

Community Engagement

(Education and Outreach Programs)

Regional Water Quality Control Board

March 15, 2017

Introduction

- 21 Copermittees in San Diego County
- Eight Water Quality Improvement Plans
 - Each contain strategies, including education and outreach, to target various water quality conditions
 - Strategies include regional, watershed, and jurisdictional-specific efforts to engage communities

Evolution of Education and Outreach

2007 Permit:
“Education
and Outreach”



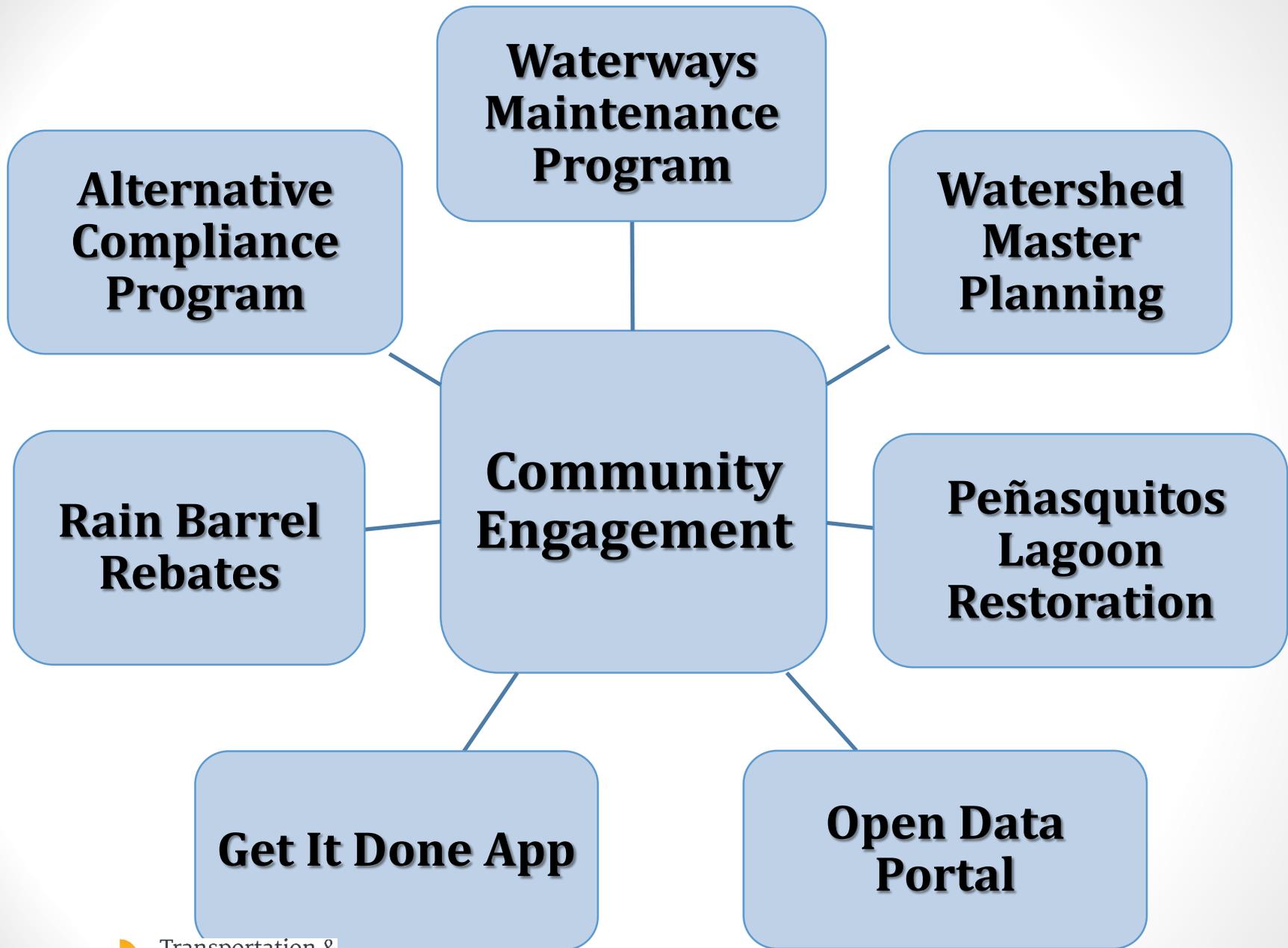
2013 Permit:
“Outreach and
Participation”



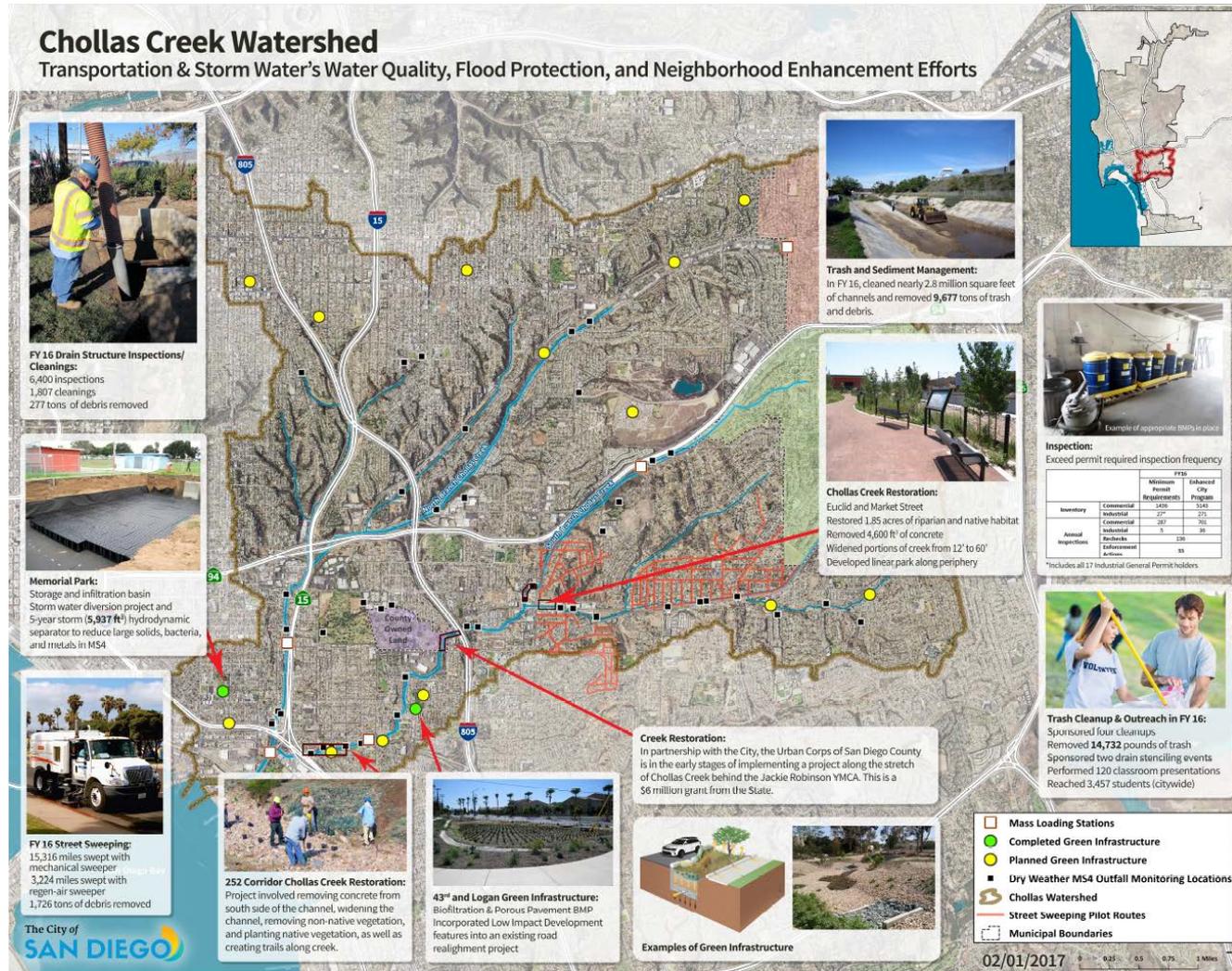
WQIP Era:

