

Appendix A

Public Education and Outreach Program Information



September 8, 2006–September 7, 2007

Public Education & Outreach Program Annual Report

Monterey Regional Storm Water Management Plan

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Background

According to U.S. EPA, urban runoff is one of the leading causes of pollution across the nation. Understanding the importance of pollution prevention is critical to every community. Educating the general public and targeted audiences about the impacts of storm water and specific behaviors they can implement to protect water quality is the goal of this regional Public Education and Outreach Program (hereinafter referred to as simply the “Program”).

This Program incorporates elements that small municipalities are required to address through the National Pollutant Discharge Elimination System (NPDES) Phase II permit process under the federal Clean Water Act.

The Monterey Regional Storm Water Pollution Prevention Program (MRSWPPP) was developed and implemented by nine entities including the County of Monterey, the Pebble Beach Company, and the cities of Del Rey Oaks, Marina, Monterey, Pacific Grove, Sand City, Carmel-by-the-Sea, and Seaside. Each of these entities submitted a Notice of Intent to comply with the State of California’s National Pollutant Discharge Elimination System General Permit No. CAS000004 “Waste Discharge Requirements for Storm Water Discharges from Small Municipal Separate Storm Sewer Systems.” Within the context of the Memorandum of Agreement that created the MRSWPPP, these agencies formed a Management Committee to develop a unified program. Locally, the Program is called the Stormwater and Education Alliance (SEA) in order to have a public name that is easier to recognize and remember. A logo with the SEA design is used on all educational pieces.

The Pebble Beach Company and the City of Carmel-by-the-Sea terminated their participation in this agreement in early 2005, in accordance with Section 6.03 of this agreement. However, both of these entities continued to be participants in the Public Education and Outreach Program (Minimum Control Measure No. 1).

The City of Carmel-by-the-Sea subsequently re-filed a Notice of Intent for coverage under the SWRCB’s General Permit, and intends to use the MRSWMP as its Storm Water Management Program, with appropriate amendments. The City was reinstated as a full participating entity member of the Management Committee of the MRSWPPP. Although the City has not yet been issued permit coverage by the RWQCB, it is acting in good faith as though it had been permitted, and is fulfilling the BMP and Measurable Goal commitments contained in the MRSWMP. Therefore, an Appendix has been included in this Annual Report containing information about the City’s storm water program activities for the current reporting period.

A Management Committee comprised of representatives from each of these eight entities administers the MRSWPPP, and the Monterey Regional Water Pollution Control Agency (MRWPCA) serves as their Program Manager. All of the entities are located next to or in close proximity to the Monterey Bay National Marine Sanctuary (MBNMS), the nation’s largest marine Sanctuary, which encompasses over 5,300 square miles of ocean along the California Central Coast.

As noted under the heading “Coordinating Entities” in Section 3 of this MRSWMP, the Pacific Grove Unified School District, the Monterey Peninsula Unified School District, and the Carmel Unified School District are also participating with the MRSWMP entities in this MRSWMP Public Education and Outreach Program. Each of these school districts has prepared its own

Storm Water Management Program, and is relying on this Public Education and Outreach Program to fulfill some of their BMPs and Measurable Goals for Minimum Control Measure No. 1.

Introduction

The Participating Entities under the MRSWPPP collectively support the Program, which is one of six minimum control measures of the Monterey Regional Storm Water Management Plan (MRSWMP). The Regional Permit Group began meeting in March of 2000 to study the feasibility of having a unified program and to develop the framework for this group. Over the years the Management Committee has met once a month to develop the program and to select Best Management Practices (BMP's) to be included in the MRSWMP. The Public Education and Outreach program is intended to educate the public and targeted audiences about the causes of storm water pollution and how to reduce storm drain pollution, such as "...reducing pollution from lawn and gardening activities, improper disposal of household hazardous wastes, illegal disposal activities, pet wastes, improper handling and disposal of trash, restaurant activities, and automotive activities."

The Measurable Goal for BMP 1-1.a consists of developing this Program, with measurable goals, and implementing the Program by the end of Year 1 of the five year permit term. Year one of the Program is detailed in the following pages and addresses strategies for addressing the activities described in the BMP Intent for this BMP. The Measurable Goal for BMP 1-1.b states that the Program will be reviewed and revised during Years 2 through 5 of the permit term, based on public input and experience gained while conducting the Program.

The Program delivers consistent storm water pollution prevention messages through a variety of strategies intended to build upon existing programs and implement new activities, in order to reach a broad audience. These strategies include but are not limited to: distributing brochures and educational materials such as posters and coloring books, school outreach with hands-on tools, restaurant outreach, safe pesticide alternatives outreach in garden/hardware stores, radio ads, bus ads, movie theatre preview slides, print ads, hands-on traveling storm drain exhibit, and public outreach events.

In order to build public awareness, the SEA Education Coordinator provided continuity to the education program by partnering with existing entities, agencies, and organizations to implement the program and adding the new SEA logo to existing educational brochures, posters, bus and movie ads.

Over time it is anticipated that the Program will influence and change public behavior, and thereby help to reduce and prevent storm water pollution. It will take persistence, consistency, and a creative educational program approach to reach targeted sectors of the community over the five-year permit term.

Several of the printed educational materials and components to be used in the Program were developed or adapted for the Model Urban Runoff Program (MURP) which was completed in July of 1998. MURP is a comprehensive how-to guide developed for local governments to address the issues of polluted runoff in the urban environment. The MURP provides options to

help small municipalities develop their own urban runoff program for the Phase II process. The guide incorporates the essential elements of a strong urban runoff program with examples of ordinances, best management practices, illicit connections, new development and redevelopment, commercial and industrial facilities, reporting forms and an education and outreach program. The MURP was prepared by the City of Monterey, City of Santa Cruz, MBNMS, California Coastal Commission, Association of Monterey Bay Area Governments (AMBAG), Woodward-Clyde Consultants, and the Central Coast Regional Water Quality Control Board with money from a State 319 (h) grant. Many other local municipal agencies acted as peer reviewers throughout the development of the MURP through semi-annual meetings of the AMBAG Stormwater Task Force, now known as the Monterey Bay Stormwater Information Exchange.

Since the completion of MURP in 1998, many of the Participating Entities have used some or all of the bilingual education pieces adapted for MURP. The education materials serve as the foundation for this Program. Local entities have continued to build upon their storm water education programs and public involvement programs in partnership with the MBNMS and the SEA group. The foundation pieces of MURP were used and built upon to give a regional and recognizable look to the Program. Other local entities using MURP educational materials include the County of Santa Cruz and cities of Watsonville, Santa Cruz and Santa Barbara.

SEA wishes to thank all the community partners that helped with the public education and outreach program. Their support helped to make the program a success in the first year of the permit. The partners are listed in detail throughout the following activities.

Educational Materials

The bilingual educational materials cover the following topics:

BMP's for select commercial and construction industries, home maintenance and auto repair

Car washing at commercial car washes

Cigarette Butts as litter

Composting

Contact numbers for 1-800-CLEAN-UP and local city numbers

Distinction between municipal storm sewers and sanitary sewers

Erosion control

Household Hazardous Waste collection

Integrated Pest management

Land-Sea connection

Pet and animal waste disposal

Pollution prevention and safe alternatives

Proper solid waste disposal (e.g. garbage, tires, appliances, etc.)

Recycling used motor oil, antifreeze in addition to paper, glass, etc.

