

2.0 PUBLIC PARTICIPATION AND INVOLVEMENT

Introduction

The Public Involvement and Participation Minimum Control Measure is intended to foster active community support for the Storm Water Management Program and give direction to its implementation. Participation by the public ensures that the program reflects community values and priorities and thus has the highest potential for success.

Stakeholder Meetings and Community Clean-ups contributed the most to the overall success of this Minimum Control Measure. Project Clean Water (PCW) Stakeholders regularly provide comments and suggestions that PCW utilizes to improve the County's Storm Water Management Program and BMPs. Stakeholders have been particularly involved in the Post-Construction Program and development of the Storm Water Ordinance. The most active Stakeholders are from local non-profits and local government agencies. Community Clean-ups have been the most successful way to reach other community members. The County has reached groups of all ages through clean-ups organized by PCW, the County Parks Department, and Resource Recovery (discussed under BMP 6.4.5).

Summary Table 2-1 Public Participation and Involvement (From Table 2-3 in County of Santa Barbara Storm Water Management Program)					
Year	BMP	Status (Jul 06)	Implementation Details	Measurable Goal	Implementing Entity
1	2.1 Establish Steering Committee	Ongoing stakeholder meetings are held monthly in South County	Establish North County Stakeholder Committee by advertising and contacting community groups.	2.1.1. Maintain South County Stakeholder Committee 2.1.2. North County Stakeholder Committee meeting bi-monthly by end of year 1. 2.1.3. Stakeholder committees review SWMP annual reports.	County/regional partners

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Year	BMP	Status (Jul 06)	Implementation Details	Measurable Goal	Implementing Entity
1 - 5	2.2 Regular Public meetings	Ongoing stakeholder meetings are held monthly in South County. Public forums are held semi-annually.	Establish separate City stakeholder committee by advertising and contacting community groups.	<p>2.2.1. Continue meetings of the Stakeholder Committee, alternating north and south County committee meetings bi-monthly.</p> <p>2.2.2. Advertise to increase attendance to committee meetings. Contact committee members in person to encourage their participation and to determine what would make the meetings worth attending.</p> <p>2.2.3. Organize and facilitate regular working group meetings to engage local agencies and organizations on ongoing mutual issues (e.g., funding, direction of public education efforts and targeted information campaigns, emerging issues).</p> <p>2.2.4. Document attendance at stakeholder meetings.</p> <p>2.2.5. Hold public forums at least once/year on relevant water quality topics.</p>	County/regional partners
1 - 5	2.3 Coordination among agencies	Ongoing	The Intergovernmental Committee meets quarterly, and the California Storm Water Quality Association meets bi-monthly.	<p>2.3.1 Continue to convene/ attend meetings.</p> <p>2.3.2 Document attendance and actions.</p>	County/regional partners
1 - 5	2.4 Volunteer water quality sampling	Ongoing	Statewide Snapshot day provides regular volunteer water quality sampling opportunities.	2.4.1 Sponsor volunteer sampling a minimum of twice/year	County

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Year	BMP	Status (Jul 06)	Implementation Details	Measurable Goal	Implementing Entity
1 – 5	2.5 Community Clean-ups	The County sponsors creek clean-ups during Creek Week.	Continue sponsorship of creek clean-ups during Creek Week.	2.5.1 Sponsor a volunteer creek clean-up each fall, affecting a minimum of four watersheds. 2.5.2 Sponsor four beach clean-ups each year	County/CEC
1 - 5	2.6 Community meetings/forums	Community forums are held on a semi-annual basis.	Community forums will continue and will focus on water quality topics.	2.6.1 Sponsor a minimum of one community forum each year. 2.6.2 Document issues addressed and number of participants.	County
1 - 5	2.7 Water Quality Hotline	See Public Education and Outreach section			
5	2.8 Public Opinion Surveys	See Public Education and Outreach section			

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BMP 2.1. Establish Steering Committee					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	2.1 Establish Steering Committee	Ongoing stakeholder meetings are held monthly in South County	Establish North County Stakeholder Committee by advertising and contacting community groups.	2.1.1. Maintain South County Stakeholder Committee 2.1.2. North County Stakeholder Committee meeting bi-monthly by end of year 1. 2.1.3. Stakeholder committees review SWMP annual reports.	County/regional partners

2.1.1 Measurable Goal: *Maintain South County Stakeholder Committee.*

Status: PCW has maintained the South County Stakeholder Committee.