COMMUNITY ENGAGEMENT





Chollas Creek Enhancements



Los Peñasquitos Lagoon *Restoration*



Channel Prioritization & *Waterways Maintenance Plan*

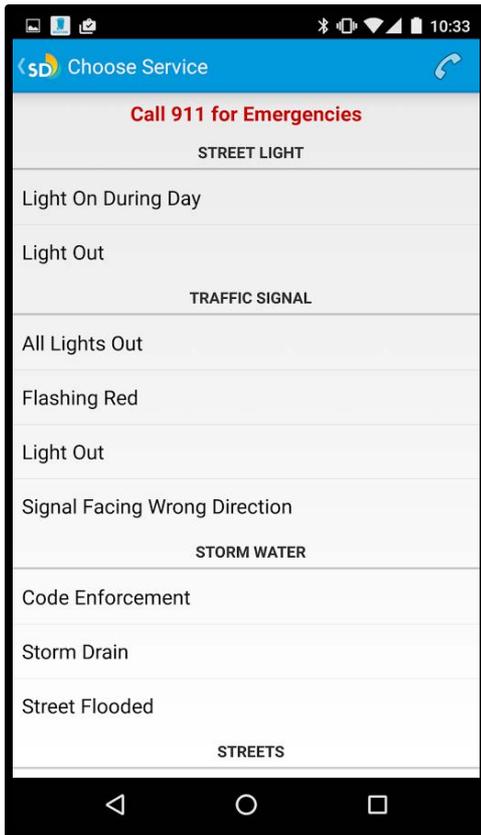


Before: Sorrento Valley
Channel



After: Sorrento Valley
Channel

Engaging Our Communities



Open Data Portal

The Open Data Portal interface features two main data visualization components:

- SOLAR PERMITS ISSUED:** A bar chart showing the number of solar permits issued over time. The y-axis ranges from 0 to 1500. The bars show a general upward trend, with a significant spike in the final period shown.
- STREET REPAIR WORK:** A map of the city network with color-coded streets. A legend below the map shows "OG Evaluation" with categories: "OK" (green), "Fair" (yellow), and "Poor" (red).

Next Request for Records

The "Open Public Records" web portal interface includes:

- The City of SAN DIEGO logo**
- Open Public Records** title and a descriptive paragraph: "This web portal will help you communicate with your government about what documents you need. All previous requests and responsive documents are viewable here online. You may even find what you're looking for without having to submit a new request! Use of the NextRequest platform is intended to facilitate public access to public records. Official records are held by City departments and the Clerk pursuant to governing document retention schedules."
- SEARCH** button with a magnifying glass icon and text: "Search 3463 requests and counting."
- MAKE REQUEST** button with a document icon and text: "Make a new public records request."

Please Join Us!



Public Education & Participation



County of San Diego
Watershed Protection Program



Project Clean Water

A water quality resource for the San Diego Region

[LEARN MORE](#)

Relaunched January 2017

- Regional Clearinghouse
- Interactive Features – Quick Tips for the public
- Improved navigability

An integrated, balanced, and consensus-based approach to ensuring the long-term sustainability of San Diego's water supply, **water quality**, and natural resources.



SAN DIEGO

SUSTAINABLE LANDSCAPES PROGRAM

[Home](#) [Guidelines](#) [Education & Training](#) [Technical Assistance](#) [Landscape Materials](#) [Incentives](#) [Resources](#) [Contact Us](#)

SAN DIEGO

SUSTAINABLE LANDSCAPE GUIDELINES

A Watershed Approach To Landscaping



Community Based Social Marketing

County of San Diego's Education & Outreach efforts



Help Protect Our Water!!

County of San Diego staff noticed
the following pollutant(s) spilled or
dumped into a storm drain or
watercourse in your neighborhood:

How can you help?

- Wash Water** – Drain washing machine water to the sewer or septic system.
- Litter** – Place trash containers out only on collection day and keep containers covered.
- Pet Waste** – Pick up pet waste and place it into the trash.
- Yard Waste** – Recycle yard waste by composting it away from drainage areas.
- Vehicle Fluids** – Recycle used motor oil and repair leaks.
- Solvents / Degreasers** – Use less-toxic alternatives and shop rags.
- Pesticides / Fertilizers** – Use them sparingly and avoid over-watering.
- Dirt / Gravel** – Cover or berm stockpiles.
- Home Repair Waste** – Clean latex paint brushes in a bucket; sweep up construction debris promptly.
- Others:**

**Thank you for doing your part
to keep our water clean!**

For more information or to report an illegal
discharge, call the Stormwater Hotline:



1 (888) 846-0800



Or visit our website:

