BMP 1.1 Public Opinion Survey

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

**Status:** In 2002, the County and City of Santa Barbara conducted a study to provide the foundation for a public education campaign designed to increase awareness of the causes and consequences of storm water pollution, and to reduce pollution-causing behaviors. The study identified the public’s knowledge of storm water issues, level of concern and willingness to make changes, and key population demographics that were less informed.

In 2010 (Year 5) Project Clean Water contracted with Fairbank, Maslin, Maullin, Metz & Associates (FM3) to conduct, and report on, a telephone-based survey of 600 Santa Barbara County likely 2012 general election voters. The survey was designed to primarily help answer two key questions: 1) the awareness, attitudes, and reported behavior of voters in the unincorporated areas with respect to storm water-related issues and 2) the viability of a countywide Clean Water, Clean Beaches revenue measure.

In the fall of 2012, PCW conducted a telephone-based storm water awareness and behavior survey of 400 randomly selected registered voters living in unincorporated areas of the County.

**Proposed Modifications:** None.

BMP 1.2 Brochures

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

**Status:** In Year 7 the County distributed 6,060 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, integrated pest management, posters, materials for businesses, and various children’s materials. Brochures were distributed by PCW, other Public Works divisions such as Resource Recovery and Waste Management (RRWMD), Water Agency, Public Health, and County supported programs such as Explore Ecology, Green Business Program, and Agua Pura.

This year PCW created a new postcard for RV dumping, a new North County focused brochure in both English and Spanish called Make the Connection, and added activity books from Project WET on watersheds, coastal ecosystems and wetlands. The County’s recycling guide was updated as were the coloring books and The Ocean Begins on Your Street.

**Proposed Modifications:** None.
**Measurable Goal 1.2.2:** Reach 15% of the brochure target population each year.

**Status:** PCW distributed brochures to four targeted populations. Distribution of each brochure and the percent of each target population reached are given in Table 1-1.

**Table 1-1 Targeted Brochure Distribution**

<table>
<thead>
<tr>
<th>Targeted Population</th>
<th>Target Population in Permit Area</th>
<th># Distr.</th>
<th>Percent Population Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horse Owners</td>
<td>99 stables, breeders, boarding and training facilities; unknown private boarders</td>
<td>24</td>
<td>18% of known stables, breeders, boarding and training facilities; unknown percent of private boarders</td>
</tr>
<tr>
<td>Creekside Residents</td>
<td>925 creekside parcels; 136 landscape professionals; unknown household gardeners</td>
<td>381</td>
<td>41% of creekside parcels</td>
</tr>
<tr>
<td>Gardeners</td>
<td></td>
<td>2,375</td>
<td>16% of known landscape professionals; 100% Green Gardeners; unknown percent of household gardeners through events</td>
</tr>
<tr>
<td>Dog Owners</td>
<td>26,870 dog licenses issued and 987 adoptions in 12-13; 102 kennels, vets, groomers, trainers, and breeders</td>
<td>122</td>
<td>100% adoptive dog owners through inclusion in County and Humane Society adoption packets; 18% of known Kennels, vets, groomers, trainers, breeders</td>
</tr>
</tbody>
</table>

Brochures were distributed with both English and Spanish versions. In addition to targeted mailings, targeted audience brochures were distributed when investigating complaints and at community events, workshops and various County department displays.

**Proposed Modifications:** The brochures The Ocean Begins on Your Street or Make the Connection will be replacing the individual brochures as it includes the targeted information plus additional information, can be distributed more widely, updated more frequently, and is more cost effective.

**BMP 1.3 Project Clean Water Website**

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

**Status:** The website [www.sbprojectcleanwater.org](http://www.sbprojectcleanwater.org) received 8,785 visits in Year 7.

**Proposed Modifications:** None.

**Measurable Goal 1.3.2:** Develop improvements to increase utility of website.
**Status:** In Year 5 PCW redesigned the website to feature a more contemporary and easy to navigate design. The website was updated regularly with upcoming events, announcements and information was modified as needed to increase utility and clarity.

**Proposed Modifications:** None.

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**BMP 1.4 Community Events**

**Measurable Goal 1.4.1:** 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 ten events attended by a total of 100,776 people in Year 7. The targeted population to be reached during these events is residents of the urban unincorporated areas of North and South County. Events including Family Day in the Park were chosen to target the Latino population, the Landscape Product Expo was chosen to target gardeners, and the Santa Maria Trade Show was chosen to target business owners and operators. A summary of each event is given in Table 1-2.

