

10. PUBLIC EDUCATION AND OUTREACH

WATERSHED SPECIFIC EDUCATIONAL ACTIVITIES CONDUCTED DURING THE REPORTING PERIOD

This section provides an overview of watershed specific education activities conducted by the Permittees. During the reporting period **Appendix E** contains images of most public education materials that are described in this section.

Program Overview

The Riverside County NPDES Permittees have established an ongoing watershed based public education and outreach program known as the “**Only Rain Down the Storm Drain**” pollution prevention program. The specific objectives of the public education program include:

- Fostering a broad public awareness of water pollution concerns;
- Increasing public acceptance of pollution prevention activities to curtail everyday human behaviors that contribute to water quality problems;
- Educating/informing the general public, regulators and key local government and state decision makers on Urban Runoff conditions in Riverside County; and
- Promoting stewardship of local water resources.

The “Only Rain Down the Storm Drain” program implements the public awareness objectives by focusing on three areas of pollutant reduction/prevention:

- Public Behavior;
- Proper Management of Pollutants; and
- Business Specific Education Outreach.

In addition, when attempting to make use of the finite resources available to the Public Education Program, the Permittees use these management goals to ensure that resources are used effectively:

- Focusing on pollutants of concern specific to each watershed region;
- Coordinating public education efforts with adjacent storm water management programs and other related education programs to share resources, coordinate outreach efforts, and avoid costly duplication of effort; and
- Adapt public education programs and objectives, based on effectiveness analysis, to address changing MS4 programs and objectives.

Program Highlights

The public education program continues to develop changes for the better. Highlights include:

- The public education program has developed surveys in both English and Spanish. The purpose of these surveys is to evaluate the effectiveness of the public education program and are distributed to the public at community events. The results of these surveys are contained in **Appendix E**. Two surveys were also developed for the K-3 and 4 through 6 grades education outreach programs.

- The public education web page continues to be revamped and improved.
- The program continues to update brochures and develop outreach programs specific to the needs of the MS4.
- As part of the on-going effectiveness evaluation for the municipal training programs, testing has been incorporated into the training for evaluation of its efficiency. In addition, the overall training program was evaluated and is included in the Assessment and Enhancement Analysis of the NPDES Training Program, August 2006 in **Appendix E**.
- Each month, the County hosts a New Employee Orientation to an average of forty new employees. All the attendees receive “Only Rain Down the Storm Drain” materials and promotionals. The Toll Free 800 Number the message to call to report illegal storm drain disposal is incorporated into all materials.

Santa Ana Pollutants of Concern

Based on monitoring data collected to date, the current 303(d) list and discussions among the Co-Permittees, and stakeholders, the following preventative pollutants of concern were established for this watershed. More discussion on the selection of preventative pollutants of concern can be found in the monitoring section of this report. After each identified pollutant, specific BMP outreach activities are identified to address the pollutant:

- Sedimentation associated with Urban Development and Land Uses
 - Specific section on construction, municipal, industrial/commercial and new development training focusing on the need to address sedimentation within the watershed;
 - Distribution of dust pans at public education outreach events to promote dry cleaning of drive ways and impervious surfaces;
 - Construction BMP Poster;
 - School/Student program incorporates education on controlling soil erosion;
 - The “After the Storm” and Storm Water Pollution, what you should know brochures
 - General Construction Activities & Outdoor Activities brochure
- Nutrients and pathogens associated with Urban Development and Land Uses
 - Specific section on construction, municipal, industrial/commercial and new development training focusing on the need to address increased nutrients within the watershed;
 - Pet Waste “What’s the Scoop” brochure;
 - Partnership with SGA Advertising to place pet waste information in pet stores, veterinarian clinics, kennels and pet grooming facilities;
 - Coordination with Riverside County Animal Control Department to distribute “What’s the Scoop” and “After the Storm” brochures to families adopting pets;
 - The Agricultural Commissioner assist in educating on water conservation, fertilizer management and integrated pest management practices. In conjunction with County Waste Management’s Composting Workshop, the “After the Storm” brochure and

- Household Hazardous Waste flyer is included in the adult informational packet.
- "Keep Our Water Clean" video to cover proper use of fertilizers as well as excess runoff from sprinklers;
 - Earth Day mailing inserts were developed to inform residents about the problem of storm water pollution and provide simple pollution prevention activities in gardening;
 - Adult presentations conducted by RCRCDD discussing the effects of fertilizers and pesticides on local waterways;
 - The "After the Storm" brochure; and
 - Construction BMP Activities brochure and poster.