Project Clean Water

www.sdcountry.ca.gov/dpw/watersheds



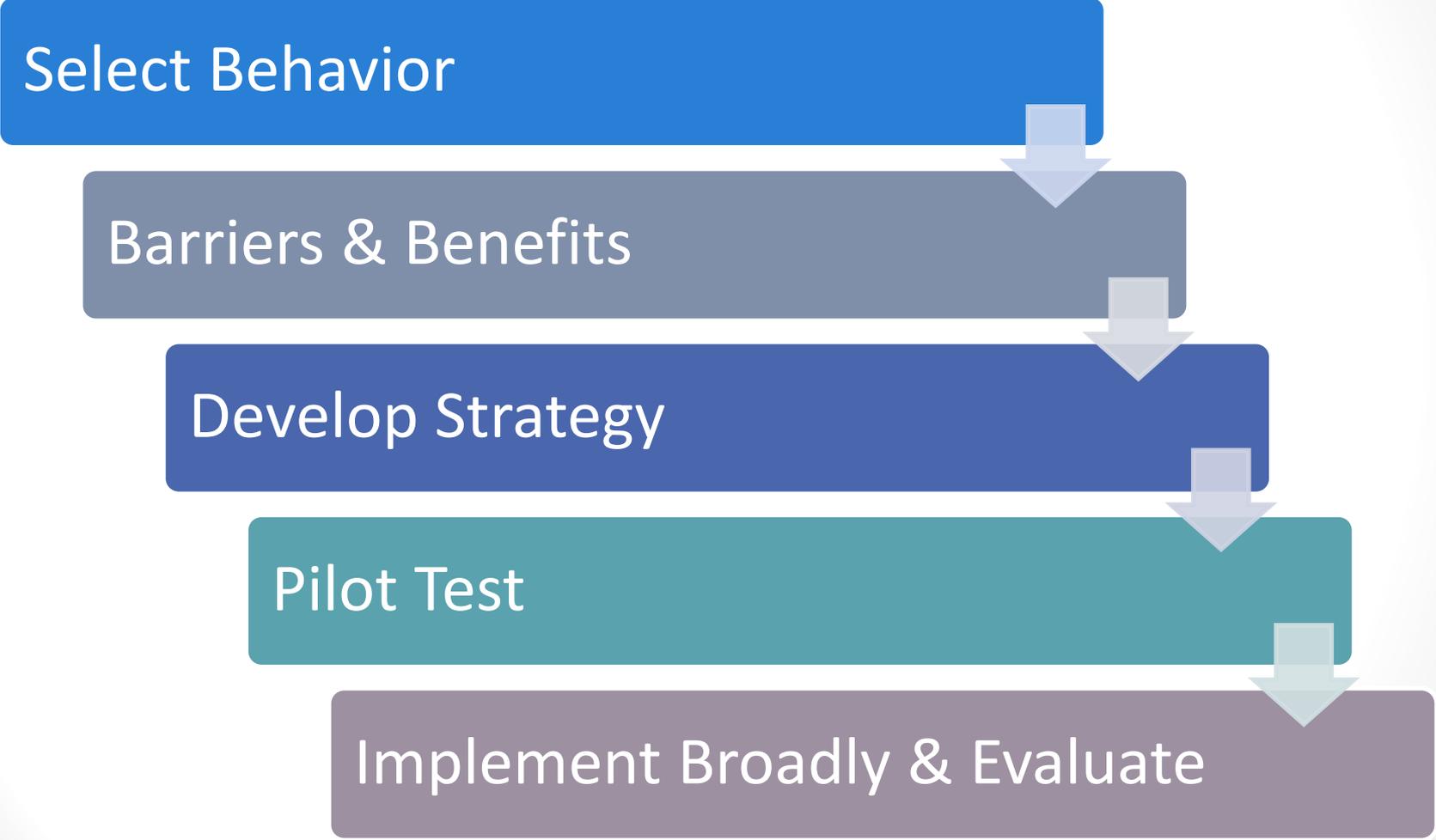
Recycling, Composting,
and Household Toxics Hotline:

1 (877) R-1 Earth or 1(877) 713-2784

This is not a citation!

Community-Based Social Marketing

Select Behavior



```
graph TD; A[Select Behavior] --> B[Barriers & Benefits]; B --> C[Develop Strategy]; C --> D[Pilot Test]; D --> E[Implement Broadly & Evaluate];
```

The diagram illustrates a five-step process for Community-Based Social Marketing. Each step is contained within a colored rectangular box, and the boxes are arranged in a descending staircase pattern from top-left to bottom-right. Downward-pointing arrows connect the right side of one box to the top side of the next box below it. The steps are: 1. Select Behavior (blue box), 2. Barriers & Benefits (grey-blue box), 3. Develop Strategy (dark blue box), 4. Pilot Test (teal box), and 5. Implement Broadly & Evaluate (purple-grey box).

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers.

See also www.cbsm.com

water



Let's All Do Our Part!

A recent survey found that San Diego County residents care about keeping our waterways clean. In fact, **85%** of those surveyed said they would talk to friends, family, and others about polluting behavior.



To help you do your part,

the County of San Diego Watershed Protection Program visited your neighborhood to provide **personalized tips** for reducing water runoff from yards, lawns, and gardens—a major contributor to pollution.

Here is what you can do better:

- Adjust sprinklers so they don't spray onto streets and sidewalks.
- Repair leaking or broken sprinklers.
- Water in short cycles to allow water to absorb into the soil.
- Water in the early morning or late evening when it is cooler outside.

Thank you for doing your part to protect our waterways.

Signed: _____
San Diego County Watershed Protection Program
Call us for more information.
1-888-846-0800
watersheds@sdcounty.ca.gov
www.sdcounty.ca.gov/dpw/watersheds.html

soil/sediment



Let's All Do Our Part!

A recent survey found that San Diego County residents care about keeping our waterways clean. In fact, **85%** of those surveyed said they would talk to friends, family, and others about polluting behavior.



To help you do your part,

the County of San Diego Watershed Protection Program visited your neighborhood to provide **personalized tips** for preventing soil and sediment from entering the storm drain system—a public health concern and a hazard to marine life.

Here is what you can do better:

- Cover stockpiles of soil, dirt, and gravel.
- Use mulch to prevent erosion of exposed soil patches.
- Plant trees, shrubs, or grasses on slopes to help keep topsoil in place.
- Plan grading or terracing projects during the dry season (May - September) if possible.

Thank you for doing your part to protect our waterways.

Signed: _____
San Diego County Watershed Protection Program
Call us for more information.
1-888-846-0800
watersheds@sdcounty.ca.gov
www.sdcounty.ca.gov/dpw/watersheds.html

trash



Let's All Do Our Part!

A recent survey found that San Diego County residents care about keeping our waterways clean. In fact, **85%** of those surveyed said they would talk to friends, family, and others about polluting behavior.



To help you do your part,

the County of San Diego Watershed Protection Program visited your neighborhood to provide **personalized tips** for preventing trash from entering the storm drain system—a public health concern and a hazard to marine life.

Here is what you can do better:

- Place trash containers out only on collection day.
- Keep trash bins covered at all times.
- Replace any trash cans that are leaking or deteriorating.
- Sweep or rake up litter, leaves, and grass and put it in the appropriate bin so it does not go into the street and the storm drain.

Thank you for doing your part to protect our waterways.

Signed: _____
San Diego County Watershed Protection Program
Call us for more information.
1-888-846-0800
watersheds@sdcounty.ca.gov
www.sdcounty.ca.gov/dpw/watersheds.html



san diego county

automotive fluids



Let's All Do Our Part!

Most residents are concerned about keeping our waterways clean. In fact, surveys conducted across San Diego County show that **more than 50% of residents** believe that pollution of our beaches, lakes, and creeks directly affects them and their families.

We're Here To Help.

Oil and other toxic automotive fluids that get into the street and gutters can enter the storm drain system and go directly into waterways without treatment. The County of San Diego Watershed Protection Program supports residents in their efforts to prevent pollution by offering these important **tips for preventing automotive fluids from entering the storm drain**, where they are a major source of pollution and a public health concern.



Water that is released to the streets, gutters, and storm drains in San Diego County is not treated before it reaches our local creeks, rivers, and the ocean.

What Can You Do To Keep Our Waterways Clean?

- Check vehicles for fluid leaks and make repairs as soon as possible.
- Place drip pans underneath vehicles to capture fluids.
- Sweep or use absorbent materials (such as kitty litter) instead of water to clean up work areas and spills.
- Take used oil, antifreeze, and other household hazardous waste to a collection facility. For more information, call 877-R1Earth (877-713-2784).