**Table 1-2 Community Events**

<table>
<thead>
<tr>
<th>Event</th>
<th>Display Topic</th>
<th>Location</th>
<th># of People in Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creek Week</td>
<td>Water quality, watersheds</td>
<td>South County</td>
<td>1,382</td>
</tr>
<tr>
<td>Santa Ynez Materials Collection (October, 2012)</td>
<td>Hazardous and e-waste disposal</td>
<td>North County</td>
<td>250</td>
</tr>
<tr>
<td>Environment Fair at Marian Medical Center</td>
<td>Water quality, sustainable landscaping, hazardous waste disposal</td>
<td>North County</td>
<td>300</td>
</tr>
<tr>
<td>Santa Barbara Earth Day Festival</td>
<td>Water quality, watersheds, sustainable landscaping, hazardous waste disposal</td>
<td>South County</td>
<td>35,894</td>
</tr>
<tr>
<td>Vandenberg Earth Day</td>
<td>Water quality, sustainable landscaping, hazardous waste disposal</td>
<td>North County</td>
<td>400</td>
</tr>
<tr>
<td>Santa Ynez Materials Collection (April, 2013)</td>
<td>Hazardous and e-waste disposal</td>
<td>North County</td>
<td>250</td>
</tr>
<tr>
<td>Family Day in the Park</td>
<td>Water quality, watersheds</td>
<td>North County</td>
<td>5,000</td>
</tr>
</tbody>
</table>
The County was a lead organizer for the Creek Week Festival in September which opened this year with Coastal Cleanup Day. Festival activities included community forums, creek and beach clean ups, water quality monitoring, nature walks, volunteer creek restoration, storm drain marking, and a celebration at the Watershed Resource Center. At the Earth Day festivals and other community events the County featured interactive displays and gave out information about water quality, healthy watersheds, sustainable landscaping and hazardous waste disposal.

Proposed Modifications: None.

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

**Status:** Based on a 2010 census unincorporated population of 133,417 the County reached the permit area population objective through this BMP.

Proposed Modifications: None.

**BMP 1.5 South Coast Watershed Resource Center**

**Measurable Goal 1.5.1:** Maintain the use of the Watershed Resource Center for youth education and other programs.

**Status:** In Year 7, the County maintained the Watershed Resource Center (WRC) for youth education, public meetings and community events and programs through existing displays, laboratory space, and classroom meeting areas. The County contracts with Explore Ecology’s Green Schools to provide youth education through classroom presentations, summer camps and field trips to the WRC. This year 856 students visited the WRC as part of the County’s youth education program, 1,942 persons utilized the WRC for community meetings, and 483 persons attended community events and programs held at the WRC.

The WRC has been open every second Sunday from 10-4 for drop-in visitors. Year 7 also featured, among other programs, four week long Green Kids Summer Camps for children.
ages 5-12, Creek Week and Earth Day activities, monthly beach cleanups, and Flows to the Ocean Family Night. Three new displays were installed in Year 6; an interactive display on marine debris, a watershed model based on local topography, and an interactive exterior display entitled “The Dirty Dozen” highlighting common household pollutants. PCW also made available an interactive and popular storm drain display for use at the WRC and community events.

The WRC is also utilized for youth education programs implemented by the Cities of Santa Barbara and Goleta. Student visitors as part of other youth education programs are not included in this discussion.

Proposed Modifications: None.

Measurable Goal 1.5.2: Compile the number of visitors to the Watershed Resource Center each year.

Status: In Year 7 a total of 3,281 people visited the Center through the youth education and community programs. This included 856 student visitors as part of the County’s youth education program, 1,942 persons for community meetings, and 483 persons for community events and programs held at the WRC. Student visitors as part of other youth education programs (e.g. City of Santa Barbara and City of Goleta) are not included in this total.

Proposed Modifications: None.

Future Plans: PCW will work with Explore Ecology, the County Parks Department and other community groups to promote the use of the WRC for youth education and community programs.

Measurable Goal 1.5.3: Facilitate the use of the Watershed Resource Center for at least two community events each year.

Status: In Year 7, the County utilized the WRC during Creek Week for a Closing Celebration which included a watershed table, rainwater harvesting model, exploration walk, and talks on pollution monitoring and Mission Creek steelhead. Other WRC community events included mostly beach clean-ups and Flows to the Ocean Family Night.