In addition, the District has developed other outreach materials to focus on other pollutants and pollutant causing activities/businesses commonly associated with urban runoff. Outreach methods can be combined to focus on specific pollutants that may exist within the watershed.

24-hour Watershed-Wide Outreach Portals

The Permittees maintain three 24-hour/7 days per week watershed wide portals to receive and distribute information regarding the "Only Rain Down the Storm Drain" program. These portals include a website, 1-800 number, and an e-mail address.

Storm Water Protection Program Website

The District operates a website that provides information on how to report illegal dumping, clogged storm drains, facility signage and worn or missing curb markers, as well as provide information on upcoming activities, opportunities for public participation in program development and general information about Urban Runoff pollution prevention techniques. The website is located at:

<http://www.floodcontrol.co.riverside.ca.us/stormwater/>

Almost all of the District's outreach materials have been scanned into an electronic .pdf format and are available for download. Online Order forms and phone numbers are also available to assist in obtaining information that might not be available online.

The website contains pages specific to the following target audiences:

- General Public/Residents
- Businesses
- Developers
- Contractors
- Schools and Teachers
- Kids Page

In addition the website contains links to:

- Assist viewers in locating their watershed
- An online media library
- Materials order form
- 1-800 information to report storm drain pollution

The District tracks the number of hits to its public education website. The website was completely revamped during the previous reporting period and the web-page counter replaced this reporting period. Results of the webpage counter report are included in **Appendix E**.

Storm Water toll free 1-800 Hotline

On October 1994, a Toll Free “800” telephone number for reporting suspected Urban Runoff pollution and obtaining pollution prevention information was established.

1. This call line offers easy to understand instructions for connecting to County Environmental Health or Waste Management to obtain grasscycling, composting, or household hazardous waste collection dates and locations.
2. The 24-hour Hotline also allows callers to report clogged catch basin inlets, illegal dumping and other illicit discharge violations.
3. Finally, the hotline allows people to order public education materials and/or request storm water presentations for schools or community groups. The Permittees advertise the hotline in all appropriate County telephone directories, public education outreach materials, and in other appropriate venues and locations. Callers to the hotline are given options to seek emergency services if the spill is of a suspicious origin or a safety issue.

The 1-800 line diverts callers to appropriate Permittee departments based on caller selections. Callers requesting information on pollution collection activities are diverted to either County Environmental Health or Waste Management depending on their specific selection. Callers reporting illicit discharges are directed to County Code Enforcement, who accepts the calls and then re-directs them to appropriate Permittee Code Enforcement Departments. Calls for public education materials or presentations are directed to the district’s front desk and then to the District’s Public Education Staff. School presentation inquiries are directed to the Riverside County Conservation District office, who have been contracted to provide education to elementary schools in the Santa Ana Region. The specific text to the hotline is included as **Exhibit A**.

The provider of the 1-800 line, Riverside County Communication, tracks the number of incoming calls to the line. This tracking mechanism was discontinued during past reporting period but restored this reporting period.

Exhibit A

**“ONLY RAIN DOWN THE STORM DRAIN” POLLUTION PREVENTION PROGRAM
TOLL FREE 1-800 LINE DIALOGUE**

Thank you for calling the “Only Rain Down the Storm Drain” Pollution Prevention Program. To better serve the needs of our County communities, please listen carefully to the following options:

If this is an emergency, or you wish to report a significant release or threatened releases of hazardous material into the storm drain or elsewhere in the environment, please hang up and immediately Dial 911.

