



SECTION A-6, PUBLIC EDUCATION

A-6.0 PUBLIC EDUCATION

A-6.1 Introduction

Public education is an essential part of the City of Newport Beach's municipal stormwater program. Developing programs to inform and involve the public can be an effective method for controlling urban runoff and stormwater pollution. Emphasizing the relevant impacts of urban runoff and stormwater pollution to each particular target audience increases the likelihood that the messages will be noticed and that the audience will support and participate in the program implementation.

The City recognizes that when a community has a clear idea of where the pollution comes from, how it directly affects them and what they can do to prevent those effects, the community will be more willing to support and participate in the pollution prevention program. The City also recognizes that the Third Term Permits set a higher expectation for the performance of an effective public education component of the stormwater program by setting the following goals:

- Target 100% of the residents, including businesses, commercial and industrial establishments. Through the use of the local print, radio and television, the Permittees must ensure that the public and business education program makes a minimum of 10 million impressions per year and that those impressions measurably increase the knowledge and measurably change the behavior of the targeted groups.

A-6.2 Countywide Public Education Program

The City has, and continues to support, a strong countywide public education program as described in the 2003 DAMP (see **2003 DAMP, Section 6**). This program provides the common message and theme for the overall program, coordinates that message with neighboring counties to ensure that media overflow messages are compatible and provides combined media buying power that could not be achieved by this City and the other Permittees individually.

The countywide program is currently undertaking the following types of public education activities:

- Revising existing materials and developing new materials as necessary to communicate with audiences about urban runoff, how their actions affect water quality and BMPs to help solve the problem.
- Placing advertisements in local publications, on bus backs, on municipal vehicles, in theaters and/or on television and radio.
- Submitting information for city newsletters and websites.
- Implementing Point-of-Purchase campaigns with stores such as home improvement and pet stores.



SECTION A-6, PUBLIC EDUCATION

- Building relationships with community organizations and chambers of commerce.
- Using utility bill inserts to communicate with residents and businesses.
- Employing targeted outreach to specific industries, especially the food service industry.
- Reviewing school education opportunities including Project Wet Workshops (teacher training workshops) that are endorsed by the State Water Resources Quality Board and the new Unified Environmental Education Program of CAL EPA that will focus on waste reduction and on-campus storm water activities.

To date the countywide program has resulted in the following products and accomplishments:

1. Collective preparation and distribution of hundreds of thousands of brochures, magnets, flyers and/or bookmarks. The current materials are listed below and are also included in **DAMP Appendix B, Section B-6**:
 - “The Ocean Begins at Your Front Door” Brochure
 - “Do You Know Where The Water in Your Storm Drain Goes?” Brochure
 - “Mobile Detailing and the Water Quality Act” Brochure
 - “Pool Maintenance and the Water Quality Act” Brochure
 - Waste Oil Collection Centers – North, Central and South Orange County
 - “Water Quality Guidelines for Exterior Restaurant Cleaning Operations” Brochure
 - “Keeping Pest Control Products Out of Creeks, Rivers and the Ocean” Brochure
 - “Water Quality Guidelines for Pet Care Activities” Brochure
 - “Water Quality Guidelines for Carpet Cleaning” Brochure
 - “Water Quality Guidelines for Permitted Lot and Pool Drains” Brochure
 - “Water Quality Guidelines for Horse & Livestock Activities” Brochure
 - “Water Quality Guidelines for Car Wash Fundraisers” Brochure

 - BMP Poster for Food/Restaurant Industry
 - BMP Poster for Auto Repair Industry
 - BMP Poster for Gas Station Operations
 - “Keep Gutters Clean for Those Downstream” Bookmarks
 - Water Pollution Hotline Number Magnets
 - “No Dumping Drains to Ocean” magnet
 - Enviroscope Model- 3 inland models and 4 coastal models
 - Project Pollution Prevention Banners- 2 banners
 - Website Business Cards

Several publications are currently under development including:



