100% stables; unknown percent of private boarders
Creekside Concerns	1090 creekside residents	584	54%; includes mailing to 171 permit area residents living near 303(d) listed creeks
Gardener's Guide to Clean Water	103 landscape professionals; unknown number of	742	Minimum 40% landscape professionals through mailing and Green Gardener; 100% Isla Vista

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Targeted Brochure Name	Target Population in Permit Area	# Distr.	Percent Population Reached
	household gardeners		Rec and Park staff; 100% Orcutt Garden Club; unknown percent of household gardeners
A Dog Owner's Duty	Estimated 11,000 new dog licenses in 06-07	687	Minimum 6% dog owners up to 100% first-time dog owners through inclusion in County Animal Services and the Santa Ynez Valley Humane Society adoption packets

In addition to targeted mailings and visits to community groups, targeted audience brochures were distributed when investigating complaints, at community events, and at County administration buildings during Water Awareness Month in May.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Education through targeted brochures addressed specific behaviors that can lead to pollution.

Proposed Modifications: For outreach to the general public, PCW proposes to focus more on distributing general information brochures (e.g., The Ocean Begins on Your Street) than on distributing the four targeted brochures listed in the table above. There are a number of reasons for this change. The general brochures cover the targeted information plus additional information, can be distributed more widely, can be updated more frequently, and are more cost effective.

For specialized concerns such as gardening and horse waste, the County has in-depth guides on manure and green waste composting, integrated pest management, and sustainable landscaping. PCW also has specialized brochures for businesses. PCW and other County agencies will continue to distribute these items.

It is proposed that for Years 2-5 the measurable goals shown in BMP 1.2.1 and BMP 1.2.2 are modified into one measurable goal that reads “compile the number of all water quality related educational items distributed.” Accounting for the distribution of all materials provides a good estimate of the reach of County programs.

Proposed Year 2 Activities: PCW plans to develop a fact sheet that explains the NPDES permit and the County's SWMP.

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BMP 1.3. Project Clean Water Website					
Year	BMP/Pollutants of Concern	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	PCW Website All POCs	Website is established.	The website provides information on how community members can prevent storm water pollution and also provides data on water quality within the County.	1.3.1. Compile the number of website hits annually. 1.3.2. Increase hits to the website by 10% per year. 1.3.3. Develop improvements to increase utility of website (i.e., increase usefulness, improved presentation, better communication, more minutes spent on website).	County

1.3.1 Measurable Goal: *Compile the number of website hits annually.*

Status: The website received 27,928 visitors in Year 1.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. The website provides an appropriate method for encouraging public access to water quality information, BMPs, and PCW announcements, reports, and documents. The contents of the pages have been developed specifically for Santa Barbara County residents.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW will continue to promote the use of the website, update the website regularly with upcoming events and announcements.

1.3.2 Measurable Goal: *Increase hits to the website by 10% per year.*

Status: The number of hits in Year 1, 27,928, will be used as a baseline number with the goal of increasing the number by 10% each year.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW will continue to promote the use of the website, update the website regularly with upcoming events and announcements.

1.3.3 Measurable Goal: *Develop improvements to increase utility of website.*

Status: A number of improvements were made to the website in Year 1 to increase its utility. The website now has a main page that features current events and news related to

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water quality. Pages have been added for educators, businesses, construction, post-construction, and Spanish speakers. The website has been given a new domain name that is shorter and easier to remember: www.sbprojectcleanwater.org.

The website was expanded to include Spanish language pages on water pollution facts, PCW, laws and regulations, and BMPs for landscaping and restaurants.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Changes to the website were made to increase its utility for Santa Barbara County residents and were made specifically for implementing the County's SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW will work to add new features (e.g., links to water quality monitoring data).

BMP 1.4. Community Events					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	1.4 Community Events	The County currently sponsors Creek Week which includes a Kid's Creek Fest as well as a booth for Earth Day.	Public events can reach a wide audience in providing information on how to prevent storm water pollution.	1.4.1. Compile the number of events organized or attended with displays as well as the number of people who attended each event. 1.4.2. Reach 15% of the permit area population each year.	County

1.4.1 Measurable Goal: *Compile the number of events organized or attended with displays as well as the number of people who attended each event.*

Status: County staff and County-supported water quality related programs sponsored, had booths at, or provided educational materials on water quality related topics for 17 events attended by a total of 29,722 people in Year 1.