(Si esta llamada es una emergencia o desea reportar desechos de contaminantes peligrosos en las alcantarillas o en el medio ambiente, por favor cuelge y llame 911.)

For water service connection, disconnection, or any other water utility information, call your local water service provider.

To report illegal dumping at residential, commercial, industrial or construction sites, please call Environmental Health at 951.955.8982, or press #1 to be directly connected.

For information regarding Household Hazardous Waste Collection Events, please Press #2.

To report clogged storm drains, please call your local municipal public works department. To report faded or missing “Only Rain Down the Storm Drain” storm drain markers, please press #3.

For General or specific business pollution prevention information or to receive other pollution prevention information please press #3.

(Drop Off Dialogue)

Thank you for your interest in obtaining information on storm drain pollution protection. Basic, construction, industrial, commercial and children’s storm water protection outreach packets are available. For a quick response to your request, please slowly and clearly leave your name, address, city and zip code. Also state the type and quantity of the materials you are interested in receiving. Should you need additional assistance, provide your area code and phone number and someone will contact you as soon as possible.

To inquire about our free storm water classroom presentations, workshops, youth group activities and other outreach programs, please press #4.

(Drop Off Dialogue)

The “Only Rain Down the Storm Drain” public education program offers classroom presentations, workshops, youth group activities, special event opportunities and other programs. For inquiries for the Temecula or Murrieta area, please press #1 (Drops to Mission Resource Conservation District)

For inquiries in all other Riverside County areas, press 2 (drops to Riverside/Corona Resource Conservation District).

For Grasscycling and composting information or workshops, please PRESS #5. (to 951.486.3200)

For additional assistance regarding our storm drain pollution prevention program during regular business office hours, Monday through Thursday from 7:30 am to 5:30 pm and on Friday from 7:30 am to 4:30 pm

E-mail

The Permittees also maintain an e-mail address that can be used to report illicit discharges or request storm water related public information. The e-mail address is:

Flood.fcnpdes@co.riverside.ca.us

E-mails are received by the District's Public Information Specialist and are responded to, in most cases, within 2 business days.

Program Coordination with other Stakeholders

The "Only Rain Down the Storm Drain" program has used partnerships to leverage and increase available resources. The Permittees utilize every opportunity to work with Co-permittees, local environmental groups, and other public, private and business organizations to maximize use of existing distribution outlets, events, programs and materials. Impressions, attendance, and other measures of effectiveness relative to these programs are included in **Appendix E** (Public Education) of this Watershed Annual Report.

To facilitate statewide awareness of storm water public education, educate local and state decision makers, and assist in the development of more effective public education outreach programs, the District participates in the following public education committees:

- Public Information Public Participation Committee (PIPP) – A subcommittee of the California Storm Water Quality Association, and
- Western Regional Pollution Prevention Network (WRPPN)

To leverage education outreach resources and coordinate public education activities with other environmental programs, the Permittees closely coordinate and/or have existing partnerships with the following entities/organizations:

- Household Hazardous Waste Information Exchange (HHWIE); This is an eGroup that provides household hazardous waste affiliates the ability to better communicate, share ideas and the latest in legislative rulings.
- Riverside-Corona Resource Conservation District (RCRCD);
- Partnership to provide student education outreach in the Santa Ana and Whitewater Watersheds
- Partnership to provide adult education outreach activities in the Santa Ana and Whitewater Watersheds
- Partnership to provide support services for public education outreach activities at community events
- Mission Resource Conservation District (RCRCD);
- Partnership to provide student education outreach in the Santa Ana and Santa Margarita Watersheds
- Partnership to provide adult education outreach activities in the Santa Ana and Santa Margarita Watersheds