SECTION A-6, PUBLIC EDUCATION

- “Water Quality Guidelines for Landscaping and Gardening” Brochure
 - “Water Quality Guidelines for General Business Practices” Brochure
 - “Sewage Spills Reference Guide” Brochure
 - “Water Quality Guidelines for Projects Using Fresh Concrete and Mortar” Brochure
2. Participation in numerous large scale community events including the Children's Groundwater Festival, Festival of the Whales/Ocean Awareness Day, Tierra Nativa, the Orange County Fair and the Trails 4 All Inner Coastal and Watershed Clean Up Day. The Principal Permittee also provides materials, Enviroscape displays and banners for the City to use at local events.
 3. Coordinating with the American Oceans Campaign stormwater resources web page at www.americanoseans.org/runoff/epa.htm.
 4. Publicizing the countywide 24-hour water pollution reporting hotline number (714) 567-6363, which handles water pollution complaints as well as inquiries about stormwater and public education materials. The hotline is staffed after normal business hours, on weekends and holidays by a live bilingual operator (Spanish and English).
 5. Providing model stormwater website materials which have been loaded on the County website, www.ocwatersheds.com and are available to the City and other Permittees. The materials include a site map and nine composed web pages with assembled photomontages, site buttons, navigation buttons and copy text. The nine pages comprise a home page, general information, pollution prevention for residents, pollution prevention for businesses, household hazardous waste and oil recycling, pollution reporting, educational materials, kid’s corner and links.
 6. Development of a model watershed specific public education program to increase public awareness about the concept of watersheds, specific pollutants of concern (primarily bacteria and toxicity caused by pesticides), their sources and the solutions.
 7. Development of pollutant specific education materials including pet care activities brochure, a horse and livestock activities brochure, a car wash fundraiser brochure, a sewage spill reference guide.
 8. Development of business specific education materials including BMP posters for the automotive repair industry, gasoline stations, and the food/restaurant industry; and brochures for general business practices, carpet cleaning, landscaping and gardening, and concrete and mortar work. As part of the new food facility inspection program (see **2003 DAMP, Section 9**) the following information will be incorporated into revised materials and will be distributed as part of a focus on almost 9500 of these facilities countywide:



SECTION A-6, PUBLIC EDUCATION

- Appropriate cleaning of dumpster and grease bin areas;
 - Replacement of leaking or dirty dumpsters;
 - Reducing liquid waste in trash and double bagging trash to prevent leaks;
 - Encouraging dry sweeping;
 - Using covers and berms to prevent wash water from entering the storm drain system;
 - Disposing of wash water to the sanitary sewer rather than the storm drain system;
 - Stopping spills at their source; and
 - Proper maintenance of outdoor grease interceptors
9. Conducting public opinion surveys in an effort to better understand the public's awareness regarding water quality issues. The surveys conducted include:
- The 1994 Stormwater Pollution Prevention and Flood Awareness Survey by the University of California at Irvine (UCI);
 - An informal survey at the 2000 Orange County Fair;
 - An informal survey through the Los Angeles Times In Education Program of secondary school students on pesticide/herbicide issues; and
 - The 2001 Orange County Public Awareness Survey.
- The primary objectives of the latter survey were 1) to provide a baseline measure of residents' awareness, attitudes, practices and habits related to stormwater pollution, against which future outreach efforts can be measured, and 2) to provide an additional program development tool, for identifying target audiences and key messages, developing strategies and confirming underlying assumptions.
10. Coordinating with other statewide, regional and Orange County public education groups and programs related to surface water quality including the California Stormwater Quality Association Public Information/Public Participation Subcommittee, the Orange County Health Care Agency's hazardous waste reduction, food protection and animal services programs, the Orange County Integrated Waste Management Department's household hazardous waste program and the County of Orange Public Library Department.



SECTION A-6, PUBLIC EDUCATION

A-6.3 Public Education Focus

The City’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 City also intends to supplement the countywide campaign at a local level to address City specific issues and target constituencies that are best reached through a local rather than a countywide effort.

The City intends to do this through the following actions:

1. Public Education Material Distribution

The City will make educational materials available to its residents at the following public facilities:

Public Facility	Materials Available
City Hall Lobby Main Library Bld./Planning/PW Counter PD and Fire	<ul style="list-style-type: none"> • “The Ocean Begins at Your Front Door” Brochure • “Do You Know Where The Water in Your Storm Drain Goes?” Brochure • “Pool Maintenance and the Water Quality Act” Brochure • Waste Oil Collection Centers – North, Central and South Orange County • “Water Quality Guidelines for Exterior Restaurant Cleaning Operations” Brochure • “Keeping Pest Control Products Out of Creeks, Rivers and the Ocean” Brochure • “Water Quality Guidelines for Pet Care Activities” Brochure • “Water Quality Guidelines for Carpet Cleaning” Brochure • “Water Quality Guidelines for Permitted Lot and Pool Drains” Brochure • “Water Quality Guidelines for Horse & Livestock Activities” Brochure • “Water Quality Guidelines for Car Wash Fundraisers” Brochure • BMP Poster for Food/Restaurant Industry • BMP Poster for Auto Repair Industry • BMP Poster for Gas Station Operations • “Keep Gutters Clean for Those Downstream” Bookmarks



SECTION A-6, PUBLIC EDUCATION

2. Employee Training and OutreachThe City will provide and/or encourage educational activities and training for its direct employees. The City employs individuals with a wide range of education, job responsibilities and skills that, through their direct actions or interface with the public, have an affect on water quality. Some of these include: planning and zoning officials, plan reviewers, emergency crews (police, fire and public works), construction site inspectors, road crews, elected officials, janitorial staff, etc.

