

## 4B PE/O Framework Summary and Details

<b>FRAMEWORK SUMMARY</b>		
	<b>General Public - page 2</b>	
nonprofits, schools,	Events	roving displays, publications
volunteers, schools, nonprofits	Volunteer Monitoring	storm drain monitoring kit
businesses, schools, volunteers	Storm Drain Stenciling	city stenciling kits
city newsletters, city inspectors	Written Materials	brochures, posters, BMP's
neighborhood groups	Publicity	newspaper, TV, radio, PSA
libraries, schools, DMV's	Roving Displays	storm drain display
nonprofits, volunteers	Points of Purchase	automotive posters
utility bills, city newsletters	Mailing Inserts	various publications
city public works department	BMP's	brochures (BMP)
businesses	Business coupons	coupon incentives
	<b>Teachers - page 5</b>	
schools, parks, nonprofits	Teacher Workshops	WET curriculum, model
nonprofits, interns, educators	School Outreach	enviroscape model, materials
mailing or school distribution	Written Materials	posters, brochures, etc.
schools	Roving Displays	storm drain, model
schools, city officials, students	Storm Drain Stenciling	city stenciling kit
schools, city officials	Volunteer Monitoring	monitoring kit, print matter
	<b>K-12 Students - page 6</b>	
	See teacher outreach methods	
	<b>College Students - page 6</b>	
	See teacher outreach plus:	
city official, students	Business outreach	printed matter
nonprofit, students, volunteers	Earth Day events	model, display, print matter
nonprofit, student	National Coastal Clean Up Day	publicity, beach clean up tools
	<b>Businesses - page 7:</b>	
city officials, businesses, volunteer	Storm Drain Stenciling	city stenciling kits
city officials, nonprofits, interns	Clean Seal Business Program	workshops, free publicity
college students	University Outreach	printed matter
monitoring volunteers	Volunteer Outreach	printed matter
city officials, agencies	Targeted Workshops	specific printed matter
business owners, schools	Adopt A Watershed	monitoring kit, publicity
city inspectors, volunteers, interns	Restaurant Owners	food handling posters
city inspectors, volunteers, interns	Automotive Owners	automotive posters
volunteers, nonprofits, interns	Business Owners	business surveys
nonprofits, volunteers, interns	Outreach Presentations	model, printed materials

<b>City Officials - page 8</b>		
educator, nonprofit, intern	Roving Displays	storm drain exhibit
educator	Presentations	model
city officials, educator,	Printed Materials	posters, brochures, etc.
<b>Specific Socioeconomic Groups -p.8</b>		
university students, volunteers	Door Knob Hangers	oil recycling jugs, print
educator, volunteer, intern	Presentations	model, printed matter
schools, auto stores, DMV, library	Roving Display	storm drain exhibit, print
nonprofits, volunteers	Point of Purchase	bilingual printed material
Cinco de Mayo, Earth Day	Events	model, roving display, print
businesses	Coupon Incentives	incentive for oil recycling
nonprofits, schools, educators	Teacher Workshop	WET curriculum translated

## **FRAMEWORK DETAILS FOR PUBLIC EDUCATION PROGRAM**

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The public education program is divided into three sections:

1. Framework Summary (two pages) which is divided by target audience and lists tools and organizations to help reach targeted audience. Page numbers after target audience refer to pages in Framework Details.
2. Framework Details which gives details and suggestions to execute city outreach program including efforts tried in the cities of Monterey and Santa Cruz.
3. Educational Tools & Resources For Public Education Program

### **PROGRAM OBJECTIVE:**

The objective is to offer a framework for cities to begin an urban runoff public education program to educate the public about urban runoff and possible methods to reduce/eliminate sources of pollution. This is achieved through educating various segments of the community through: teacher workshops, educational materials, school presentations, storm drain monitoring, roving educational displays, publicity, and printed materials. This includes but is not limited to the following:

educational tools - teacher watershed curriculum activities, activities with hands-on model, written materials.

target audiences - school children, teachers, general public, Hispanic community, business community, city officials.

outreach methods - events, workshops, radio, print & television media, PSA's, flyers, brochures, posters, videos, student outreach, public presentations, school presentations, roving storm drain exhibit, volunteer monitoring, coupon incentives, point of purchase displays, and storm drain stenciling events.

existing educational tools and resources is included with hands-on tools, curriculum, websites, monitoring kits, printed materials, and contacts.

