2003
DRAINAGE AREA MANAGEMENT PLAN

SECTION B-1
INTRODUCTION

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TRAINING AND OUTREACH

B-1.1   Introduction to DAMP Training and Outreach Program

The Orange County Stormwater Program is developing and implementing an enhanced Training and Outreach program to increase both the general understanding of water pollution and pollution prevention and the specific knowledge of 2003 DAMP programs on the parts of municipal staff and the public. It has been designed, in part, to help Permittees fulfill their commitment to implement a comprehensive public education program in order to maintain the integrity of receiving waters and the ability of these waters to sustain beneficial uses.

The Training and Outreach program has been designed to be clear and consistent in order to effect the greatest possible behavioral change and, ultimately, reduce the discharge of pollutants to the maximum extent practicable. Each training module will be designed to utilize common themes and messages, and to deliver those messages using audience-appropriate language. Program staff and consultants are developing a recognizable "look" for all training and outreach materials, using graphics to reinforce messages and create instant visual identification. In addition to training municipal staffs, the Training and Outreach program will implement portions of the Public and Business Education Outreach Program described in **DAMP Section 6.0** and **Section A-6** of the Local Implementation Plan. Training and Outreach modules for each Program Element have been designed to be complementary parts of an overall training effort that will advance the goal of improving water quality by teaching Permittee staff and the community the importance of effective stormwater pollution prevention and the specific steps to be taken.

The primary goal of this Training and Outreach is to create a cohesive stormwater education program that will prompt the behavioral changes needed to improve water quality. This will be accomplished through user-friendly training modules and outreach materials with the concepts clearly explained in order to make target audiences aware of how their actions affect water quality. The training program will be following an adaptive management approach, whereby training modules will be modified as necessary to improve effectiveness and to maintain interest.

The content of the Training and Outreach program has been developed to emphasize three themes: Causes, Consequences, and Commitments (3Cs). Emphasis on these themes will educate targeted audiences on the causes of stormwater pollution, the consequences of allowing pollutants to enter the waters, and the commitments necessary to improve water quality in Orange County. The use of these themes is central to the County's efforts to establish a unified set of training materials with consistent messages and look. All materials produced for the Stormwater Program will include common elements that tie them to the overall program. The use of a common template, colors, and text for brochures and PowerPoint presentations, for example, will help make program materials easily identifiable. The program logo, along with the hotline number and/or website address, will be included in all training materials and media produced to make it easy for the public to contact program staff with any questions about stormwater management.

B-1.2   Training and Outreach Program Modules

It is essential to 2003 DAMP implementation efforts that Permittee staff, the business community, and the general public are educated in the best ways to prevent or reduce stormwater pollution.   It is especially critical that Permittee staff are knowledgeable about stormwater management, as they will need to lead in implementing changes and providing guidance.   To that end, Training and Outreach for most Program Elements will include an initial internal focus, with specified training modules for Permittee staffs, public agency/district staffs, and contract field operations staffs. This training will cover, at a minimum, discussion of applicable laws and regulations, the connection between decision-making and water quality impacts, and information pertaining to source control and best management practices (BMPs).

Some training programs will also utilize specified training modules for private sector groups, such as Chambers of Commerce, service clubs, and targeted industries. These externally focused training sessions will include discussion of applicable laws and regulations, information about required federal, state, and local permits related to water quality, the impacts of activities on water quality, and methods for reducing those impacts. In addition, training will be developed for student groups, teachers' groups, and the general public to reach the widest possible segment of the community.

Certain training programs will also include specially designed "Train-the-Trainer" modules for educating individuals who will be responsible for future training sessions. One goal of the Training and Outreach program is to perpetuate training as an ongoing focus for Permittees and to prepare them to carry stormwater education forward as a major tool for enhancing water quality in Orange County.

B-1.3   Training and Outreach Methods

The training programs will utilize the following methods in implementing the overall Training and Outreach program:

- Emphasize the 3Cs: Causes, Consequences, and Commitments
- Appeal to various ethics (e.g. recreation ethic, environmental ethic, economic ethic, etc.)
- Conduct field demonstrations
- Use interactive exercises
- Make the term "watersheds" more user-friendly and reinforce it in all program modules
- Minimize jargon; use clear, audience-appropriate language
- Present and reinforce take-home messages incorporating both overall and targeted concepts
- Use current and local examples / case histories

- Utilize a common approach of:
  - o explaining the problem
  - o explaining importance
  - o defining responsibilities
  - o offering solutions
  - o motivating action
  - o providing a positive conclusion

B-1.4   Training and Outreach Materials

B-1.4.1 Materials To Be Used

Effective Training and Outreach will be partially dependent on producing clear, consistent materials that emphasize common themes, common terms, and a consistent look. A specific logo or logos will be adopted to make it easier for people to recognize materials as coming from one common source. The use of consistent font types and sizes will ensure a clean, readable look, as will consistent titles and sufficient use of white space in brochures and background space in PowerPoint presentations.

