C.7. Public Information and Outreach

Each Permittee shall increase the knowledge of the target audiences regarding the impacts of stormwater pollution on receiving water and potential solutions to mitigate the problems caused; change the waste disposal and runoff pollution generation behavior of target audiences by encouraging implementation of appropriate solutions; and involve various citizens in mitigating the impacts of stormwater pollution.

C.7.a. Storm Drain Inlet Marking

i. Task Description – Permittees shall mark and maintain at least 80 percent of municipally-maintained storm drain inlets with an appropriate stormwater pollution prevention message, such as "No dumping, drains to Bay" or equivalent. At least 80% of municipally-maintained storm drain inlet markings shall be inspected and maintained at least once per 5-year permit term. For newly approved, privately maintained streets, Permittees shall require inlet marking by the project developer upon construction and maintenance of markings through the development maintenance entity. Markings shall be verified prior to acceptance of the project.

ii. Implementation Level

(1) Inspect and maintain markings of at least 80 percent of municipality maintained inlets to ensure they are legibly labeled with a no dumping message or equivalent once per permit term.

(2) Verify that newly developed streets are marked prior to acceptance of the project.

iii. Reporting

(1) In the 2013 Annual Report, each Permittee shall report prior years' annual percentages of municipality maintained inlet markings inspected and maintained as legible with a no dumping message or equivalent.

(2) In the 2013 Annual Report, each Permittee shall report prior years' annual number of projects accepted after inlet markings were verified.

C.7.b. Advertising Campaigns

i. Task Description – Permittees shall participate in or contribute to advertising campaigns on trash/litter in waterways and pesticides with the goal of significantly increasing overall awareness of stormwater runoff pollution prevention messages and behavior changes in target audience.

ii. Implementation Level

(1) Target a broad audience with two separate advertising campaigns, one focused on reducing trash/litter in waterways and one focused on reducing the impact of urban pesticides. The advertising campaigns may be coordinated regionally or county-wide.

(2) Permittees shall conduct a pre-campaign survey and a post-campaign survey to identify and quantify the audiences' knowledge, trends, and

attitudes and/or practices; and to measure the overall population's awareness of the messages and behavior changes achieved by the two advertising campaigns. These surveys may be done regionally or county-wide.

iii. Reporting

(1) In the Annual Report following the pre-campaign survey, each Permittee (or the Countywide Program, if the survey was done county-wide or regionally) shall provide a report of the survey completed, which at a minimum shall include the following:

- A summary of how the survey was implemented.
- A copy of the survey.
- A copy of the survey results.
- An analysis of the survey results.
- A discussion of the outreach strategies based on the survey results.
- A discussion of the planned or future advertising campaigns to influence awareness and behavior changes regarding trash/litter and pesticides.

(2) In the Annual Report following the post campaign survey, each Permittee (or the Countywide Program, if survey was done county-wide or regionally) shall provide a report of the survey completed, which at minimum shall include the information required in the pre-campaign report (C.7.b.iii.(1)) and the following:

- A discussion of the campaigns.
- A discussion of the measurable changes in awareness and behavior achieved.
- An update of outreach strategies based on the survey results.

C.7.c. Media Relations – Use of Free Media

i. Task Description – Permittees shall participate in or contribute to a media relations campaign. Maximize use of free media/media coverage with the objective of significantly increasing the overall awareness of stormwater pollution prevention messages and associated behavior change in target audiences, and to achieve public goals.

ii. Implementation Level – Conduct a minimum of six pitches (e.g., press releases, public service announcements, and/or other means) per year at the county-wide program and/or regional level, and/or local levels.

iii. Reporting – In each Annual Report, each Permittees (or the Countywide Program, if the media relations campaign was done county-wide or regionally) shall include the details of each media pitch, such as the medium, date, and content of the pitch.

C.7.d. Stormwater Point of Contact

i. **Task Description** – Permittees shall individually or collectively create and maintain a point of contact, e.g., phone number or website, to provide the public with information on watershed characteristics and stormwater pollution prevention alternatives.

ii. **Implementation Level** – Maintain and publicize one point of contact for information on stormwater issues. Permittees may combine this function with the complaint/spill contact required in C.5.

iii. **Reporting** – In the 2010 Annual Report, each Permittee~~s~~ shall discuss how this point of contact is publicized and maintained. If any change occurs in this contact, report in subsequent annual report.