- Partnership to provide support services for public education outreach activities at community events
- California Regional Environmental Education Community Network (CREEC)
 - A network whose mission is to develop a communication network which provides educators with access to high quality environmental education resources to enhance the environmental literacy of California students.
- Santa Ana River Watershed Clean Up Stakeholders Group in coordination with Riverside Corona Conservation District, Keep Riverside Clean and Beautiful and the California Coastal Commission's Coast. This collaboration of environmental partners support and encourage volunteers, allies and groups to gather for a day to remove trash and debris from the Santa Ana River that might otherwise flow downstream, through the river to the ocean.
- In addition the "Only Rain Down the Storm Drain" program also coordinates with the following City/County departments to distribute appropriate storm water education outreach materials:
 - City/County/District Front Counters
 - County Waste Management
 - County Public Health Department
 - Agriculture Department
 - County Executive Offices
 - Code Enforcement
 - County Parks
 - Animal Control;
 - Economic Development Agency
 - County Assessor/Recorders Office
 - Bio-terrorism
 - Fleet Services
 - Human Resources
 - Library System
 - Central Mail
 - Stamp on every piece of mail sent by the County that identifies the 1-800 Number and requests that citizens call it to report storm drain pollution.
 - County Safety
 - County DPSS
 - Transportation and Land Management

In general, brochures and promotional items are provided to these departments for distribution in public lobbies, training sessions, through customer interactions and new employee orientations.

Finally, the "Only Drain Down the Storm Drain" Program also coordinates with the following state and/or local government or business entities to distribute public education information:

- Western Riverside Council of Governments
- Santa Ana Regional Water Quality Control Board
- Orange County Watershed & Coastal Resources Division
- Santa Ana Watershed Association
- South Coast Air Quality Management District
- Santa Rosa Plateau
- Bureau of Reclamation
- Elsinore Valley Municipal Water District
- Metropolitan Water District
- Lake Elsinore/San Jacinto Watershed Authority
- Eastern Municipal Water District
- The Water Education Center
- Rancho California Water District
- Valley Greeters
- Department of Water Resources Southern District
- Western Municipal Water District
- Business Industrial Association (BIA)
- Caltrans

Outreach Tools to Change Public Behavior

The “Only Rain Down the Storm Drain” program conducts a wide range of outreach activities to residents, students, community groups, new home owners, homeowner associations; informing them of how their “everyday activities” may contribute to the pollution of Receiving Waters, and encouraging them to adopt alternatives that will lessen or eliminate pollution-causing behaviors. Program efforts include providing information on pollution prevention techniques and informing residents about the proper disposal of household hazardous wastes, construction materials, used motor oil, pet waste and litter. Public education materials and media emphasize the theme that all citizens have a role to play in reducing and preventing the polluting of Receiving Waters. The goal is to present a clear and consistent message that explains the simple connections between people’s everyday activities and their impacts upon Receiving Water quality.

As the public education and outreach program continues to be implemented and enhanced, the Permittees hope to broaden public awareness of Urban Runoff quality problems, promote proper disposal of household hazardous waste and motor oil, encourage illegal discharge reporting, foster good stewardship of Receiving Waters, and take personal responsibility for their actions in preventing pollution.

While public education outreach at events indicates that most people are willing to act in an environmentally responsible manner if given simple ways to change their behavior to avoid polluting our water bodies; most are unaware of the sources of pollution from everyday urban land use. The “Only Rain Down the Storm Drain” pollution prevention program using various media forms educates the County’s population about modified behaviors to prevent storm water pollution by focusing on residents, general public, students, home gardeners, do-it-yourselfers, mobile businesses, etc.

Direct Outreach Methods

The “Only Rain Down the Storm Drain” program interfaces directly via program staff, or through contracts and partnerships, to the public through attendance at community events, school education programs, adult education programs and/or by providing classroom based training. Specific outreach activities, segregated by target audiences, are described below.

General Community Outreach

The “Only Rain Down the Storm Drain” program participates in various community events to ensure that our message is delivered to the largest possible municipal audience. At these community events, surveys, to assess overall program effectiveness, have been used.

In addition, the “Only Rain Down the Storm Drain” program has partnered with County Environmental Health to ensure that a storm drain pollution prevention material is available and distributed at all Household Hazardous Waste and Antifreeze, Batteries, Oil and Paint Collection Centers and/or Events throughout each of the Watershed Region’s within Riverside County. These events provide free disposal sites for receiving common pollutants that can impair Receiving Waters.

