

# Chapter 7: Regional Public Outreach

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## 7-1 INTRODUCTION

The Partnership conducts regional public outreach programs to educate the public about the harmful effects of stormwater pollution and create opportunities for public involvement. The goal is to increase awareness about the impacts of stormwater pollution, encourage the public to actively participate in reducing stormwater pollution, and ultimately improve the quality of urban runoff delivered to local creeks and rivers.

The Permittees collaborate on many outreach activities to prevent duplication of activities, share resources, and reach a broader segment of the Sacramento population.

For many public outreach activities, it is more cost-efficient and effective for the Permittees to collaborate than for each Permittee to conduct the activities individually. However, certain public outreach activities are logically done by individual Permittees.

In addition to funding and supporting the joint outreach activities described in this section, each Permittee conducts its own public outreach, as described in the Chapter 4-7.

## 7-2 EVOLUTION

The following highlights the major regional public outreach accomplishments during the first 17 years of the Program (1990-2007). The Partnership:

- Developed a hotline for the public to report stormwater-related problems (e.g., clogged drains, illicit discharges/dumping, and faded or missing drain inlet stencils).
- Developed and implemented a regional media campaign, including Cable TV commercials, billboards and other media. Due in large part to this campaign, the Partnership far exceeded the 2002-07 stormwater permit term requirements. At least 2.3 impressions were made per year.
- Translated several brochures in Spanish and Russian to reach out to multicultural communities.
- Developed a stormwater brochure that is geared toward adults. This brochure describes steps residents can take in and around their home to prevent urban runoff pollution. The brochure has a tear-out card for residents to request specific brochures (e.g., landscaping, paint, pool) and/or to receive a presentation by the Partnership.
- Coordinated with other agencies/organizations (Sacramento Urban Creeks Council, BERCC, Sacramento Regional County Sanitation District (SRCSD), Regional Water Authority (RWA), BASMAA, and the Sacramento River Watershed Program) on outreach efforts. The Partnership continues to seek opportunities to work with others to develop and implement effective outreach.

**GOAL OF THE  
REGIONAL PUBLIC  
OUTREACH ELEMENT:**

The goal is to educate the public about the impacts of stormwater pollution and to promote stewardship activities to enhance and protect

- Participated in community outreach events to educate the public on the impacts of stormwater pollution and how individuals can play a role in protecting local waterways. Over the years the Partnership has learned which events draw the most people.
- Partnered with Regional Water Authority in awarding a contract to the South Yuba River Citizens League (SRYCL) to deliver school assembly presentations (using professional actors and comedians) about stormwater quality, watershed protection and water conservation. These presentations have received great feedback from teachers.
- Supported the Pups on the Parkway Program, a pet waste reduction campaign to reduce the amount of dog waste in areas of high dog use. Several pet waste stations have been installed along the American River Parkway. This program has been successful in reducing the amount of dog waste left on the parkway.
- Sponsored SPLASH, a watershed education program designed to educate students on the importance of water quality and how they can improve water habitats where they live.
- Coordinated in a statewide least toxic pesticide education program called Our Water Our World. This program educates consumers in managing home and garden pests in a way that helps protect our waterways. OWOW includes the design and development of over 20 fact sheets (some translated in Spanish) that offer less-toxic pest management strategies for specific pests. The Partnership placed fact sheets in several nurseries and hardware stores in Sacramento County that sell pesticides to the public. In addition, labels are placed next to selected products on store shelves to make it easier for the public to identify less toxic pesticides. Store professionals are given training that consists of principles of integrated pest management (IPM) and successful application strategies and sales techniques for less toxic products.
- Collaborated with SRCSD and the University of California Cooperative Extension State Integrated Pest Management Program, local Master Gardeners, and local nurseries, on the Water Wise Pest Control (WWPC) Program. WWPC is an education program that provides information to residents on effective and less toxic methods of handling pests and encourages the proper use, storage, and disposal of pesticides.
- Developed the Clean Water Business Partners (CWBP) Program, an incentive program for businesses to protect stormwater quality. Identified new businesses and industries that can potentially affect water quality and worked with those groups to reduce/eliminate pollutant discharges into the storm drain system. BERCC is also a partner in the CWBP.