Thank you for doing your part to protect our waterways.

Call Us For More Information.

1-888-846-0800
watersheds@sdcounty.ca.gov
www.sdcounty.ca.gov/dpw/watersheds.html

FRONT

WATERSHED PROTECTION PROGRAM

General Business

Stormwater Best Management Practices (BMPs)

Releasing pollutants directly or indirectly into the storm drain system or waterways is a violation of the County's Watershed Protection Ordinance (WPO). Below is a list of BMPs that may be applicable to your business. This list is not all inclusive, refer to the WPO for further details. For more information call your inspector or the Stormwater Hotline at 1-888-846-0800.

Materials & Waste Management

- Maintain all hazardous materials in accordance with the MSDS and all applicable laws and regulations.
- Store hazardous materials and waste off the ground, under cover, and away from rain.
- Securely store all materials and equipment in the vehicle during transport.
- Use secondary containment for storage areas that are likely to create a discharge.
- Whenever possible, berm and cover all equipment storage areas.
- Maintain all storage containers in good condition; keep these items securely closed when not in use.
- Inspect storage areas at least once before the rainy season (October 1st to April 30th) and quarterly during the rainy season. Document inspection results and retain records for two years.
- Routinely inspect and maintain all structural stormwater controls such as catch basins, oil/water separators, sumps, berms, secondary containment devices, etc., as well as other facility equipment and systems.
- Keep materials and equipment necessary for spill response in every vehicle and at the headquarters.
- Promptly clean up spills and leaks as they occur.
- Contain all spills on-site. Immediately report any spills or leaks that reach the storm drain system by calling 1-888-846-0800.

Inform Your Employees

- It is recommended that all employees are trained annually on stormwater BMPs and pollution prevention practices.
- Provide corrective action training whenever an illegal disposal practice is discovered.
- Document all training activities and include training topics, date, and names of the instructor and attendees.
- Keep training records on-site.
- Train employees to use spill clean-up materials properly.

Grounds (Office/Headquarters)

- Routinely sweep and clean parking lots and paved areas around your business.
- Where practicable, provide trash cans with lids in your parking lot to discourage littering.
- It is recommended that "No Dumping or Littering" signs be posted on your property.
- Sweep up dirt, leaves, and clippings on walkways, street, and gutters on a regular basis.
- Use pesticides and fertilizers according to label instructions and do not apply the chemicals before a rain event. Try using less toxic alternatives. Properly dispose of all chemicals.



BACK

General Business

Grounds (Office/Headquarters) *continued*

- Remove litter, debris, and organic matter from landscaped areas.
- Adjust sprinkler heads to avoid over-watering and runoff.
- Remove or cover and contain any stockpiles or accumulations of materials such as soils, fertilizer, or potting material during windy or rainy conditions.
- Protect disturbed slopes that are more than five feet in height, more than 250 square feet in total area, and steeper than 3:1 (run-to-rise) from erosion.
- Periodically inspect, clean and maintain the rooftops of your building(s) and equipment.
- Cover any materials stored outside and on the roof.
- Route roof downspouts away from work areas and toward pervious areas such as lawns whenever possible.
- Never allow wash water or rinse water from building and pavement washing to discharge to the storm drain system or water ways. Collect and contain it for treatment, re-use, or proper disposal.
- Temporarily cover storm drain inlets that are located within or down gradient of your business before performing any activity involving fluids that could result in spills, leaks, or runoff.

Dumpster & Loading Areas

- Inspect all trash storage and disposal areas weekly.
- Keep materials needed to clean trash and loading areas readily accessible.
- Sweep up litter and debris around dumpsters and loading areas regularly.
- Dispose of non-hazardous liquid waste into the sewer system.
- Keep dumpster lids closed and locked to prevent spills and illegal dumping.
- Maintain dumpsters and other waste containers in good condition.
- Use dry cleaning methods (sweeping, vacuuming, mop and bucket) to clean out waste containers; if hosing or pressure washing is needed, contain all wash water on-site for proper disposal.
- Load and unload materials in designated areas.
- Maintain loading equipment and repair any leaks.

Inspect Your Business

- Inspect inside and outside areas of your business annually and look for areas that need improvement; document all visual observations, evaluate effectiveness and condition of all BMPs.
- Document any corrective action training and/or corrected disposal practices.
- Eliminate any illicit connections of illegal discharges to the storm drain system or receiving waters.
- Make sure that all non-stormwater discharges are captured on-site and recycled, reused, or properly disposed.
- It is recommended that you locate and mark storm drain inlets on a map and post it in a common work area. Show your employees where the openings are located.
- Where applicable, ensure that your Stormwater Pollution Prevention Plan (SWPPP) and other related documents are kept to date and that all elements are correct and adequately implemented.
- All stormwater related documentation, including training records, SWPPP, Notice of Intent, Monitoring/Sampling records, etc. are kept on-site at all times.

The Watershed Protection Ordinance may be found at www.sdcddpw.org/WPO



COUNTY OF SAN DIEGO



COUNTY OF SAN DIEGO
WATERSHED PROTECTION PROGRAM

9325 Hazard Way • San Diego, CA 92123
(888) 846-0800 • FAX (858) 495-5263

Revised December 2004



General Pollution Prevention

The *County of San Diego Watershed Protection Program* supports businesses in their efforts to prevent pollution by offering these important Stormwater Best Management Practices (BMPs).

! Water that is released into the streets, gutters, and storm drains in San Diego County is not treated before it reaches our local creeks, rivers, and the ocean. *These general pollution prevention tips for your business will help keep our waterways clean.*

Indoors

OFFICE

- ❑ Reduce paper use by making double-sided copying and printing a standard practice.
- ❑ Eliminate unnecessary paper by making forms electronic or reducing their size.
- ❑ Re-use outdated forms or scrap paper for note pads.
- ❑ Choose products with less packaging and containers that can be re-filled.
- ❑ Purchase recycled paper and products when possible.
- ❑ Remove your company name from junk mail lists by canceling unused catalogs or solicitations.
- ❑ Update your company mailing lists to eliminate duplication of materials and postal costs.
- ❑ Reuse packaging materials.
- ❑ Purchase only what you need. Re-order as you reach a minimum threshold.
- ❑ Encourage customers to reduce waste by reusing bags, containers, and other product re-use.

SOLID WASTE AND RECYCLING

- ❑ The County of San Diego has a mandatory recycling ordinance. If your business is located in the unincorporated area, contact the Recycling Hotline to request a FREE recycling consultation for your business 877-RIEarth (877-713-2784).

more tips >>>

For more information, call the Stormwater Hotline at (888) 846-0800 or visit www.sandiegocounty.gov/dpw/watersheds.html for the WPO.



General Pollution Prevention

SOLID WASTE AND RECYCLING

- ❑ If your business is located in a city, contact your city for more information on recycling.
- ❑ Inspect trash and recycling areas for misplaced recyclables. Place items in appropriate bins.

