Appendix A

Public Education and Outreach Program Information

Year 7

September 8, 2012 – June 30, 2013

Report Prepared By:
Maris Sidenstecker, Public Education/Public Outreach Coordinator
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I would like to thank all the community partners that make the education and outreach program happen. The partners who participated are listed throughout the report under each program activity and are listed on page A-30.

The annual report covers the Public Education and Outreach Program activities for September 8, 2012 through June 30, 2013 (Year 7 of the program). The only exception to the timeframe was the Seaside Sustainable Living Tour which was budgeted and planned for in Year 7 and took place on September 8, 2013. It is being reported as a Year 7 activity. This report provides information on the measurable goals for each program activity, whether the measurable goal was met, activity effectiveness and proposed modifications for the individual program activities to transition into the new permit.

The Public Education and Outreach Program is referred to locally as the Stormwater & Education Alliance (SEA) program. SEA is the education arm of the Monterey Regional Storm Water management Program (MRSWMP). In Year 7, more energies were concentrated on residential pesticide use and introducing the public to concepts of reducing water that can flow from residential property to storm drains. The Native Plant Workshop, Low Impact Development (LID) presentation and the Seaside Sustainable Living Tour focused on educating the public about LID tools for homeowners, reducing pesticide use, sustainable practices, and storm water friendly garden techniques.

In Year 7, I would like to highlight the following activities:

- The collaboration with OSH and Home Depot stores with the Our Water Our World (OWOW) program to increase the sale of natural insecticides and efforts within the stores to educate the public yielded positive results. OSH reported a sales increase of 29% in their natural insecticide products (a 6% increase over last year). The Home Depot stores reported an increase in natural insecticide sales in California stores by 22-25%.
- There was continued interest from hotels to stock the “Trash 101” brochure and Monterey Begins On Your Street brochure.
- A new partnership was forged with the Sustainable Seaside group to garner more public participation for their fourth annual Seaside Sustainable Living Tour. The tour had 347 people visited Seaside homes and community gardens with sustainable practices.
- 359 storm drain inlets were marked with emblems and this continues to be one of the favorite community outreach activity for all ages.
- A new partnership with the Monterey Regional Waste Management District (MRWMD) education coordinator, and Save The Whales (STW) provided an assembly program for an entire school with the messages to reduce waste, recycle and not to litter because storm drains carry the trash to the sea which can kill sea turtles and marine life.

**Educational Materials**

In Year 7, the following new educational materials were added into the program:

- Preventing Rats & Mice in your home. Flyers in English and provided by the Our Water Our World (OWOW) program. http://www.ourwaterourworld.org/FactSheets.aspx
- Seasonal pest posters in English were provided by the UC Davis IPM program.
- Seasonal pest brochures in English were provided by the UC Davis IPM program.
- Pool Maintenance brochure provided by Doug Dowden, the MRSWMP program manager.
- Rain Barrels brochure provided by Doug Dowden, the MRSWMP program manager.
- Downspout Disconnect brochure provided by Doug Dowden, the MRSWMP program manager.
- Sustainable Living Practices brochure provided by Doug Dowden, the MRSWMP program manager.
<table>
<thead>
<tr>
<th>Program Activity/Target</th>
<th>Measurable Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.1 Grades K-3:</strong> Distribute educational materials to students and/or provide class presentations</td>
<td>1.1a: - Reach 750 students per year with partner presentations or coloring books.</td>
</tr>
<tr>
<td><strong>1.2 Grades 4-12:</strong></td>
<td>1.2a: - Reach 600 students per year - Tabulate responses from students’ pre/post surveys and track increase/decrease in awareness - 10% increase in awareness</td>
</tr>
<tr>
<td>- 24 total class presentations</td>
<td></td>
</tr>
<tr>
<td><strong>1.3 Grades 4-College:</strong> Storm drain stenciling; offer community service project</td>
<td>1.3a: - Stencil 150 inlets, document location - Student community service of 100 hours /year - Minimum of 50 volunteer participants</td>
</tr>
<tr>
<td><strong>1.4 Teacher Training</strong></td>
<td>1.4a: - 2 teacher trainings during 5 year permit - Collect 20 teacher evaluations of the instruction and content of classroom programs</td>
</tr>
<tr>
<td>Train teachers on stormwater pollution prevention and collect evaluations from teachers on classroom presentations</td>
<td></td>
</tr>
<tr>
<td><strong>2. Sea Otter Mortality</strong></td>
<td>2a: Maintain regional partnership for consistent messaging on sea otter protection with other organizations</td>
</tr>
<tr>
<td>Increase general public awareness</td>
<td></td>
</tr>
<tr>
<td><strong>3. Selected BMP Brochures</strong></td>
<td>3a: - 1,500 BMP brochures distributed either electronically or in City/County offices - 80% of “target” business audience reached through “mailings” (E-blasts, US mail, workshops, etc.)</td>
</tr>
<tr>
<td>BMP brochures made available to Businesses, Public</td>
<td></td>
</tr>
<tr>
<td><strong>4. Residential Outreach</strong></td>
<td>4a: 50,000 “mailings” distributed throughout the MRSWMP area (Email blasts, hardcopy mailer, website posting, electronic newsletter, trash insert, etc.) - Provide 1 workshop to residents on LID and storm water friendly garden techniques. - Provide incentives to one sustainable group to enhance local park or community area with storm water friendly techniques</td>
</tr>
<tr>
<td>Disseminate information to homeowners and residents</td>
<td></td>
</tr>
<tr>
<td><strong>5. HHW in Monterey County</strong></td>
<td>5a: Report collection numbers for motor oil and used oil filters. These are reported in MS4 Annual Reports for their jurisdictions</td>
</tr>
<tr>
<td>Reporting of used oil and used oil filter collection numbers</td>
<td></td>
</tr>
<tr>
<td><strong>6. Our Water Our World (OWOW) displays</strong></td>
<td>6a: - Maintain bilingual OWOW flyers in 4 public locations - Visit Home Depot on a monthly basis to check on OWOW display rack and shelf talkers - Conduct one store training for garden/nursery staff and evaluate.</td>
</tr>
<tr>
<td>Outreach to public through information in nurseries</td>
<td></td>
</tr>
<tr>
<td><strong>7. OWOW Outreach events</strong></td>
<td>7a: - Participate in 4 events including possible tie-in with SPCA vaccine clinic</td>
</tr>
<tr>
<td>Public, residents, tourists</td>
<td></td>
</tr>
<tr>
<td>Program Activity/Target</td>
<td>Measurable Goals</td>
</tr>
<tr>
<td>------------------------</td>
<td>------------------</td>
</tr>
</tbody>
</table>
| - Reach 75 people through events  
- Report on increase/decrease in sales of “natural insecticides” from box store corporate headquarters |

**8. Restaurant Outreach**  
Partnership with other agencies, provide training materials and pollution prevention materials to restaurants  
8a:  
- Visit 75 restaurants  
- Distribute 250 pieces of educational materials (250 posters, DVDs, brochures) through partner agencies.

**9. Bilingual Radio Ads**  
Residents, general public  
9a:  
- Reach 150,000 listeners  
- Air 500 ads  
- Achieve 35% Effective Reach

**10. Bilingual TV ads**  
General public, tourists  
10a:  
- Air 1,400 ads on 4 stations  
- Reach 180,000 households

**11. Bilingual Movie Ads**  
General public, tourists  
11a:  
- Reach 75,000 movie patrons

**12. Publicity/Press releases**  
General public  
12a:  
- 17 print ads with # impressions  
- 2-3 Press releases submitted to media

**13. Website**  
General public  
13a:  
- 15,000 MRSWMP website “hits” minimum  
- Increase in website hits by 4,000 over Year 5  
- 3 audits/year by Education Coordinator

**14. Events:**  
Partner with MBNMS & STW.  
General public, residents, tourists  
14a:  
- Participate in 5 events (7 days) per year  
- Reach 1,300 people at events  
- Distribute 1,500 educational materials

**15. Public Attitude Survey**  
General public  
15a:  
- Analyze 175 public survey responses

**16. Large hands-on storm drain model.**  
Outreach to public  
16a:  
- Rotate model to 3 locations per year  
- Distribute 250 bilingual brochures

**17. Tourist Outreach**  
17a:  
- Restock and upkeep existing hotel partners with brochures and posters.  
- Add 12 new hotels to help educate visitors through brochures, posters in elevators or vending areas, or PSA to air in hotel.