Proposed Modifications: None.
BMP 1.6 Educational Programs for Children

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

**Status:** In Year 7, the County educated 3,840 students in the permit area through classroom presentations, field trips, and school assemblies. Outreach in the permit area educated approximately 33% of students in grades K-8 based on a total urban unincorporated K-8 population of 11,507 (Santa Barbara County Education Office). In Year 6, the County educated 3,080 students throughout the permit area, about 27% of unincorporated students (based on a total unincorporated K-8 population of 11,282). Combining Years 6 and 7, 30% of school children were educated.

Most school systems in the urban areas of Santa Barbara County enroll students from incorporated and unincorporated areas. Since it is impractical to determine which students within each school or class come from which jurisdiction, the County and our city partners have determined that schools located within city boundaries will be considered part of that city’s educational program and schools located in urban unincorporated areas will be considered part of the County’s educational program. By working together this way we avoid overlapping programs and provide a reasonable plan for reaching our student population.

The County provided youth education through programs run by Explore Ecology, Agua Pura, County Public Works Department’s Resource Recovery and Waste Management Division (RRWMD) and PCW.

- **Explore Ecology’s Creek Kids Series** teaches children about watersheds and how polluted storm water reaches the ocean via storm drains and creeks. One element of the series is a field trip to the WRC where students learn where common water pollutants originate and what they can do to reduce storm water pollution. The students then conduct a beach clean-up and collected materials are sorted and analyzed. North County students’ field trip is to the Cabrillo Aquarium located in Lompoc. This year Explore Ecology educated 1,127 students in South County and 2,713 students in North County.

- **Agua Pura** specializes in outreach to Latino youth. Their program teaches children about watersheds and watershed health in after-school settings. This year Aqua Pura educated 1,263 students County-wide.

- **RRWMD** conducts recycling and composting educational campaigns for K-8 students through Waste Management in North County and Explore Ecology in South County. In Year 7 they educated 1,823 students in South County and 4,431 students in the North County. RRWMD also sponsors a mobile “Environmental Education Box” through Waste Management in the unincorporated North County and Santa Ynez Valley which travels to individual school sites with information and activities related to recycling. This program reached 2,604 students in Year 7.

**Proposed Modifications:** None.
Future Plans: PCW will continue to support storm water education in North and South County schools in unincorporated areas through Explore Ecology, Agua Pura and attendance at school events such as health fairs, school assemblies, and science nights.

Measurable Goal 1.6.2: Administer pre-and post presentation evaluations to 70% of the total number of students targeted for evaluation receiving PCW administered classroom presentations to assess the level of success of the program in transmitting the concept of storm water pollution and how to reduce it. Report the results from these evaluations in the annual report and use the results to revise the presentation content as needed.

Status: In Year 7 pre- and post-presentation evaluations were targeted to Creek Kids Series students and only to those present for all of the three lessons that comprise the series. Evaluations were given to 42 of 47 Creek Kids series’ in North County and 12 of 12 Creek Kids series’ in South County. Over 90% of the total number of targeted students was given the evaluations. Students improved from pre to post test. As a result of these evaluations, minor adjustments to the program will be made for next year including emailing pre-lesson teacher background information and a vocabulary list, improving and up-dating the visual aids, and looking into using Google Maps to show examples of watershed topography when appropriate.

In addition class evaluations were given to Creek Kids teachers. Of the 37 teachers who responded, over 90% of teachers gave the Creek Kids Series an 8 or higher on the seven identical North and South County questions (level 1 as the lowest and level 10 as the highest) and 100% responded that they want to participate next year. 78% of teachers stated that the Creek Kids Series was valuable to their students at a level 10 and 55% stated that the field trip to the WRC was valuable to their students at a level 10.

Proposed Modifications: This MG was modified in Year 3 per the request from Water Board staff to include the language “Report the results from these evaluations in the annual report and use the results to revise the presentation content as needed.”

BMP 1.7 Storm Drain Marking

Measurable Goal 1.7.1: Complete storm drain marking by the end of Year 2.

Status: The marking of all known storm drain inlets is complete. Field checking of storm drain drop inlets coincided with the installation of storm drain markers and the locations have been marked with GPS (see BMP 3.1).