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

Proposed Modifications: None.

Planned Year 2 Activities: PCW will continue to maintain the south County Stakeholder Committee.

2.1.2 Measurable Goal: *North County Stakeholder Committee meeting bi-monthly by end of year 1.*

Status: PCW has formed a North County Committee composed of Orcutt area interests and in conjunction with other North County permittees. The North County Committee met three times in Year 1: September 2006, January 2007, and April 2007. Quarterly meetings are planned for Year 2. Starting January 2007, meeting agendas and minutes were posted at http://www.sbprojectcleanwater.org/stakeholder_agendas.html. See Appendix for summary of all Stakeholder meetings.

Effectiveness: Implementation of this program element was changed from bi-monthly to quarterly meetings to match the frequency of South County Stakeholder meetings. The quarterly meeting schedule was begun in Year 1.

Proposed Modifications: The County proposes to hold North County stakeholder meetings quarterly (see discussion in BMP 2.2 below).

Planned Year 2 Activities: PCW will hold North County Stakeholder meetings on quarterly basis to match the frequency of meetings on the South County.

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2.1.3 Measurable Goal: *Stakeholder committees review SWMP annual reports.*

Status: Review of the Year 1 annual report by stakeholders was held in August and September 2007. A draft of the annual report was posted online and e-mail notification was sent to the Stakeholder committees on August 24. A public workshop was held in Solvang on September 6. No stakeholders attended. Comments on the draft report were accepted through September 10.

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

Proposed Modifications: None.

Planned Year 2 Activities: PCW will involve Stakeholder committee review of the Year 2 Annual Report.

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BMP 2.2. Regular Public Meetings					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	2.2 Regular Public meetings	Ongoing stakeholder meetings are held monthly in South County. Public forums are held semi-annually.	Establish separate City stakeholder committee by advertising and contacting community groups.	2.2.1. Continue meetings of the Stakeholder Committee, alternating north and south County committee meetings bi-monthly. 2.2.2. Advertise to increase attendance to committee meetings. Contact committee members in person to encourage their participation and to determine what would make the meetings worth attending. 2.2.3. Organize and facilitate regular working group meetings to engage local agencies and organizations on ongoing mutual issues (e.g., funding, direction of public education efforts and targeted information campaigns, emerging issues). 2.2.4. Document attendance at stakeholder meetings. 2.2.5. Hold public forums at least once/year on relevant water quality topics.	County/regional partners

2.2.1 Measurable Goal: *Continue meetings of the Stakeholder Committee, alternating north and south County committee meetings bi-monthly.*

Status: PCW held four Stakeholder meetings in South County and three in North County in Year 1. Three of the four meetings were workshops to discuss elements of the SWMP and the County’s Post-Construction Program and Development Review procedures.

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Meeting Date	Location	Topic	Attendance
July 20, 2006	South County	RWQCB Hearing and FY 06-07 Implementation	15
Sept 21, 2006	South County	County Land Use Policy	20
Sept 28, 2006	North County	County Land Use Policy	12
Jan 18, 2007	South County	Stormwater Ordinance	16
Jan 25, 2007	North County	Stormwater Ordinance	5
April 19, 2007	South County	County's Development Review Process	14
April 26, 2007	North County	County's Development Review Process	15

Instead of alternating the meetings every other month between north and south, the meetings were instead scheduled in the same month one week apart so that the groups could provide contemporaneous comment on a given project or emerging issue highlighted on the agenda. Although the meeting schedule format was changed from the way it's described in the Measurable Goal, the overall number of meetings remains the same.