### **HOW TO BEGIN:**

1. The first step for an educator is to become familiar with how a city functions. Every city is set up differently, with different departments and has various resource constraints. A flow chart of the city will provide an orientation to the various departments within the city. Find the people in the city departments who can help implement and shape your educational outreach program. This may require interviewing and speaking with several people within the public works department to establish a working partnership. Find out what educational materials the city is using for outreach - various departments may use different educational materials. Brainstorm education outreach ideas with city officials based on what they have in place and what is needed.

2. Order a "Stormwater Resource Guide of Public Outreach Materials in California"- see Educational Tools and Resources Section for obtaining a copy.

3. Build strong community partnerships as this will be the heart of your education program. Contact and network with possible partners: organizations, agencies, educators, universities, students, student interns, school groups, cities, and individuals who share an interest in watershed protection / urban runoff issues. Brainstorm with partners on ways to build upon already existing efforts in your community or how you can work together to start new outreach methods.

Strong partnerships utilizing the resources, skills, knowledge and effort of your community will enhance program implementation and longevity. Involving the community from program inception builds community support. Community support is critical for not only the success of your program but also for funding revenues.

4. Partnerships with other organizations and agencies can help maximize funding efforts by writing cooperative grants. Sources to seek funding from: The Integrated Waste Management Board, The Environmental Protection Agency (EPA), The State Water Resources Control Board, and private foundations.

## **TARGET AUDIENCE:**

### **General Public:**

Educating the general public about urban runoff can be done in a variety of ways. Listed below are suggestions to reach the public.

*Events:* Local fairs and national events are good forums to educate the public about urban runoff. Using an interactive model or demonstration is a good way to draw the public to your booth. One of the most effective tools we have used at a series of events is the Enviroscape model which is described in detail under the Educational Tools and Resources section located toward the end of this document. In one year of use in the Monterey Bay area, a single model has been effective in educating over 5,000 children and adults, many of them at events.

Possible events or existing forums to educate the general public and city councils on the problems and issues of urban runoff.

### **Events:**

Annual Gray Whale Migration (if you are a coastal city)  
 Car racing events (Laguna Seca - Monterey region)  
 Cinco de Mayo Day - annual event  
 Coordinated Resource Management and Planning (CRMP) meetings  
 Earth Day (National)- annual event (April)  
 Farmers Market  
 "First Flush" - first big rainfall  
 National Coastal Clean Up Day (National) - annual event (September)  
 Pollution Prevention Week - event  
 Sanctuary, Park or Reserve Celebrations  
 Storm Drain Stenciling Events  
 Watershed Festivals

### **Fora:**

Automotive stores - Point of Purchase displays  
 City Council Meetings  
 Conference  
 Highschool Automotive Presentations  
 Hospitality Center Meetings  
 Neighborhood Watch Meetings  
 Nonprofit organization meetings  
 Public Works directors meetings  
 Publicity - print, radio, and television  
 Volunteer storm drain monitoring  
 Workshops (Teachers or City Officials)

**Volunteer Monitoring:** The beauty of this endeavor is it involves community volunteers collecting data for the city in order to locate potential pollutant sources. While volunteers are monitoring they are approached by curious people who ask what they are doing. In turn the volunteers educate the general public about urban runoff.

With the purchase of "*The Urban Watch Kit*" (see Educational Tools and Resources - page 5), recruited volunteers, and an agency, nonprofit, or individuals to process data and oversee the "Urban Watch" monitoring program your city can begin dry weather storm drain monitoring.

Implemented in Monterey city and suggested for Santa Cruz city. The Coastal Watershed Council (CWC) a nonprofit organization, was contracted to work with the city of Monterey to begin a citizen monitoring program. The CWC had experience using the Urban Watch Kit in the Arana Gulch area of Santa Cruz.

This effort was funded by the city of Monterey. It has been a successful effort in terms of community interest, involvement, and obtaining data on storm drain pollution. Baynet (a nonprofit) and the Coastal Watershed Council worked with the city of Monterey and The Monterey Bay National Marine Sanctuary to recruit volunteers to participate in the pilot urban watch monitoring program. Volunteers were recruited through articles in local papers and flyers distributed in the community. A one day training session was led by the Coastal Watershed Council to teach volunteers how to use the kit. From July through October 1997, volunteers were successful in collecting data using the urban watch kit.

