

SECTION A-6
PUBLIC EDUCATION COMPONENT



FOR THE COUNTY OF ORANGE
AND
THE ORANGE COUNTY FLOOD CONTROL DISTRICT



SECTION A-6, PUBLIC EDUCATION

A-6.0 PUBLIC EDUCATION

The public education component of this plan is composed of the following elements:

- Model Public Education Program – *Project Pollution Prevention* (**LIP Section A-6.2**), and
- County Education Program (**LIP Section A-6.3**).

A-6.1 PROGRAM SUMMARY

The County implements an education and outreach program which meets the requirements of Directive F of the Fourth Term San Diego Region MS4 Permit (Order No. R9-2009-0002). Additionally, the County has incorporated the Model Public Education Program described in **Section 6** of the **DAMP** as the basis for this section of its LIP. Subsequent sections of A-6 describe and outline outreach procedures in accordance with Section XIII of the Fourth Term Santa Ana Region MS4 Permit (Order No. R8-2009-0030).

A-6.1.1 Program Overview

The County's support and participation in the countywide public education program – *Project Pollution Prevention* is the principal means of ensuring compliance with the public education and outreach elements of the Fourth Term MS4 Permits. In addition to this effort, the County implements programs to increase awareness and foster environmental protective behaviors. The list below provides contact information for the primary and secondary County representatives responsible for outreaching to the public concerning stormwater pollution prevention.

Primary

OC Public Work/OC Watersheds

Contact Name: Grant Sharp

Title: County Stormwater Program Manager

Telephone: (714) 955-0674

Address: 2301 N. Glassell St., Orange, CA, 92865

Secondary

OC Public Work/OC Watersheds

Contact Name: Jenna Voss

Title: County Public Education Outreach Coordinator

Telephone: (714) 955-0672

Address: 2301 N. Glassell St., Orange, CA, 92865

A-6.1.2 Program Commitments

The major program commitments and the subsections in which they are described in detail include:

- Multi-media outreach (A-6.2.1);
- Non-media outreach (A-6.6.2);



SECTION A-6, PUBLIC EDUCATION

- School outreach (A-6.2.3);
- Pollutant-specific educational materials (A-6.2.4);
- Business-specific educational materials (A-6.2.5);
- Mobile businesses outreach (A-6.2.6);
- Residential outreach (A-6.2.7);
- CIA/HOA outreach (A-6.2.8); and
- County education program (A-6.3)

A-6.1.3 Regulatory Requirements

The federal regulations require, as part of the DAMP, a description of educational activities, public information activities, and other appropriate activities to facilitate the proper management and disposal of used oil and toxic materials (Federal Register/Vol. 55, No. 222, p. 48071). In addition, the regulations also specify education programs for construction site operators and a program to facilitate public reporting of illicit discharges.

The Public Education Program was developed as a model for fulfilling the public education requirements of:

- Section XIII of the Santa Ana Regional Water Quality Control Board (RWQCB) Municipal NPDES Stormwater permit, Order No. R8-2009-0030; and
- Section F.3.b.(6) and F.3.c.(6) of the San Diego Regional Water Quality Control Board (RWQCB) Municipal NPDES Stormwater permit, Order No. R9-2009-0002.

A-6.2 MODEL PUBLIC EDUCATION PROGRAM

The County supports *Project Pollution Prevention*. This dynamic Countywide outreach campaign is built upon a foundation of cooperative Permittee development of programs and materials, implementation at Countywide and city levels, and the validation of its success through the use of opinion surveys and other direct measures of public behavior.

The NPDES Public Education Sub-Committee (Committee) comprised of Co-Permittee representatives meets monthly to collaboratively direct *Project Pollution Prevention*. County staff manage this committee and ensure materials developed are appropriate to residents and businesses within the County.