Outdoors

LITTER AND DEBRIS

- ❑ Routinely sweep up dirt, leaves, and clippings on parking lots and paved areas.
- ❑ Conveniently place trashcans with lids to reduce littering and "fly away" litter.
- ❑ Post "No Dumping or Littering" signs on your property.

LANDSCAPING

- ❑ Use pesticides and fertilizers according to label instructions and do not apply the chemicals before rain.
- ❑ Remove litter, debris, and organic matter from landscaped areas.
- ❑ Adjust sprinkler heads to avoid over-watering and runoff.
- ❑ Use native or drought tolerant plants. These plants reduce maintenance and water use.
- ❑ Conserve water by reducing or eliminating turf.
- ❑ Encourage landscapers to recycle green waste.

EROSION

- ❑ Remove or cover any accumulations of materials such as soils, fertilizer, or potting material.
- ❑ Protect disturbed slopes that are more than five feet in height, more than 250 square feet in total area, and steeper than 3:1 (run-to-rise) from erosion.

RUNOFF

- ❑ Route roof downspouts away from work areas and toward pervious areas such as landscapes.
- ❑ Temporarily cover storm drain inlets before performing any activity involving fluids that could result in spills, leaks, or runoff.
- ❑ Periodically clean the rooftops of your building(s).
- ❑ If vehicle washing is conducted, contain all wash water so it does not enter the storm drain.
- ❑ Use drip pans or other methods of spill containment for equipment stored outdoors.

For more information and other ideas, check with local agencies, trade association newsletters, and magazines.



! Releasing pollutants directly or indirectly into the storm drain system or waterways is a violation of the County's Watershed Protection Ordinance (WPO). *Your business is required to comply with the WPO and the following minimum BMPs.*

thank you
for doing your part to
protect our waterways.



For more information, call the Stormwater Hotline at (888) 846-0800 or visit www.sandiegocounty.gov/dpw/watersheds.html for the WPO.

watershed protection ordinance



2015

GUIDANCE HANDBOOK To Reduce Water Pollution



COUNTY OF SAN DIEGO

Pesticides, Herbicides, and Fertilizers

Site Layout

- Conduct pesticide formulation activities under cover or indoors.
- Perform pesticide or other chemical product formulation activities in areas located away from storm drain inlets or water bodies. If not possible, protect inlets or water bodies.



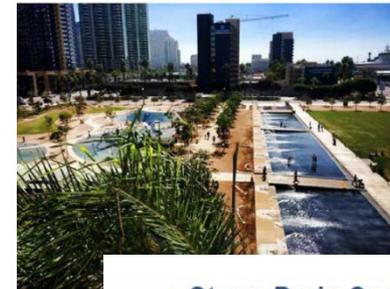
Pesticides are stored in a secure enclosure.

Photo: County of San Diego

Pool, Spa, and Fountain Maintenance

Site Layout

- Store pool, spa and fountain chemicals indoors or under cover.
- Locate all handling, storage, and disposal areas away from storm drains or water bodies. If not possible, protect inlets or water bodies.



An interactive fountain is clean and maintained.

Photo:

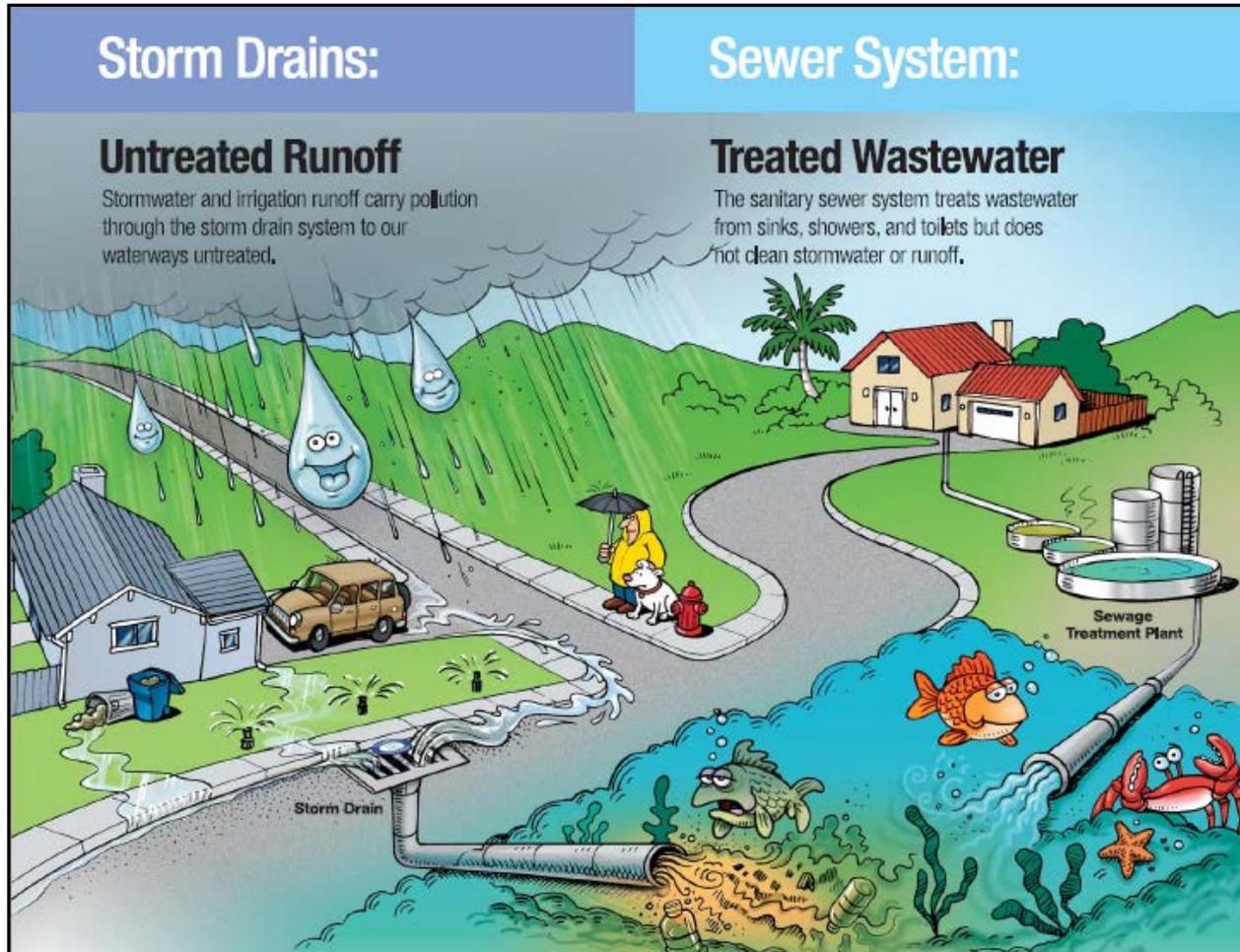
Storm Drain Systems



Stenciling is used to identify the storm drain.