Proposed Modifications: None.
**Measurable Goal 1.7.2:** Maintain storm drain markers throughout the permit area by checking markers every year and replacing them as necessary.

**Status:** In Year 7, no storm drain markers were installed to replace old, missing or damaged ones. Storm drain markers are replaced on an as-needed basis based on systematic inspection and random visit during field activities.

**Proposed Modifications:** None.

**BMP 1.8 Storm Water Hotline**

**Measurable Goal 1.8.1:** Maintain hotline and document its usage.

**Status:** The hotline was maintained through Year 7 and received a total of 95 calls. The hotline has been maintained in collaboration with other local government offices so that residents who call are connected to the responsible agency depending on the nature of the call or the location of concern.

**Proposed Modifications:** None.

**Measurable Goal 1.8.2:** Promote use of hotline by publicizing on printed materials and website.

**Status:** The hotline is promoted through printed materials including print ads, magnets, brochures, and PCW business cards. The direction “Call 1-877-OUR-OCEAN to Report Water Pollution” is given on all new printed materials, bus ads, and on the website.

**Proposed Modifications:** None.

**BMP 1.9 Landscape Education Program**

**Measurable Goal 1.9.1:** Reach 1,500 community members annually through materials and events.

**Status:** In Year 7, the County reached 1,952 community members with landscape information through interactions at Earth Day, Creek Week and other community events and opportunities including the distribution of integrated pest management information through participating Our Water Our World (OWOW) gardening stores, composting workshops, County sale of compost bins and educational programs. Also in Year 7, County TV regularly aired a program called the Garden Wise TV Show. Garden Wise covers topics that include integrated pest management, appropriate fertilizer application, and irrigation to prevent over watering. County TV is accessible to all residents of the
County including residents in the unincorporated permit area. The County Water Agency continued to distribute to the public a DVD entitled “Water Wise Gardening in Santa Barbara County” which features a comprehensive water wise plant database, watering tips, local garden galleries and a water-wise landscape encyclopedia.

The County continues to promote the Santa Barbara County Green Landscape Consortium; www.countyofsb.org/sbc/ipm to promote sustainable natural strategies that allow the healthy growth of plants, while preventing pests and threats to humans, other animals, businesses, and the environment. Elected officials and lead administrators of public and nonprofit agencies within the County have joined together to share best practices and to educate the general public on these green strategies that allow for healthier habitats and that raise the standard of living for all.

In addition, the County’s Resource Recovery and Waste Management Division provides landscape education, outreach and media information on the topics of backyard composting, green waste recycling and mulching (see BMP 3.3). In Year 7 there were three composting workshops County-wide with a total of 72 attendees.

**Proposed Modifications:** None.

**Measurable Goal 1.9.2:** Distribute at least 1,000 landscape brochures annually.

**Status:** This year, the County distributed a total of 1,952 landscape brochures. PCW continued its participation in the OWOW program by working with other jurisdictions and a total of 11 gardening stores County-wide to display fact sheets on less toxic pest management. The OWOW program provides information to consumers on less toxic alternatives to traditional chemical pesticides and rapid release fertilizers.

The City of Santa Barbara staff has responsibility for three OWOW stores, the City of Goleta has responsibility for four OWOW stores and the City of Santa Maria has responsibility for two OWOW stores within their city limits. PCW staff stocked the remaining two stores. In addition, County Water Agency staff distributed a total of 2,236 materials covering the topics of sustainable landscaping and reducing runoff through proper irrigation.

**Proposed Modifications:** None.

**Measurable Goal 1.9.3:** Sponsor the Green Gardener Program.

**Status:** The Green Gardener Program; www.greengardener.org educates local gardeners in resource efficient and pollution prevention landscape maintenance practices. The Green Gardener Program is designed to offer education, training, and promotion of participating gardeners and landscape maintenance contractors. The Green Gardener Program is advertised through 14 sponsors including the County Water Agency,
Resource Recovery and Waste Management Division and Air Pollution Control District, among other local agencies, water purveyors, and private companies. The Green Gardener Program is a vocational certificate program through Santa Barbara City College (SBCC) and the County no longer administers the program.

A total of 52 gardeners were certified through the Green Gardener Program in Year 7. To encourage participation, the Green Gardener Program was promoted County wide through print and radio ads, web postings and with available material at all community events attended.

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.