Restaurant Best Management Practices

Sea Otter Mortality

Storm drain connections to creeks, rivers, streams and the Sanctuary

Vehicle maintenance

Volunteering in local events and activities (water monitoring, beach clean-ups)

Traffic Reduction, alternative transportation

Short Summary of Public Education & Outreach Program 2006-2007

Program Activity/Target	<i>Measurable Goals</i>	Met	Attempted	Not Met
1. School Outreach K-12	1a. Reach 5,000 students in 5 years.			
<i>1.1 Grades K-3:</i> Distribute ed. materials to 750 students via Friends of the Sea Otter (no longer in service).	1.1a. K-3 Distribution counts of educational materials in partnership with Save The Whales (STW).	X		
<i>1.2 Grades 4-8:</i> 1-2 hands-on class visits per 24 classes. 48 total classes with MBNMS.	1.2a. Reach 960 students per year with MBNMS and STW. Outreach included grades 4-11.			XX (Exceeded expectation)
<i>1.3 Grades 9-College:</i> Storm drain stenciling and offer community project with Access Monterey Peninsula (AMP).	1.3a. Map stenciled inlets and document student hours for community service. 100 volunteer hours in year one of permit.			XX (Exceeded expectation)
<i>1.4 Teacher Training</i>	1.4a. Contact three school districts in year 1 to set up trainings for yrs. 2-5.		X	School districts contacted. No agreement for trainings.
2. Sea Otter Mortality General Public	2a. Add cat litter to brochure. 2b. Partners with same message. 2c. Website links on sea otters	X	X	X
3. Selected BMP Brochures Businesses, Public.	3a. Distributed via various strategies including city offices. Number of brochures distributed calculated per year.	X		
4. Residential Outreach	4a. PG & Monterey newsletters to residents. 4b. Messages in trash/water bills.	X		X
5. HHW in Monterey County General Public	5a. This aspect is represented by other agencies.			Contact other agencies listed on page E-11 of the MRWSMP.
6. Our Water Our World (OWOW) displays. Public, residents and tourists.	6a. Upkeep 14 bilingual OWOW flyers in 7 display locations.	X		
7. OWOW Outreach events. Minimum of 2 tabling events per year. Public, Residents, tourists.	7a. Track materials distributed, # of people who purchase alternative product, comments on the program.			XX (Exceeded expectation)
8. Restaurant Outreach/ Green Business Program In partnership with Ecology Action and MBNMS.	8a. Visit 75 restaurants with ed. materials. Offer voluntary bilingual BMP video to staff. Encourage Green Business participation.	X		

Program Activity/Target	Measurable Goals	Met	Attempted	Not Met
9. Bilingual Radio Ads Residents, general public.	9a. Estimate 50-75% of population will be exposed to message.	XX		(Exceeded expectation)
10. Bilingual Bus ads General Public, tourists.	10a. Per 10 buses 3,600,000 impressions per month.	X		
11. Bilingual Movie Ads General Public, tourists.	11a. Measured by box office attendance per month at theatres. Ads ran for 3 months in 2 theatres.	X		
12. Publicity/Press releases General Public	12a. Calculate # Print ads and # Press releases/publicity.	X		
13. Website General Public	13a. Develop year one and upkeep years 1-5.	XX		(Exceeded expectation)
14. Events: 7 days per year. Distribute materials. Partner with MBNMS & STW. General public, Residents, tourists.	14a. Calculate educational materials distributed at events. Ask public to fill out Public Attitude Surveys.	XX		(Exceeded expectation)
15. Public Attitude Survey General Public	15a. Distribute at events and calculate responses.	X		
16. Large hands-on storm drain model. General Public, residents, tourists.	16a. Restock display and tabulate numbers.	X		
17. Tourist Outreach	17a. Brochures to visitor centers and contact hotels regarding PSA.	X		
18. Logo Development General public, residents, tourists.	18a. Logo revised this year to change Carmel to Carmel by-the-Sea and add website to logo. Print logo on educational materials.	X		
19. Printing of educational materials. General public, tourists, schools.	19a. Materials distributed and tabulated to various audiences. Some were reprinted this year with revised logo.	X		

Program Activities

1. School Outreach (Kindergarten through College)

Research has shown that targeting children is an effective way to educate the community. Children are natural teachers and enthusiastic about the environment and making a difference in their community.

In the “trickle-up” method of education, children often educate busy parents, siblings and friends

about issues that concern or excite them. These young people will grow up to be voters, professionals and parents. By instilling an understanding of the direct effects of their individual behaviors and the value of community involvement at an early age, they will take this with them throughout adulthood.

The unified school districts that fall within the permit boundaries include: Carmel, Monterey, Pacific Grove and designated Monterey County schools. The enrollment levels for grades K-12 is approximately 16,885 students.

The school education program will reach grade levels Kindergarten-College throughout the jurisdictions represented by this program. The outreach will be divided into educational methodologies among the following:

Grades K-3
Grades 4-8
Grades 9-College
Teacher Training

The following partners participated with the school outreach: Save The Whales (STW) and the Monterey Bay National Marine Sanctuary (MBNMS) program.

1.1 Grades K-3

Distribute bilingual coloring books, posters and a bilingual public service announcement to younger grade levels. In partnership with the nonprofit organization Friends of the Sea Otter (FSO) this will be accomplished. FSO targets younger grades with classroom presentations about the sea otter. The educational materials will enhance what young students can do to protect the otters with messages about urban runoff, sea otter mortality, recycling, and keeping litter out of storm drains. This will expose younger students to the storm drain pollution message before they reach fourth grade.

The measurable goal will be calculated by the number of students reached and educational materials distributed to approximately 35 classrooms or a minimum of 750 students. Numbers will be tabulated in the annual report. In years 2-5 we plan to maintain partnerships and grow them when possible. Collaborative grants may help aid the program.

Outcome:

FSO had agreed to partner with SEA to reach the younger grade levels and distribute materials. However, FSO subsequently withdrew its offer, and the partnership did not come to fruition. In November 2006, FSO shifted its focus from education to research and decided not to hire the part-time educator they had selected for this educational outreach program.

In January of 2007, Save The Whales hired the part-time educator slated for hire by FSO to assist with the lower grade level outreach presentations and distribute materials. In 3.5 months, Save The Whales was able to visit 8 classrooms and reach 142 students in grades 1-2. They helped distribute 722 storm water coloring books and materials to grades K-3. The City of Monterey

distributed 25 coloring books.

Total coloring books distributed to students: 747

Total classroom presentations: 8 classes and 142 students in grades 1-2

1.2 Grades 4-8

This is the most concentrated sector of the outreach program. Students begin learning the water cycle in fourth grade. Our hands-on program is in alliance with the California Science Standards which allows teachers to justify bringing the program into their class.

The majority of the outreach program targeted students in grade levels 4-8 throughout the jurisdictions represented by this program. The SEA educator in partnership with MBNMS estimated 48 classrooms (with approximately 20 students per classroom) visits could be done in the first year of the permit. It was estimated that approximately, 960 students would be reached.

SEA and MBNMS estimated one to two visits per class for a total of 48 classrooms visits. With 48 class visits per year and an estimated 20 students per class, approximately 960 students would be educated in the first year of the Program. In partnership with MBNMS, which has committed to providing a part-time educator to assist they will be responsible for half of the above presentations or 24 class visits. MBNMS is donating their time at no additional cost to the SEA group. With this partnership approximately 960 students will be reached each year in grades 4-8.

Presentations were scheduled with individual teachers. School contacts were supplied by MBNMS, STW, the Monterey County School District list of schools, MRWPCA's Community Education Coordinator and teacher word-of-mouth.

Outcome:

The SEA educator made 38 classroom visits and reached 875 students. Twelve of the classes received a second visit and participated in the student survey. The data that was tabulated from the student pre-survey on the first visit compared to the second post-survey on the second visit revealed a marked increase in student comprehension. The survey results show that there is an improvement in comprehension with the repeat visit. This will be discussed further in more detail.

MBNMS reached students in the cities of Seaside and Marina through their MERITO school program. They were able to reach 24 classrooms and 488 students. Four of the classes received two or more visits per class.

The combined total outreach (1.1, 1.2, 1.3) of SEA outreach with partners MBNMS and STW equals 70 classroom visits and 1,505 students. This exceeded our goal of 48 class visits and 960 students.

The classroom presentations were comprised of the following activities:

Classroom Visit 1: Students were given a pre-survey with questions about basic storm water knowledge. Each student filled out a survey and returned it to the SEA educator. This helped give a baseline of the students' prior knowledge of urban runoff and the MBNMS.