Photo: County of San Diego

Regional Education & Outreach Workgroup



Target Audience: Residential

REPORTING HOTLINE 888-THINK BLUE (888-844-6525) [REPORT ONLINE](#) [Home](#) | [Español](#) | [Calendar](#)



think BLUE
SAN DIEGO REGION

STORM WATER POLLUTION PREVENTION

PREVENCIÓN DE LA CONTAMINACIÓN DE LAS AGUAS PLUVIALES

About Think Blue

Protect our environment and your family's health and safety. Take care in neighborhoods and at businesses to prevent pollution from entering storm drains and watersheds. Storm drain systems and sewer systems are not connected, so everything that enters storm drains, including trash, pet waste, pesticides from over irrigation and other pollutants flows untreated directly into local waterways.

Storm Water in Your Area

Area:

or click on the map to learn about your region



Storm water pollution impacts people, wildlife and the environment. Learn about storm water pollution prevention in your area and ways you can make a difference.

Calendar of Events

View the calendar - Take a [short survey](#).



Targeted Pollutants

Watershed	Bacteria	Low Dissolved Oxygen	Nitrates	Nutrients	Pesticides	Petroleum	Sediment	Solvents	Total Dissolved Solids (TDS)	Toxics	Trace Metals	Trash
San Juan	X			X		X		X	X		X	
Santa Margarita	X		X	X			X					X
San Luis Rey	X			X								
Carlsbad	X			X			X					
San Dieguito	X			X			X				X	
Los Penasquitos	X			X			X			X	X	
Mission Bay/La Jolla	X			X			X			X	X	
San Diego River	X			X		X			X	X		X
San Diego Bay	X									X	X	
Tijuana	X	X		X	X		X			X	X	X

Regional Residential Education Plan 2015

Overall Goals

- Increase awareness and knowledge
- Improve attitudes toward stormwater pollution
- Provide a foundation for changing behaviors that contribute to stormwater pollution



Objectives to Support Overall Goals

- Maintain a consistent image, message, and brand
- Use positive messages to increase knowledge and awareness, and ultimately change behavior
- Develop community partnerships to leverage resources
- Develop assessment strategies for program effectiveness



Regional Program Elements Chosen to Meet the Objectives

- Standardized Regional Brand (Think Blue SD Region)
- Regional Think Blue Website
- Mass Media (Broadcast and Outdoor)
- Regional Outreach Materials
- Regional Outreach Event
- Partnerships
- Regional Stormwater Hotline

Education & Outreach Tools & Methods



Bacteria is a Problem in Santee & the County



SCOOP THE POOP



Top 5 Reasons Why We Should Pick-up After Our Dog

1. It's Green!
2. Bacteria and other germs can make your dog sick.
3. So you can enjoy your dog.
4. For the beautiful places and you see it. 5. 2. 4. 2.
5. It makes you a better person.