The volunteers were able to detect consistent detergent runoff from a storm drain bordered by a large restaurant community. On one occasion, a detergent plume was traced to the source by walking up the street, peering through grates and following suds back to a restaurant. It was concluded that kitchen mats were being washed off into storm drains.

Train volunteers to make restaurant outreach presentations. Meet with restaurant staff and management to educate them about proper restaurant mat washing techniques and how this can prevent storm drain pollution. Food handling posters (in english/spanish) can be left with the establishment after presentations.

The urban watch volunteer monitoring program can be incorporated around already existing events such as National Coastal Clean Up Day, and Earth Day, in order to maximize publicity and draw attention to storm drain pollution.

**Storm Drain Stenciling:** Great event to pull in community members, university students, schools, teachers, and local businesses to work with city public works departments to stencil storm drains. Ask local businesses to have their staff volunteer a weekend day to participate. Gives businesses an opportunity for community involvement and this is an activity that people enjoy. It is rewarding to be able to see completed tasks.

Write a press release on storm drain pollution for local papers and ask for volunteers to participate in storm drain stenciling events. Good national events to build attention / events around are Earth Day (April each year) and National Coastal Clean Up Day (September each year).

If the city has a volunteer coordinator work with them to recruit business groups, school groups, and girl & boy scout troops to participate. In Monterey, local businesses (insurance agencies, and the "Gap") sign up their staff to participate in one day storm drain stenciling events. This builds good community ties and is a great way to draw businesses in.

**Written Materials:** The most extensive list of written materials in California can be found in the Stormwater Resource Guide of Public Outreach Materials in California. See Educational Tools and Resources Section to order. Call agencies and organizations that have printed materials your city is interested in. Request permission from agencies and artists to reprint existing materials, and ask to obtain artwork and text on discs, if possible. This will save financial resources

The Educational Tools and Resources is a compilation of helpful materials based on a extensive review of existing materials. For this Model Urban Runoff Program we adapted storm drain, food handling and automotive posters, and BMP brochure artwork from the city of Los Angeles. They were generous in sharing their print materials and allowing modifications for local names and numbers. We adapted a nonpoint source brochure from the city of Arcata for the Monterey Bay region and had the same artist revamp the artwork done for Arcata to fit the Monterey region, and this saved financial resources. Since there is alot of good information already made it is a matter of finding what will work best for your city and their budget restraints. A few good pieces of printed materials can reach out to many segments of the public.

**Publicity:** Write a press release on storm drain pollution for local papers and ask for volunteers to participate in storm drain stenciling events. Good national events to build attention / events around are Earth Day (April each year) and National Coastal Clean Up Day (September each year).

**Roving Displays:** Enviroscape model: (see Educational Tools and Resources) section for more detailed information. At meetings, events, and teacher workshops you can display the model and educate people how to use the model. Publicize availability of model to nonprofits, teachers, and agencies on a check out system.

A check out process has worked out successfully for the Monterey region allowing us to maximize outreach with this roving display. Teachers and nonprofits call in advance to reserve the model. They are responsible for picking up and returning the model after use. Through this check-out method we have reached over 5,000 children and adults in 16 months.

**Storm Drain Display:** See Educational Tools and Resources for details on how to order. Storm drain hands-on exhibit approved for replication by the Monterey Bay Aquarium for the cities of Monterey and Santa Cruz. The storm drain grate with a plasticized motor oil can spilled on top of the grate can be lifted up. Text underneath the grate (in english and spanish) explains how motor oil poured down storm drains affects water quality and animal life in the ocean. The exhibit is being used as a mobile regional outreach tool by the cities. The cost to build each exhibit was approximately \$4,000 each. The roving storm drain exhibit can be displayed at libraries, DMV's, schools, nonprofit organizations and events. They are free standing and self explanatory and do not need a person in attendance.

**Points of Purchase:** Tear off motor oil recycling numbers (english/spanish) inserted in the motor oil sections of automotive stores can be an effective tool. This educates the public about local places that will recycle motor oil. Nonprofits and volunteers could help get the information to the automotive stores and assist in keeping up the displays.