Effectiveness: Implementation of this measurable goal was in accordance with the Storm Water Management Program, although modified slightly to better fit the needs of the program.

Proposed Modifications: The County proposes to change the wording used for this measurable goal, so that it better meets the needs of our stakeholders for consistent and meaningful involvement with the Project Clean Water program. Instead of "alternating north and south County committee meetings bi-monthly" we proposed to hold "quarterly" meetings in both north and south County. Overall, this schedule results in the same outcome: eight meetings per year, four in the north, four in the south.

Planned Year 2 Activities: As in Year 1, PCW will hold four meetings each (quarterly) in South and North County in Year 2

2.2.2 Measurable Goal: *Advertise to increase attendance to committee meetings. Contact committee members in person to encourage their participation and to determine what would make the meetings worth attending.*

Status: The Stakeholder meetings and included workshops were advertised via e-mail, through flyers sent to engineering and development firms, and through postings on community calendars in local publications and on the radio. The ordinance workshop was advertised in the Santa Barbara News Press and Santa Maria Times. Additional flyers for the April post-construction workshop were sent to the Homebuilders Association, CELSOC members, and APWA Central Coast members. All agendas, including workshop schedules, were also posted on the PCW website. PCW followed up with contacts made at the first post-construction workshop in September to personally invite participants to attend the second workshop in April.

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Effectiveness: This program element raised awareness about PCW stakeholder meetings. Attendees included visitors that saw the newspaper advertisements and members of the development community who received flyers.

Proposed Modifications: None.

Planned Year 2 Activities: . PCW will continue to advertise to increase attendance.

2.2.3 Measurable Goal: *Organize and facilitate regular working group meetings to engage local agencies and organizations on ongoing mutual issues.*

Status: PCW organized and facilitated meetings with four working groups in Year 1. The working groups met on the topics of youth education, education to underserved communities, the Watershed Resource Center, and developing a storm water survey.

Working Group	Number of Meetings	Groups in Attendance at Least Once
Youth Education	2	PCW, Art From Scrap, SB Channelkeeper
Education to Underserved Communities	1	PCW, SB Housing Authority, Agua Pura, Youth CineMedia, City of Santa Barbara
Watershed Resource Center	4	PCW, Art From Scrap, City of Santa Barbara, SB Channelkeeper, CEC
Storm Water Survey	2	PCW, Supervisor Wolf's Office, SB Channelkeeper

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

Proposed Modifications: None.

Planned Year 2 Activities: Working groups will continue to meet to discuss emerging issues.

2.2.4 Measurable Goal *Document attendance at stakeholder meetings.*

Status: Total attendance for the year was 91 persons.

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

Proposed Modifications: None.

Planned Year 2 Activities: Attendance at Stakeholder meetings will be documented.

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2.2.5 Measurable Goal: *Hold public forums at least once per year on relevant water quality topics.*

Status: A public forum was held in October 2006 as part of Creek Week. The forum topic was focused on describing to the public the results of local water quality sampling and the pollutants that have been detected in County creeks and at beaches. Fifty community members attended.

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

Proposed Modifications: None.

Planned Year 2 Activities: A public forum will be planned during Creek Week in October 2007.

BMP 2.3 Coordination Among Agencies					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	Coordination among agencies	Ongoing	The Intergovernmental Committee meets quarterly, and the California Storm Water Quality Association meets bi-monthly.	2.3.1. Continue to convene/ attend meetings. 2.3.2. Document attendance and actions.	County/regional partners

2.3.1 Measurable Goal: *Continue to convene/attend meetings.*

Status: The County continued to organize and attend quarterly intergovernmental meetings.

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

Proposed Modifications: None.

Planned Year 2 Activities: Intergovernmental Committee meetings will continue to be scheduled throughout Year 2.

2.3.2 Measurable Goal: *Document attendance and actions.*

Status: Four meetings were held in Year 1 with a total of 26 attendees.