Following the survey, students were asked to identify what a storm drain is and what is the closest watershed to their school. This helped introduce the interactive hands-on EnviroScape model demonstration. The portable model represents a cityscape which identifies pollution sources such as neighborhoods, construction, farming areas and agriculture fields. Students were invited to “pollute” the model using cocoa as motor oil, and various colors of powdered drink mix to represent pesticides, soil erosion, fertilizers, trash, pet waste, and detergents from car washing. Students simulated a rain storm by using spray bottles and watched as the pollutants flowed off the streets and hillsides into the principle water body labeled as the Monterey Bay National Marine Sanctuary. Discussion was led about how important the Sanctuary is and the endangered species that live in it. The activity emphasizes the land and sea connection and allows students and teachers to visually understand that urban runoff flows to the Sanctuary.

Educational materials were left with the teacher and students. Materials included a bilingual storm drain poster for each class, bilingual Monterey Bay Begins On Your Street brochures for each student to take home, a bilingual 30-second television public service announcement about urban runoff, 10 Ways to Help The Ocean and a Balloon Alert Flyer supplied by Save The Whales.

Classroom Visit 2: The second visit to the classroom was scheduled upon completing the first visit. The purpose of the second visit is to reinforce the learning experience from visit #1. Teachers were given the option of student storm drain stenciling or a hands-on marine mammal presentation with whale artifacts and activities from Save The Whales.

The stenciling option was dependent on weather conditions and the teachers being able to allow more time for the activity. The Save The Whales program is not weather dependent and able to fit in one classroom period. Both programs emphasize the pollutants that flow to the Sanctuary and how this can harm the wildlife and how each student can help make a difference.

Following the second classroom visit students were given a post-evaluation survey (the same survey as the pre-evaluation survey). This allows the SEA educator to measure the learning effectiveness of the two classroom visits.

RESULTS OF STUDENT PRE AND POST SURVEYS

The following 12 classes (grades 4-11) participated in the pre- and post-survey:

All Saint’s Day School, Carmel; 1 class
Carmel River School, Carmel; 2 classes
Calvary High School, Pacific Grove; 1 class
Everett Alvarez High School, Salinas; 1 class
Forest Grove Elementary, Pacific Grove; 2 classes
Marshall Elementary School, Seaside; 2 classes
Martin Luther King Academy, Salinas; 1 class
Tularcitos School, Carmel; 2 classes

The responses are calculated below from the twelve classes that received two classroom visits. The correct responses to each question given on the first visit and after the second visit are below. Even with a lower attendance on the second visit, there was a marked increase in correct student responses to almost all the questions on this visit.

SEA Student Survey Pre/Post Survey Responses 4th –11th Grade	Visit 1 281 Kids	Visit 2 268 Kids	Increase Visit 2
1. What is the Monterey Bay National Marine Sanctuary?	89.25	180.75	91.5
2. What do you think is the most serious problem for the oceans?	272	260.5	0
3. When you wash your hands at a sink, where does the water go before it goes to the ocean?	170.75	210.5	39.75
4. What is a storm drain and what does it do?	185.75	215	29.25
5. Where does water on the street go once it enters a storm drain?	134.75	178.75	44
6. What are 3 types of pollution you may see in your neighborhood or around your school?	201.25	236.25	35
7. What are 3 things you and your family can do to help prevent storm drain pollution?	171.5	235.25	63.75

Outcome:

This small sampling shows that learning improves with repeated visits. There is an increase of correct student responses to every question with the exception of number two. The most dramatic increase was in response to question one. (What is the MBNMS?) which had the least number of correct answers on the first visit.

The decrease in correct responses to question number two is attributed to the reduced student attendance when the second surveys were distributed. This is not a difficult question for students as it is subjective and they almost always complete it.

The SEA educator contacted Applied Survey Research, a private evaluation in Watsonville, California about the pre- and post- student survey we are currently using and asked for suggestions. The firm agreed to view the survey free of charge and give some tips for improvement.

They suggested making answers to some of the questions as true/false choices or multiple choice options in order to calculate percentages next year. This would reduce subjective answers which are harder to calculate. The SEA educator will modify the survey to include these suggestions for use in permit year two.

School Literature Distribution

- Monterey Bay Begins On Your Street–English brochure 326
- Monterey Bay Begins On Your Street–Spanish brochure 23
- Bilingual Storm Drain Poster 22
- Sanctuary Salmon Poster 5
- Bilingual Storm Drain Flyers 118
- Coloring Books – English 747
- Coloring Books – Spanish 4

Balloon Alert Flyer 9
10 Things to help the Ocean flyer 9
Bilingual Storm Drain PSA 3
Total: 1,268 Educational Pieces

1.3. Grades 9-College:

High school and college students are required to complete community service hours in order to graduate.

The Community Service advisor will be contacted in three of the eight existing high schools and universities to begin the program. In years two- five an additional three campuses will be contacted per year to participate. The rotation will begin again once all eight campuses have participated. College campus organizations such as Surf Riders or Return of the Natives will be contacted to garner student interest. Over five-years all of the institutes will have been contacted at least once for participation.

The SEA educator will lead students in stenciling storm drain inlets with the message “No dumping flows to Bay.” Stenciled drains will be tracked and tabulated by marking them off on a map provided by the cities. This activity allows quality time with the students to discuss activities that contribute to storm drain pollution. Students will be given educational materials to bring home.

In addition to the stenciling program, and in order to integrate environmental science with communication and biology, educators and their students will be made aware of the media facility called Access Monterey Peninsula (AMP). Students will have the opportunity to create a short public service announcement on storm water that could be aired on the local cable channel. This would be part of a student project for graduation.

The measurable goal will be tabulated by the number of volunteer hours contributed by the total participants, number of storm drains stenciled and location of activity. In the first year of the five-year plan we plan to have a 100 volunteer hours.

Grant funding from Save The Whales allocated a dedicated part-time person to assist the SEA program with the stenciling outreach. An ad was placed in the paper by Save The Whales to promote community stenciling and raise awareness.

The difficulty with this activity is it is weather dependent. The Seaside high school ecology club was scheduled two times to stencil throughout the year and both events were cancelled due to rain. Starbucks employees were scheduled to stencil in Monterey and we had to cancel due to weather.

SEA exceeded the number of student volunteer hours due in large part to Save The Whales. Grades four through college participated in community stenciling. The following high schools were contacted for stenciling, Seaside, Calvary, Monterey and Pacific Grove.

The Young Women In Science group from the Monterey Bay Aquarium had 72 middle school

students participate in stenciling storm drain inlets in Monterey during July-August 2007.

One high school took part in the integrated environmental science with communication project. A group of Monterey high school students from The Monterey Academy of Oceanographic Science (MAOS) participated in a community service program in partnership with Leadership Monterey Peninsula and the City of Monterey. MAOS prepares public high school students, from throughout Monterey County, for academic and career success. This program is enhanced by collaborating with the many marine related academic programs, research organizations and businesses in the area.

The students studied stormwater materials and discussed issues with mentors and developed a True/False questionnaire for their peers. Approximately 200 surveys were distributed. The students used the results of the survey to narrow down stormwater issues that their peers do not have much knowledge of. The students wrote four 30 second radio spots on car washing, lawn fertilizer, 1-800 CLEAN-UP, and motor oil. The ads were then distributed for play on local radio stations. The local radio stations ran the student urban runoff pollution prevention ads free of charge on the following stations. KTOM-25 times, 6/5/07-7/26/07 KOCN-34 times, 6/4/07-7/25/07 KDON-24 times, 6/12/07-7/29/07 KION (AM)- 77 times, 6/6/07-7/29/07. During year two of the permit, the SEA educator will work with the students and their mentors to develop storm water PSA ads for television and or radio ads.

Stenciling Results:

The student hours are divided by age groups.

Total # Student Volunteers: 137

Total # Student Volunteer hours: 407.5

Total # Volunteers: elementary students: 40 (totaling 135 hours)

Total # Volunteers: middle school students: 74 (totaling 219 hours)

Total # Volunteers: High School students: 19 (totaling 40.5 hours)

Total # Volunteers: College students: 4 (totaling 13 hours)

Inlets Stenciled Per City:

Seaside:

Canyon Del Rey between Del Monte and Fremont - (14)

La Salle to Ord Grove along Luzern area - (11)

Kimball from Fremont to Wheeler - (9)

Mescal area to Granada - (8)

Highland School area – (4)

Total 46 (Many inlets were also stenciled in Spanish).