**Mailing Inserts:** Flyers or coupon incentives for motor oil recycling could be mailed with water bills, city newsletters, local nonprofit newsletters, or local newspapers.

**BMP Brochures:** Best Management Practices brochures that are targeted for specific industries as well as residents can be made available at city public works counters. BMP's have been developed by other cities and could be tailored to fit your own city. The city of Los Angeles offers a good selection of BMP brochures.

**Coupon Incentives:** Work with local businesses to offer incentives for the general public to recycle motor oil. Offer car wash coupons or food item coupons from a fast food chain to people who bring used motor oil to a certified oil recycling depository. Publicize coupon incentives in local papers and radio spots.

### **Teachers:**

Educators in the community who have a commitment to watershed protection are one of your most valuable resources. Contact local educators in your area to see who is already involved in watershed activities.

**Teacher Training Workshops :** Find educators who are willing to assist with and or present and coordinate workshops. Or you can contact Project WET (Educational Tools and Resources) and have them put together a workshop for you. Setting up a workshop takes a fair amount of time, but is definitely worth the effort. You can impact alot of people to promote positive change for watershed protection and urban runoff prevention.

One teacher taught to use a curriculum will educate hundreds of students. One workshop with 20 teachers can reach thousands of students over the years. This is one activity where you can maximize the number of people you can educate, and in my opinion one of the most effective tools. Once you complete a workshop you can perfect techniques for duplicate workshops and you have the mold for future workshops. Invite local educators to present activities at watershed workshops in order to add their own expertise and knowledge. This will serve as a networking opportunity for teachers to work together on watershed activities.

The Monterey Bay National Marine Sanctuary (MBNMS) and The Monterey Bay Aquarium (a nonprofit organization) co-sponsored two Teacher Watershed Workshops focusing on urban runoff. One workshop was held at the Monterey Bay Aquarium and one at an elementary school in Santa Cruz. The Project WET curriculum with water related activities geared toward grades K-12 was used. The focus was on urban runoff with activities extracted from the curriculum. Local teachers led activities and added their expertise on water monitoring, watersheds, and local water related activities. MBNMS had several of the WET activities translated into Spanish for teachers to be able to take back to their classroom in order to reach bilingual students.

By using school sites as places to hold teacher workshops you can avoid the cost of having to pay for a site space. It also brings in the support of the school which is hosting the workshop. If a school site is not available contact recreation centers, conference centers, town meeting halls, or a library.

To advertise the workshops we used mailing lists on hand from the aquarium and the Sanctuary. We advertised in community newsletters and through county offices of education. Other avenues for publicity include flyer distribution in schools, libraries, or at events where there is a large group of educators. Announce workshops at meetings, and call local groups in your area to get the word out, put a description in their newsletter, or distribute flyers. This is also an activity that can garner publicity. MBNMS also combined efforts with Elkhorn Slough Reserve for a successful one day teacher workshop focusing on agriculture and urban runoff activities. Teachers were shown how to use the urban runoff model which several teachers checked out after the workshop to use in their classroom.

We designed a students urban runoff contest which we gave out to workshop participants for their students. The contest was broken down for younger and older grade levels.

**School Outreach:** Bringing presentations to the school site is a good way to reach teachers and students. Presentations using hands-on tools such as the Enviroscape model or storm drain exhibit



is a good way to get students and teachers actively involved. Presentations can be made by nonprofit groups, volunteers, and educators.

**Written Materials:** (See page 4) Distributing written materials to teachers and students is an effective outreach tool.

**Roving displays** - At the workshops you can show teachers how to use the Enviroscape model (see Educational Tools and Resources section for more detailed information) and tell them they can check the model out for their classroom from your office. This check out process has worked out successfully for the Monterey region allowing us to maximize outreach with this roving display. Teachers pick up the model with koolaid pollutants and deliver back to the educator after they have used the model at their school. Through this check-out method we have reached over 5,000 children and adults in 16 months.

Never underestimate the power of the trickle up theory. Educating elementary students also leads to education of adult family members. Students often impart what they have learned in school to parents.