The following are examples of the kinds of training materials that may be used:

- Brochures
- Fact Sheets
- Internet
- Local Area Network/Wide Area Network (LAN/WAN)
- PowerPoint
- PowerPoint with Embedded Video
- Radio Spots
- Training and/or Informational Videos

Later during this permit cycle, the Permittees will investigate the feasibility of developing a scalable eLearning system to supplement on-site training. This system would be designed to provide 24 hour-a-day access to training and testing for target audiences. With the capability to utilize PowerPoint slides, graphics, video, audio, and animation, this approach could provide a highly flexible and effective instructional aid. In addition, this system could play a key role in verification of training/educational efforts. Proof of user participation, as well as test results, could be delivered in standard data base formats via municipal LAN/WAN systems or the internet.

B-1.4.2 Consistent Terminology

It is vital that words, phrases, and concepts used in training materials are understandable to target audiences. For example, the difference between sewers and storm drains is not understood by most members of the public. That important difference will be emphasized, especially in training modules and brochures aimed at general public and business audiences.

For materials produced for use by the general public, technical terminology will be kept to a minimum. When a technical term must be used, it will be clearly explained first to ensure that any intended messages are effectively conveyed to the target audience. For materials produced for in-house departmental use, appropriate technical terminology may be used, provided its meaning is certain to be clear to that particular audience.

To emphasize the cohesive nature of the training materials, consistent terminology will be used in all materials. Repeated use of well-understood terms will reinforce program concepts, which will ultimately help to bring about the desired behavioral changes.

Following is some of the terminology that will be used by the Permittees in the Training and Outreach program training materials:

General

- Best management practices (BMPs)
- Clean water
- Clean Water Act (CWA)
- Good housekeeping
- Pollutant of Concern
- Pollution prevention
- Proper disposal
- Protect water quality
- Storm drain
- Stormwater
- Urban runoff
- Wastes
- Water pollution
- Watershed

Technical

- 303(d) List
- Basin Plan
- Beneficial Uses
- California Water Code (CWC)
- Impaired waters
- Maximum extent practicable (MEP)
- National Pollutant Discharge Elimination System (NPDES)
- Total maximum daily loads (TMDLs)
- Water quality objectives (WQO)
- Water quality standards (WQS)

B-1.5 Training and Outreach Program Messages

The common use of memorable messages and visuals throughout Training and Outreach program materials will help reinforce the unified feel of the overall program. A limited number of messages will be chosen for use in program materials; the use of too many different messages could be overwhelming and cause dilution of the messages the program seeks to emphasize.

Following is a list of some of the messages being considered for use in training materials:

General

- Only rain in the storm drain.
- Pollution knows no boundaries.
- The ocean begins at your front door.
- Keep gutters clean for those downstream.

Technical

- Avoid non-stormwater discharges.
- Control at the source.
- Cover and contain.
- Inspect and maintain BMPs.
- Lead by example (for municipalities)

B-1.6 Handouts

The Permittees have a number of existing brochures that will be revised for use as handouts in the Training and Outreach program. They will be revised over time to emphasize consistent messages and a clear, unified "look" in order to reinforce overall program goals. Some brochures may be re-titled to clarify meaning. Brochures will generally be available in English and Spanish.

Some of the existing handouts include:

For the General Public:
- *The Ocean Begins at Your Front Door*
- *Do You Know Where the Water in Your Storm Drain Goes?*
- *Water Quality Guidelines for Pool Maintenance*
- *Water Quality Guidelines for Pet Care Activities*
- *Water Quality Guidelines for Horse & Livestock Activities*
- *Water Quality Guidelines for Car Wash Fundraisers*
- *Help Prevent Ocean Pollution: Your Local Used Oil Collection Center (North, Central and South)*
- *Help Prevent Ocean Pollution: Proper Disposal of Household Hazardous Materials*
- *Help Prevent Ocean Pollution: Household Tips*