Monterey:

Pearl Street near Camino El Estero to Aguajito - (12)

Jefferson from Van Buren to Calle Principal (7)

Cannery Row from Irving Ave. to Reeside Ave. (16)

Foam St. from David Ave. to Dickman Ave. (13)

Wave Street from Irving Ave. to Reeside Ave. (13)

Total 61

Pacific Grove:

Central Ave to 10th - (18)

David Ave. from Forest to Country Club Gate (9)

Total 27

Total # Student Volunteer hours: 407.5

Total inlets stenciled by students for all cities: 134

Total inlets stenciled by students and adults: 570

Note: In addition, under Minimum Control Measure 2 (MCM2) of this plan, stenciling was also done with adult volunteers as part of community Public Participation bringing the total number of storm drains stenciled up to 570 with English stencils. 17 of these were also stenciled in Spanish. Additional information regarding the stenciling activities is contained in the Appendices for each of the co-permittees..

1.4. Teacher Training- The three Unified School Districts of Carmel, Monterey, and Pacific Grove will be contacted in year one of the permit to discuss teacher training programs on storm water pollution. Contact will be made in year one to set up trainings for years 2-5.

The measurable goal will be the number of teacher trainings given per year in years 2-5.

Outcome:

All three school districts were contacted one or more times. Not one district has agreed to any formal teacher trainings. The districts will be contacted again in year two.

Through the classroom presentations given to grade levels 4-11 with the hands-on watershed model, twenty-three teachers were trained informally. Next year, in addition to students taking the storm water pre-and post-surveys, the classroom teachers will also participate in order to measure what they learn.

One teacher after seeing the presentation borrowed the model for a week in order to educate children in after-school programs in Santa Cruz County. Checking out the SEA extra watershed model will be another option in year two for interested teachers.

In the body of the Annual Report under the Section for MCM No. 1 there is a proposed modification to this component of the Public Education and Public Outreach Program for Permit Year 2 in order to more effectively accomplish these objectives.

2. Sea Otter Mortality Education

The sea otter mortality in the Monterey Bay National Marine Sanctuary is of great concern. Autopsies on some otters have found the presence of toxoplasmosis which is believed to be found in cat feces from feral cats as well as pets. It is believed that flushable cat litter may be a culprit as the toxoplasmosis cysts are small enough to pass through the sewage treatment plant filters ending up in the ocean. Otters feed largely on filter feeding animals which may have the ingested the cysts. While not conclusive, this may be a factor in otter deaths.

The educational program as well as the participating partners: Save The Whales and the

MBNMS' school outreach and Team Ocean program educate the public and students about this specific issue. In addition, educators highlight urban runoff pollutants such as oil which can harm or kill otters.

The bilingual educational brochure Monterey Bay Begins On Your Street addresses pet waste. In the next reprint of the brochure not flushing cat litter will be added as a preventative measure. The SEA website is expected to be up and running by the end of year one and will include sea otter mortality information and provide links to other sources.

Outcome:

The bilingual brochure was reprinted with the additional message to not flush cat litter as a preventative measure. The brochure changes were shared with the Sanctuary to have consistent messages. Links to sea otter sites were added to the SEA website www.montereysea.org

In addition, 75 English brochures and 50 Spanish Monterey Bay Begins brochures were given to Dr. David Jessup for his Santa Cruz, California office. Dr. Jessup studies dead sea otters to determine what is harming them. He thinks our brochures give a good overall message as it includes many urban runoff factors that are believed to be affecting the otters.

3. Selected BMP Brochures

The SEA educator will work with the City of Monterey to adapt the following BMP's for the MRSWMP. The SEA logo will be inserted before printing.

BMPs for Commercial Industries:

- Automotive Maintenance & Car Care
- Food Service Industry

BMPs for Construction Industry:

- Earth-Moving Activities
- Fresh Concrete & Mortar Application
- General Construction & Site Supervision
- Heavy Equipment Operation
- Painting & Application of Solvents & Adhesives
- Roadwork & Paving

BMPs for Gardeners, Homeowners, and Landscapers:

- Car Care for Do-It-Yourselfers
- Home Maintenance Tips
- Home Repair & Remodeling
- Landscaping & Gardening
- Pest Control Tips

The BMP's will be available for distribution through individual City department offices, targeted mailings via city newsletters, and Monterey County offices. Mailings to targeted businesses will be done over five years. In addition, 2,000-3,000 brochures will be mailed annually to residents on different topics. The effectiveness will be measured by counting the number of BMP brochures distributed. These numbers will be reported in the annual report.

Outcome:

To inform city staff about the BMP's required under the permit and requirements for construction sites the city of Monterey held a Joint Utilities and Public Works Meeting On June 14, 2007. A dozen staff members attended the meeting.

BMP Brochures Available at Cities:

County of Monterey- already has some on hand.

Marina- 325 bmp brochures.

Monterey-1,268 bmp brochures & 50 bilingual restaurant bmp posters with 60 videos.

Pacific Grove- already has some on hand.

Sand City-325 bmp brochures and 100 bilingual bmp automotive posters.

Seaside-already-already has some on hand.

Watershed Awareness Committee- 60 bmp brochures

Workshops- 300 construction related BMP's were distributed through Construction workshops led by the stormwater group Program Manager, Robert Jaques.

Total BMP Brochures distributed: 2,278

Total BMP Posters (Auto & Restaurant):150

Total BMP Restaurant videos: 60

4. Residential Outreach

Through city newsletters residents can be reached with specific storm water messages. The city of Monterey and Pacific Grove have newsletters. Specific BMP information targeting homeowners will be included in the newsletter mailings. Monterey mails newsletters to approximately 16,000 residents 3 times per year. Pacific Grove plans to send their newsletters to residents two times per year or reach targeted audiences.

Additionally, the permit group will try to coordinate with the local trash collector, water and sewer agency to incorporate stormwater messages into mailing inserts to reach residents in other cities and the county not listed above. The effectiveness will be measured by counting the number of residents reached via mailings. These numbers will be reported in the annual report.

Outcome:

MRWPCA (the local sewer agency) was asked if they could insert stormwater messages in the residential bills. The agency does not do bill stuffers except for its own topics and said it would open a precedent for all kinds of groups to ask for publicity if it did this for the SEA group.

Pacific Grove sent out a newsletter devoted entirely to storm water issues in the beginning of September 2007. It was mailed to a total of 8,774 residents and P.O. box holders in Pacific Grove.

The City Focus printed newsletter is mailed to the City of Monterey residents three times per year in spring (March), summer (July) and fall (October). They have started supplementing these with an online Monterey Focus newsletter that can be viewed at www.monterey.org/efocus/

The City of Monterey had stormwater articles in three issues of the City Focus. Each issue was mailed to 16,000 residents of Monterey. These articles were in the following issues:

- Summer 2006 – Trash Down Storm Drains
- Fall/winter 2006-2007- Stormwater Plans Wins Approval
- Spring 2007- Environmental Car Washing

The City Talk is an internal newsletter for the City of Monterey staff. It is emailed to 500 staff members. Two articles related to stormwater were included in two separate issues. In May 2007, “Down the Drain-Taking Environmental Pressure Off When pressure Washing” and the second article titled “Down the Drain-Low Impact Development Improves Water Quality” was in the June 2007 issue.

On June 6, 2007, the City of Monterey initiated a Stormwater News email list open to members of the public and city staff. This provides a vehicle to publicize volunteer events and stormwater issues.

The City of Monterey did a television program titled “Stormwater Watch” as part of the Eye on Monterey series for the local cable channel. The interview covered urban runoff measures that the cities are working on and the education program with a close up of the hands-on model used in school outreach. Specific points on how residents can reduce urban runoff were emphasized. The show aired a total of 20 times from 1/1/06-7/29/07.

A public workshop was held on April 9, 2007 and attended by 21 residents. The show was taped and aired a total of 73 times through 9/7/07. Several people have told members of the SEA group that they have viewed it. In addition, a couple members of the public who attended the workshop now attend the monthly SEA meetings.