### **7-3 STRATEGY**

The Partnership's public outreach strategy includes the following components:

- Educating the general public and specific target audiences (e.g., multi-cultural groups and non-English speaking groups) about stormwater pollution
- Working with industries and businesses to encourage pollution prevention
- Encouraging public participation in stewardship events
- Garnering support for the Partnership by involving public officials and agency managers

The Partnership implements this strategy by:

- Developing and distributing materials (i.e., fact sheets, brochures, promotional items)
- Conducting media campaigns (i.e., radio, television, outdoor ads, signage)
- Participating in community outreach events (e.g., Creek Week, Earth Day)
- Promoting citizen participation in watershed stewardship (e.g., volunteer storm drain stenciling, creek cleanups, etc.)
- Conducting public opinion surveys to evaluate the level of awareness and behavior changes within the community or target audience

The Partnership's basic approach for a comprehensive outreach effort is to:

- Identify target audience(s) for each program element
- Identify motivator(s) for each audience
- Create appropriate messages for each audience
- Determine appropriate media for communicating the messages
- Distribute messages and partner with other agencies and programs wherever possible and appropriate to ensure the widest, most cost-effective distribution

### ***Target Audiences***

The main target audience includes people residing, working, and/or attending schools in the urbanized portions of Sacramento County. The audience also includes specific groups and individuals subject to stormwater regulations, such as industries, businesses, developers, contractors, and municipal agency staff. Table 7-1 describes audiences identified to date, including objectives and distribution methods most appropriate for each.

### ***Relationship to Other Program Elements***

The Partnership's public outreach efforts relate to other program elements to ensure that multiple messages are conveyed in a single product (e.g., brochure) or activity (e.g., classroom presentation) whenever possible. Permittee staff who manage public outreach activities on behalf of the Partnership oversee the process to make sure that other element efforts are not duplicated or in conflict with one another.

The following summarizes the regional public outreach associated with the other elements. See also Table 7-1, which lists joint public outreach (including target audience, objective, and distribution method) for each element.

#### ***Construction Element***

The construction element addresses stormwater pollution associated with construction. As part of that element, outreach is provided to contractors and Permittee inspection personnel, primarily through training workshops, informational brochures, and guidance manuals. A secondary audience is the home do-it-yourselfer, whose activities are typically targeted through general outreach. Home do-it-yourselfers have access to brochures that explain proper use and disposal of materials typically used in home construction projects.

### *Industrial Element*

This element addresses businesses and industrial facilities identified in the stormwater permit. Outreach associated with this element is intended to increase awareness of stormwater pollution and regulations, educate business owners and operators about applicable BMPs, and to encourage environmental stewardship. The Partnership outreaches to businesses through the Clean Water Business Partners (CWBP) Program (described later), Business Environmental Resource Center (BERC), industrial inspections and enforcement actions conducted by individual Permittees, industry-specific workshops and seminars, and direct mailings. Industry-specific brochures include information on auto body, auto repair, commercial auto washing and detailing, and landscaping. Several of these brochures have been translated and printed in Spanish and Russian.

### *Illicit Discharge Element*

Public outreach is an important component of the Illicit Discharge element, which is intended to eliminate unauthorized discharges to the storm drain system. In addition to the existing County of Sacramento hotline (875-RAIN), a Permittee wide hotline (808-4H20) was established to make it easier for the public to report stormwater-related problems or complaints (e.g., clogged drains, illicit discharges/dumping, and faded or missing drain inlet stencils). The hotline number is printed on virtually every educational piece produced by the Permittees (e.g., billboards, brochures, utility bill inserts).