A number of cooperative efforts came out of this year's meetings and other communication between PCW and other agencies. In spring 2007, PCW contacted UCSB about an ongoing problem with trash near Devereux Slough. PCW assisted with organizing a clean-up of the small litter items, and UCSB Facilities came out to remove

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large debris and trim trees. UCSB is working on a longer term solution for this problem area. In February, PCW worked with the City of Santa Maria's storm water program to introduce them to the Our Water Our World Program and assist them in planning visits to stores in the Santa Maria area. In March, PCW organized an informational table on integrated pest management at OSH in Goleta in collaboration with the UC Cooperative Extension and the City of Goleta. At the April intergovernmental meeting, City of Santa Maria staff brought up the issue of polluted flood control channels in Santa Maria and requested the assistance of the county. Following the meeting, County Flood Control removed large debris from one particular problem channel, and PCW and the City co-hosted a community clean-up to rid the channel of the smaller debris. This effort has led to planning a larger clean-up event in Santa Maria and Orcutt during Pollution Prevention Week in September 2007. Throughout FY 06-07, PCW worked with the Carpinteria Unified School District to ensure the continuation of storm water education for the District's students, a population that includes a number of children who live in unincorporated areas. Finally, an ongoing area of coordination is in the development of a County Green Business Program. PCW is working to secure the involvement of the various storm water programs in the County.

PCW regularly collaborates with the cities of Goleta, Santa Barbara, and Santa Maria on storm water public service announcements and event planning.

PCW staff participated in monthly CASQA conference calls in Year 1. A PCW staff person serves as the vice chair of the NPDES Phase II subcommittee.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Continuation of intergovernmental meetings is appropriate for coordinating among the different storm water management programs in the County. Local population perspectives and pollution sources vary across the County, and obtaining input from various agencies is useful in understanding these local differences. The intergovernmental meetings are appropriate venues for planning joint pollution reduction efforts.

Proposed Modifications: None.

Planned Year 2 Activities: Attendance will continue to be documented.

BMP 2.4. Volunteer Water Quality Sampling					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	Volunteer water quality sampling	Ongoing	Statewide Snapshot day provides regular volunteer water quality sampling opportunities.	2.4.1. Sponsor volunteer sampling a minimum of twice/year	County

2.4.1 Measurable Goal: *Sponsor volunteer sampling a minimum of twice/year.*

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Status: PCW organized or co-sponsored three volunteer water quality monitoring events in Year 1. One was held during Creek Week, another was joint with the Rincon Creek Watershed Council, and the third was in cooperation with Santa Barbara Channelkeeper. For the event with Channelkeeper, PCW took volunteers from the Isla Vista Teen Center to sample in the Devereux watershed. Also this year, PCW provided testing kits to the science lab teacher at Mount Carmel School in Montecito. A total of 31 people participated in water quality monitoring.

Effectiveness: This program element was implemented in accordance with the NPDES permit provisions and the SWMP. Volunteer sampling is appropriate for fostering involvement of South County communities and communities in the Santa Ynez Valley. It is a less applicable method for reaching community members in North County where runoff is directed into detention basins and most channels contain flow for a very limited number of months out of the year. In South County, storm water runoff is directed into neighborhood creeks where the effects can be monitored. Using simple kits, monitoring can help capture the effects of nutrient loading on dissolved oxygen levels. Nutrients are a pollutant of particular concern in some South Coast creeks.

Proposed Modifications: None.

Planned Year 2 Activities: PCW plans to organize or co-sponsor water quality monitoring events throughout the year.