C.7.e. Public Outreach Events

i. **Task Description** – Participate in and/or host events such as fairs, shows, workshops, (e.g., community events, street fairs, and farmers' markets), to reach a broad spectrum of the community with both general and specific stormwater runoff pollution prevention messages. Pollution prevention messages shall include encouraging residents to (1) wash cars at commercial car washing facilities, (2) use minimal detergent when washing cars, and (3) divert the car washing runoff to landscaped area.

ii. **Implementation Level** – Each Permittee shall annually participate and/or host the number of events according to its population, as shown in the table below:

Table 7.1 Public Outreach Events[1]

Permittee Population	Number of Outreach Events
< 10,000	2
10,001– 40,000	3
40,001 – 100,000	4
100,001 – 175,000	5
175,001 – 250,000	6
> 250,000	8
Non-population-based Permittees[2]	6

Should a public outreach event contain significant citizen involvement elements, the Permittee may claim credit for both Public Outreach Events (C.7.e.) and Citizen Involvement Events (C.7.g.).

iii. **Reporting** – In each Annual Report, each Permittee~~s~~ shall list the events (name of event, event location, and event date) participated in and assess the effectiveness of efforts with appropriate measures (e.g., success at reaching a

[1] Permittees may claim individual credits for all events in which their Countywide Program or BASMAA participates, supports, and/or hosts, which are publicized to reach the Permittees jurisdiction.

[2] Alameda County Flood Control and Water Conservation District, Contra Costa Flood Control and Water Conservation District, ~~Fairfield-Suisun Sewer District,~~ Santa Clara Valley Water District, Vallejo Sanitation and Flood Control District, and Zone 7 of the Alameda County Flood Control and Water Conservation District

broad spectrum of the community, number of participants compared to previous years, post-event survey results, quantity/volume materials cleaned up and comparisons to previous efforts).

C.7.f. Watershed Stewardship Collaborative Efforts

i. Task Description – Permittees shall individually or collectively encourage and support watershed stewardship collaborative efforts of community groups such as the Contra Costa Watershed Forum, the Santa Clara Basin Watershed Management Initiative, ~~and~~ "friends of creek" groups, and other organizations that benefit the health of the watershed such as the Bay-Friendly Landscaping and Gardening Coalition. If no such organizations exist, encourage and support development of grassroots watershed groups or engagement of an existing group, such as a neighborhood association, in watershed stewardship activities. Coordinate with existing groups to further stewardship efforts.

ii. Implementation Level – Annually demonstrate effort.

iii. Reporting – In each Annual Report, each Permittee shall state the level of effort, describe the support given, state what efforts were undertaken and the results of these efforts, and provide an evaluation of the effectiveness of these efforts.

C.7.g. Citizen Involvement Events

i. Task Description – Permittees shall individually or collectively, support citizen involvement events, which provide the opportunity for citizens to directly participate in water quality and aquatic habitat improvement, such as creek/shore clean-ups, adopt-an-inlet/creek/beach programs, volunteer monitoring, service learning activities such as storm drain inlet marking, community riparian restoration activities, community grants, other participation and/or host volunteer activities.

ii. Implementation Level – Each Permittee shall annually ~~shall~~ sponsor and/or host the number of citizen involvement events according to its population, as shown in the table below:

Table 7.2 Community Involvement Events[3]

Permittee Population	Number of Involvement Events
< 10,000	1
10,001 – 40,000	1
40,001 – 100,000	2
100,001 – 175,000	3
175,001 – 250,000	4
> 250,000	5
Non-population-based Permittees	2

[3] Permittees can claim individual credit for all events sponsored or hosted by their Countywide Program or BASMAA, which are publicized to reach the Permittee's jurisdiction.

Should a citizen involvement event contain significant public outreach elements, the Permittee may claim credit for both Citizen Involvement Events (C.7.g.) and Public Outreach Events (C.7.e.).

iii. Reporting – In each Annual Report, each Permittee~~s~~ shall list the events (name of event, event location, and event date) participated in and assess the effectiveness of efforts with appropriate measures (e.g., success at reaching a broad spectrum of the community, number of participants compared to previous years, post-event survey results, number of inlets/creeks/shores/parks/and such adopted, quantity/volume materials cleaned up, data trends, and comparisons to previous efforts).

C.7.h. School-Age Children Outreach

i. Task Description – Permittees shall individually or collectively implement outreach activities designed to increase awareness of stormwater and/or watershed message(s) in school-age children (K through 12).

ii. Implementation Level – Implement annually and demonstrate effectiveness of efforts through assessment.

iii. Reporting – In each Annual Report, each Permittee~~s~~ shall state the level of effort, spectrum of children reached, and methods used, and provide an evaluation of the effectiveness of these efforts.

C.7.i. Outreach to Municipal Officials

i. Task Description – Permittees shall conduct outreach to municipal officials. One alternative means of accomplishing this is through the use of the Nonpoint Education for Municipal Officials program (NEMO) to significantly increase overall awareness of stormwater and/or watershed message(s) among regional municipal officials.

ii. Implementation Level – At least once per permit cycle, or more often.

iii. Reporting – Permittees shall summarize efforts in the 2013 Annual Report.