Included in the trash bills sent to all Monterey County Residents on September 1, 2007 was a pollution prevention brochure. This was sent by the waste management company and included tips and contact information on recycling motor oil locally, and using toxic-free garden products.

5. Household Hazardous Waste Services in Monterey County

In an effort to pool the education section together in one local we have outlined the household hazardous waste programs by other agencies listed below and found in Minimum Control Measure 6 of this document.

All of the member entities have existing programs provided by other agencies and private companies that educate and provide services for used motor oil and used oil filters. Each community is provided with curbside oil recycling services for residences. All auto part stores provide containers for used motor oil and filter bags. The local waste companies, Waste Management, Inc. and Monterey Disposal provide education information in their quarterly newsletters. In addition the Monterey Regional Waste Management District provides information by mail and at community events including the local fairs and major festivals. Public education audiences include schools, HOAs, businesses, and multi-family residences. Effectiveness for this effort can be tabulated by the collection numbers from year to year. The individual agencies listed below can be contacted for their outreach numbers.

Monterey Disposal	“Recycling Times”	Quarterly	Web Site www.montereydisposal.com	Public education meetings
Topics: Recycling; used motor oil and filters; resource conservation; hazardous waste; curbside services				
Waste Management	“Think Green”	Quarterly	Web Site www.wastemanagement.com Carmel Marina Corporation	Public Education meetings
Topics: Recycling; used motor oil and filters; hazardous waste; curbside services				
Monterey Regional Waste Management (serves all the MRSWMP entities)	“Small Planet”	Bi-monthly	Web Site www.mrwmd.com	Public Education meetings
Topics: Multiple brochures cover: oil, oil filters, proper disposal, household hazardous waste.				
School program: Reduction, reuse, recycling.				
Hazardous Waste: Residential customers can bring up to 15 gals. Or 125 lbs. Municipalities and Commercial generators are by appointment and have a nominal fee for services.				

6. Our Water Our World “OWOW” Upkeep

The Our Water Our World (OWOW) program was developed in 1997 by San Francisco Bay area clean water agencies in response to pollution problems caused by two of the most commonly used residential pesticides: chlorpyrifos (Dursban) and diazinon. Both stormwater runoff and wastewater treatment plant discharges contain levels of these two pesticides high enough to kill organisms at the base of the aquatic food chain. In fact, 85 water bodies in California are listed by EPA as impaired due to diazinon. In the OWOW promotion, sponsoring agencies provide participating stores with bilingual fact sheets about managing common pests, along with an updated list of less toxic and non toxic pest control products recommended for sale. These products are identified in the stores through colorful OWOW shelf talkers.

Under a State Water Resources Control Board Section 319 grant funded in 2003, the Marin County Stormwater Pollution Prevention Program (MCSTOPPP) has taken the lead on implementing this program in Regional Board regions 1-3. This grant has made it possible to bring OWOW to 250 retail stores with the assistance of local coordinators. In this area, the SEA educator is the main contact between Marin County and the local stores. The purpose is to educate and provide the public with less toxic integrated pest management (IPM) alternatives. The goal of MCSTOPPP is to have every county in California involved in OWOW in order to reduce residential pesticide use in communities.

The SEA educator is responsible for the upkeep and restocking of OWOW flyers and point-of-purchase (POP) tags in stores, and acts as the area contact for store owners. Additional duties include: update the OWOW website staff with information on behalf of SEA, run print ads to

garner awareness for the program and coordinate with Marin County on all aspects of program.

Participating counties include: Alameda, Humboldt, Monterey, San Francisco, Santa Barbara, Solano, Contra Costa, Marin, Napa, San Luis Obispo, Santa Clara, Sonoma, Del Norte, Mendocino, San Benito, San Mateo, Santa Cruz, and Trinity.

The OWOW website www.ourwaterourworld.org has regional information for the public to access including household hazardous waste drop off centers, and contact numbers, for the different counties.

Through grant funds, Marin County supplied the bilingual fact sheets, shelf talkers, training manuals, and in store employee training. They continued to fund this aspect of the program through March of 2006. Marin County will continue to seek grant funds to keep costs down for all of the California counties participating in the program.

Marin County invested grant funds and labor to recruit seven nurseries in the MRSWPG region. Stores include: Long's – Marina, Cypress Gardens - Monterey, Griggs Nursery – Pacific Grove, Griggs Nursery- Carmel Valley, Valley Hills Nursery- Carmel Valley, Ace Hardware – Castroville, Orchard Supply Hardware(OSH) – Sand City.

Each store had a staff training in order to educate staff about alternative pesticide products. The trainer, Annie Joseph, is a qualified consultant who previously worked for pesticide chemical companies. She is contracted by Marin County to provide staff trainings and set up the literature racks and POP information in each store in cooperation with store management and staff.

The success of this program is based on hard data from the OSH sales for 2005. Their sales data from the 82 OSH stores in the state of California proves you can sell alternative pesticide products and make a profit. The snail bait called "Sluggo" that does not kill pets or wildlife had a dramatic sales increase. The 2.5lb. Sluggo container increased by 37%, the 4lb. Sluggo container increased by 39%, the 10lb. container by 52%. This increase is believed to be in part from the OWOW program continuous educational outreach efforts.

Every garden store has POP shelf tags which directs the public to safer alternative products. This way staff can help the public locate the marked POP alternatives and educate them about the information available in the literature stands.

Literature racks with 14 colorful flyers are displayed in the garden and fertilizer areas of each nursery. Several of the flyers are in Spanish. The flyer topics are listed in the table below. The flyers have the SEA participating entities listed with contact information. The literature was restocked on the following dates: 3/7/07, 3/9/07, 3/10/07 and 4/24/07.

The measurable goal was calculated by tracking the number of each flyer distributed in the seven participating garden/hardware stores. The following distribution of literature was maintained by the SEA educator.

Our water-our world



Ants (English)	74
Aphids (English 31/Spanish 50)	81
Fleas (Spanish)	50
Healthy Gardens (English 118/Spanish 225)	343
Lawns (English 52)	52
Mosquitoes	0
Preventing Pest Problems	0
Roaches	0
Snails & Slugs (English)	77
Spiders (English 83/ Spanish 15)	98
Use & Disposal of Pesticides	0
Weeds (English 18/Spanish 150)	168
Wonderful Roses (English 157/Spanish 120)	277
Yellow Jackets (Spanish)	50
OWOW Total Flyer Distribution: 1,270	

7. Our Water Our World “OWOW” Outreach Events

The SEA educator will participate in a minimum of two tabling events at selected garden stores in order to educate the public about non-toxic pest management products. In addition, free samples and educational materials will be distributed.

Outcome:

At each event, the SEA educator was present for 3-4 hours to interact with the public on the following dates: 10/8/06 and 12/10/06. Events were scheduled in cooperation with Orchard (OSH) store management in Sand City. In order to maximize the outreach effort, events were scheduled in conjunction with OSH “No Sales Tax Weekends.”

In partnership with Ecology Action (EA), a nonprofit organization based in Santa Cruz we exceeded this expectation. Four outreach events and some employee trainings were completed.

EA obtained grant funding to assist the Monterey County OWOW program. Meeting with the

SEA educator, additional outreach strategies were agreed on including employee training in local garden stores and additional outreach events. EA's commitment enhanced the OWOW program in local garden stores.

The measurable goal was calculated by tabulating the number of people who purchased an alternative product, comments on the program, and the number of magnets and materials distributed. These numbers are tabulated below.

On 12/10/06, the SEA educator spoke to 94 people in four hours. One person bought 8 small size Sluggo snail baits as office holiday gifts. Six people said they regularly used Sluggo in their gardens.

EA conducted 2 outreach events in garden stores on the following dates:

5/6/07 Valley Hills Nursery, 34 people educated.

6/9/07 at OSH, Sand City, 41 people educated.

In addition, EA contacted the Home Depot store manager in Seaside and made several attempts to persuade them to include OWOW information in their garden store section. At this time, there is no resolution as the corporate office of Home Depot must make the final decision.

In-Store Employee IPM Training:

All employee trainings were done by EA's qualified pest advisor in the following garden stores.

3/7/07 Grigg's nursery in Pacific Grove had 5 employees trained for 1.5hours.