**Storm Drain Stenciling:** see page 3

**Monitoring:** See page 3 and Educational Tools and Resources for monitoring kits that may be appropriate for schools.

### **K-12 Students:**

Many of the same methods used to reach teachers are also useful to reach K-12 students. Listed below are suggestions to reach this audience.

**School Outreach:** See page 5.

**Roving Displays:** See page 4.

**Written Materials:** Such as storm drain posters and brochures that can be used by teachers for educating students about urban runoff and watershed pollution. A brochure we created "Who's Polluting Monterey Bay" is a four color brochure with the inside panel becoming a mini poster of a residential area with urban runoff activities that students have to find and identify. This is an effective teaching tool.

**Storm Drain Stenciling:** See page 3 .

**Volunteer Monitoring:** See page 3.

### **College Students:**

A good way to reach college students is to involve them in community events. Listed below are suggestions in ways to reach students.

**Storm Drain Stenciling:** Contact local colleges/universities to locate students who do community internships and senior projects for college credit. The city of Monterey and MBNMS worked with the volunteer coordinator for the city of Monterey who made the initial contact with the university. Students from Cal State Monterey Bay in an Economics, Policy, & Management Class received semester units by fulfilling a Service Learning Requirement by participating in community activities.

This community outreach entailed many hours of planning, preparation, and clean up time on behalf of the Junior Engineer for the City of Monterey and MBNMS. For program success the university teacher must be actively involved and participate in all the projects the students do.

CSUMB students attended and participated in the following:

**Monterey City Council Meeting:** students attended the meeting which featured an urban runoff agenda item.

**Business outreach:** students designed a brief business survey questionnaire for local businesses which asked about their efforts to curtail urban runoff pollution.

**Volunteer monitoring:** which will serve as a base for ongoing monitoring efforts in the city and help build a data base. See monitoring on page 3.

**Earth Day celebration** where students set up the urban runoff model at their campus and in the city of Monterey in order to interact and educate the public. Students also handed out urban runoff flyers in english and spanish and participated in a storm drain stenciling event.

**Businesses:**

Getting businesses involved with preventing urban runoff pollution is perhaps one of the more challenging targeted audiences as there is such a variety of businesses. A long term project with businesses is to begin a "Clean Seal Business Program" which is discussed in more detail below.

**Storm Drain Stenciling:** See page 3.

**Clean Seal Business Program:** Based loosely upon the successful "Clean Bay Business Program" in Palo Alto, which has been operating for several years. Business owners would help formulate procedures for their specific business to become involved in energy conservation, solid waste reduction, and pollution prevention. Business owners are invited to work with the team in formulating a workable program.

This program is in the initial stages of planning and development in Santa Cruz. The Public Works Dept. of Santa Cruz will be involved in possible workshops to teach business owners practical solutions to prevent urban runoff. Businesses who attend and adopt protocols would be given a Seal of recognition which would be displayed in a store front window and receive free publicity.

**University Outreach:** College students could take information to businesses or a small mobile display to discuss nonpoint source pollution and how the business can become involved. Trained college students could give presentations to businesses on urban runoff reduction and how this is important to their business.

**Volunteer Outreach:** River Clean Up- San Lorenzo, Down town Santa Cruz. (Suggested) Through the City Serve Program volunteers could:

- Assist citizens and the city in efforts to clean rivers/watersheds on a more regular basis.
  - Local business around the river will be informed by the volunteers about urban runoff.
- Community volunteers cleaning the area of debris is a way to increase awareness among business owners. This would help build partnerships and help initiate efforts for a "Clean Seal Business Program" in the future.

**Targeted Workshops:** Target workshops to reach various segments of the business community to cut down urban runoff pollution. Offer technical training and solutions for specific business needs. Work with the city public works departments to put on workshops.

***Adopt A Watershed:*** Ask local business to help support a school that is helping to protect watersheds. This provides good press opportunities and promotes community ties between entities that otherwise may not work together.

***Restaurant Owners:*** Through workshops designed specifically for the food handling industry. Work with the city public works department on solutions for problems in your city. Example: If detergent runoff from restaurants washing kitchen mats in storm drains is a consistent problem - offer solutions in workshops to curtail the problem.