Event	Display Topic	Location	# of People in Attendance
Creek Week	Water quality	South County	137
Santa Ynez Materials Collection	Hazardous waste disposal	North County	363
Goleta Lemon Festival	Cigarette butt disposal	South County	5000
Great American Smokeout	Cigarette butt disposal	South County	450
Goleta Health Fair	Water quality and watersheds	South County	400

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Event	Display Topic	Location	# of People in Attendance
Earth Day Festival	Water quality, watersheds, hazardous waste disposal	South County	8600
Earth Day County Display	Water quality, watersheds, hazardous waste disposal	South County	200
Isla Vista Earth Day	Hazardous waste disposal	South County	500
Guadalupe Earth Day	Cigarette butt disposal	North County	500
Goleta Earth Day	Water quality, watersheds	South County	250
Santa Ynez Materials Collection	Hazardous waste disposal	North County	317
Cinco de Mayo	Hazardous waste disposal	South County	6000
BioBlitz, Santa Barbara Botanic Gardens	Water quality	South County	600
UCSB Wellness Fair	Hazardous waste disposal	South County	600
Steelhead Festival	Water quality, watersheds	South County	1070
Wonders of Water, Santa Barbara Zoo	Water quality, watersheds	South County	1735
Santa Maria Valley Trade Show	Water quality	North County	3000

The County was a lead organizer for the Creek Week Festival in October. Festival activities included a water quality forum, creek clean ups, water quality monitoring, nature walks, volunteer creek restoration, and a community reception. For Wonders of Water, the County and City of Santa Barbara partnered to create an interactive, climb-through storm drain exhibit for kids. At the Goleta Lemon Festival, Earth Day festivals, and other community events, the County had displays and gave out information about the importance of properly disposing of cigarette butts, a major component of litter and a source of toxins and plastic that can pollute waterways and harm aquatic life. Other County displays focused on proper disposal of household hazardous waste.

This year, PCW developed a new and attractive display poster that provides a visual explanation of the PCW mission and activities that can be viewed and understood at a glance. Because the poster is visually interesting, it has helped bring visitors to PCW booths.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Attendance at public events provides opportunities to

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educate the public through displays and brochures. A large number of the informational items distributed in Year 1 were handed out at public events.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW plans to host a booth at three events in North County in summer and fall of 2007. PCW will organize Creek Week in October, and will continue to attend other community events in South County. One goal for Year 2 is to work with the Community Environmental Council to add a Kids Creek festival component to the existing Steelhead Festival. Proper disposal of household hazardous waste will continue to be promoted at community events by Resource Recovery and Waste Management.

1.4.2 Measurable Goal: *Reach 15% of the permit area population each year.*

Status: Based on a 2000 census unincorporated population of 162,000, the County reached 18% of the permit area population through this BMP, exceeding the goal of 15%.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW plans to host a booth at three events in North County in summer and fall of 2007. PCW will organize Creek Week in October, and will continue to attend other community events in South County. One goal for Year 2 is to work with the Community Environmental Council to add a Kids Creek festival component to the existing Steelhead Festival. Proper disposal of household hazardous waste will continue to be promoted at community events by Resource Recovery and Waste Management.

BMP 1.5. South Coast Watershed Resource Center					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	South Coast Watershed Resource Center	Center opened in fall 2001	The Center hosts exhibits, activities, field trips for school groups, summer camps, community meetings, volunteer coordination and a resource library.	1.5.1. Increase visitation 10% each year, with FY 03-04 as the base year	County/CEC

1.5.1 Measurable Goal: *Increase visitation 10% each year, with FY 03-04 as the base year.*

Status: In Year 1, the County utilized the Watershed Resource Center (WRC) for youth education, public meetings, and community events. The County maintained weekend

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hours for drop-in visitation. A total of 4,128 people visited the Center through these programs.

To encourage visitation, the WRC was promoted at the Earth Day Festival and the Steelhead Festival.

Despite the large number of visitors to the Center, the measurable goal was not met. FY 03-04, the baseline year, was a year of relatively high visitation because of a successful Creek Watchers Program and an active Watershed Projects Volunteer Coordinator employed by CEC, the group that manages the WRC. Visitation was around 6,858. Since 03-04, Creek Watchers has ceased and CEC has shifted its focus to energy programs and has eliminated the Watershed Projects Volunteer Coordinator position.

As a result of the shift in CEC program focus, the future of the WRC is now being discussed by the County, CEC, Santa Barbara Channelkeeper, and Art From Scrap. The County is exploring with these groups a more effective structure for promoting broader use of the WRC.

Effectiveness: This program element was implemented, but the stated goal was not met as a result of programmatic changes beyond the control of the County. The County proposes to modify the measurable goal for this BMP as stated below. The WRC is an excellent resource for education and increasing awareness about water pollution; therefore, the County is currently working to promote visitation and develop a long-term plan for broader use of the facility.

Proposed Modifications: It is proposed that the measurable goals be modified to reflect the changes that have occurred regarding the management and use of the WRC since the first draft of the SWMP was written. The County proposes to eliminate 1.5.1 and replace with three new measurable goals. These would be

- **1.5.1 Measurable Goal:** *Maintain the use of the facility for youth education and other programs,*
- **1.5.2 Measurable Goal:** *Compile the number of visitors each year*
- **1.5.3 Measurable Goal:** *Facilitate the use of the Watershed Resource Center for at least two community events each year.*

Although the County will continue to promote the use of the WRC, attendance cannot be expected to increase by 10% each year indefinitely. Past experience has shown that drop-in visitation in particular is unreliable, even with increased advertising.