### *New Development Element*

New development projects must incorporate control measures to reduce pollutants in project runoff to the maximum extent practicable. Therefore, the development community, including developers, property owners, planners, engineers, design professionals (e.g., landscape architects) and environmental consultants need to understand how to design projects to comply with stormwater quality requirements. The Partnership educates the development community about design approaches and requirements primarily through technical guidance manuals and workshops. These are coordinated with and through local organizations such as the Building Industry Association (BIA) and Civil Engineers and Land Surveyors of California (CELSOC) to the extent possible.

### ***Coordination with Other Agencies and Groups***

The Partnership coordinates with other agencies and groups to jointly implement outreach, share ideas and experience, and/or promote consistent messages. Relationships are maintained with other government agencies, special districts, local businesses, trade and professional associations, schools, environmental groups, involved individuals, and the media. The following are some of the groups the Partnership has worked with:

- Sacramento Urban Creeks Council: The County and City of Sacramento coordinates with *Creek Week Splash-Off* and *Creek Week* events, held in April each year. The County and City participates in the organizing committee, identifies sites in the county for cleanup and invasive plant removal, provides supplies and equipment for refuse collection at cleanup sites, assists with event publicity, and provides educational booths.

- Business Environmental Resource Center (BERC): BERC is a non-regulatory assistance center that provides confidential assistance to help Sacramento County businesses understand and comply with federal, state, and local environmental regulations.
- Regional and statewide organizations including the Sacramento River Watershed Program, California Stormwater Quality Association (CASQA) Public Information and Public Participation committee, and the Bay Area Stormwater Management Agencies Associations (BASMAA).

## **7-4 ACTIVITIES**

This section describes the Partnership's joint outreach activities proposed for the fourth permit term.

Table 7-3 (to be included in the final version of the SQIP when the exact language of the new Order are known) at the end of this section summarizes the activities and a five-year implementation schedule. These activities build on the work already accomplished during the first 17 years of the Program.

Overall, many of the activities in the third permit term will be carried on to the fourth permit term.

### ***Multicultural Outreach***

Based on the 2004 survey findings and focus groups (2006), it was determined that more targeted outreach is needed in ethnic communities (Asian Pacific Islanders, Slavic populations, and non-English speaking Hispanic populations). Therefore, the Partnership plans to:

- Develop a database of ethnic and multi-cultural organizations and identify the best methods for delivering urban runoff pollution messages to their members and associates
- Translate and print more of the existing brochures in languages other than English; refine and update the brochures as needed
- Develop additional television and billboard advertising with more targeted messages and different languages
- Coordinate with producers, editors and reporters representing publications and media companies that target ethnic populations of interest to the Partnership
- Identify ethnic communities in the Sacramento region and focus on doing more targeted outreach in these areas

### ***Regional Advertising Campaign***

To continue educating the public about urban runoff pollution and how to prevent it, the Partnership will implement a targeted, "problem/solution-oriented" advertising campaign. The approach will focus on specific messages (e.g., pesticide use, home auto repair, pet waste) and will include using strong visuals and targeted messages that emphasize personal responsibility for preventing stormwater pollution and protecting local waterways. In addition, the advertisements will direct audiences to a new and improved Partnership's website for more information.

## ***Educational Outreach Materials***

The Partnership will continue to develop educational/informational materials, such as brochures, as needed. The Partnership will determine the need for new or updated materials through a variety of ways, such as feedback from the Permittees, surveys of participants at public events, and follow-up requests for materials from schools and the regulated community. The messages featured on the materials will supplement and be consistent with messages being spread through all other outreach efforts.

In addition, the Partnership will continue to create or use materials that educate students on the importance of preserving local waterways. To encourage more teachers to use program materials, the partnership will develop or use materials that correlate with state standards.