The objectives of the Model Public Education Program described in **DAMP Section 6.0** are to provide the following:

- Increase awareness of all segments of the community of the importance of community involvement in controlling non-point source pollution;
- Provide information on alternative behaviors and practices that can contribute to controlling non-point source pollution and change behavior of target audiences; and



SECTION A-6, PUBLIC EDUCATION

- Track public awareness in the educational programs.

A-6.2.1 Multi-media Outreach Plan

A strategic media relations campaign is developed annually to reach a majority of the selected target groups with sufficient frequency (three or more times) to measurably increase their knowledge and measurably change their behavior. A cost-efficient and strategic media plan for print, gas station pump-top, theater, cable, and radio advertising based on market research, program effectiveness assessment, and results of the 2009 Public Awareness Survey is updated annually (see **DAMP Exhibit 6.III**).

The media plan includes the following criteria:

- Use targeted ad placement. Place print ads in sections or features that have a high probability of being read by the target audience;
- Take advantage of seasonal behaviors and activities. Schedule paid media and non-media activities to coincide with the seasonal nature of certain behaviors and activities associated with stormwater pollution;
- Use geographic targeting. Focus paid media and non-media activity in areas that have particular relevance;
- Take advantage of media spill from neighboring programs. Plan and schedule paid media to take advantage of media reaching Orange County from neighboring programs, particularly Los Angeles and San Diego counties;
- Coordinate paid media and non-media activities to maximize their impact and effectiveness; and
- Identify the expected number of impressions that may be achieved for each event.

A-6.2.2 Non-media Outreach Plan

A cost effective and strategic non-media outreach plan is implemented in conjunction with and in compliment to the multi-media outreach campaign (**DAMP Exhibit 6.III**). Non-media outreach refers to activities that are free or low cost media advertisements. Combined with paid advertising, free or low cost outreach efforts reach selected target audiences with sufficient frequency to increase their awareness and motivate them to change their polluting behaviors.

Project Pollution Prevention will continue to utilize “quads” comprised of a newsletter article, press release, fact sheet and billing insert on various pollution prevention topics. A speaker’s bureau will continue to provide presentations on stormwater issues to organizations such as Kiwanis Clubs, Chambers of Commerce, Toastmasters and other associations.

A-6.2.3 School Outreach

Project Pollution Prevention uses agreements and relationships with organizations that outreach to school-aged children to deliver messaging on pollution prevention. These organizations, such as the Orange County Department of Education (OCDE), Discovery Science Center (DSC)



SECTION A-6, PUBLIC EDUCATION

and the Ocean Institute, provide various materials and programming focused on identifying pollution causing activities and encouraging pollution preventative behaviors.

A-6.2.4 Pollutant-specific Outreach

Outreach materials are developed and revised annually by *Project Pollution Prevention* to outreach to residents and businesses in Orange County regarding specific pollutants of concern. City-specific materials supplement these efforts ensuring that pollution issues specific to the city are adequately addressed. Pollutant-specific outreach include proper use and disposal of pesticides and fertilizers, proper disposal of pet waste, residential auto washing and proper disposal of household hazardous waste. Pollutant-specific outreach to businesses will focus on water conservation, reduction of metals in runoff and proper use and disposal of chemicals and other hazardous wastes.

A-6.2.5 Business-specific Outreach

In addition to the pollutant-specific outreach materials noted above, the County will continue to utilize materials previously developed for food service establishments (FSEs), automotive service centers and detailing establishments, gasoline service stations and the construction industry. A more detailed description of the FSE Program can be found in **DAMP Section 9.3** and **Section A-9.3** of this LIP.

Previously developed Outreach to the construction industry will be supplemented by materials promoting residential and commercial implementation of LID techniques, retrofitting of existing development and encouragement of infiltration.

A-6.2.6 Mobile Business Program

Project Pollution Prevention will develop materials on BMP implementation for mobile businesses as described in **DAMP Section 9.4** and **Section A-9.4** of this LIP. BMP fact sheets already developed are made available to mobile businesses operating within the County.