Proposed Year 2 Activities: PCW will work with CEC and other community groups to encourage increased use of the WRC for community events and volunteer activities. Use of the facility for school programs is already planned.

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BMP 1.6. Educational Programs for Children					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	Educational Programs for children	Ongoing	Classroom presentations are available on request and annual training is held for the Mountains to the Sea watershed curriculum.	1.6.1. Educate 30% of school children (K-8) every two years. 1.6.2. Administer pre-and post presentation evaluations.	County

1.6.1 Measurable Goal: *Educate 30% of school children (K-8) every two years.*

Status of Measurable Goal: In Year 1, the County reached 3,537 total students and 2,361 students in the permit area through classroom presentations, field trips, school assemblies, and teacher training. Outreach in the permit area reached about 21% of unincorporated students in grades K-8 (based on a total unincorporated K-8 population of 11,506). The measurable goal for this BMP is 30% of K-8 students in permit area by the end of Year 2. The County is on track to reach this goal by the end of Year 2.

In 2006, PCW staff participated in UCSB’s Teacher Enrichment Adventure in Watershed Education and Training by providing training on water quality to 12 teachers from schools throughout the county. PCW also had a booth at the annual Santa Barbara County Teachers Curriculum Fair. Eight copies of the Mountains to the Sea curriculum were distributed in Year 1.

Although the Mountains to the Sea curriculum will continue to be distributed, teacher trainings on Mountains to the Sea are no longer offered due to a lack of teacher response. In addition, some of the resource information in the curriculum is now out of date, as a result staff time will be spent training teachers on water quality related topics in conjunction with newer existing programs such as Project WET and the UCSB NOAA funded Teacher Enrichment Adventure in Watershed Education and Training.

PCW staff gave lessons on storm water pollution prevention in classrooms and school assemblies. PCW also supported education through Art From Scrap, Agua Pura, and the Santa Barbara Housing Authority. Art From Scrap’s Creek Kids Series teaches children about watersheds and that polluted storm water runoff flows into creeks and the ocean. The lesson plans emphasize the storm drain connection. One element of the series is a field trip to the WRC where the students participate in a beach clean up. Agua Pura is a program that teaches kids about watersheds and watershed health in after-school settings. Agua Pura specializes in outreach to Latino youth. The Santa Barbara Housing Authority runs a program called Splash 2 Trash, a multi-week series that teaches kids about watersheds, water resources, and human impacts on water quality.

A focus of PCW efforts in Year 1 was extending youth education programs into North County. PCW staff trained Art From Scrap educators on water resources and water quality problems specific to the Santa Maria river basin. Art From Scrap then conducted

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in-class lessons and took school children on field trips to the Cabrillo High School Aquarium located in Lompoc.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Youth Education is an appropriate approach to storm water pollution education in Santa Barbara County. The topic fits into required curriculum topics, and school aged children are particularly receptive to the information presented. A number of well-established and experienced local groups offer water quality lessons. Through support of these programs, the County is able to reach many more students than through PCW presentations alone.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW has reallocated funding for FY 07-08 to provide for increased storm water education in Orcutt public schools through Art From Scrap. Art From Scrap estimates that with the additional funds they will increase their reach by 50% relative to FY 06-07. With support from the County, Art From Scrap will also provide storm water education in South County schools, focusing on public schools in unincorporated areas. Through Art From Scrap, PCW will offer water quality education resources such as water quality testing kits to teachers.

PCW staff will continue to do outreach to schools with an emphasis on large group presentations and events like health fairs, school assemblies, beach days, and science nights.

In FY 07-08, PCW will look for new opportunities to do teacher training through established programs or in schools where a number of teachers are interested in attending. Teacher training may be done in cooperation with education groups such as UCSB or Art From Scrap.

1.6.2 Measurable Goal: *Administer pre- and post-presentation evaluations.*

Status: Art From Scrap administered pre- and post-presentation evaluations to 57 6th graders who participated in the Creek Kids Series.

Effectiveness: This program element resulted in increased awareness. The results of the evaluations show that the students' understanding of watersheds and storm water pollution was generally better after completing the series. Of particular note is the comparison of before and after responses to the true/false statement "Everyone lives in a watershed." Prior to the series, 33% of the students answered correctly. After the series, 86% answered correctly.

Proposed Modifications: None.

Proposed Year 2 Activities: Continued evaluations of participants from Creek Kids series.