**18. Printing of educational materials**  
General public, tourists, schools  
19a:  
- Distribute 55,000 pieces educational materials to various audiences
1. School Outreach (Kindergarten through College)

The unified school districts that fall within the permit boundaries include: Carmel, Monterey, Pacific Grove and designated Monterey County schools.

The Save The Whales (STW) organization participated with the school outreach presentations. The program could not have achieved this goal without their efforts.

The school education program reached grade levels kindergarten-college throughout the jurisdictions represented by this program. The outreach is divided into educational methodologies among the following:

1.1 Grades K-3
1.2 Grades 4-12
1.3 Grades 4-College
1.4 Teacher Training

1.1 Grades K-3

BMP/Measurable Goal:
Reach 750 students per year with partner presentations and or coloring books.

Measurable Goal Results:
The goal was met and 672 students were reached with program presentations and 385 coloring books were distributed. This resulted in a total reach of 760 students in grades K-3. This exceeds the minimum goal. Of the 760 students, 672 were reached directly with hands-on classroom presentations or the sea turtle/marine debris assembly program in partnership with MRWMD and STW. The sea turtle/marine debris program, sea otters, and marine mammals provided by STW were very popular among the lower grade levels.

<table>
<thead>
<tr>
<th>Year 7: Classroom Outreach &amp; Materials Distributed to Grades K-3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presentation Given By</strong></td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>STW</td>
</tr>
<tr>
<td>SEA</td>
</tr>
<tr>
<td>ASSEMBLY</td>
</tr>
<tr>
<td>TOTALS:</td>
</tr>
</tbody>
</table>

Evaluation:
A new partnership with the MRWMD regional education coordinator and STW provided a wonderful assembly program for the younger grade levels at Ord Terrace Elementary, in Seaside. Two assemblies were done for this age group: the first one on September 27, 2012 and then a follow-up assembly on May 31, 2013 to reinforce the ocean protection messages. The theme was to reduce waste, recycle and not to litter because storm drains carry the trash to the sea which can harm sea turtles and all marine life. In the above table, we only included the first assembly to the children and counted them once, even though a second assembly was given at the end of the school year to reinforce the messages.

The 4th grade teacher, Patricia Ostrom at Ord Terrace who coordinated the assembly for the entire school did an informal polling following the September 27, 2012 assembly. She received the following comments from her the teachers:
5th grade teacher, reported “the best assembly yet!”
Substitute primary teacher, “what a great assembly”; The recycling, Save The Whales presentation part, and Ruby, the Sea Turtle are ready to go on the road

**Proposed Modifications:**
Emphasize that coloring book has student pledge to not litter (*CBSM*) for young students. Offer hands-on programs about sea otters, marine mammals, sea turtles and marine debris to lower grades through Save The Whales organization.

**1.2 Grades 4-12**
**BMP/Measurable Goal:**
Visit 24 classrooms with hands-on presentations and reach a minimum of 600 students per year in partnership with STW. Tabulate student responses from classrooms visited through pre/post surveys to measure effectiveness with a 10% increase in awareness.

**Measurable Goal Results:**
The goal was met and 850 students were reached, which exceeded the goal of reaching 600 students. A total of 129 pre/post student survey responses were evaluated with an overall 7% increase in awareness.

The partnership (*mentioned above for the lower grade levels*) with the MRWMD and STW to provide school assemblies that combined recycling and protection of sea life by eliminating marine debris. The assembly for the upper elementary grade levels focused on the endangered leatherback sea turtles that travel in the Sanctuary and often mistake plastic bags for jellyfish and when ingested this will kill them. The unique one-of-a-kind leatherback sea turtle costume named “Ruby” from STW, along with the video clips of sea turtles in the wild were a big hit for the students.