A-6.2.7 Residential Program

Project Pollution Prevention will develop materials for the Residential Program described in section **DAMP Section 9.5** and **Section A-9.5** of this LIP. The Residential Program includes recommendations ("*Tips*") for pollution-prevention methods for residential areas. Specific pollution prevention practices that are recognized for each residential activity with high potential to pose a threat to water quality, as being effective and economically advantageous, are provided in the activity fact sheets presented in **Exhibit A-9.II**. The County uses the implementation strategies discussed in **Section A-9.5.4** to encourage pollution prevention in residential areas.

In addition, the County will facilitate proper management and disposal of used oil, toxic materials and other household hazardous wastes (HHWs) by providing educational materials



SECTION A-6, PUBLIC EDUCATION

describing the operation of the County's principal Household Hazardous Waste Collection Centers.

A-6.2.8 Common Interest Areas/Homeowner Association Activities Program

The Common Interest Area (CIA) / Homeowner Association Area (HOA) Activities Program includes specifications for pollution-prevention methods for CIA/HOA areas and is described in **DAMP Section 9.6** and **Section A-9.6**.

A-6.3 COUNTY EDUCATION PROGRAM

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

Public Education Material Distribution

The County will make the countywide educational materials, as well as any new materials, available to its residents at public facilities such as city halls, libraries, fire stations, etc.

Employee Training and Outreach

In addition to the overall comprehensive training effort, the County conducts broad educational outreach on water quality issues to key staff. The following approaches have been identified:

- Playing the *Stormwater 101* video during new employee orientation;
- Distributing information via email;
- Including educational information with employees' electronic paychecks;
- Placing information on the County's internal "intranet" web site and/or in the County's various employee newsletters;
- Routing relevant newspaper and magazine articles to specific departments or personnel; and
- Holding meetings through the *County Internal NPDES Committee*, established in 2003, to provide representatives of County agencies and departments with public education information and material which they can then provide to staff.

A-6.3.1 Workshops

The County annually participates in and promotes regional workshops for the following public sectors:

- Manufacturing Facilities



SECTION A-6, PUBLIC EDUCATION

- Mobile Service Industry
- Commercial, Distribution and Retail Sales Industry
- Residential/Commercial Landscape Construction and Services Industry
- Residential and Commercial Construction Industry
- Residential and Community Activities

The goals for and implementation of these workshops is further described in **DAMP Section 6.3.1**.

A-6.3.2 Outreach Events

The County participates in multiple community and regional or events each year. Materials developed by *Project Pollution Prevention* encourage the public to report illegal discharges/dumping and include the 24 Hr. hotline reporting number (1-877-89SPILL). Brochures and other materials also reference the countywide website www.ocwatersheds.com; contained therein are brochures, fact sheets and other outreach materials covering a wide range of topics from household use of fertilizers and pesticides to pet care to automotive maintenance activities.

A-6.3.3 Industrial/Commercial and Construction Outreach

Outreach to Industrial Site Owners and Operators

The County distributes educational materials during inspections to educate industrial facility owners and operators about BMPs. These efforts target employees, property management and focus on specific industrial activities. The Industrial/Commercial Program is further described in **DAMP Section 9.2** and **Section A-9.2**. The following approaches have been identified:

- Mailing or delivering brochures with information about regulations, requirements and industry-specific BMPs to industrial site owners/operators;
- Distributing BMP information and educating owners and operators during inspections or other interactions with City staff (**DAMP Section 9.2.3** and **Section A-9.2.3** of this LIP);
- Providing information when industrial companies apply for and/or renew business licenses or permits; and
- Conducting seminars or workshops for targeted industries that have a high potential for pollution. The workshops would cover BMPs for pollution prevention and how their actions can help protect water quality. The City may partner with neighboring cities in a common watershed to maximize attendance and understanding of industries' responsibilities in the watershed.