There are also a variety of City facilities and activities that can have an adverse impact on water quality. Examples include everything from large, impervious parking areas, to City vehicle repair garages or maintenance crew base stations. Due to the diversity of the target audiences and the potential impacts, the Principal Permittee is taking the lead in coordinating, developing and presenting a number of different training modules (**DAMP Appendix B**). The City will support this effort by requiring the appropriate employees to attend the training sessions and then conducting any supporting train-the-trainer efforts that may be necessary. These local efforts will assist in reinforcing the key messages

In addition to the overall comprehensive training effort, the City will conduct broad educational outreach on water quality issues to all its employees. The following approaches have been identified:

- Conducting meetings with new employees to inform them of water quality issues and the City's responsibilities.
- Placing information on the City's internal web site and/or in the City's employee newsletter.
- Routing relevant newspaper and magazine articles to specific departments or personnel.
- Hold meetings with departments to help fine-tune public outreach based on their experiences and observations. For example, a certain department representative might say that the residents or businesses it works with have a good understanding of one concept, but need more information about another. Based on this information, the City can produce or obtain educational materials that address these issues or conduct onsite training / education session(s).



SECTION A-6, PUBLIC EDUCATION

3. Outreach to Construction Site Contractors/Developers

Mismanagement of construction projects can have severe impacts on water quality if issues such as runoff, sediment control and waste materials are not properly controlled. The City, through its permitting process, has the opportunity to target the following entities involved in the construction process:

- Builders
- Developers
- Contractors
- Property owners

The following approaches have been identified:

- Distributing BMP materials at construction sites within the City;
- Maintaining a supply of information materials at City offices and facilities for interested parties to obtain during business hours throughout the year.

4. Outreach to Industrial Site Owners and Operators

The chemicals and materials used at industrial sites, and the wastes produced by them, can cause water quality impacts if not handled properly. The City has opportunities to supplement the countywide effort through its activities of inspecting and permitting these facilities. Educating industrial owners and operators about BMPs will help to change behaviors at these sites.

Target audiences for industrial outreach include:

- Specific industrial facilities;
- Employees as well as supervisors;
- Trade associations; and
- Property management

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.
- Providing information when industrial companies apply for and/or renew business licenses or permits.



SECTION A-6, PUBLIC EDUCATION

- 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.

5. Outreach to Commercial Site Owners and Operators

Like industrial sites, commercial sites can produce large amounts of runoff containing pollutants. Without proper management, water quality impacts can occur. The City has opportunities to supplement the countywide effort through its activities of inspecting and permitting these facilities. Educating commercial site owners and operators about BMPs will help to change behaviors at these sites.

Target audiences for commercial outreach include:

- Employees and supervisors;
- Trade associations;
- Merchant associations;
- Franchise chain owners; and
- Property management

The following approaches have been identified:

- Mailing or delivering brochures on regulations, requirements and business-specific BMPs.
- Distributing information and educating owners and operators during inspections or other interactions with City staff.
- 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.

6. Outreach to Residential Community, General Public, and School Children

Educating the general public and school children is key to a successful outreach plan. The City has opportunities to supplement the countywide effort through its daily interactions with its citizenry.

Residents engage in numerous activities that can affect stormwater quality, including washing cars, disposing of pet waste, handling hazardous substances and maintaining their lawns. Educating children and adults about these matters can have a tremendous



SECTION A-6, PUBLIC EDUCATION

impact on changing behaviors. It is very important that people understand not just what to do or what not to do, but *why* it is important. When people understand the impact of their actions, they will be more likely to change. Because members of the general public are also the same people who own, work at or patronize commercial or industrial sites, the heightened awareness gained through general public outreach will also assist in those other areas.

Reaching school children is important for two reasons. First, it educates the next generation of adults at an early age and increases the likelihood that they will engage in responsible behavior in the future. Secondly, children are able to influence their parents by asking for assistance with storm water projects for school, sharing brochures or repeating information they have learned.