3/8/07 Valley Hills Nursery, Carmel Valley had 9 employees trained for .5 hours each.

3/8/07 OSH, Sand City had 2 employees trained for .5 hours each.

6/9/07 OSH, Sand City had 3 employees trained for .5 hours each.

19 Employees received in-store training

Insect I.D. charts, OWOW fact sheets, and SEA materials were distributed at all employee trainings and events.

OWOW Events 2006-2007

OWOW Materials:

OWOW Magnets	8
Trifold pest wallet brochure	10
Rose fertilizer samples	7
Sluggo Samples	133
# Employee's Trained	19
#s People Spoken to:	192

Total OWOW Materials Distributed: 158

OSH serves most of the communities within the area covered by MRSWMP and has a large amount of foot traffic. In addition to speaking with the public, we distributed colorful magnets with the OWOW website to the public, organic rose fertilizer samples and an alternative snail bait "Sluggo" that is not toxic for pets and wildlife.

This program has been extremely successful as far as public feedback and the support of the OSH staff and management. Members of the public that are approached are receptive and appreciative of the program. When informed of the safe pesticide alternatives which protect wildlife, children, and water quality they were grateful for the information. A large percentage of people approached, discarded the toxic product in exchange for a non-toxic alternative.

8. Restaurant Training

The SEA educator worked with EA, a Santa Cruz nonprofit organization contracted by MBNMS to fulfill this program aspect. EA has been actively involved in the Santa Cruz County Green Business Program and is working with Monterey County and the City of Monterey on starting and growing their Green Business Certification Program.

The goal was for 75 restaurants to receive educational materials and view the bilingual BMP restaurant video. This outreach targeted restaurants located within the area covered by the MRSWMP which are closest to watersheds and the Sanctuary.

To accompany the bilingual restaurant BMP poster adapted from the City of Los Angeles, a bilingual video was produced by the City of Monterey to address the same BMP's on the poster. It educates kitchen staff about proper BMP such as proper mat washing techniques and cleaning up spills. Within the area covered by MRSWMP, a large number of kitchen staff are Hispanic and speak little or no English.

The restaurant video was made several years ago, in response to a survey taken by 100 restaurant managers in the City of Monterey. The survey asked what tool would help them train their revolving staff about proper bmp procedures to reduce urban runoff. Many managers asked for a short bilingual video that could be used for staff training.

Outreach is accomplished by meeting with the manager in person and giving them the educational materials. At this time, the educator tries to book an appointment with the manager to bring the video to a kitchen staff meeting. The bilingual video is seven minutes long in each language version. The video depicts five proper BMP techniques to reduce urban runoff. Following the video a bilingual survey is given to each staff member. Upon completion the surveys are returned to the educator. A bilingual poster, the restaurant video and bilingual brochures "Monterey Begins On Your Street" are left to distribute to the staff.

A few months into the program, due to the low response rate to a follow-up presentation for the kitchen staff to view the video a new focus was devised. A survey was written for the manager and an appointment with just the manager to complete the survey and view the video. This might lead to participation of the manager having the kitchen staff view the video once they see it.

EA contacted the Hospitality and Restaurant Association to see if they could be given presentation time in future meetings. This did not materialize.

The restaurant video is being used by the cities of Watsonville and Santa Barbara, an area outside the area covered by MRSWMP. The Clean Green Business Program, modeled after Palo Alto's successful program, is in the startup phase in Santa Cruz and Monterey Counties. Through print ads and media attention, the program will recognize businesses that practice green methodologies

such as water and energy conservation, waste reduction, storm water pollution prevention techniques and recycling. The program staff has expressed interest in using the restaurant video for this program.

Outcome:

114 businesses were visited by Ecology Action.

One staff training was completed,

45 businesses received outreach materials and a Green Business Program Brochure

13 completed the video feedback survey

138 Green Business Program TV spots aired on KION/KCBA

Certified Green Businesses in Monterey County:

There are a total of seven, four of these were certified in 2006-2007.

- Forest Hill Auto, Pacific Grove
- Pacific Motor Service, Monterey
- Whole Foods, Monterey-2006
- Light & Motion, Monterey
- Passionfish Restaurant, Pacific Grove- 2007
- Asilomar Conference Grounds, Pacific Grove–2006
- Monterey Bay National Marine Sanctuary, Monterey 8/2007

In the body of the Annual Report under the Section for MCM No. 1 there is a proposed modification to this component of the Public Education and Public Outreach Program for Permit Year 2 in order to more effectively accomplish the Restaurant Training objectives.

9. Bilingual Dirty Word™ Radio Ads:

The program coordinator will book the radio ads on selected radio stations. This is one of the most cost effective strategies to reach a large segment of the population with repeated messages about stormwater.

Radio reaches targeted audiences, and in this regional area it is the most cost effective mass media outreach. Several radio stations were selected due to their demographic audience. Dirty Words has aired sporadically over the past four years with sporadic funding sources. Two years ago, working in partnership with the County of Santa Cruz we were able to run ads on more stations and extend the airtime of the campaign.

The Dirty Word ad campaign focuses on storm drain pollution. Original music and an outstanding voice command these 60 second radio spots. The purpose of the ads is to grab the attention of the listener and educate them about storm drains and their connection to rivers, creeks, streams and the MBNMS. It correlates water pollution with urban runoff and preventative measures one can do. The 1-800-CLEANUP number is given at the end of some of the ads to direct people to motor oil recycling locations and household hazardous waste sites.

In April of 2000, the Dirty Words radio ad campaign was honored with the Golden Addy Award in both English and Spanish for the best radio ad campaign in Central California. The ads were written by Maris Sidenstecker with funding and creative input from MBNMS and the cities of

Monterey and Watsonville. The bilingual radio campaign began airing in 2000 throughout the Monterey Bay region on English and Spanish language stations.

The four Dirty Words produced include storm drain, first flush, motor oil, and cigarette butts. The ad running time was staggered to reflect seasonal events and stretch out air time. “First flush” was played in anticipation of upcoming storms to educate the public about the first big rain of the season (typically September – October). Cigarette butts aired August- early September for National Coastal Clean Up Day which takes place the 3rd Saturday of September. One of the leading sources of beach litter is cigarette butts which are collected during Coastal Clean Up day.

Radio stations enjoy this campaign and have come up with creative venues to extend outreach efforts. Most of the stations donated additional free spots to extend the airtime of the ads.

The Dirty Words campaign has been adapted by the Counties of Humboldt, San Mateo and Santa Clara. Humboldt created a Dirty Word spot about mercury pollution. San Mateo County adapted the radio ads into TV Public Service Announcements using the same voiceover as the radio spots. Santa Clara is running the same TV ads in their county.

Local radio stations were selected based on their audience reach to diverse age groups, gender, and targeted audiences. The numbers of listeners reached are based on Arbitron reports. Arbitron is an independent company that conducts surveys four times a year among local residents. Their survey depicts a cross section of the community radio listeners. The data is then sold to the radio stations. They are the equivalent of the Nielson ratings for television.

Radio Station demographics:

KDON – top station targets the 18-49 age bracket and has the largest signal on the Central Coast. This station is very also popular among younger listeners, age 12 and up. Targets an audience who may change their own oil and wash their cars.

KPRC-“La Peciosa” Spanish variety radio station. One of the most popular Spanish radio stations in the area.

KWAV - popular station among women ages 25-54. Most listened to station in the workplace including banks and businesses. KWAV added the SEA website link to their homepage in August 2007.

KYZZ- The “Z” is a new station that is doing well in the ratings and is increasing in popularity with each quarterly period. Targets adults 18-34. Many parents listen with their children and this could lead to conversation about stormwater issues after hearing the ads.

KTOM - country western station targets 25-54 year old males and females.

KHIP - classic rock station which is popular among men. Core audience is age 25-54 with a ration of about 65% male and 35% female. This station is listened to largely at construction sites, gyms and auto stores.

KBOQ – classical station with a core audience age 35+ with a balanced mix of men and women.

Targets an older audience, educated and more affluent.

KMBY- alternative rock station with a core audience age 18-44 and a ratio of 70% male, 30% female.