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BMP 1.7. Storm Drain Marking					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	Storm drain marking	The majority of storm drains are marked	The majority of storm drains were marked in the major business and residential areas.	1.7.1. Complete storm drain marking by the end of year two. 1.7.2. Check markers and replace every year as needed.	County

1.7.1 Measurable Goal: *Complete storm drain marking by the end of year two.*

Status: County staff marked a total of 863 storm drain inlets in Year 1. Also in Year 1, the County began using more durable markers composed of steel. PCW has continued efforts to confirm existing maps of all storm drain inlets and locate unmarked inlets. Changes to existing maps are made as warranted. This effort will be extended into Year 2 with the goal of marking all inlets by the end of Year 2.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Storm Drain Marking is appropriate for the community and addresses an important pollution source. On 25 separate occasions, PCW recorded illegal dumping of construction material, wash water, and hazardous materials directly into gutters or storm drains.

Proposed Modifications: None.

Proposed Year 2 Activities: The County has listed the goal of marking all storm drains in the permit area by the end of Year 2. To do this, a complete inventory of storm drain inlets and the condition and presence or absence of a marker is required. PCW will update the existing storm drain database in FY 07-08.

1.7.2 Measurable Goal: *Check markers and replace every year as needed.*

Status: Included in the count of 863 storm drain inlets marked in Year 1 are markers that were installed to replace old, missing, or damaged ones. Storm drain markers are replaced on an as-needed basis.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: Unmarked storm drains will be marked, and damaged or deteriorated storm drain markers will be replaced.

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BMP 1.8. Green Gardener Certification Program					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	1.8 Green Gardener Certification Program	Over 500 gardeners trained to date, annual training in Spanish and English.	Continuation of program is contingent upon grant funding.	1.8.1. Train 100 gardeners annually. 1.8.2. Complete pilot water quality study 1.8.3. Obtain 25 customer surveys annually. 1.8.4. Seek additional grant funding.	County/ program partners

1.8.1 Measurable Goal: *Train 100 gardeners annually.*

Status: A total of 105 gardeners were certified through the Green Gardener Program in Year 1. To encourage participation, the Green Gardener Program was promoted County wide through print and radio ads and press releases.

All landscape professionals that attended Green Gardener classes were trained in reducing polluted runoff and received brochures on BMPs appropriate for commercial and residential gardening and Our Water Our World fact sheets on integrated pest management.

Effectiveness: This program element resulted in behavioral changes in the target audience and implementation of BMPs for reducing storm water pollution. In Fall 2006, 16 Green Gardener students from the South County bilingual class completed a course survey and 82% responded that they were planning to change their practices based on information learned in the course. The changes listed were altering irrigation practices, using fertilizers correctly, and reducing pesticide use or substituting organic methods.

The Green Gardener Program is an appropriate method for reaching a target audience and addressing certain pollutants of concern in Santa Barbara County. In a telephone survey completed in 2002, gardeners and business owners were identified as two groups who were willing to change their practices in order to reduce storm water pollution. This BMP is appropriate for reaching those groups. The pollutants of concern addressed specifically through Green Gardener courses are nutrients and pesticides, both of which have been detected or are found in elevated quantities in Santa Barbara County creeks.

Proposed Modifications: None.

Proposed Year 2 Activities: In order to draw at least 100 Green Gardener students, the County will focus on advertising the classes for FY 07-08.

1.8.2 Measurable Goal: *Complete pilot water quality study.*

Status: The County and its partners developed a self-assessment tool that is used by each landscape professional to rate his or her gardening practices relative to certain standards.

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The self-assessment tool was designed to replace the water quality study, which was evaluated in Year 1 and determined to be an impractical and inappropriate means of assessing the effectiveness of the Green Gardener Program. Baseline water quality data have been collected irregularly (i.e. varying from monthly to storm sampling) at coarse spatial resolution. Because of the poor temporal and spatial resolution of the data, it is unlikely that measurable or statistically significant reduction in measured pollutants can be related to of landscape professionals through water quality sampling as proposed. The self-assessment tool will be administered during Green Gardener classes and offered as a re-certification option in Year 2.

Effectiveness: This program element was modified and implemented. The self-assessment tool will be an effective means of tracking behavioral changes beginning in Year 2.

Proposed Modifications: The County proposes to substitute a self-assessment tool for the pilot water quality study on the list of measurable goals. The self-assessment tool provides insight into a landscape professional's level of knowledge and use of green gardening practices including proper fertilization and irrigation that minimizes excess runoff. The self-assessment tool will be offered as an option for recertification, and the results can be used to revise the program as needed.

The new proposed measurable goal would therefore be:

1.8.2 Measurable Goal: *Implement and promote use of self-assessment tool by Green Gardeners*

Proposed Year 2 Activities: The County will compile the results of the new self-assessment tool, which will provide a means of assessing the effectiveness of the program.

1.8.3 Measurable Goal: *Obtain 25 customer surveys annually.*

Status: On page 1-6 of the SWMP, this measurable goal reads “*Obtain customer surveys from a minimum of 25 certified gardeners each year during years 2-5.*” This wording of the measurable goal was used in Year 1. Although not yet required, 10 customer surveys were collected in Year 1.