Another way to reach restaurant owners is to train a volunteer group about proper restaurant techniques and possible solutions. In the city of Monterey, since we have a returning volunteer urban monitoring group we will train some of the volunteers to reach out to the restaurants. This builds upon programs in place and helps keep your volunteer staff motivated.

Along with food handling posters, printed in english/spanish volunteers will give presentations to the restaurant staff about urban runoff and how they can help. If the staff has a number of Hispanic employees, have a volunteer fluent in Spanish give the presentation.

***Automotive Owners:*** Reach them through targeted workshops that are specifically for this audience and offer solutions to common problems - such as oil disposal, etc. Work with city officials in designing and implementing the workshop. Distribute educational materials targeted for the automotive industry.

***Business Owners:*** Reach them through targeted workshops that are specifically for this audience and offer solutions to common problems. Work with city officials in designing and implementing the workshop. Distribute educational materials targeted for the specific businesses you are reaching out to.

***Outreach Presentations:*** Train a nonprofit or volunteer staff to give outreach presentations. Work with city officials to formulate a cohesive message that you want presented to the business community. Nonprofit groups and volunteers can give presentations to the entire staff on how to help reduce non point source pollution emphasizing why this is an important issue and distribute information to the business.

### **City Officials:**

Educate city officials about urban runoff pollution and why this is important for the community.

***Roving Displays:*** Using the enviroscape model (see Educational Tools and Resources section) to educate city officials is an effective tool. Having something visual helps the presentation.

***Presentations:*** Work with city officials to schedule a date to give a presentation to city council members. Presentations were given to the to the city council members for the cities of Monterey and Santa Cruz. At each meeting council members were invited the to pollute the enviroscape model (see Educational Tools and Resources), with food pollutants after a discussion about urban runoff pollution. The model helped make a lasting impression and stick out among the many agenda items presented to council members.

***Printed Matter:*** Share printed materials with city officials. Work with city staff to adapt already existing materials to fit your city. See "A Stormwater Resource Guide Of Public Outreach Materials In California" in Educational Tools and Resources, for a comprehensive list of materials.

### Specific Socio Economic Groups:

**Door Knob Hangers:** Proposed by the city of Santa Cruz.

Through City Serve bilingual volunteers or University students will walk Hispanic neighborhoods on weekends and speak to and hand out bilingual door knob hangers with information on motor oil recycling and curbside collection for Santa Cruz. Give residents collection jugs for the Santa Cruz used motor oil curbside collection program.

**Presentations:** To schools with a bilingual speaker as well as using hands-on models are effective means to reach students. A presentation at auto parts stores with point of purchase information in Spanish is a way to reach out. Have volunteers or nonprofit groups give presentations, after a training session.

**Roving Displays:** See page 4.

**Point of Purchase:** See page 4.

**Events:** See page for 2 for ideas.

**Coupon Incentives:** See page 4.

### **Teacher Workshops:**

We have had several Project WET (see Educational Tools and Resources) activities translated into Spanish for teachers to be able to take back to their classroom in order to reach the bilingual students.

### **TOOLS:**

**The Enviroscape hands-on model ("The Box"):** See Educational Tools and Resources on how to order a model.

**Urban Watch Storm Drain Monitoring Kit:** See Educational Tools and Resources on how to order kit. The kit is produced by NAPCO Chemical Company (approximately \$350).

**Roving Storm Drain Display:** See Educational Tools and Resources for details.

**National Coastal Clean Up Day:** takes place every year in September. Beaches, lakes, rivers, and waterways are cleaned by volunteers. Debris collected from waterways across the nation are collected on data sheets which are called in to Coastal Commission where the data is tabulated for the nation. In order to build upon this effort we will have volunteers from the Monterey community assist our Urban Watch Volunteer monitoring group in collecting debris from storm drains in Monterey. This twist on National Coastal Clean Up day will help focus attention specifically to storm drains and urban runoff pollutants. A college student will assist the Sanctuary staff in coordinating the project Coastal Clean Up day, getting publicity, and interacting with volunteers, for next year.

**Publicity: Watershed Report Card:** If you have several schools or groups monitoring different watershed areas report cards of watershed health could be printed every year in conjunction with nationwide Coastal Clean Up Day (September) or Earth Day (April). This is a good way to generate publicity. Heal The Bay generates a "Report Card" for the Los Angeles area beaches and puts out an annual report with good information. See Educational Tools and Resources for more information on Heal The Bay.