The assembly at Ord Terrace Elementary on recycling and saving sea turtles was a hit!

The SEA program measured the student pre-and post-survey responses to evaluate effectiveness of the hands-on presentations from classroom visits from both the SEA surveys and STW surveys. The results are tabulated in tables below.
Year 7: Classroom Presentations /Assembly Grades 4-12 (one visit per class)

<table>
<thead>
<tr>
<th>Presentation Given By</th>
<th>Grade Level</th>
<th># Classrooms</th>
<th>Program Activity Number</th>
<th># Students Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEA &amp; STW</td>
<td>4-12</td>
<td>25</td>
<td>1.2</td>
<td>542</td>
</tr>
<tr>
<td>Assembly</td>
<td>3/4-5</td>
<td>11</td>
<td>1.2</td>
<td>308</td>
</tr>
<tr>
<td><strong>GRAND TOTALS:</strong></td>
<td><strong>4-12</strong></td>
<td><strong>36</strong></td>
<td><strong>1.2</strong></td>
<td><strong>850</strong></td>
</tr>
</tbody>
</table>

**STUDENT PRE-AND POST-SURVEYS**

The results from students that completed both a pre-survey (prior to the classroom visit) and a post-survey (after one classroom visit) are tabulated below. Each pre-survey was matched with the appropriate post-survey in order to provide accurate responses.

Year 7: Schools Participating in Student Surveys Grades 3/4-6

<table>
<thead>
<tr>
<th>School Name</th>
<th>School Location</th>
<th># Classes</th>
<th>#Students</th>
<th>Grade Level</th>
<th>Total Survey Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Saints</td>
<td>Carmel Valley</td>
<td>1</td>
<td>24</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>Olson Elementary</td>
<td>Marina</td>
<td>1</td>
<td>23</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td>PG Middle School</td>
<td>Pacific Grove</td>
<td>2</td>
<td>41</td>
<td>6</td>
<td>41</td>
</tr>
<tr>
<td>International School</td>
<td>Seaside</td>
<td>2</td>
<td>41</td>
<td>3/4-6</td>
<td>41</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td></td>
<td><strong>6</strong></td>
<td><strong>129</strong></td>
<td><strong>3/4-6</strong></td>
<td><strong>129</strong></td>
</tr>
</tbody>
</table>

Year 7: SEA Student Pre- and Post-Survey Results Grades 3/4-12

<table>
<thead>
<tr>
<th>Student Survey Pre/Post Survey Questions/ Points Possible</th>
<th>Pre-Survey Before Visit 1 Correct Answers (Points)</th>
<th>Pre-Survey % of Correct Responses</th>
<th>Post-Survey After Visit 1 Correct Answers (Points)</th>
<th>Post-Survey % of Correct Responses</th>
<th>Increase/Decrease After Visit 1 (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is the Monterey Bay National Marine Sanctuary?</td>
<td>70</td>
<td>54%</td>
<td>79</td>
<td>61%</td>
<td>7%</td>
</tr>
<tr>
<td>Multiple choice. (1 point).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total of 129 points possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. What do you think is the most serious problem for the oceans?</td>
<td>83</td>
<td>64%</td>
<td>87</td>
<td>67%</td>
<td>3%</td>
</tr>
<tr>
<td>(1 point).</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total of 129 points possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. When you wash your hands at a sink, or flush the toilet where does the water go? Multiple choice (1 point).</td>
<td>72</td>
<td>55%</td>
<td>69</td>
<td>53%</td>
<td>-2%</td>
</tr>
</tbody>
</table>
Total of 129 points possible.