Elementary School Outreach

Elementary (K-6)

The Riverside County Resource Conservation District (RCRCD) continues to provide a variety of K-6 education programs for the “Only Rain Down the Storm Drain” Program. The K-6 education program includes materials such as the Storm Water Pollution Prevention Patrol workbook, the Fancy Fin hands-on classroom presentation and accompanying coloring book, various word match and crossword activity sheets and videos. A second story line featuring Fancy Fin and her friend Phinnious J. Green (a Pacific Tree Frog) educate students about point and non-point pollution and their effects on the environment and other creatures in the watershed. School materials are offered to all public and provide schools in the Santa Ana Watershed Region, as well as to youth groups such as the boy and girl scouts.

Secondary Schools

A video entitled “How to Conduct an Environmentally Friendly Car Wash and Make Money Too” was developed for the “Car Wash Challenge” program. An accompanying flyer is also used which informs students/groups of the potential storm water problems generated from car wash runoff, and provides practical BMPs to minimize or eliminate contaminated runoff. The original focus of the program was high school clubs. However, after contacting several high schools, it was discovered that car washing fundraisers are relatively rare and revenue deficient in comparison with other high

school fund raising activities. Nevertheless, church groups, scout troops and other organizations do conduct car wash fundraisers. Thus, the scope of the Car Wash Challenge program has been expanded to include these additional fundraising organizations.

Adult Outreach

Valley Greeters is a “Welcoming Wagon” business taking discount coupons, product samples and general vicinity information door to door to new residents and homeowners to the Temecula, Murrieta and Lake Elsinore area. For the past four years, Valley Greeters has included our MS4 materials, (After the Storm; What’s the Scoop; Pool, Spa and Fountain Maintenance and HHW Collection Schedule). This information is accompanied with a handy full size dustpan, shop cloth and vehicle air freshener. Every material and promotional is clearly imprinted with the 1-800 Toll Free number for reporting illegal discharges into the storm drain. Young family members receive a copy of Fancy Finn and box of crayons. This business is solely dependent on the status of the construction economy and by January, 07 experienced a considerable slowdown.

The “Only Rain Down the Storm Drain” program contracts with the Riverside/Corona Resource Conservation District for public outreach. Storm Water Pollution Prevention presentations are given to community groups who call and request such services.

Steve Groner & Associates has been retained to prepare and present workshops at major home improvement stores throughout Riverside County. The workshops include passing out reading material regarding targeted BMPs to the public through established corporate partnerships (paint, hardware, home show coordinators, home improvement, garden centers, nurseries and pet stores). All commercial employees are informed about storm water impacts that could occur from the improper application of all types of home and garden hazardous chemicals. In turn, the employees are then able to share with customers on the proper use and disposal of products that are potential storm drain pollutants. Attendees at the workshop receive “Only Rain Down the Storm Drain” promotionals to help emphasize the storm water pollution prevention message. Fixed advertising tools such as counter displays, tear sheets have been placed throughout to attract attention.

Brochures

Residential: After the Storm; Storm Water Pollution and the Solutions, Household Hazardous Waste Collection Schedule, Outdoor Activities; Swimming Pool, Jacuzzi and Fountain Maintenance; and What’s the Scoop (Pet waste).

Outreach Materials

In addition to the brochures mentioned above, the program utilizes other effective outreach materials such as, magnets, a billboard ad, videos, newspaper supplements, flyers, door knob hangers, calendars, promotional items, workbooks, curriculum, shop rags, shelf talkers, tear sheets, posters and print ads to cultivate interest in the program.

A door hanger is also being utilized to help address problem discharges that are commonly observed in residential settings. The door hanger notifies the recipient that a problem discharge was observed flowing in to the street and offering help by following recommended pollution prevention activities. The door hanger is provided to all cities and is used by various County departments and the NPDES staff when conducting field or site activities/inspections.