CITY OF SANTEE Storm Water Program

Fido Fest

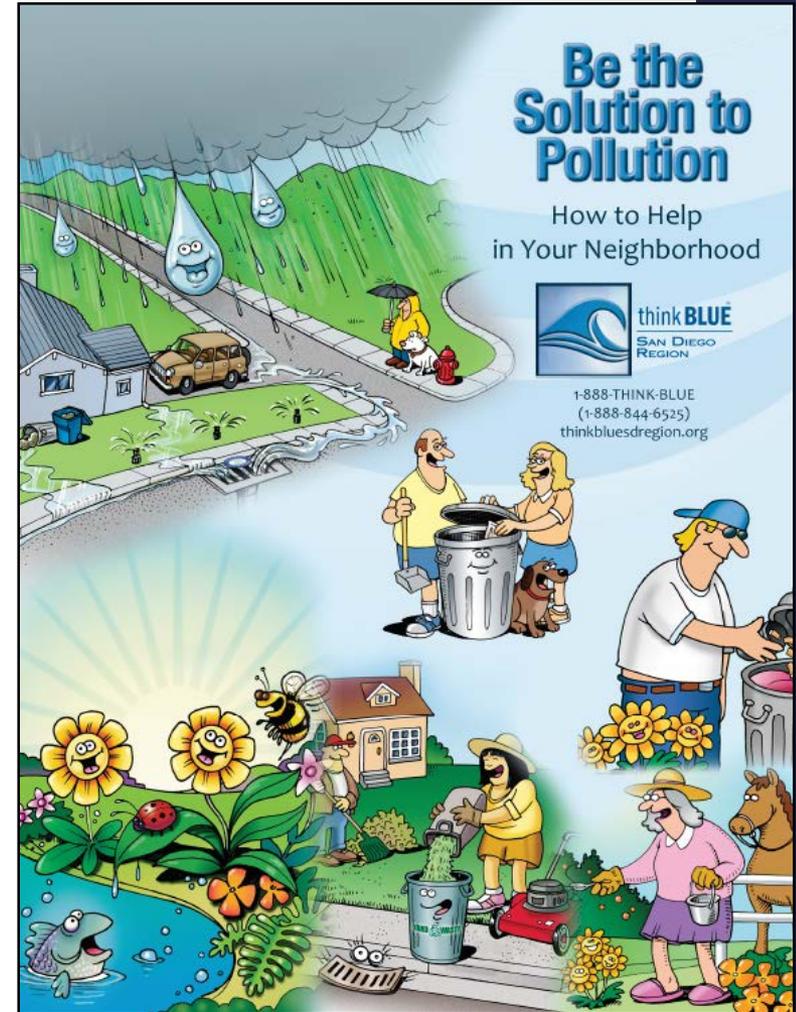
New Programs

Watershed Stewardship Program

Watershed Stewardship Manual

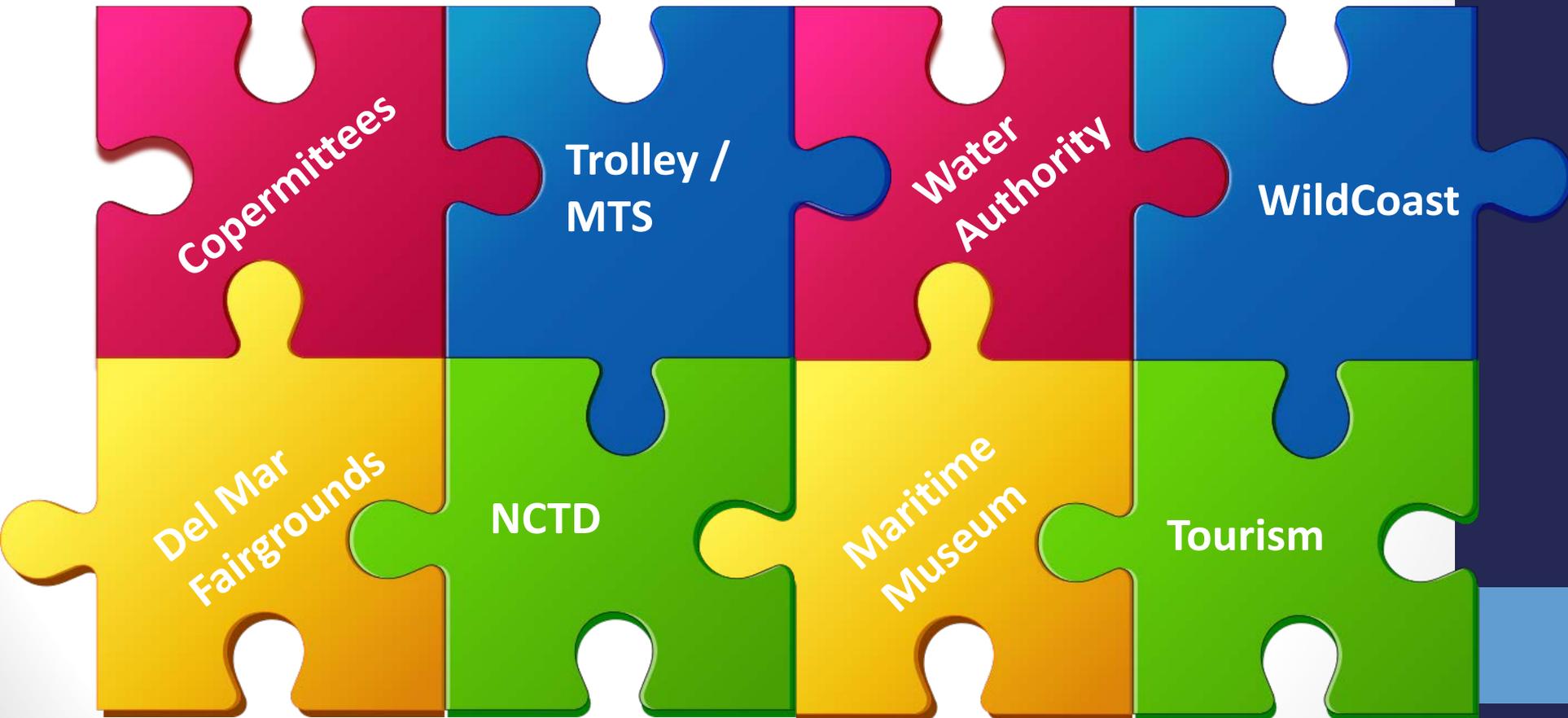
June 24, 2016

YOUR
LOGO HERE

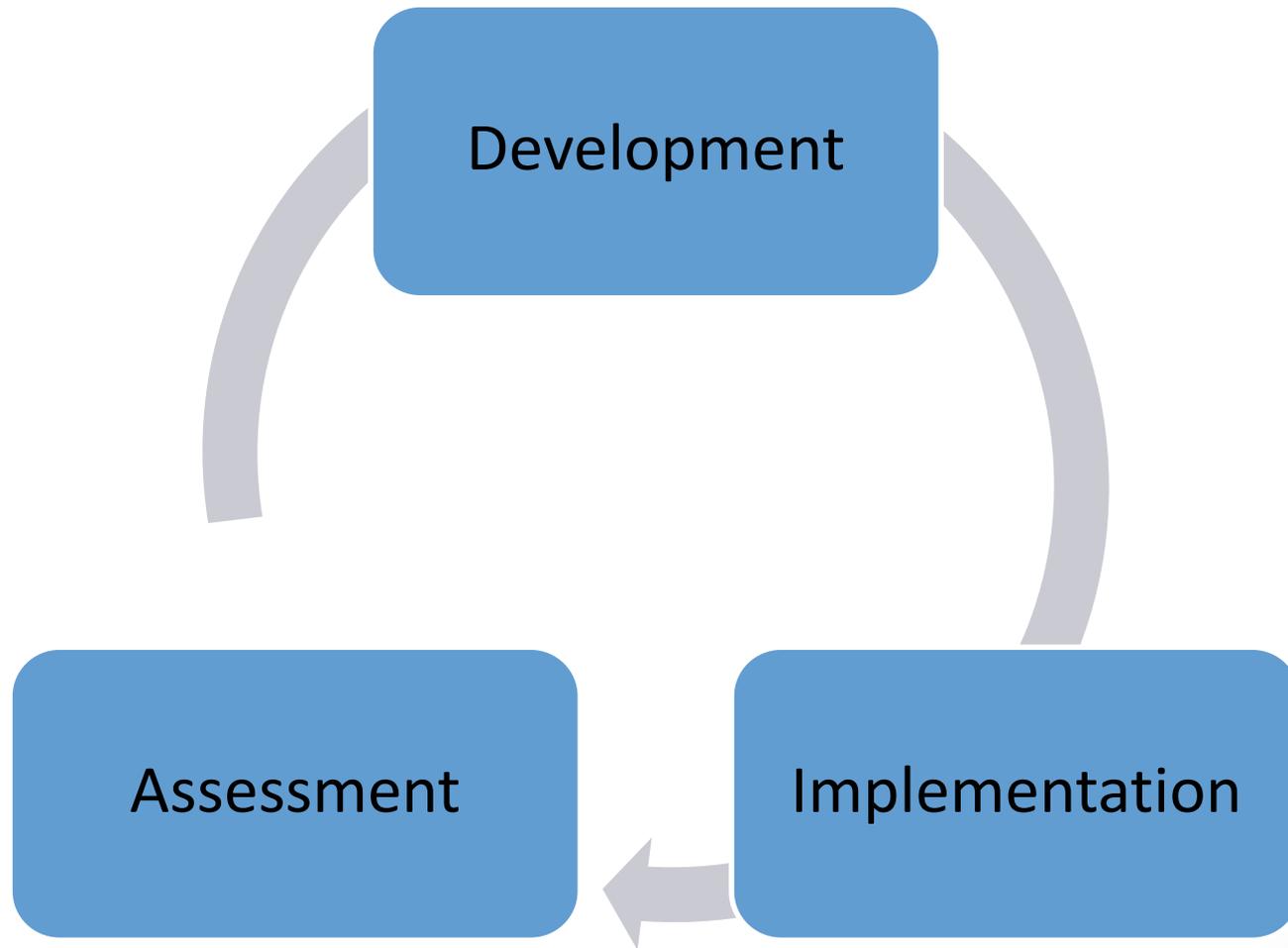


Neighborhood Guide

Regional Partnerships & Collaboration



Regional Workgroup Assessment



Orange County



Education and Outreach Campaign And Water Quality Improvement Plan

Acknowledge
Stephen Groner Associates
NPDES Public Education Committee



RIVERSIDE COUNTY WATERSHED PROTECTION

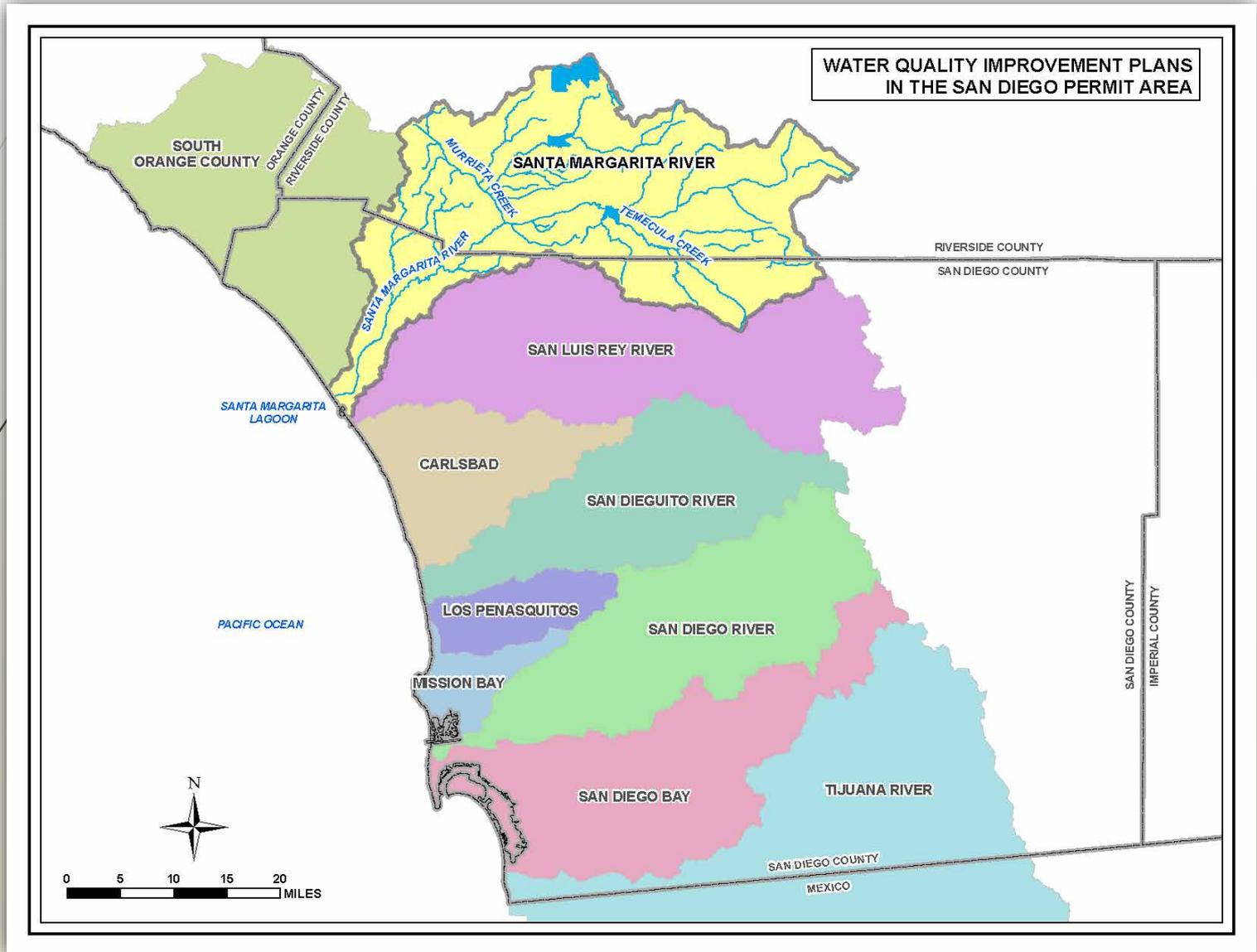
Presentation to:
San Diego Regional Water Quality Control Board
Region 9
March 15, 2017



Public Education Program

By: Darcy Kuenzi, Government Affairs Officer
Riverside County Flood Control and Water Conservation District

Our Watershed



Program History

- Brochures
- E-Newsletter
- Website
- School Presentations
- Community Events
- Pollution Prevention Hotline
- Home Improvement Store Training
- Co-Permittee Activities
- Rebranding
- Social Media



WHAT'S THE SCOOP?

CREATE A HEALTHY ENVIRONMENT and protect your home by educating your people pet practices. Use pet waste and dog/droppings and separate from clean-drainable stormwater.

HOUSEHOLD PETS

We all love our pets, but pet waste is a subject everyone likes to avoid. Pet waste left on trails, sidewalks, streets and grassy areas can be washed into the nearest waterway when it rains. Even if you can't see streams or lakes near your neighborhood (stormwater) or sprinkle runoff can wash pet waste into the streams where they carry runoff to the nearest streams or lakes untreated. The risk of stormwater contamination increases if pet waste is allowed to accumulate in outdoor animal pen areas or left on sidewalks, streets or driveways.

Pet waste contains nutrients and bacteria. Nutrients can promote the growth of algae in streams and lakes. Algae can cause fish kills and other environmental damage if it is fed too many nutrients. Pet Waste also contains *E. Coli* and other bacteria, which can cause disease to other animals and humans that come in contact with it when swimming or playing in streams and lakes. Dogs also carry salmonella and giardia, which can make people sick.

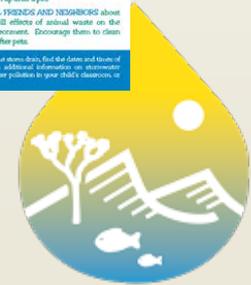
Pet waste that is not picked up and properly disposed can also increase vector problems. Flies and other insects are not only attracted to and feed on pet waste, but can also be infected with disease and spread those diseases to humans and other animals.

WHAT CAN YOU DO?