Effectiveness: Implementation of this program element was begun in advance of the SWMP schedule. This program element indicates that the BMP has resulted in modified behavior. Surveyed customers indicate that their gardener's practices have improved since becoming certified.

Proposed Modifications: The County also proposes to change the measurable goal regarding surveys to add the self-assessment tool as an option to the customer surveys.

The new proposed measurable goal would therefore be:

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1.8.3 Measurable Goal: *Obtain customer surveys or self-assessment tools from a minimum of 25 certified gardeners during Years 2-5.*

It is expected that the number of certified gardeners who complete customer surveys will decrease when the self-assessment tool is added as an option for re-certification. Both types of assessments will be useful for evaluating the program and its effectiveness.

Proposed Year 2 Activities: The County will compile the results of the new self-assessment tool, which will provide a means of assessing the effectiveness of the program.

1.8.4 Measurable Goal: *Seek additional grant funding.*

Status: Grant funding for the Green Gardener Program has expired, and the program is now funded through sponsors that include Santa Barbara County, other local agencies, water purveyors, and private companies.

Effectiveness: This program element was not implemented because grant funding is no longer required.

Proposed Modifications: The County proposes to eliminate this measurable goal.

Proposed Year 2 Activities: Not applicable.

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BMP 1.9. Storm Water Hotline					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	1.9 Storm water hotline	Hotline is established	Hotline directs complaints and gives information.	1.9.1. Maintain hotline and document its usage. 1.9.2. Expand hotline usage into all County permit areas by the end of year 1, and continue to document usage. 1.9.3. Promote use of hotline through printed materials and website. 1.9.4. Respond to 100% of calls to Project Clean Water staff within 24 hours. Complaints outside direct County jurisdiction are forwarded to appropriate regulatory agency responsible for elimination of illegal discharges. Where the County of Santa Barbara has enforcement authority, County will respond directly and identify and control or eliminate illicit discharges as described in Section 3.2.4.	County

1.9.1 Measurable Goal: *Maintain hotline and document its usage.*

Status: The hotline was maintained through Year 1 and received a total of 257 calls.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. The storm water hotline is an appropriate tool for reducing nonpoint source pollution in the county. Residents have expressed confusion about where to report water pollution and where to dispose of hazardous waste. Both of these pieces of information are made available through the hotline. The hotline has been maintained in collaboration with other local government offices so that residents who call receive up-to-date information.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW will continue to maintain the hotline and document its usage.

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1.9.2 Measurable Goal: *Expand hotline usage into all County permit areas by the end of year 1 and continue to document usage.*

Status: The hotline was updated and expanded to cover all areas in the County. The referral tree was also expanded and sent to all agencies who may receive calls through the hotline. The tree gives numbers for all County and City offices related to water in the County so that misdirected calls can be redirected.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. The hotline was updated with information and connections to all relevant City and County storm water programs for efficient reporting of storm water pollution.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW has identified the need for a general PCW business card with the website and hotline number on it. Such a card will be developed, printed, and distributed.

1.9.3 Measurable Goal: *Promote use of hotline through printed materials and website.*

Status: The hotline was promoted this year through printed materials including print ads, magnets, and brochures. The hotline was also printed on bus ads that were installed in MTD buses in March and will run through December. In addition, the hotline was given a prominent location on the newly designed website and was advertised online through the local news provider edhat.com.

Through conversations with residents it became clear that few people understood what “water quality hotline” meant. PCW is now using the direction “Call 1-877-OUR-OCEAN to Report Water Pollution” on all new printed materials, bus ads, and on the website. This change should result in more calls to the hotline.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW has identified the need for a general PCW business card with the website and hotline number on it. Such a card will be developed, printed, and distributed.

1.9.4 Measurable Goal: *Respond to 100% of calls to Project Clean Water staff within 24 hours.*

Status: Refer to Minimum Control Measure 3.0. Illicit Discharge Detection and Elimination for the status of this measurable goal.

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BMP 1.10. Landscape Education Program					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	1.10 Landscape Education Program;	Program includes printed materials and public events	Written materials are distributed through the annual landscape fair, and Water Awareness Day.	1.10.1. Reach 1,500 community members annually through materials and events. 1.10.2. Distribute at least 1,000 landscape brochures annually.	County

1.10.1 Measurable Goal: *Reach 1,500 community members annually through materials and events.*

Status: In Year 1, the County reached 9,300 community members with landscape information at Earth Day, Santa Barbara Botanic Garden BioBlitz, and Water Awareness Month. PCW reached 191 community members through landscape oriented presentations, workshops, and one-on-one interaction at tabling events. One new activity held this year was an informational table on integrated pest management (IPM) at the Orchard Supply Hardware. Also in Year 1, County TV regularly aired a program called Garden Wise Guys. Garden Wise Guys covers topics that include integrated pest management, appropriate fertilizer application, and irrigation to prevent over watering. County TV is accessible to 400,000 residents.