Mailing Inserts/Slugs

The “Only Rain Down the Storm Drain” Pollution Prevention Program encourages advertising the County’s Household Hazardous Waste Collection events via the use of mail inserts. The inserts are included in various utility bills and special notice mass mailings.

In addition, the “Only Rain Down the Storm Drain” program has coordinated with the County Mail Department to have the postage meter carry the “Only Rain Down the Storm Drain” message and the 1-800 Toll Free number to report an illegal storm drain disposal or spill. In 05/06, over 5,000,000 pieces of outgoing County mail were stamped with the message. In November of 06, the postage system was replaced with more sophisticated postage meter units but the cost of the ink in the new system far exceeded the costs and benefits from other media options and therefore this media venue was dissolved.

Media Outreach

The “Only Rain Down the Storm Drain” Program continues to utilize various mass media to reach the public and promote the storm water pollution prevention. Special newspaper inserts, fliers, and advertisements help increase public awareness of storm water pollution and environmental protection.

- Our Sixth Edition of a four-page insert called the National Pollution Prevention or P-2, (National Pollution Prevention Week recognition), was distributed Countywide through the PennySaver. The insert included topics on proper disposal of pet waste, pesticide alternatives, motor oil recycling, grass-cycling, pool and spa best management practices, storm drain marking program, storm water school presentations, general storm drain pollution protection, business storm water pollution information, household hazardous waste (HHW) collection events, syringe disposal program, composting workshops and motor oil specific recycling locations. The insert is released to over 650,500 Riverside County homes generating an increase of calls to the 800 Toll Free Hotline and District IC/ID investigations.

Cooperative Used Oil Program

The Western Riverside Council of Governments (WRCOG) is responsible for administering the Used Oil Block Cycle Grant on behalf of ten cities within WRCOG’s boundaries. These cities include: Banning, Beaumont, Canyon Lake, Lake Elsinore, Murrieta, Norco, Perris, Riverside, San Jacinto and Temecula.

The objective of the Used Oil Block Grant is to make it convenient for Do-It-Yourselfers (DIYers) to recycle their used oil and to make it easy for them to find a Certified Center accepting used oil. In order for these centers to be certified, they need to apply for certification with the California Integrated Waste Management Board (CIWMB). As a grant recipient, WRCOG contacts non-certified centers in the jurisdiction to interest them in becoming certified used motor oil collection center. The goal is to see a significant decrease in the amount of illegally dumped motor oil by adding more oil collection centers within close proximity to users.

Through the same grant funding source, WRCOG also provides used oil containers for distribution to DIYers who need proper containers for automotive fluids. Through WRCOG efforts, all certified centers in the County are in compliance to state and local mandates.

The Storm Drain Pollution Prevention Program assists WRCOG's efforts by making available our MS4 information and supporting promotionals for distributions to their targeted groups.

At various venues, WRCOG staff obtain participant responses to a ten question survey. The survey examines the public's understanding on:

- used oil recycling,
- used oil drop-off locations,
- curbside programs, and other local recycling programs.

The program also maintains an English and Spanish 800 hotline that can be used to get answers to any recycling question a resident may have regarding, "where the nearest Certified Center is located?" and "where can I find a used oil container?". The phone number is printed on all distributed materials including the oil containers.

Cleanest County in the West Program

Through another grant funding source, WRCOG created the "Cleanest County in the West" program to address issues relating to litter and illegal dumping. The program was designed to assist jurisdictions in meeting the 50% diversion goals mandated by Assembly Bill 939. AB 939 was a state mandate signed in 1989 that required cities to reduce their waste by 50% by the Year 2000.

The core of the program is the elementary school assembly. WRCOG partners with Radio Disney AM 1290 to present an interactive and informational presentation for children in grades K-6th. This program continually reinforces the responsibility of everyone to recycle and pick up litter.

WRCOG at the end of the assembly gives the school two recycling containers for the collection of cans and bottles. During the 06/07 school year, over 18,000 students and 600 teachers have experienced the assembly. Each student receives an environmental activity book and an application to join the Riverside County Kids Recycle Club where they will receive a quarterly newspaper. This club has over 200 members.

