

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* (**Section A-6.2**), and
- City Education Program (**Section A-6.3**).

A-6.1 PROGRAM SUMMARY

The City of Lake Forest implements an education and outreach program which meets the requirements of Directive F of the San Diego Regional Water Quality Control Board Municipal NPDES Stormwater permit, Order No. R9-2009-0002. The City of Lake Forest has also incorporated the Model Public Education Program as the basis for this section of the Local Implementation Plan. Subsequent sections of A-6 describe and outline outreach procedures in accordance with Section XIII of the Santa Ana Regional Water Quality Control Board (RWQCB) Municipal NPDES Stormwater permit, Order No. R8-2009-0030.

A-6.1.1 Program Overview

The City of Lake Forest'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 permit(s). In addition to this effort, the City conducts local programs to additionally increase awareness and foster environmental protective behaviors. The below list provides contact information for the primary and secondary city representatives responsible for outreaching to the public concerning stormwater pollution prevention.

Primary

Public Works Department

Contact Name: Devin Slaven
Title: Water Quality Specialist
Telephone: 949-461-3436

Secondary

Public Works Department

Contact Name: Arlene Parish
Title: Engineering Technician
Telephone: 949-461-3487

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);

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- 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
- City 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 RWQCB Municipal NPDES Stormwater permit, Order No. R9-2009-0002.

A-6.2 MODEL PUBLIC EDUCATION PROGRAM

The City of Lake Forest supports *Project Pollution Prevention*. This dynamic County-wide 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 (Sub-Committee) comprised of Permittee representatives meets monthly to collaboratively direct *Project Pollution Prevention*. The City of Lake Forest participates in the Sub-Committee to ensure materials developed are appropriate to residents and businesses within the city.

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

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- 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.

The City of Lake Forest estimates that it outreaches to 100 percent of residents and businesses within the jurisdiction through the countywide multi-media campaign and local efforts, including commercial and industrial establishments.

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 speakers bureau will continue to provide presentations on stormwater issues to organizations such as Kiwanis Clubs, Chambers of Commerce, Toastmasters and other associations.

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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) 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 City 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 factsheets already developed are made available to mobile businesses operating within the City.

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 City of Lake Forest uses the implementation strategies discussed in **Section A-9.5.4** to encourage pollution prevention in residential areas.

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In addition, the City will facilitate proper management and disposal of used oil, toxic materials and other household hazardous wastes (HHWs) by providing educational materials describing the operation of the County's principal Household Hazardous Waste Collection Centers and Used Oil Recycling 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 CITY EDUCATION PROGRAM

The City of Lake Forest implements a city-specific public education campaign to complement *Project Pollution Prevention* to address local issues and target constituencies that are best reached through a local rather than a countywide effort.

Public Education Material Distribution

The City makes educational materials available to its residents at public facilities as indicated in **Table 6.1**.

Table A-6.1: Educational Materials at Public Facilities

Public Facility	Materials Available
City Hall	Brochures, Fact Sheets, Posters, Outreach/Education Articles, Newsletters
Libraries (2)	Brochures, Fact Sheets, Posters, Outreach/Education Articles
Public Parks	Posters, Educational Signage
Home Depot commercial facilities (2)	Brochures, Fact Sheets, Outreach/Education Articles

Employee Training and Outreach

In addition to the overall comprehensive training effort, the City conducts 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
- Routing relevant newspaper and magazine articles to specific departments or personnel; and
- Hold meetings with departments to help fine-tune public outreach based on their experiences and observations. For example, a certain department representative

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might say that the residents or businesses it works with have a good understanding of one concept, but need more information about another.

A-6.3.1 Workshops

The City of Lake Forest annually participates in/promotes County administered regional workshops for the following public sectors:

- Manufacturing Facilities
- 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 City of Lake Forest participates in at least one community, regional or countywide event per year. Materials developed by *Project Pollution Prevention* and the City encourage the public to report illegal discharges/dumping and include the hotline reporting number. Brochures and other materials also reference the City's website www.lakeforestca.gov and the countywide website www.ocwatersheds.com; contained therein are brochures, factsheets 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 City 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);
- 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

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cities in a common watershed to maximize attendance and understanding of industries' responsibilities in the watershed.

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:

- 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 City of Lake Forest 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 City permits are issued;
- 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.; and
- Requiring that companies submitting construction bids for City Requests For Proposals (RFPs) include language agreeing to follow BMPs.

6.3.4 Outreach to Quasi-Governmental Agencies/Districts

The City 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).

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The following approaches have been identified:

- 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

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 City of Lake Forest is key to a successful outreach plan. The City has opportunities to supplement the Countywide Program through its daily interactions with its citizenry and in accordance with the its Residential Program described above in **Section A-6.2.7**, in **DAMP Section 9.5** and **Section A-9.5** of this LIP.

The following approaches have been identified:

- Publishing information about urban runoff and stormwater pollution issues on the City's website www.lakeforestca.gov and providing links to other related websites such as the County website, www.ocwatersheds.com;
- Maintaining a supply of brochures and promotional materials at public buildings including City Hall, and libraries;
- Running information on the City's community access channel;
- Participating in community events by hosting a booth with information and promotional materials;
- Participating in and promoting clean-up events such as the annual Cleanup Day;
- Presenting information to community or social groups, as warranted or requested;
- Writing and distributing news releases with seasonal tips or notices of events;
- Adding stormwater logo and website information to appropriate City vehicles;
- Storm drain stenciling reminding residents that materials entering the storm drain ends up in the ocean;
- Working with other jurisdictions, including the Principal Permittee and other Permittees, on joint outreach programs;
- Publicizing the 24-hour Water Pollution Reporting Hotline number 1-877-89-SPILL, which handles water pollution complaints as well as inquiries about stormwater and public education materials;

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.

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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;
- Providing demonstrations, promotional materials and outreach to youth at community events;
- Sending information to schools regarding activities like creek clean-up events;
- Offering to provide speakers or educational materials such as video clips for events and/or assemblies;
- 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.