Outcome:

The measurable goal is calculated below per station. Radio is one of the most cost effective measures for mass media education in the permit area. The population of the permit area is 125,642 people. Based on this population, radio is a very effective way to reach residents with consistent messages about urban runoff.

Radio Ads September 2006-June 2007

Station Name	# Spots	Frequency	Age	Reach	Gross Impressions
KDON-102.5FM	327	18.5	12+	70,600	1,306,400
KPRC-100.7FM	232	22.9	12+	37,700	864,000
KWAV-96.9FM	281	4.3	18+	51,600	255,500
KYZZ-97.9FM	138	3.1	12+	73,000	227,350
KTOM-92.7FM	88	7.0	12+	26,600	185,200
KHIP-104.3FM	195	4.0	12+	51,500	107,700
KBOQ-95.5FM	206	4.2	12+	53,700	123,000
KMBY-103.9	120	2.8	12+	34,800	27,000
GRAND TOTALS:	1,587	2.8-22.9	12-18+	399,500	3,096,150

Notes: *Reach-* is the number of people who heard the message in that age range.
Frequency- the average number of times each person heard the message.
Gross Impressions- the total number of times someone in this age range heard the message.

The age of the listening audience outreach extended below the age of 12+. At an event, a grandmother and her grandson approached the SEA display to view the hands-on Enviroscape model. The grandmother told the SEA educator that her 6 year-old grandson had been talking all day about the Dirty Word radio ad he had heard. It made quite an impression on him.

KWAV radio station added a link to the SEA website on their homepage in August 2007. In the future, perhaps other radio stations will do this as well.

10. Bilingual Bus Ads

This was another cost effective method for reaching the general public. Ten buses displayed queen size ads of the adapted bilingual storm drain poster on the side of the bus from July 1, 2006 to June 30, 2007. The bus route for Monterey County serves the area covered by the MRSWMP.

The measurable goal was calculated by using the bus company formula to estimate the total number of impressions per ten buses during one year.

Outcome:

Bus Ad Impressions

10 buses x 360,000/month = 3,600,000* Impressions Per Month

3,600,000 x 12 months = 43,200,000 Total Impressions Over 12 Months

*Based on 12 cars per minute per bus being on the road 10hrs. per day/ 7days per week.

11. Bilingual Movie Ads

Movie theatre ads are another cost-effective media strategy to reach the public. The SEA educator booked movie theatre preview ads with the cinema advertising agency and tracked movie attendance through data provided by the cinema agent.

According to National Cinemedia research theatre commercials have an advantage over television. People have more than three times the recall of television ads (Nielson 2002). The captive audience can't change the channel and have paid to be there and are excited to see the movie in a quiet environment.

The bilingual movie theatre preview slides utilize the same design as the storm drain poster and the bus ads. This helps reinforce the regional continuity of the campaign. To maximize outreach the ads ran for twelve weeks during the busy winter season. Winter is one of the busiest movie seasons with many block-buster films released around Thanksgiving.

The ads ran on each screen in the selected theatres and appeared for several seconds on a rotation with other ads shown before the movie.

Outcome:

The measurable goal is based upon the theatre box office attendance for the twelve-week winter run. This was a very cost effective outreach method.

Bilingual Movie Theatre Preview Ads 11/17/06 – 2/9/07

Numbers based on 12 week box office sales

Theatre:	Number of People:
1. Northridge Mall 14, Salinas	142,104
2. Del Monte 13, Monterey	220,212
Total People Reached:	362,316

12. Publicity/Press Releases

The SEA educator was responsible for garnering publicity to inform the public about stormwater pollution prevention and SEA public participation events.

On the local TV station KION/KCBA, 138 Green Business program PSAs ran. These ads were paid for by EA through grant funds provided by the MBNMS.

KION News 46 TV station covered the “Backyard to Bay” event in Pacific Grove on August 4, 2007. The event focused on urban runoff and aired on the 6:00 p.m., 10:00 p.m., and 11:00 p.m. broadcasts.

Print Ads

A total of 29 print ads were run during September 14, 2006 – July 6, 2007. Some of the ads were

purchased by educational partners Save The Whales and Ecology Action. All of the ads informed the public about specific urban runoff issues and promoted community participation.

The OWOW ad directed readers to participating nurseries partnering with SEA in order to purchase non-toxic pesticide alternatives. The Volunteers Needed ad called for citizens to participate in community water monitoring and or stenciling events in participating cities. The 1-800-CLEAN-UP ad was placed in several papers to alert the public to being able to report urban runoff incidents directly to their city public works office.

Ads were placed in the following papers in partnership with Save The Whales, MBNMS, and Ecology Action.

Monterey County Weekly 13 ads

9/14/06 Walk N' Talk (paid by Save The Whales)
9/14/06 First Flush Volunteers (paid by Save The Whales)
9/21/06 Walk N' Talk (paid by Save The Whales)
9/21/06 First Flush Volunteers (paid by Save The Whales)
11/16/06 Color Storm Drain
11/16/07 Certified Green Businesses (paid by MBNMS)
1/25/07 Community Stenciling
2/24/07 Got Bugs?
4/5/07 Public Workshop
4/26/07 Color Storm Drain Ad (for Earth Day)
4/26/07 Snapshot Day Volunteers
5/3/07 1-800-CLEAN-UP
5/10/07 1-800-CLEAN-UP
Circulation per issue: 39,650 x 13 = 515,450 impressions

The Monterey County Herald (5 ads in Saturday paper)

4/7/07 Public Workshop
6/2/07 1-800-CLEAN-UP
6/9/07 1-800-CLEAN-UP
6/9/07 OWOW Event at OSH (Ecology Action placed this ad)
7/7/07 Street Sweeping
Circulation per issue: 35,327 x 5 = 176,635 impressions

The Carmel Pine Cone (7 ads)

3/2/07 Got Bugs?
3/30/07 Public Workshop
4/6/07 Public Workshop
6/1/07 Urban Watch Volunteers
6/8/07 1-800-CLEAN-UP
7/2/07 1-800-CLEAN-UP
7/6/07 Street Sweeping
Circulation per issue: 22,000 x 7 = 154,000 impressions

The Salinas Californian (2 ads)

Stenciling Ad

Got Bugs?

Circulation per issue: 19,638 x 2 ads = 39,276 impressions

El Sol (Spanish language paper) (2 ads)

Stenciling Ad

Got Bugs?

Circulation per issue: 15,600 x 2 ads =31,200 impressions

Magazines

Central Coast Parent (full page Green Business ad)

Adventure Sports (full page Green Business ad)

Outcome:

The measurable goal was calculated by using the circulation numbers for each paper to estimate the total number of impressions for all twenty-nine ads.

Total print ad impressions: 916,561

13. Website

The website will be developed in the first year and accessible by year two. The domain name www.montereysea.org has been purchased by Monterey County who will also host the website. The site will include educational materials, outreach programs, information sea otter mortality, how an individual can take action, and post meetings, annual reports and community participation events. Years 2-5 will include maintaining, updating and enhancing the website.

Outcome:

The website is up and running and has all of the above listed information.

From October 2006 until September 7th, 2007 there were 4,581 page hits on the web site.

KWAV radio station put a link on their homepage to the SEA website.

14. Events

Seven day-long events were scheduled in order to interact with the public using the hands-on Enviroscene model and distributing educational materials.

We exceeded the scheduled number and participated in 10 day-long events.

The SEA educator, MBNMS, STW, the Coastal watershed Council and MRWPCA distributed educational materials and spoke to the public at the following events:

Keep It Green Event (Pacific Grove) February 17,2007; 77 people

Cutting Day (Monterey) March 17, 2007; 46 people

Research The Bay Family Fun Day (Pacific Grove) March 25, 2007; 165 people

Good Old Days (Pacific Grove) April 21st & 22nd 2007 (2 days); 701 people

Earthbound Farms (Carmel) April 2006; 150 people

Farmers Market (Monterey) May 22, 2007; 70 people

World Oceans Day (Monterey Bay Aquarium) June 9, 2007; 500 people

Pebble Beach Open House (Pebble Beach) June 23, 2007; 125 people

Backyard to Bay (Pacific Grove)

Backyard to Bay (Monterey)

Outcome:

A total of 1,825 people were reached at the above events.