## ***Point-of-Sale Distribution of IPM Printed Material***

The Partnership will continue to work with the Water Wise Pest Control (WWPC) and Our Water Our World (OWOW) programs and retailers to promote in-store displays, which provide free integrated pest management (IPM) information and resources to residents. In addition, the Partnership will provide training for professional staff about IPM principles and successful application strategies and sales techniques for less toxic products.

## ***Clean Water Business Partner (CWBP) Program***

The Partnership will continue to partner with BERCC to implement the Clean Water Business Partners (CWBP) Program. Businesses targeted to date include mobile carpet cleaning companies, pressure washers and landscape contractors. Tasks that will be handled during the 2008-13 permit term include:

- Increasing participation by targeted business communities (e.g., following up with new or existing businesses to encourage participation and enhancing incentives for participating businesses). The Partnership will help participating businesses with the cost of advertisements that feature the CWBP Program logo
- Increasing customers base for CWBP Program businesses (e.g., conducting drawings and distributing incentives/prizes for customers who have hired a CWBP Program business)
- Increasing CWBP Program businesses stormwater compliance (e.g., developing and hosting workshops for businesses)

## ***Car Wash Fundraisers***

The Partnership will develop a strategy in the fourth permit term that addresses fundraising car wash discharges. The Partnership will educate the general public about stormwater regulations and the impacts of fundraising car washes on stormwater quality. In addition, the Partnership will encourage the public to utilize alternative discharge methods in order to minimize the impacts of these events.

## ***Additional and Diversified Funding Sources***

Currently, the Permittees rely on a limited budget for public outreach activities, supplied by a capped Stormwater Utility and dwindling general funds. The Permittees would like to diversify the funding sources so that they can continue to conduct regional public outreach throughout the fourth permit term and beyond. For this reason, the Partnership plans to research, identify and apply for appropriate grants from public and private funding agencies, foundations and other organizations during the fourth permit term.

## ***Continued Research to Assess Effectiveness***

In an effort to gage the level of awareness and behavior change within a target audience and to determine if activities or outreach efforts are effective in conveying stormwater messages, the Partnership will continue to conduct periodic (both qualitative and quantitative) surveys. The surveys will be measured against previous surveys to compare results and examine awareness and behavior change. In addition, intercept surveys will be given at outreach events to discern the knowledge, attitudes, awareness, or behaviors of specific audience.

## **7-5 EFFECTIVENESS EVALUATION**

### ***Effectiveness of Third Permit Term Activities***

The 2002 stormwater permit required the Permittees to develop outreach materials and programs to increase the knowledge of target businesses and communities regarding the storm drain system, impacts of urban runoff on receiving waters, and potential solutions to reduce pollution and minimize impacts. The Permittees have collectively spent substantial resources to produce print material and advertisements (e.g., TV, radio, billboards) to increase awareness about stormwater pollution and how to prevent it. For the most part, the activities conducted resulted in raising awareness (Outcome Level 2). These results will be used to identify new or revise existing activities for the fourth permit term, as well as effectiveness methods that could be applied with the goal of creating more awareness, and ultimately leading to behavioral change (Outcome Level 3).

### ***Research Conducted During Third Permit Term***

To effectively plan the next steps in its ongoing outreach efforts, the Partnership conducted qualitative and quantitative research to analyze current public awareness. This, in turn, helped to identify improvements and refinements needed for the Program, which will be addressed in the fourth permit term. The research was done in two ways. First, a baseline public awareness survey was conducted in 2004, which provided some valuable statistical data. Another survey will be conducted during the 2002-07 permit term to compare changes in awareness and behavior.

Second, to supplement the 2004 baseline survey findings, a consultant team was hired to assist the Partnership to convene and facilitate a series of focus groups. A total of five focus groups were conducted; two addressed the Hispanic and Slavic communities, and the remaining three consisted of the general public. The focus groups provided additional insight and richer data regarding current views and the public's willingness to play an active role in preventing urban runoff pollution. Stakeholder interviews from representatives of Asian organizations were conducted to supplement the focus group findings.

