Section 8.0 Education Component

8.1 Overview of Education

The City's outreach program includes an education and public participation component. The education component is focused on disseminating educational information to increase public knowledge of stormwater issues, while the public participation component, discussed in Section 9, provides opportunities for the public to become involved in the process of reducing pollutants of concern in stormwater and urban runoff. The education component is primarily implemented by the City's water quality staff.

The Permit establishes the following five target communities which must be addressed by the education program:

- Municipal Departments and Personnel
- Construction Site Owners and Developers
- Industrial Owners and Operators
- Commercial Owners and Operators
- Residential Community, General Public, and School Children

The overall goal of the education element is to provide an education program that will:

- Measurably increase the knowledge of the target audience regarding MS4s, impacts to urban runoff on receiving waters, and potential BMP solutions appropriate for the target audience and their activities.
- Measurably change the behavior of the target audience and thereby reduce pollutant releases to MS4s and the environment.

The City performed a wide variety of storm water education activities during FY 2009-10. Education and outreach was performed on three levels – Jurisdictional, Watershed, and Regional. Budgetary constraints are currently severely limiting the City's outreach abilities to in-house staff and resources only. However, the City has always worked hard to openly communicate with its community and staff has always been available for face to face meetings both at City facilities and while out in the community. The community also has easy access to all City staff by phone or e-mail. The City feels that this informal accessibility works in our favor and actually provides our residents with more meaningful, in depth education than multitudes of printed material.

8.2 Municipal Staff Training

Public Works. Water quality staff participates in monthly meetings with all of the public work division and weekly meetings with the public works supervisors. At these regular meetings, water quality staff provides updates on current policies

and areas of concern. Due to the regularity of interaction between water quality staff and public works staff, no separate annual training is currently being provided. Any questions or comments can be dealt with more effectively at the regular meetings and changes to regulations or activities can be instituted quickly and efficiently. Water quality staff is also integrally involved in ensuring that public works staff receives and maintains all required certifications, such as Confined Space certification, Hazwoper certification, Cal OSHA updates, pesticide application qualification, and other risk management trainings applicable to their daily jobs and their stormwater activities. Towards the end of this reporting period, the City began exploring a newly available training tracking program, which in future reporting periods will make it even easier to verify staff trainings.

New Employees. Water quality staff is working with the City's HR department to establish a new employee interactive training power point presentation, which will include basic stormwater information and an evaluation test at the end. This video will be shown to all new employees regardless of department and their end test results will be tracked. The City is participating in the Regional Municipal Workgroup, which is working on developing a series of employee educational videos that would be available to all Copermittees. These videos would include new employee, management and task specific trainings. With the City's new training tracking system, it will be easy to track employee trainings and track pre and post-test results to evaluate a change in knowledge.

Engineering and Planning Departments. Water quality staff meets weekly with these two departments to discuss development review projects, new policies, streamlining of existing policies and to participate in consistent interdepartmental education. The City finds these regularly scheduled meetings a much more efficient and effective way of updating and educating staff on water quality concerns, regulations and improvements. They are the foundation for the City's new sustainability mindset and have been vital initiating the overhaul of the City's General Plan. It allows the City to present an ideologically unified front to its residents, developers, contractors, and business owners.

8.3 Educational Outreach

This section describes education efforts conducted for each target community during FY 2009-10.

8.3.1 Underserved Target Audiences and Mobile Businesses

Underserved Target Audiences. For those segments of Lemon Grove community that do not speak English as their first language, the City provides many of its brochures and handouts in both English and Spanish. The City also employs bilingual staff to assist our residents, answer questions, and translate information. The current water quality brochures available in dual languages are

IPM pest tip cards, recycling and HHW information. The City also has available the Green Wrench BMP guide for automotive repair shops and the Green Cooking BMP guide for restaurants in Spanish. The City also works with the County's Green Business group which provides BMP information in Spanish and in English. Despite these efforts, the City realizes this continues to be an underserved audience and by collaborating with the other Copermittees hopes to continue to develop new ways to provide them with water quality data and information.