**Proposed Modifications:** None.

**Future Plans:** The Green Gardener Program will continue to be sponsored by and promoted County wide through print and radio ads, a dedicated website, and distribution of brochures at community events. The County and other sponsors will continue to provide SBCC with curriculum information and materials.

### BMP 1.10 Business Outreach

**Measurable Goal 1.10.1:** Compile number of materials distributed annually.

**Status:** This year, the County distributed 600 brochures and materials on preventing storm water pollution from business operations, and 150 brochures on proper disposal of hazardous waste generated by small businesses.

**Proposed Modifications:** None.

**Measurable Goal 1.10.2:** Document workshops and number of participants.

**Status:** In Year 7 the primary business outreach forum was the Santa Maria Business Trade Show which was attended by 2,000 people. The Green Business Program award ceremony was attended by over 500 business owners and managers (see discussion under 1.10.4).

**Proposed Modifications:** None.
**Measurable Goal 1.10.3:** *Deliver brochures to businesses by hand and conduct face-to-face communication with owners and operators regarding Best Management Practices (BMPs).*

**Status of Measurable Goals:** County staff visited nine business-related responsible parties in the permit area as a result of complaints or discoveries of illegal discharges (see BMP 3.4); three new businesses were inspected as part of the Business Inspection Program (see MG 3.5.3). The business owners and operators were given brochures and educated on the law and the prevention of storm water pollution.

**Proposed Modifications:** None.

**Measurable Goal 1.10.4:** *Participate in Green Business Program of Santa Barbara County.*

**Status:** In Year 7, the County participated in the fifth year of a County-wide Green Business Program: [www.greenbizsbc.org](http://www.greenbizsbc.org) 30 County cities, utilities, agencies, districts and non-profits are funding the program in four business sectors (Hotels, Restaurants, Automotive, and Office and Retail). 22 businesses were certified in the fifth year of the program and recognized at an awards ceremony in February. County Water Resources and Resource Recovery Waste Management Division staff continue to serve on the Steering Committee. PCW has been a part of the check list development and updates in order to ensure that meeting storm water pollution prevention requirements is a criterion for green business certification. In addition, PCW and pollution prevention information is included on the website’s Resources page.

A 3 year recertification cycle was voted on by the Green Business Program partners. Additionally, the Policy & Procedure document allows for revocation of certification for serious violation of environmental regulations and failure to maintain Green Business standards.

**Proposed Modifications:** None.

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**BMP 1.11 Media Campaign**

**Measurable Goal 1.11.1:** *Co-sponsor at least two media campaigns each year.*

**Status:** This year, the County sponsored or participated in five media campaigns. PCW co-sponsored bilingual clean water ads on the interior and exterior of MTD buses in cooperation with the cities of Goleta and Santa Barbara. MTD buses have a ridership of over seven million passenger trips per year. In Year 7 the ads targeted how storm drains lead to the ocean.
PCW in collaboration with the City of Santa Barbara and the City of Goleta contracted with Univision to broadcast a Spanish television public awareness campaign focusing on water pollution prevention to help educate the Spanish-speaking community regarding sources of creek and beach pollution. Public Service Announcements (PSAs) were broadcast County-wide for the period of July 2012 through June 2013.

In association with Creek Week, PCW co-sponsored with the City of Santa Barbara, City of Goleta, City of Carpinteria, and UCSB seven print ads in three local newspapers, two weeks of web banner ads, and radio ads on two regional stations. A dedicated Facebook page was created in Year 6 to promote Creek Week activities.

For Earth Day, PCW placed ads in a special edition section dedicated to Earth Day of South and North County newspapers. PCW also placed multiple online web banner ads in two County-wide websites. The print and online ads contained information on ways in which residents can prevent storm water pollution.

The County’s Resource Recovery and Waste Management Division (RRWMD) ran print and online ads in North County and South County newspapers, ran radio ads on 13 stations County-wide, of which four are Spanish-speaking, and TV ads on Spanish-language station Univision on recycling oil. RRWMD also ran print and online ads in one South County paper for the Community Hazardous Waste Collection Center. In addition, print and online ads in North County and South County, and radio ads on 7 stations County-wide, including Spanish-speaking stations, were run for proper hazardous waste disposal and e-waste recycling.

In addition, the County’s Water Agency implemented a year-long media campaign featuring the newly re-branded regional water conservation program and website featuring information on sustainable landscaping and reducing runoff through proper irrigation.