The annual landscape fair is no longer being held. PCW will continue to distribute landscape information at other community events.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. A 2002 survey conducted by the County identified non-commercial gardeners as one group that is willing to change behavior in order to protect water quality; thus, landscape education is an appropriate component of the County's education and outreach. Landscaped lawns and grounds are typical of homes and businesses in the County, and a lack of rain throughout most of the year requires owners to irrigate, which can cause excessive runoff if not regulated properly. These things suggest that a lot of opportunities exist to improve water quality through education about landscaping practices. Landscape education helps to address nutrient loading, a particular concern for Santa Barbara County waterways. It also addresses pesticides and general washing of contaminants into storm drains.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW will continue to participate in the Our Water Our World program and distribute materials on IPM. PCW will also continue to look for opportunities to sponsor informational booths in cooperation with groups such as the Master Gardener Program of UC Cooperative Extension. Landscape education will be continued through the Water Agency and its Garden Wise Guys programming and

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various brochures. Landscape education information will be distributed at community events and during Water Awareness Month.

1.10.2 Measurable Goal: *Distribute at least 1,000 landscape brochures annually.*

Status: This year, PCW continued its participation in the Our Water Our World program by working with local store owners to display fact sheets on less toxic pest management in stores. The OWOW program was started in the San Francisco Bay area and provides information to consumers on less toxic alternatives to traditional chemical pesticides and rapid release fertilizers. PCW began participating in 2004. PCW staff stocked three stores in the unincorporated areas and seven stores in the cities of Goleta, Solvang and Buellton with OWOW fact sheets. Many of the seven stores in the cities are frequented by residents from nearby unincorporated areas. In Year 1, PCW replenished store displays with 2,150 fact sheets. In addition, County staff distributed 150 copies of the brochure Sustainable Landscapes for the Central Coast this year.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: Continued participation with OWOW.

BMP 1.11. Business Outreach					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	Business Outreach;	Program focuses on restaurants, automotive services, mobile cleaners, and construction trades.	Written materials and posters are distributed to businesses, during complaint response, and at workshops. A Restaurant Recognition Award is presented quarterly.	1.11.1. Compile number of materials distributed annually. 1.11.2. Document workshops and number of participants. 1.11.3. Deliver brochures to businesses by hand to enable more face-to-face communication with owners. 1.11.4. Report results of water quality inspections completed by County Departments (as defined in Section 3.2.4).	County

1.11.1 Measurable Goal: *Compile number of materials distributed annually.*

Status: This year, the County distributed 110 brochures and posters on preventing storm water pollution from business operations, and 800 brochures on proper disposal of hazardous waste generated by small businesses.

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Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. A number of the storm water pollution complaints received each year are related to poor business practices; therefore, it is appropriate that the County's SWMP include business outreach.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW is currently planning workshops and presentations for Fall 2007. PCW will work with the sanitation districts to offer workshops to restaurant managers. PCW is also in communication with Santa Barbara City College professors about incorporating guest lectures on storm water pollution prevention during culinary and hotel management courses. PCW staff will continue to educate business managers and employees during site inspections for compliance with storm water discharge regulations. Brochures will be offered at events attended by businesspersons. For example, PCW will attend the Santa Barbara Business Trade Show in August 2007. The County will continue to assist in developing a county-wide Green Business Program in which the businesses that are certified are ones that show a commitment to water pollution prevention.

1.11.2 Measurable Goal: *Document workshops and number of participants.*

Status: In Year 1, PCW worked to develop and schedule workshops to be held in Year 2. See below for more details. To make contact with business owners in Year 1, PCW attended the Small Business Success Forum on the South Coast and the Santa Maria Trade Show in North County with displays and materials about storm water pollution and business practices. Combined, the program reached 3,600 residents and business owners through these events.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW is currently planning workshops and presentations for Fall 2007. PCW will work with the sanitation districts to offer workshops to restaurant managers. PCW is also in communication with Santa Barbara City College professors about incorporating guest lectures on storm water pollution prevention during culinary and hotel management courses. PCW staff will continue to educate business managers and employees during site inspections for compliance with storm water discharge regulations. Brochures will be offered at events attended by businesspersons. For example, PCW will attend the Santa Barbara Business Trade Show in August 2007. The County will continue to assist in developing a county-wide Green Business Program in which the businesses that are certified are ones that show a commitment to water pollution prevention.