For Businesses:
- *Water Quality Guidelines for Exterior Restaurant Cleaning Operations*
- *Keeping Pest Control Products Out of Creeks, Rivers, and the Ocean*
- *Water Quality Guidelines for Carpet Cleaning*
- *Water Quality Guidelines for Permitted Lot and Pool Drains*
- *Water Quality Guidelines for Projects Using Concrete and Mortar*
- *Water Quality Guidelines for Landscaping and Gardening*
- *Sewage Spills Reference Guide*
- *Help Prevent Ocean Pollution: Maintenance Practices for Your Business*
- *Help Prevent Ocean Pollution: A Guide for Food Service Facilities*

In addition to the above listed brochures, BMP posters are available for the food / restaurant industry, the auto repair industry, and gas stations. See **Section B-6** for examples of current materials

B-1.7. Effectiveness Assessment for the Training and Outreach Program

Tracking the effectiveness of training and outreach materials will provide important information. Regular review of program effectiveness will allow the revision of portions of the Training and Outreach program if the messages are not bringing about the expected changes in behavior. It will also allow efforts to be focused on those aspects of the program found to be the most effective in reaching target audiences.

The following effectiveness assessment tools will ultimately be used, as appropriate:

- Training Modules
  - o eLearning records and test results
  - o Inspections
  - o Quizzes
  - o Surveys of target audiences
  - o Water quality monitoring

- Public Education / Outreach
  - o Calls to Hotline(s)
  - o Number of impressions made
  - o Nature of press coverage
  - o Survey target audiences
  - o Survey general public
  - o Water quality monitoring

Assessing the effectiveness of the Training and Outreach program is in reality a long-term proposition. Ultimately, changes in water quality will measure the effectiveness of training and outreach materials and programs. In the meantime, inspections, surveys, and questionnaires will provide indicators of effectiveness.

The initial indicators of the usefulness of the Training and Outreach program will be post-training questionnaires through which trainees will be asked to critique the training. Additional indicators will be developed during the second year of program element contracts and through implementation of the Program Management element. Follow-up surveys may also be conducted in which trainees will be asked how useful the training has been to them in implementing their NPDES programs as well as what additional training may be required. In addition, the Unified Annual Report and municipal Program Effectiveness Assessments (formerly Annual Progress Reports) will continue to serve as tools for assessing implementation of the program (see **DAMP Appendix D**).

Exhibit B-1.I
Current Training and Outreach Modules

Program Element	Training Modules in Appendix B	Exhibit Number	Status
B-3 – Plan Development	Structural BMP Effectiveness and Applicability for Orange County	B-3.I	FUTURE
B-5 - Municipal Activities	Municipal Activities Program Management	B-5.I	FINAL
	Fixed Facility Maintenance Procedures	B-5.II	FINAL
	Field Program Maintenance Procedures	B-5.III	FINAL
	Program Management – IPM, Pesticide, and Fertilizer Guidelines	B-5.IV	FINAL
	Integrated Pest Management Approaches	B-5.V	FINAL
B-7 – New Development / Redevelopment	New Development / Redevelopment Program Management	B-7.I	FINAL
	Project Planning and Design: Environmental Review, Planning and Permitting, and WQMP Development	B-7.II	FINAL
B-8 – Construction	Construction Program Management	B-8.I	FINAL
	Inspecting Construction Site BMPs	B.8.II	FINAL
	Field Training	No Exhibit	FUTURE
B-9 – Existing Development	Existing Development Program Management	B-9.I	FINAL
	Field Implementation of Existing Development Program	B-9.II	FINAL
	Existing Development Program Training: Automotive Mechanical Repair, Maintenance, Fueling and Cleaning Businesses	B-9.III	FINAL
	Existing Development Program Training: Landscape Maintenance Businesses	B-9.IV	FINAL
	Existing Development Program Training: Common Interest Areas / Homeowner Associations	B-9.V	FINAL
	Existing Development Program Training: Industrial Facilities Monitoring	B-9.VI	FINAL

(Continued)

Exhibit B.1.I
Current Training and Outreach Modules (continued)

Program Element	Training Modules in Appendix B	Exhibit Number	Status
B-10 – Illegal Discharges / Illicit Connections	Illegal Discharges/Illicit Connections - Program Management	B-10.I	FINAL
	Illegal Discharges/Illicit Connections - Authorized Inspector Training	B-10.II	FINAL
	Illegal Discharges/Illicit Connections – Sewage Spill Response Training	B-10.III	FINAL
	Illegal Discharges/Illicit Connections -Emergency Personnel Training	B-10.IV	FUTURE
B-11 – Water Quality Monitoring	San Diego Region Stormwater Monitoring Program	B-11.I	FUTURE
	Santa Ana Region Stormwater Monitoring Program	B-11.II	FUTURE
B-12 – Watershed Chapters	Water Quality Improvement on a Watershed Scale	B-12.I	FUTURE