BMP 2.5. Community Clean-ups					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006-2007	Community Clean-ups	The County sponsors creek clean-ups during Creek Week.	Continue sponsorship of creek clean-ups during Creek Week.	2.5.1. Sponsor a volunteer creek clean-up each fall, affecting a minimum of four watersheds. 2.5.2. Sponsor four beach clean-ups each year	County/CEC

2.5.1 Measurable Goal: *Sponsor a volunteer creek clean-up each fall, affecting a minimum of four watersheds.*

Status: Four creek clean-ups were conducted as a part of Creek Week in the fall of 2006: one at Mission Creek with Urban Creeks Council, one at San Jose Creek with City of Goleta, one at Hospital Creek with PCW, and one at Carpinteria Creek with Carpinteria Beautiful and the Carpinteria Creek Committee. PCW led three additional creek clean-ups at Devereaux, Turnpike bioswale, and the Bradley Channel in Santa Maria.

Effectiveness: This program element resulted in a decrease in pollutant loadings to creeks and the ocean. Volunteers removed large amounts of trash from the creeks, including hazardous electronic waste. Community clean-ups are an appropriate method for involving community members in the County's SWMP activities. Community

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members are typically enthusiastic about making a tangible difference in improving water quality.

Proposed Modifications: The County proposes to change the measurable goal to read “*Sponsor a minimum of four creek clean-ups per year.*” Rather than focusing on a large but diffuse clean-up in the fall during Creek Week, it would be more effective to have the flexibility to organize creek clean-ups as they are necessary and in watersheds where they are needed. This may mean that one watershed is continually targeted because it has an ongoing problem. Ongoing clean-ups there would involve local residents and draw attention to the problem, hopefully leading to changes in behavior.

Planned Year 2 Activities: PCW will be working with the City of Santa Maria to co-sponsor clean-ups in North County during Pollution Prevention Week in September 2007. The County plans to organize multiple clean-ups for California Coastal Cleanup Day and will host a creek clean-up during Creek Week in October.

2.5.2 Measurable Goal: *Sponsor four beach clean-ups each year.*

Status: The County sponsored 10 beach clean-ups, multiple California Coastal Cleanup Day clean-ups, and regular clean-ups in Isla Vista. Total participation in all County sponsored programs was 1,240. Of these volunteers, 40 participated in PCW clean-ups, 130 joined clean-ups sponsored by the County Parks Department, and 1,070 worked with Isla Vista Recreation and Park District (IVRPD).

County Public Works provides funding (1/3 of the total required) to support a full-time IVRPD staff person who runs an Adopt-A-Block volunteer program, organizing weekly and monthly clean-ups in Isla Vista and local beaches and mobilizing volunteers on an ongoing basis. Over 30 UCSB campus groups consistently participate in monthly community clean-ups through the Adopt-A-Block program. IVRPD also supervised community service workers assigned from Santa Barbara courts to assist with clean-up efforts.

Effectiveness: This program element resulted in a decrease in pollutant loadings to the ocean.

Proposed Modifications: None.

Planned Year 2 Activities: The County will sponsor four beach cleanups during Year 2.

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BMP 2.6. Community Meetings/Forums					
Year	BMP	Current Status	Implementation Details	Measurable Goal	Implementing Entity
Year 1: 2006- 2007	Community meetings/forums	Community forums are held on a semi-annual basis.	Community forums will continue and will focus on water quality topics.	2.6.1. Sponsor a minimum of one community forum each year. 2.6.2. Document issues addressed and number of participants.	County

2.6.1 Measurable Goal: *Sponsor a minimum of one community forum each year.*

Status: PCW hosted one water quality forum in Year 1. The forum was co-sponsored by the City of Santa Barbara and was held during Creek Week in October 2007.

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

Proposed Modifications: None.

Planned Year 2 Activities: PCW plans to hold another public forum during Creek Week in October 2007. PCW may seek grant funding to hold more frequent forums and host special guest speakers.

2.6.2 Measurable Goal: *Document issues addressed and number of participants.*

Status: The title of the Creek Week forum was “What’s in the Water?” and the topics addressed were regional water quality issues and water quality sampling results from Santa Barbara creeks and beaches. A special presentation was given on tracking sources of bacterial contamination. Fifty community members attended the forum.

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

Proposed Modifications: None.

Planned Year 2 Activities: Issues and participants will be documented.