**Proposed Modifications:** None.

**Measurable Goal 1.11.2:** 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 is printed on all PCW produced brochures and correspondence. Website use is documented in BMP 1.3.

**Proposed Modifications:** None.
BMP 1.12 Latino Outreach

**Measurable Goal 1.12.1:** Document number of Spanish brochures distributed, Latino events attended, and students reached.

**Status:** As described under BMP 1.11 Media Campaigns 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 143,000 Spanish-speaking persons County wide. PCW also co-sponsored bilingual clean water ads on MTD buses.

Approximately 1,248 Spanish language brochures and educational items were distributed this year through community events, mailings, and groups such as Agua Pura and RRWMD. In Year 7 the fotonovela created in Year 1 about preventing storm water pollution was distributed at community events and through youth education. Fotonovelas, popular throughout Latin America, are comic-book style narratives that use photographs to tell a story with a message. In Year 6 a new bilingual fotonovela called “Luchando Por Nuestro Medio Ambiente” was created by Agua Pura and distributed. In Year 7 PCW and Agua Pura continued to distribute a Spanish language reusable shopping bag with a logo and the slogan “Aguas con El Agua.”

PCW partnered with Agua Pura to bring a Spanish language interactive display to Family Day in the Park, a large event in North County that attracts primarily Latino families. Agua Pura also hosted Spanish language displays and activities at several community events including Creek Week, Vieja Valley Science Night, Foothill Elementary Science Night, Goleta Lemon Festival, and the Watershed Resource Center.

Through its support of Agua Pura, the County provided watershed and storm water education to 1,263 Latino children through school science fairs, health fairs and other community events. The students learn about pollution, erosion, flood control and other important water quality issues. Creek walks, water quality sampling, and invertebrate sampling are incorporated into the curriculum when feasible.

**Proposed Modifications:** None.

BMP 1.13 Incentives for Built-Out Areas

**Measurable Goal 1.13.1:** Research grants/apply and implement incentive program by Year 3.

**Status:** This measurable goal was completed in this permit term. Several incentives for commercial and residential built-out areas exist within current County programs and
these have been incorporated into our storm water management incentive program over the past six permit years. Existing incentive programs include the following:

- Green Business Program (MG 1.10.4); incentives include differentiation from competitors and free promotion.
- Green Gardener Program (MG 1.9.3); incentives include free promotion, networking resources and local business discounts.
- Certificate of Recognition; as part of PCW’s Business Inspection Program (MG 3.5.3), a Certificate of Recognition is given to businesses demonstrating excellence in protecting water quality and recipients are listed on the PCW Business Inspection Program webpage.
- Free Mulch Pile; the County’s makes available free mulch at the South Coast Recycling and Transfer Station and Santa Ynez Valley Recycling and Transfer Station, accessible to households and businesses at all times during the day throughout the year. Delivery service is available at a highly discounted rate.
- Compost Bins; The County’s Resource Recovery & Waste Management Division offers the Earth Machine composting bin at the sale price of $40.00 (including tax) which is over 50% off the retail price. In Year 7 101 were sold or raffled off County-wide.
- Used Oil Collection Containers: In Year 7 the County’s Resource Recovery & Waste Management Division distributed 270 free oil collection containers and 500 oil filter collection containers.
- In Year 7 PCW raffled off several rain barrels for free at community events in both the North and South County.

Proposed Modifications: None.

**Measurable Goal 1.13.2:** Implement and promote use of Built-Out Incentive Program. Evaluate effectiveness of incentive program based on number of participants and make recommendations for improvement where inadequacies are identified.

**Status:** The County continues to actively promote a number of popular and effective incentive programs for commercial and residential build-out areas. These are built into other County programs. Community interest and the steadily increasing number of participants in the various incentive programs demonstrates that they are effective. No inadequacies have been identified therefore there are no recommendations for improvement at this time.

**Proposed Modifications:** This measurable goal was added to our Storm Water Management Program September 15, 2009. No modification is recommended at this time.
**BMP 1.14 Tributary Signage**

**Measurable Goal 1.14.1:** Research grants or propose program funding to install signs where County roads cross major tributaries of first order streams in the permit area by Year 3.

**Status:** PCW completed and reported on the installation of signs at County road and pedestrian/bike bridge crossings of major creeks during Year 3.

**Proposed Modifications:** None.