SECTION A-6, PUBLIC EDUCATION

Outreach to Commercial Site Owners and Operators

During commercial facility inspections, target audiences for BMP materials include employees, property management, franchise chain owners and merchant associations. The Industrial/Commercial Program is further described in **DAMP Section 9.2** and **Section A-9.2** of this LIP. The following approaches have been identified:

- Providing information about BMPs and regulations when commercial owners apply for or renew business licenses or permits;
- Mailing or delivering brochures on regulations, requirements and business-specific BMPs;
- Distributing BMP information and educating owners and operators during inspections or other interactions with City staff (**DAMP Section 9.2.3** and **Section A-9.2.3** of this LIP); and
- Conducting seminars or workshops for targeted commercial sites that have a high potential for pollution. The workshops would cover BMPs for pollution prevention and how their actions can help protect water quality. The City may partner with neighboring cities in a common watershed to maximize attendance and understanding of businesses' responsibilities in the watershed.

Outreach to Construction Site Contractors/Developers

The County distributes BMP and pollution prevention information, including erosion and sediment control, low impact development (LID) techniques, runoff control and pollutants of concern during construction site inspections. The Construction Program is further described in **DAMP Section 8.2** and **Section A-8.2** of this LIP. The following approaches have been identified:

- Distributing BMP materials to developers, contractors, residential owners and construction companies when County permits are issued;
- Distributing BMP materials at construction sites within the County;
- Sending a letter to construction sites prior to each rainy season re-emphasizing how runoff is created and reminding the operators to update their BMPs;
- Maintaining a supply of information materials at County offices and facilities for interested parties to obtain during business hours throughout the year.; and
- Requiring that companies submitting construction bids for County Requests for Proposals (RFPs) include language agreeing to follow BMPs.

6.3.4 Outreach to Quasi-Governmental Agencies/Districts

The County works to reach agencies such as water districts, school districts, transportation agencies, utility districts, fire and police departments and service providers (i.e. waste haulers). The following approaches have been identified:



SECTION A-6, PUBLIC EDUCATION

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

6.3.5 Residential, General Public and School Outreach

Outreach to Residential Community and General Public

Educating the residential community and general public within the County is key to a successful outreach plan. The County has opportunities to do this through interactions with residents of the unincorporated County and in accordance with the residential program described above in **Section A-6.2.7**, in **DAMP Section 9.5** and in **Section A-9.5** of this **LIP**. The following approaches have been identified:

- Publishing information about urban runoff and stormwater pollution issues on the County's website , www.ocwatersheds.com;
- Maintaining a supply of brochures and promotional materials at County offices and buildings;
- Participating in community events throughout the County by hosting a booth with information and promotional materials;
- Participating in and promoting clean-up events such as the annual Inner Coastal Watershed Cleanup Day;
- Presenting information to community or social groups, as requested;
- Writing and distributing news releases with seasonal tips or notices of events;
- Adding storm water logo and website information to appropriate County vehicles;
- Storm drain stenciling reminding residents that materials entering the storm drain wind up in the ocean;
- Working with other jurisdictions on joint outreach programs;
- Publicizing the countywide 24-hour water pollution reporting hotline number 1-877-89SPILL, which handles water pollution complaints as well as inquiries about stormwater and public education materials.



SECTION A-6, PUBLIC EDUCATION

Outreach to School Children

Education activities targeting school children informs the next generation of adults at an early age and can be a conduit for providing information to parents. The following approaches have been identified for school children:

- Offering child-friendly brochures, coloring books or promotional materials to schools and school districts within the County;
- Sending information to schools regarding activities like creek clean-up events;
- Offering to provide speakers or educational materials such as video clips for assemblies;
- Sponsoring assemblies directly relating to urban runoff and stormwater pollution; and
- Developing a comprehensive school program in conjunction with the other Permittees, water agencies and school districts.