The following major research findings from the 2004 survey and focus groups will be considered and used as a guide to develop and implement future outreach efforts:

- There is still a lack of awareness among some audiences (particularly non-English speakers). More outreach to inform residents of storm drain pollution and where the water ends up is needed.
- One in five respondents gave an incorrect answer when asked where they thought everything that goes into the gutters finally ends up.
- Residents feel that the City and County are most responsible for preventing water pollution.
- Residents are more likely to participate in environmentally friendly activities if there is a personal incentive.
- Pet waste and fluorescent lights were identified as materials most likely to be disposed of improperly.
- Television and signage (e.g., storm drain signs and creek signs) are best for getting out basic messages, but Internet and telephone information lines are the best source for more detailed information.

The consultant team that conducted the focus group research also evaluated the regional public outreach program as a whole. Several of their recommendations were used to develop the list of proposed activities for the fourth permit term, presented earlier in this chapter.

### ***Proposed Effectiveness Methods for the Fourth Permit Term***

Table 7-2 shows example effectiveness methods for use in evaluating fourth permit term activities, with the goal of achieving the highest level of effectiveness outcomes for each task. The Partnership will continue to document accomplishments at the Outcome Level 2 to demonstrate change in awareness and Outcome Level 3 for behavioral change.

The key challenge for the fourth permit term will be to identify assessment methods that help track the number of targeted audience members who have modified their behavior (Outcome Level 3) as a result of the Partnership's outreach efforts.

**Table 7-1: Target Audiences for Regional Public Outreach**

Public Outreach Element /Target Audience	Subgroup	Objective	Distribution Method	Language*		
				E	S	R
Public Outreach /Schools	School Districts	<ul style="list-style-type: none"> <li>Promote educational programs such as Splash and SYRCL</li> </ul>	Curriculum materials	•		
	Teachers	<ul style="list-style-type: none"> <li>Promote educational programs such as Splash and SYRCL</li> <li>Offer classroom materials</li> </ul>	Curriculum materials, brochures	•		
	Students	<ul style="list-style-type: none"> <li>Promote volunteer stenciling program</li> <li>Educate students about the effects of stormwater pollution through classroom presentations and classroom materials</li> </ul>	Classroom presentations/assemblies, activity books, brochures,	•	•	
Illegal (Illicit) Discharges /Residents	Homeowners	<ul style="list-style-type: none"> <li>Publicize hotline for illicit discharges</li> <li>Provide education on pesticides, pool discharge, pet waste, safe disposal of hazardous waste, gardening, automobile fluids, construction wastes, responsibility for discharges from property, etc.</li> <li>Promote stewardship activities such as Creek Week</li> </ul>	Brochures, public service announcements, radio, billboards, bill inserts, community newsletters, homeowners association, community events, inspections, workshops, community and civic organizations	•	•	
	Landowners	<ul style="list-style-type: none"> <li>Provide education on watershed/restoration projects that may involve their property</li> <li>Provide education on responsibility for discharges from property</li> </ul>	Brochures, public service announcements, direct mail, stakeholder meetings, community events, community and civic organizations	•	•	
	Renters	<ul style="list-style-type: none"> <li>Provide education on pesticides, pool discharge, pet waste, safe disposal of hazardous waste, gardening, automobile fluids, responsibility for discharges from residence, etc.</li> <li>Promote stewardship activities such as Creek Week</li> </ul>	Brochures, public service announcements, radio, billboards, direct mail, community newsletters, community events, website, inspections, community and civic organizations	•	•	

