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State Water Resources Control Board

Office of Public Affairs

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Arnold Schwarzenegger
Governor

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Dear Interested Party,

Storm water pollution is a serious problem presenting a real threat to the state's waterways, communities and public health and safety. For this reason, the California Water Boards – the state and regional government agencies responsible for protecting California's waters – have made reducing storm water pollution a top priority.

But we can't do it alone. We are all responsible for the problem, and we must all work together to fix it.

Almost three years ago, the Water Boards launched *Erase the Waste*, an innovative storm water public education campaign designed to educate Los Angeles County residents and actively engage them in the effort to reduce storm water pollution. Through a combination of advertising, media coverage, partnerships, stakeholder, multi-ethnic community outreach and promotions, the campaign proved to be extremely successful in empowering residents to become part of the "pollution solution."

As part of the Water Boards' ongoing commitment to improving water quality, we are pleased to share the ***California Storm Water Toolbox***, a comprehensive set of educational and outreach tools developed as part of the *Erase the Waste* campaign. These action-oriented tools are free to all interested parties and have already been shared with environmental representatives from other California communities, with other U.S. cities and with China, Mexico and South Korea. The tools will continue to be promoted both nationally and abroad.

The ***California Storm Water Toolbox*** includes the following tools for residents, community and civic groups, educators, municipalities and public agencies:

- Advertisements, posters, collateral materials and a comprehensive Neighborhood Action Kit in English, Spanish, Chinese, Korean and Vietnamese – a comprehensive "how-to" guide to community-focused pollution prevention
- A landmark Water Quality Service Learning Model for grades 4-6 that meets the state's curriculum standards
- The Water Quality Detectives After School Program, an adapted version of the curriculum for middle school and after school setting
- The California Storm Water Resource Directory, an online inventory of storm water materials developed in partnership with the California Storm Water Quality Association

All elements of the ***California Storm Water Toolbox*** are available for download, free of charge at www.erasethewaste.com.

We feel confident that these resources will increase the effectiveness of your storm water pollution prevention efforts. Top advertising and public relations agencies and education experts produced the award-winning tools, utilizing extensive social marketing research to ensure the messaging was effective and changed polluting behaviors. We encourage you to take full advantage of these free resources, designed especially for you.

Thank you for your leadership and for working together to help make our communities pollution-free.

Sincerely,

Tom Mays, Manager, Education and Public Outreach
Office of Public Affairs

California Environmental Protection Agency



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