Like the “Only Rain Down the Storm Drain” Program which promotes litter reduction and recycling throughout the Santa Ana Region, WRCOG also participates in events to promote litter reduction and beverage container recycling. These events gives staff an opportunity to assess how informed the local community is regarding recycling and also allows us to distribute brochures and informational flyers that will assist people in finding the nearest recycling center. During these events promotional items made from recycled content are also given out to show examples on how used items such as money can be recycled into new things such as a pencil, a promotional product first used by the “Only Rain Down the Storm Drain” Program. This particular promotional item especially increases the interest of the people visiting out booth and demonstrates how almost anything can be recycled and reused.

Outreach tools specific to Business Specific

The “Only Rain Down the Storm Drain” Program conducts a wide range of outreach activities to businesses; informing them of how their “everyday activities” may contribute to the pollution of Receiving Waters, and encouraging them to adopt alternatives that will lessen or eliminate polluting-causing activities. Program efforts include providing information on pollution prevention techniques and informing businesses about the proper disposal of wastes. Public education materials and media emphasize the theme that all businesses have a role to play in reducing and preventing the polluting of Receiving waters. The goal is to present a clear and consistent message that explains the simple connections between a business’ everyday activities and their impacts upon Receiving Water quality.

Originally, the business education program mainly consisted of the development and distribution of formal BMP guidance and outreach to business associations. The program has now expanded to include direct outreach to businesses through classroom formats, advertising in business trade papers and providing exhibits at various business specific symposiums.

Discussion of the current Business Specific Outreach tools implemented by the Permittees are discussed below.

Direct Business Outreach Activities

The “Only Rain Down the Storm Drain” Program partners with various entities to provide training and education. Currently, the District has allowed AEI-CASC Engineering, a consultant who provides the Permittees internal education programs to train developers and consultants regarding the new WQMP/SUSMP requirements for Riverside County. The District has partnered with Riverside/Corona Resource Conservation District, to develop a Water Quality Design class that focuses on sub-regional solutions and low impact development. This class was offered for the first time through UCR extension in October 2005. Additionally, the District presented at Construction Storm Water Compliance Workshop hosted by the Building Industry Association of Southern California (BIA/SC) on March 22, 2006. The workshop focused on state and municipal construction requirements for contractors, developers, and consultants.

Through the Compliance Assistance Program (CAP), a partnership with County Environmental Health restaurants and businesses that handle hazardous wastes are reviewed for potential storm water impacts from their activities. Each business is provided with storm drain pollution prevention public education outreach information specific to their activities.

Steve Groner Associates has been retained to prepare and present workshops at major home improvement stores throughout Riverside County. The workshops include a handout educating the store's employees about storm water impacts that could occur from improper application of paint, pesticides or fertilizers. Attendees at the workshop also receive "Only Rain Down the Storm Drain" information and promotionals to help highlight the storm water protection message. Employees are then able to share with customers the proper use and disposal of products that are potential storm drain pollutants. Point of purchase displays, tearsheets, and counter displays have been installed at strategic locations to educate the public directly.

Each new business trade in Riverside County that is listed in the Inland Business Press newspaper is provided with an "Only Rain Down the Storm Drain" Pollution Prevention packet.

Brochures

Commercial: After the Storm; Food Facilities; Outdoor Cleaning Activities and Non-Point Source Discharges; Automotive Maintenance & Car Care. Note: (Staff is revising the Outdoor Activity brochure to include broader examples of urban pollution causing activities such as, power washers and mobile vehicle maintenance operators).

Industrial: After the Storm; Outdoor Cleaning Activities and Non-Point Source Discharges; and Your Facility May Need a Storm Water Permit.

Construction: After the Storm; Outdoor Cleaning Activities and Non-Point Source Discharges; General Construction & Site Supervision The revision to the construction brochure is pending the finalization of the construction permit.