<b>Industrial /Businesses</b>	<b>Fixed locations</b> EMD Facilities <sup>1</sup>	<ul style="list-style-type: none"> <li>Provide businesses with information on source control and treatment control BMPs, material and waste containment &amp; disposal, Stormwater Ordinance, inspection and enforcement program, etc.</li> </ul>	Compliance Assistance Bulletins, brochures, direct mail, industry newsletters, Business Environmental Resource Center (BERC), trade and business associations, website, trainings, inspections, etc.	•	•	•
	Non-EMD Facilities <sup>2</sup>	<ul style="list-style-type: none"> <li>Provide businesses with information on source control and treatment control BMPs, material and waste containment &amp; disposal, Stormwater Ordinance, enforcement, etc.</li> </ul>	Brochures, BERC, Clean Water Business Partners (CWBP) program, trade and business associations, direct mail, industry newsletters, website, inspections, etc.	•	•	•
	Mobile businesses <sup>3</sup>	<ul style="list-style-type: none"> <li>Provide businesses with information on source control and treatment control BMPs, material and waste containment &amp; disposal, Stormwater Ordinance, enforcement, etc.</li> </ul>	Brochures, BERC, CWBP program, trade and business associations, direct mail, industry newsletters, website, inspections, etc.			
<b>New Development /Development Community</b>	Developers/ Home Builders	<ul style="list-style-type: none"> <li>Provide information on requirements and BMPs</li> </ul>	Guidance materials, BIA (e.g., presentations & newsletters), workshops, website	•		
	Engineers/Design Professional	<ul style="list-style-type: none"> <li>Provide information on requirements and BMPs</li> </ul>	Guidance materials, workshops, website	•		
	Prime Contractor, Residents, Home do-it-yourselfers	<ul style="list-style-type: none"> <li>Distribute educational materials on concrete and stucco, proper disposal of paint, and pool discharge</li> <li>Distribute educational brochures for small homebuilders</li> </ul>	Brochures, website, public counters (Brochures distributed by inspection staff and at permit counters.)	•	•	
<b>Construction, Illicit /Development Community</b>	Prime Contractor	<ul style="list-style-type: none"> <li>Provide project-specific training workshops on stormwater regulatory compliance</li> <li>Distribute educational brochures for small homebuilders</li> </ul>	Workshops, training, public counters	•		
	Residents/Home do-it-yourselfers	<ul style="list-style-type: none"> <li>Distribute educational materials on concrete and stucco, proper disposal of paint, and pool discharge</li> <li>Distribute educational brochures for small homebuilders</li> </ul>	Brochures, website, public counters	•	•	

\* Materials may be provided in the following languages: E = English; S = Spanish; R = Russian

<sup>1</sup> Facilities with coverage under the State's Industrial General Permit: -Auto body shops, Auto repair shops, Auto dealers, Equipment rental facilities, Kennels, Nurseries, Retail gasoline outlets (e.g., gas stations), Restaurants

<sup>2</sup> Auto washing & detailing, Boat dealers, Boat repair shops, Portable sanitation yards, Stone cutters

<sup>3</sup> *Building contractors, Carpet cleaners, Commercial pesticide applicators, Concrete contractors, Concrete cutters & demolition contractors, Concrete suppliers, Handymen, Landscape contractors, Landscape suppliers, Landscapers, Mobile auto body , Mobile auto repair, Mobile auto washing & detailing, Painting contractors, Pool contractors (incl. Plastering), Pool maintenance services, Pressure washers*

**Table 7-2: Example Effectiveness Evaluation Table**

<b>Outcome Level</b>	<b>Goal</b>	<b>Example Evaluation Measures</b>
Level 1 – Documenting Activities	Achieve program development, implementation and basic compliance with NPDES permit requirements.	# of materials distributed # of calls received on the hotline
Level 2 – Raising Awareness	Raise a target audience’s awareness and understanding of an issue.	# of people at community outreach events and # of impressions made # of media spots and impressions
Level 3 – Changing Behavior	Change a target audience’s behavior that results in the implementation of recommended BMPs.	% increase in public awareness of pesticide use by comparing current and past surveys
Level 4 – Reducing Loads from Sources	Reduce the load of pollutants from sources to the storm drain system.	Volume of trash and debris removed from volunteer clean-up events