Mobile Businesses. During FY 2009-10, the continued to participate and provide information to the Regional Mobile Business Subcommittee for the development of the Regional Mobile Business Outreach and Education Strategy. Mobile businesses inherently provide services across jurisdictional lines; therefore the Copermittees chose to collaborate on a regional mobile business outreach and education strategy, which addresses the following elements:

- Inventory development and maintenance
- Establishment of minimum BMP requirements
- Outreach and education

The City's water quality staff, for several reporting periods, has reviewed any business license that pertains to a mobile business and required them to provide applicable BMP information on the business license application. Until the new Permit, however, these businesses were not an independent category in the business license directory. They were filed by business type, such as automotive or food service. During this reporting period, the City created the mobile business category and has begun transferring the known mobile businesses into the correct category. One of the challenges faced by Code Enforcement, in conjunction with mobile businesses, is their tendency to conduct business during off hours. City staff is very limited in their ability to work off hours and since the economic downfall, all overtime is prohibited unless emergency related. The City hopes that a Regional database of mobile businesses will help to track and regulate their activities and improve education opportunities.

8.3.2 New Development and Construction Communities

The City uses the following strategies to provide education and outreach to its development and construction communities:

- BMP training request as part of the permit application process
- Meetings with project developers, owners, on-site contractors and site supervisors
- SUSMP checklists as part of the development review process
- Signed BMP checklist for all ministerial permit applications (training request sheet is attached to this checklist)

- Informal meetings with developers and contractors due to questions, comments, concerns, etc. Generally occurs during the review process or normal site inspection process
- All changes to construction site BMPs are required to be submitted to City staff for approval

As previously stated, City staff prides themselves on being available to its residents and business community with few complications or intermediaries. Staff is always available to discuss current projects, both under review and construction, with any concerned or curious party.

8.3.3 Commercial/Industrial Owners and Operators

The following is a summary of the education and outreach provided to commercial and industrial owners and operators during FY 2009-10.

- Annual inspections of all industrial facilities, restaurants and automotive facilities in the City by our in-house Code Enforcement staff. During these inspections, individual one-on-one education was presented to each facility manager/owner. Information presented included general storm water quality information and BMP requirements.
- The City also has Green Wrench and What's Cooking guides available for interested parties.
- Mailings to facilities about applicable local workshops and education opportunities, such as those offered by SDG&E and the San Diego Energy Commission.

As previously stated, City staff prides themselves on being available to its residents and business community with few complications or intermediaries. Staff is always available to discuss current projects, both under review and construction, with any concerned or curious party. However, it is important to note that significant animosity exists within the small business community as a result of existing State and County environmental control agencies. City staff bears the complaints of the business community for the high cost and perceived over-bearance of governmental regulation. They perceive stormwater inspections as part of this over-bearance and are often reluctant to make changes without the involvement of Code Enforcement proceedings.

8.3.4 Residential Community and General Public

The following is a summary of venues and media outlets utilized within the defined reporting period of this report to provide education and training to various residential and public audiences:

- City Newsletter containing an environmental section with water quality and environmental tips (such as how to properly care for your lawn, list of

basic household BMPs, or home improvement – BMPs your contractor should know) and information about HHW and recycling

- Various brochures available at City Hall: Used oil recycling, car washing, pet waste disposal, etc
- Maintenance of the stormwater hotline (619) 825-3827, which monitored by water quality staff
- Water quality staffed informational Booths at the following events: Fire Station Open House and Winter Bonfire.
- Participation and staffing at the Regional Education Outreach booth at the San Diego County Fair
- Participation and collaboration in watershed-based efforts such as Creek to Bay Clean-up and watershed based school presentations

As previously stated, City staff prides themselves on being available to its residents and business community with few complications or intermediaries. Staff is always available to discuss current projects, both under review and construction, with any concerned or curious party.

The City is constantly striving to improve its outreach and education opportunities within the limited means of the current budget. Much of the current education is done by City staff in an informal manner with the public and business communities. Having a small City staff, means a consistent message is provided because staff is easily kept up to date on the current regulations and policies. This program will continue to evolve as necessary and as funds allow.