The following approaches have been identified for the general population:

- Publishing information about urban runoff and stormwater pollution issues on the City's website www.cleanwaternewport.com and providing links to other related websites such as the Principal Permittee's website, www.ocwatersheds.com.
- Maintaining a supply of brochures and promotional materials at public buildings including City Hall, the Main Library, Fire and PD.
- Participating in community events by hosting a booth with information and promotional materials.
- Participating in and promoting clean-up events such as the Annual Coastal Watershed Cleanup Day, and Clean Harbor Day.
- Presenting information to community or social groups and HOA's, as requested.
- Writing and distributing news releases with seasonal tips or notices of events.
- Stenciling storm drains to remind residents that materials entering the storm drain wind up in the ocean.
- Working with other jurisdictions, including the Principal Permittee and other Permittees, on joint outreach programs.
- Sharing and utilizing the countywide materials and those developed by other jurisdictions, and maintaining a common theme among all materials used and produced by the City.

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 City.
- Sending information to schools regarding activities like creek and bay clean-up events.
- Offering to provide speakers or educational materials such as video clips for assemblies.



SECTION A-6, PUBLIC EDUCATION

- Participating in the countywide program to develop a comprehensive school program in conjunction with the Principal Permittee and other Permittees, water agencies and school districts
- Sponsoring a poster or writing contest to encourage children to learn about stormwater issues.

7. Outreach to Quasi-Governmental Agencies/Districts

The City has opportunities to supplement the countywide effort through its daily interactions with entities that do not directly fall under its auspices. The City will work on its own and/or in conjunction with the Principal Permittee and other Permittees to reach agencies including:

- Water districts;
- School districts;
- Transportation agencies;
- Utility districts;
- Service providers, including waste haulers

The following approaches have been identified for these quasi-governmental agencies/districts:

- Mailing 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.
- Assisting school districts with education programs that meet the Phase I and Phase II public education requirements.

A-6.4 Public Participation

Public participation allows the public to be directly involved with the stormwater program. The City has opportunities to supplement the countywide effort by encouraging and supporting public participation at a local level.

In addition to the positive results of people changing their behaviors to reduce urban runoff and stormwater pollution, public involvement benefits the education program in several ways. Many of the public participation elements involve direct interaction with City staff that is knowledgeable about water quality issues. People are able to ask questions and receive immediate answers. Extra time can be taken to explain issues in more depth. The City can learn what topics people have the most interest in, what approaches work best, and what



SECTION A-6, PUBLIC EDUCATION

approaches might not be effective, helping us fine-tune our educational efforts. Also, direct interaction can make people excited and confident about information they have learned, and they will be likely to share that information with their family, neighbors, friends and co-workers.

The following approaches have been identified to enhance public participation:

- **Daily Activities**

Through the public education program, residents will be asked to make adjustments to their activities to reduce the impact to the storm drains and water quality. Issues to be addressed include washing cars, cleaning oil leaks, toilet papering neighbor's homes, disposing of waste and pet care. By following guidelines, the public will be helping to solve the problems caused by the improper management of common house and work activities.
- **Asking for Feedback**

The City will provide opportunities for residents to ask questions and give comments about the storm water program. City newsletters and the website will include contact information people can use to communicate with municipal staff. Staff will be encouraged to spend time talking with businesses or residents they encounter in their daily jobs, and will be encouraged to record questions and comments they hear. The City will also collect feedback during public workshops.
- **Speakers Bureau**

City staff will be available to speak to organizations such as the Chamber of Commerce, business groups, homeowners associations and social clubs like Lions, Kiwanis, Soroptimist, Rotarians, and real estate associations.
- **Community Events**

By sponsoring or staffing tables at community events, the City can directly communicate with residents about important water quality issues. The one-on-one contact will allow the City to address specific questions and issues an individual might have.
- **School Programs**

The City will be available to provide or assist in school assemblies. Interacting with children allows the City to understand the unique perspectives children have and will help us target messages that they can understand and share with their classmates and families.
- **Pollution Reporting and Hotline**

The City's urban runoff and stormwater pollution website www.cleanwaternewport.com includes an online form citizens can use to report pollution problems. In addition, the website includes educational materials, a link to the



SECTION A-6, PUBLIC EDUCATION

County's website www.ocwatersheds.com, and lists the County's pollution hotline number (714-567-6363).

A-6.5 Program Effectiveness Assessment

Section A-6.1 identified specific goals for increasing knowledge and changing potentially polluting behaviors by implementing a comprehensive public and business education program. Information on program effectiveness will be tracked by the number of impressions recorded (See **DAMP Appendix C, Section C-6**) and, on a longer term, by the changes in attitudes during public awareness surveys.