- SCOP up pet waste and flush it down the toilet or place in trash cans.
- NEVER DUMP pet waste into a storm drain or catch basin.
- USE the complimentary bags or mulch mats offered in dispenser at local parks.
- CARRY EXTRA BAGS when walking your dog and make them available to other pet owners who are without.
- TEACH CHILDREN how to properly clean up after a pet.
- TELL FRIENDS AND NEIGHBORS about the ill effects of animal waste on the environment. Encourage them to clean up after their pets.

TIPS FOR A HEALTHY PET AND A HEALTHIER ENVIRONMENT

Call 1-800-906-2555 (RIPPS) to report illegal pet practices. Also, find the date and time of local Riverside Watershed Waste Cleanup Events. Check additional information on stormwater pollution prevention, pet waste management and stormwater pollution in your child's classroom or learn about the participating and cooperating workshops.



What's Changing?

- ▶ Water Quality Improvement Plan – IN PROCESS
 - Identify Highest Priority Water Quality Conditions
 - Develop Goals & Strategies
- ▶ Public Ed Strategic Plan Development
 - Baseline Surveys
 - Key Messages
 - Target Campaigns
 - Expand Partnerships
 - Social Media



Going "Social"



- Focus on Priorities
- Identify behaviors
- Target your audience
- Develop Campaigns
- Change behavior
- Measure results



Focus on Priorities

- ▶ Options

Create a “menu” of options for specific pollutants and behaviors so that new programs can take advantage of *lessons learned* from programs that are working.

- ▶ Changing Behavior

Behavior change campaigns tailored specifically to *people* that are performing specific behaviors are more effective than a scattershot approach to everyone.



Measuring Success



- ▶ Measuring the effectiveness of public education is an emerging field of research with great opportunities to make an impact.
- ▶ Behavior change campaigns tailored specifically to people that are performing specific behaviors are more effective than a scattershot approach to everyone.
- ▶ We know we are successful when:

The Target Audience is engaged on specific behavior.

The behavior has been measured and improved to realize benefits the overall health of the watershed or sub-watershed.



Making it Count

- ▶ Making a difference in the overall goals of the watershed
- ▶ Out-of-the-box instead of checking boxes
- ▶ Committed to forming new partnerships
- ▶ If at first you don't succeed....adapt your program



Thank You!

Regional Permit Partners

San Diego County

City of San Diego

Orange County

Riverside County

Questions?