Posters

BMP posters for automotive, food service establishments (available in Spanish) and construction employees are available. The posters address activities associated with the automotive repair industry, and the food/restaurant industry that may pose a threat to water quality. There are also two new posters for the Fueling Stations and Service Bay Service centers. All the posters recommend storm water BMPs and are designed to serve as informative and attractive visual reminders for employees.

Media Outreach

In March, 07, a full-page ad was placed in the Inland Business Press newspaper to draw the attention of Inland Empire businesses whose urban runoff activities might be threatening local

water quality. The ad also provided links to the District's and CASQA's website for more detailed BMP information.

Supplemental Environmental Projects (SEP)

In an effort to change the behaviors of large storm drain pollution prevention offenders in the County, Environmental Health established a Supplemental Environmental Project (S.E.P.). The S.E.P. requires from the violator a monetary fine and/or the violator's cooperation for the development of a public education tool on the effects of polluted urban run off. S.E.P.'s to date include:

- A Downs Energy SEP project resulted in the development of a billboard ad that has been greeting commuters traveling Westbound on the 60 Freeway lanes.

Outreach tools specific to Pollutants

“Only Rain Down the Storm Drain” Pollution Prevention Program conducts a wide range of outreach activities focusing on reduction of certain pollutants in the receiving waters. These outreach activities focus on sources of those pollutants whether it is residential, business, municipal or some other state or federal source. Education materials explain how “everyday activities” of potential sources may contribute to the pollution of receiving waters, and encourage the sources to adopt alternative approaches to pollutant management that will lessen or eliminate polluting-causing activities. Program efforts include providing information on pollution prevention techniques and informing sources about the proper disposal of pollutants. Public education materials and media emphasize the theme that all citizens/businesses have a role to play in reducing and preventing the polluting of receiving waters. The goal is to present a clear and consistent message that explains the simple connections between a business' everyday activities and their impacts upon receiving water quality.

Each subsection that follows identifies how existing outreach materials previously described address specific potential pollutant sources in the watershed.

Use of pesticides, fertilizers, and herbicides

- A. The Riverside County Agricultural Commissioner's Pesticide Applicator's License renewal information package includes materials on the proper use of pesticides and offers information on training workshops. The license renewal process requires continuing education of applicants and detailed record keeping of pesticide applications. Municipal employees that are responsible for the application of pesticides are encouraged to obtain and maintain credentials as Certified Applicators and/or licensed Pest Control Advisors.
- B. The "Home Garden Care" materials are being revised to draw and attract the interest of the general public and amateur gardener. The new materials will include Integrated Pest Management and plant selection and materials from the State Water Resource Control Board, Central Contra Costa IPM Outreach Program, University of California and The

PROGRAM IMPLEMENTATION

Orange County Storm Water Program are being used. All the materials selected offer alternatives to using chemically based pesticides, herbicides and fertilizers.

- C. The "Keep Our Water Clean" video covers proper use of pesticides, fertilizers and herbicides as well as excess runoff from sprinklers.
- D. The September annual "Only Rain Down The Storm Drain's" participation in the National Pollution Prevention Week insert informs residents about the problem of storm water pollution and provides simple pollution prevention activities in gardening.
- E. The "Only Rain Down The Storm Drain" adult presentations conducted by RCRCDC discusses the effects of pesticides and fertilizers on local waterways. The materials distributed following the presentation promote alternatives to pesticide use in the yard and garden.
- F. The 2006 Environmental Calendar included a wide array of storm water protection information. It is designed to attract the adult audience by listing best management practices, scheduled special events, household hazardous waste collection sites, used oil collection sites, composting workshops, citywide clean ups, and each of the watersheds along with geographical information. Throughout the calendar the main message is "Only Rain Down The Storm Drain" and the hotline number to call for additional home garden care information.
- G. Steve Groner Associates has been retained to prepare and present employee workshops at major home improvement stores throughout Riverside County. This information is then passed on to the public via the shelf talkers accessible to the public or when an employee is addressed with a question. The workshops include information on BMPs the public should be aware of for pesticide and fertilizer application, use, and storage.