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1.11.3 Measurable Goal: *Deliver brochures to businesses by hand to enable more face-to-face communication with owners.*

Status of Measurable Goals: County staff visited 33 businesses in the permit area as a result of complaints or discoveries of illegal discharges. See summary table in Appendix. The business owners and managers were given brochures and educated on the law and the prevention of storm water pollution.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW is currently planning workshops and presentations for Fall 2007. PCW will work with the sanitation districts to offer workshops to restaurant managers. PCW is also in communication with Santa Barbara City College professors about incorporating guest lectures on storm water pollution prevention during culinary and hotel management courses. PCW staff will continue to educate business managers and employees during site inspections for compliance with storm water discharge regulations. Brochures will be offered at events attended by businesspersons. For example, PCW will attend the Santa Barbara Business Trade Show in August 2007. The County will continue to assist in developing a county-wide Green Business Program in which the businesses that are certified are ones that show a commitment to water pollution prevention.

1.11.4 Measurable Goal: *Report results of water quality inspections completed by County Departments.*

Status of Measurable Goal: Results of water quality inspections completed by County Departments are reported under Minimum Control Measure 3.0. Illicit Discharge Detection and Elimination.

1.11.5 Measurable Goal (new): *Participate in County Green Business Program.*

Status: In Year 1, the County began participating in the development of a county-wide Green Business Program. PCW has been a part of the planning in order to ensure that meeting storm water pollution prevention requirements is a criterion for green business certification. This program will replace the PCW Restaurant Recognition Program, which is no longer being promoted.

Proposed Modifications: This is a new program element proposed for Years 2-5.

Proposed Year 2 Activities: The County will participate in the Green Business Program.

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1.12. Media Campaign					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	Media Campaign	Media campaigns are run on an annual basis.	Media campaigns are run around events such as Earth Day, Pollution Prevention Week, and Creek Week.	1.12.1. Co-sponsor at least two media campaigns each year. 1.12.2. Target advertisement of the Project Clean Water website to increase the number of visitors to the website.	County/regional partners

1.12.1 .Measurable Goal: *Co-sponsor at least two media campaigns each year.*

Status: This year, PCW co-sponsored bilingual clean water ads on MTD buses in cooperation with the cities of Goleta and Santa Barbara. MTD buses have a ridership of about 1 million persons per year. Beginning March 2007, the ads were changed to target car washing on streets.

In association with Creek Week, PCW co-sponsored print ads in two local publications. In December, PCW placed a week-long series of print ads (eight ads total) focused on what residents can do to prevent water pollution. For Earth Day, PCW partnered with the City of Santa Maria to place two consecutive ads in a North County Spanish language weekly publication that explained the difference between storm drains and sewers and gave recommended actions for preventing storm water pollution. An Earth Day ad was also run in the Santa Barbara Independent, which is distributed on the South Coast and Santa Ynez valley.

PCW and the City of Goleta partnered up to place clean water ads in Blue Edge magazine from January 2007 through June 2007. The ads focused on what actions South Coast residents can take to prevent water pollution at beaches.

PCW worked with the Community Environmental Council to bring the film Our Synthetic Sea to County TV. The film looks at the impacts of plastic debris in the ocean and traces the source to storm water runoff from land. For a few months, County TV frequently aired the film during its nightly segment set aside for health related topics.

Also this year, the County's No Butts Left Behind campaign ran 26 print ads and radio ads on proper disposal of cigarette butt litter, and Resource Recovery assisted KEYT in planning used oil recycling ads that talk about keeping oil out of storm drains.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. The ads placed by PCW are tailored to the local population and address known pollution sources and polluting practices. Other County media campaigns in Year 1 (i.e. No Butts Left Behind and used oil recycling) were also targeted toward specific local problems. Combined, the ads address VOCs, nutrients, pesticides and pathogens in addition to general storm water pollution prevention.

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Proposed Modifications: None.

Proposed Year 2 Activities: As part of its media campaign, PCW will continue to run bus ads in partnership with the cities of Goleta and Santa Barbara. Other media campaigns will be centered around Creek Week, Pollution Prevention Week, Earth Day, or Water Awareness Month.

1.12.2 Measurable Goal: *Target advertisement of Project Clean Water website to increase the number of visitors to the website.*

Status: The website was included on all PCW print ads and was advertised online at edhat.com in January and in April. A link to the website was added to other frequently visited sites such as the Coastal Commission’s website and www.earth911.org. A link was also placed on the KEYT (local television station) website during their Recycle Used Oil campaign in May and June. A thumbnail link to the PCW website was added to the main County homepage.

Effectiveness: Awareness about the website has increased. Since 2003, website traffic has increase from about 300 hits per month to over 2,500 hits per month. The total number of page visits, including visits by the same user, is currently over 10,000 per month.

Proposed Modifications: None.

Proposed Year 2 Activities: As part of its media campaign, PCW will continue to run bus ads in partnership with the cities of Goleta and Santa Barbara. Other media campaigns will be centered around Creek Week, Pollution Prevention Week, Earth Day, or Water Awareness Month.