In addition educational materials were donated to Save The Whales, Visitor Centers, the Monterey County Fair, Ecology Action, the Watershed Awareness Committee, City of Monterey Fire Department, MBNMS, the City of Salinas Earth Day celebration and the Santa Cruz Port District.

Events: SEA Materials Distributed

OWOW Materials:

OWOW Pest Trifold	45
OWOW Magnets	2

SEA Materials:

Sewer Spill Cards from MBNMS	50
Storm Drain Poster	680
Mont. Bay Beg-English	970
Mont. Bay Beg-Spanish	870
Coloring Book-Engl.	145
Coloring Book- Span	140
Total Materials Distributed:	2,902

15. Public Attitude Survey

In an effort to garner more public feedback and determine the effectiveness of the education program an “Attitude Survey” recommended by the EPA will be distributed at events. A short survey with a few questions will be given to residents and tourists to answer. Upon completion they will be rewarded with a poster, coloring book, or magnet.

The measurable goal will be calculated by the number of people reached by counting the number of brochures, posters, OWOW materials, coloring books, etc. distributed at events **in years 1-5**. The responses from the attitude survey will be counted and should help give a picture of what medium is effective. Details will be found in the annual report.

Outcome:

A total of 105 people (age range 35-60) were surveyed from the Farmer’s Market, Good Old Days, Family Fun Day, Research the Bay day, and Cutting Day events in the cities of Monterey and Pacific Grove.

Two high school classes totaling 45 students (ages 17-18) were surveyed in Pacific Grove and Salinas.

Age range breakdowns:

- Age range 6-17 (47) these are mostly 17 year olds.
- Age range 18-25 (12)
- Age 26-34 (5+)

Age range 46-60 (30 people)
Age range 35-45 (30 people)
Age 61 and over (12)

In the age range 35-60, most were from Monterey (20) followed by Pacific Grove (11) and Seaside (9). In the age range 17-18, most were from Salinas.

These are the survey questions, and the results of these surveys:

1. *Is stormwater cleaned before going to the ocean?*

Ages 35-60	Ages 17-18
Yes =5 responses	Yes=18
No=41 responses	No=27

2. *Does stormwater lead straight to the bay?*

Ages 35-60	Ages 17-18
Yes=50	Yes=38
No=1	No=6

3. *Radio stations most listened to:*

Ages 35-60	Ages 17-18
1. KPIG	1. KDON (35)
2. KWAV tied with NPR	2. Jammin 97.9 (28)
3. KDON tied with KAZU	3. The "X" 103.9 (11)

4. *Have you heard the dirty word radio ads?*

Ages 35-60	Ages 17-18
Yes=21	Yes=35
No=32	No=7

5. *Have you seen the storm drain artwork on any of the below media materials?*

Ages 35-60	Ages 17-18
Posters (25)	Posters (37)
Print ads (16)	Bus ads (17)
Bus ads (12)	Movie ads (13)
Movie ads (7)	Print ads (12)

6. *Do you think these outreach tools listed above are effective?*

Age 35-60	Age 17-18
Y=32	Yes=37
No=6	No=7

7. *Biggest source of pollution?*

Ages 35-60	Ages 17-18
Stormwater (13)	Trash (16)
Humans (11)	Plastic tied with Car Washing (5)

8. *Have you participated in community storm drain stenciling events?*

Age 35-60	Age 17-18
Yes=5	Yes=20
No=46	No=22

9. *Have you heard of the SEA school outreach program?*

Age 35-60	Age 17-18
Yes=8	Yes=10
No=46	No=34

16. Hands-On Storm Drain Display

The program coordinator contacted display locations, stocked brochures and checked the model at the Pacific Grove Natural History Museum in Pacific Grove.

Modeled after the stationary storm drain display at the Monterey Bay Aquarium, this portable hands-on storm drain model was purchased by the City of Monterey. It depicts oil spilling through a stenciled storm drain grate. The handle on the grate lifts up revealing an educational message about urban runoff. A brochure stand attached to the model distributes the bilingual Monterey Bay Begins On Your Street brochures.

Outcome:

The measurable goal is measured by the number of bilingual Monterey Bay Begins On Your Street brochures distributed. Also donated to the museum was a bus size ad of the storm drain pollution poster to use for display.

Pacific Grove Natural History Museum: Total Brochures 228 English, 99 Spanish

17. Tourist Outreach

In addition to the radio, bus, movie, print ads and outreach events tourists will be targeted via hotels and visitor centers. The bilingual 30 second Public Service Announcement depicts how pollution on land (from washing cars and changing motor oil) can lead straight to the sea. In year one we will contact hotels/motels to run the bilingual 30 second SEA PSA on their closed cable station. Bilingual brochures will be distributed to visitor centers and tourist points of interest.

Outcome:

The measurable goal will be calculated by numbers of brochures distributed and number of ads run via hotel closed cable station in years 1-5.

All the local visitor centers were visited and given the bilingual Monterey Bay Begins On Your street brochures.

The Monterey Bay Aquarium (MBA) is one of the largest tourist attractions in Monterey County. Residing on the infamous Cannery Row, the MBA attracts large tourist audiences to the aquarium during the summer months.

The City of Monterey partnered with MBA, the Monterey Regional Waste Management District

and the Salinas Solid Waste Authority and contributed funding toward the summer stormwater street performances (June 16, 2007-September 3, 2007) for the visitors waiting in line to enter the aquarium. The aquarium met with the city staff to discuss ideas and agreed that during the eleven weeks, at least 2.25 hours per day would be targeted specifically about stormwater messages.

The presentations were scheduled in order to reach peak hours for the captive tourists waiting in line at the aquarium entrance. Each morning 3 actors were available to add some “streetmosphere” improvisational theatre to visitors waiting to get into the aquarium and those on the street. The focus of the theatrical presentations was sketches on the land-sea connection on how storm drain pollution leads to the ocean.

Performers dressed as marine animals, discussed trash and other pollutants that enter storm drains and harm marine life. Utilizing some of the critter costumes (turtle, whale, jellyfish, otter,) these actors teamed up with “Basta Basura” Enough Trash! the trash monster to interact with visitors inside the aquarium. In this 15 minute play the land and sea connection was highlighted by a "City Gal" character who lives fast, drives fast, and eats fast. This daily performance ran three times per day from 6/16/07-9/3/07. A conservative estimate is that 24,000 visitors were exposed to the urban runoff messages.

Meetings were held with Sanctuary staff to discuss partnering resources in reaching hotels with stormwater messages. It was agreed that in year 2 we would work on placard cards with agreed upon messages.

18. Logo Development

The Program Coordinator worked with a local graphic design firm to create a logo for the MRSWMP. The logo will give visual recognition for the MRSWMP Participating and Coordinating Entities, who will be referred to in the logo as the “SEA” (Stormwater & Education Alliance). The SEA acronym is easier for the public to embrace.

The logo is key to promoting a unified educational program to gain recognition throughout the permit area. Through media ads, printed materials, events, school outreach and publicity the name recognition will grow through the years.

Outcome:

The logo shown below is used on all educational materials bilingual Monterey Bay Begins On Your Street brochures, bilingual “Be Kind To Animals” coloring book, bilingual storm drain poster, bilingual movie ads and bus ads, bilingual newspaper ads, bilingual display banner, teacher flyers and BMP brochures.



19. Printing of Educational Materials

The SEA program educator coordinated the regional print order of the educational materials. Other entities using the educational print materials on a regular basis are cities of Watsonville, Santa Cruz and the MBNMS. To cut down on printing costs, they participate when possible in the regional print order thus saving money for all entities.

The SEA logo was modified and added to the existing educational materials that were reprinted. The change was to the name Carmel to Carmel by-the-Sea and the website was imbedded in the SEA logo.

The educational materials were used for school outreach, events, and the targeted outreach venues listed above.

The measurable goal was tabulated by adding the total outreach materials distributed via school outreach, public events, OWOW events, OWOW distribution, portable hands-on storm drain model display, and targeted businesses. The total number of educational materials distributed: 8,538. This does not include the city newsletters sent to residents.