**Publicity: "First Flush":** The first big rain of the season is a good time to generate radio, television, and newspaper publicity about urban runoff. Work with other organizations to generate publicity.

**WET curriculum:** See Educational Tools and Resources: for detailed information on this excellent watershed curriculum for grades K-12.

**City Stenciling Kits:**

The city will need to get storm drain stenciling kits together, including stencils. Volunteers need to work with the city public works department.

**Written Materials:** See Task 5.2 below and Appendix A.

**Task 5.2:**

**Educational Materials:**

Develop and distribute educational materials currently being developed by the WQPP: to the general public and what the public can do to prevent pollution.

**Educational Materials on hand in the Sanctuary WQPP:**

- Pelican Urban Runoff Poster English/Spanish
- Watershed activities from Project WET Curriculum translated in Spanish
- Urban runoff hands-on model - checked out to teachers/organizations.
- Urban runoff flyer English/Spanish
- Auto Repair clean business operating poster
- Food and restaurant clean business operating poster.
- Storm Drain pollution poster

**In Progress:**

The city of Los Angeles Stormwater Management Division is kindly donating the following products on disc.

- BMP graphics and text (on disc) in english /spanish for 8 trifold brochures for public works counters.

- Urban runoff color brochure "Monterey Bay is Closer than You Think", Spanish version in progress.

- Door Knob Hangers English/Spanish on Oil Recycling and curbside pick up. (City of Santa Cruz)

### **Target various audiences:**

b) general public - through events, Hispanic population with bilingual information, University student outreach, literature distribution, exhibit outreach, and community events: storm drain stenciling, volunteer monitoring programs.

c) K-12 - Teacher workshops and class presentations with urban runoff model and storm drain exhibit.

d) small business - See below list: Workshops targeting restaurants and automotive business as outreach & education methods. Poster distribution.

e) development - through BMP's and workshops.

f) industry - through BMP's and Workshops

- D) Small Business To Target:**
- Automotive Outlets & Automotive Stores
  - Copier Centers
  - Dry Cleaners
  - Fast Food Chains
  - Home & Garden Stores
  - Gas Station
  - Grocery Stores
  - Hair Salons & Nail Salons
  - Hotels - door knob hanger, tent, or decal on recycling
  - Veterinary Clinics
  - Paint Stores
  - Photo Development Stores
  - Restaurants -to see how they wash their mats.

### **Task 5.4:**

Distributing information and continuing outreach activities.

### **Distribution Centers:**

- 4H Groups
- Architecture Firms (BMP's).
- Automotive stores.
- Bingo Groups
- Book Stores
- Boys and Girls Clubs
- Business stores.
- California University Student Information/Travel Centers and Environmental Ed. Departments
- Chamber of Commerce
- Churches
- City information counters.
- City inspectors when they do site visits.

- City Newsletters.
- City Websites.
- College students interacting with public.
- County Santa Cruz Task Force - Economic Development
- Cub Scouts/ Girl Scouts
- Dive stores
- Department of Motor Vehicles with roving storm drain display
- Fire Department Inspectors bring urban runoff information.
- Harbor Masters.
- Hospitality Associations
- Kayaking and Eco Boating Tours.
- Libraries
- Lions Clubs / Kiwanis Clubs
- Local Business Associations.
- Local groups and nonprofit organizations (in Monterey and Santa Cruz: SOS, CMC, Baynet, Coastal Watershed Council, Ecology Action Network, Surfrider, CRMP - Coordinated Resource Management and Planning, SEP -Sanctuary Education Panel, SAC- Sanctuary Advisory Council, WEC- Watershed Education Committee.)
- Mailing enclosures in various watershed newsletters.
- Networking group for nonprofit volunteer coordinators - ( in Monterey "DOVIA")
- Post Offices
- Recreation Centers
- Rotary Club
- Senior Centers
- State Parks Visitor Centers ( Elkhorn Slough Visitor Center)
- Surf Shops
- Teachers
- University Campus Service Learning Centers
- Visitor Centers
- Whale watching boats.
- Workshops: teacher, business, city (training for municipal employees), and parks & recreation.
- Youth Centers