BMP 1.13. Latino Outreach					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	Latino Outreach	Media campaign completed in FY 03/04.	Media campaigns will be run again in the future as funding permits.	1.13.1. Document number of Spanish brochures, Latino events, students reached.	County Agua Pura WRC

1.13.1 Measurable Goal: Document number of Spanish brochures, Latino events, students reached.

Status: To reach Spanish speaking residents in the county, PCW co-sponsored ads on Univision television in cooperation with the cities of Goleta and Santa Barbara. The ads, which were run over a 12-month period, focused on making the connection between storm drains and local creeks and the ocean. The ads reached an estimated 133,300 Spanish-speaking persons county wide.

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As described under the BMP Media Campaign, the County also co-sponsored bilingual clean water ads on MTD buses.

Approximately 1,900 Spanish language brochures and educational items were distributed this year through community events, mailings, and groups such as Agua Pura. Of the 1,900 distributed, 175 were Spanish language coloring books targeted toward youth education.

Through its support of Agua Pura, the County provided watershed and storm water education to 539 Latino students. The County allocated additional funding to Agua Pura in Year 1 for the creation of a Spanish language fotonovela about preventing storm water pollution. Fotonovelas, popular throughout Latin America, are comic-book style narratives that use photographs to tell a story with a message. In the process of creating the fotonovela, Agua Pura reached a total of 64 persons through community focus meetings.

In Year 1, the County also supported a program for Latino youth in the Carpinteria area through the Splash 2 Trash program of the Housing Authority of the City of Santa Barbara. Fourteen youth from age 6 to age 17 joined the two-week after-school program, participating in a number of field trips and activities focused on water resource protection.

In cooperation with Youth CineMedia and Zona Seca, PCW involved local Latino teens in producing a radio public service announcement about picking up trash and preventing pollution on beaches. The spot is running indefinitely on KCSB.

The County attended the Cinco de Mayo festival with displays on household hazardous waste disposal. Over 6,000 people attended the festival this year.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. A large portion (about 34%) of the county population is Hispanic, creating a need for Spanish language outreach and education. PCW focuses on messages that are particular to the needs and practices of the Latino community. For example, surveys and discussions with community members have indicated that hosing down yard areas is a common practice in Latino households. Discouraging this practice was one message included in the fotonovela created in Year 1. The Spanish language outreach conducted by the County covers all pollutants of concern for County water bodies.

Proposed Modifications: None.

Proposed Year 2 Activities: In Year 2, PCW will again co-sponsor an ad campaign on Univision. Three new ads were filmed in July 2007; one communicates the message that storm drains are not sewers, another emphasizes sweeping up yard waste instead of hosing down outside areas, and a third explains where to take household hazardous waste for proper disposal. In August 2007, PCW will be partnering with Agua Pura to bring a

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Spanish language interactive display to Family Day in the Park, a large event in North County that attracts primarily Latino families. PCW will pursue opportunities to reach the teenaged Latino population through cooperation with Youth CineMedia and other community based organizations. These media outreach efforts will be coordinated with County departments and other local agencies with overlapping responsibilities.

BMP 1.14. Incentives for Built-Out Areas					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	Incentives for built-out areas	None	Research grant opportunities and establish program is funds are found.	1.14.1. Research grants/apply. 1.14.2. Implement incentive program.	County

1.14.1 Measurable Goal: *Research grants/apply.*

Status: Grant funding opportunities to support the County's storm water program, including incentives for built-out areas, were researched and compiled this year.

In Year 1, the County hired Wallace Group to evaluate its development review procedures. One component of the scope of work was to research incentive programs used by other holders of NPDES permits and to gather recommendations for an incentive program in Santa Barbara County. The findings and recommendations are included in the final report which is available at http://www.sbprojectcleanwater.org/post_construction.html.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Numerous development projects are proposed each year in Santa Barbara County. Development review is thus an appropriate avenue for increasing storm water quality protection in the County.

Proposed Modifications: None.

Proposed Year 2 Activities: PCW will continue to research and apply for grants as appropriate.

1.14.2 Measurable Goal: *Implement incentive program.*

Status: In accordance with the SWMP, this program element is scheduled for Year 3.

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BMP 1.15. Tributary Signage					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	Tributary signage	None	Install signs identifying the major tributaries (i.e., second order streams) of first order streams (streams that lead to the ocean) in the County permit area.	1.15.1. In year 3, the County will develop a program proposal and seek permits and outside funding to install signs where County roads cross the major tributaries of first order streams in the County permit area.	County

1.15.1 Measurable Goal: In year 3, the County will develop a program proposal and seek permits and outside funding to install signs where County roads cross the major tributaries of first order streams in the County permit area.

Status: In Year 1, PCW compiled a list of grant sources that may be available to fund the tributary signage and other programs.

Effectiveness: Implementation of this program element was begun in advance of the SWMP schedule.

Proposed Modifications: None.

Proposed Year 2 Activities: The County will pursue funding from the Coastal Impact Assistance Program for tributary signage.