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Storm drain pollution is one of the largest sources of ocean pollution. T/F (1 point).</td>
<td>77</td>
<td>59%</td>
<td>92</td>
<td>71%</td>
</tr>
<tr>
<td>Total of 129 points possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. What does a storm drain do? Multiple choice (1 point).</td>
<td>85</td>
<td>65%</td>
<td>78</td>
<td>60%</td>
</tr>
<tr>
<td>Total of 129 points possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. When water on the streets goes into storm drains it ends up in the ocean? T/F (1 point).</td>
<td>72</td>
<td>55%</td>
<td>87</td>
<td>67%</td>
</tr>
<tr>
<td>Total of 129 points possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Name 3 types of pollution you may see in your neighborhood or around your school? (3 points).</td>
<td>222</td>
<td>57%</td>
<td>266</td>
<td>68%</td>
</tr>
<tr>
<td>Total of 387 points possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Name 3 things you and your family can do to help prevent storm drain pollution? (3 points).</td>
<td>229</td>
<td>59%</td>
<td>267</td>
<td>69%</td>
</tr>
<tr>
<td>Total of 387 points possible.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL Points Possible: 1,548</td>
<td>910</td>
<td>59%</td>
<td>1,025</td>
<td>66%</td>
</tr>
</tbody>
</table>

**Evaluation:**
In Year 7 there was a 7% increase in correct responses after one school visit. In the past, we have usually had a 10% increase in correct responses. A possible reason for the decrease could be the smaller survey size due to a lack of completed surveys being returned by teachers and a shortened permit year.

The partnership assembly with MRWMD and STW for the upper elementary school grade levels was a success and we hope to continue this effort in the future.

**Proposed Modifications:**
Emphasize LID measures, reducing pesticide use, picking up pet waste, car washing.
Offer an assembly program with partner to reinforce recycling, reducing litter with connection to sea turtles, marine debris, plastics.
## Year 7: Educational Materials Distributed to All Grade Levels

<table>
<thead>
<tr>
<th>Education Pieces Delivered To Schools</th>
<th># Pieces Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monterey Bay Begins On Your Street Brochure (English)</td>
<td>1,579</td>
</tr>
<tr>
<td>Monterey Bay Begins On Your Street Brochure (Spanish)</td>
<td>125</td>
</tr>
<tr>
<td>Bilingual Storm Drain Poster</td>
<td>59</td>
</tr>
<tr>
<td>“Be Kind To Animals” Coloring Books (English &amp; Spanish)</td>
<td>385</td>
</tr>
<tr>
<td>Balloon Alert Flyer</td>
<td>59</td>
</tr>
<tr>
<td>10 Things To Help The Ocean Flyer</td>
<td>60</td>
</tr>
<tr>
<td><strong>GRAND TOTAL:</strong></td>
<td><strong>2,267</strong></td>
</tr>
</tbody>
</table>

The table above does not include distribution of educational materials by other agencies and partners.

### 1.3. Grades 4-College:

**BMP/Measurable Goal:**
Participate in storm drain stenciling and offer community service projects. Stencil 150 inlets and document their location, and student community service hours (100 per year). Include a minimum of 50 participants in the stenciling activity.

**Measurable Goal Results:**
The goal was met and exceeded with a total of 359 storm drain inlets marked with emblems (locations listed below). A total of 52 volunteers donated a total of 350 hours (113.25 toward stenciling and 236.75 assisting with events and outreach in the community).

![College students marked storm drains with emblems in Seaside.](image)

**Elementary & Middle School Students:** A total of eight students participated in placing emblems above storm drains in Seaside and Monterey.
CSUMB College Students: Ten college students participated from the CSUMB Service Learning program. They stenciled storm drain inlets, assisted with public events, distributed educational materials, and conducted public surveys at events. Each student was required to complete 30 hours each of service hours. The ten students donated 300 hours of community service.

Community Participation: We partnered with the Monterey Regional Park District for a community stencil day event on March 9, 2013. The park district advertised the event through their “Let’s Go Outdoors” magazine that was mailed to 65,000 residents in the MRSWMP region. This mailing recruited 10 people of all ages to participate. Other partners that participated with storm drain emblems in Year 7 included the following: Girl Scout Troop, Greater Victory Temple Church in Seaside, Save The Whales organization, and CSUMB college students.

<table>
<thead>
<tr>
<th>Year 7: Grades 4-College Community Service Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers</td>
</tr>
<tr>
<td>Elementary</td>
</tr>
<tr>
<td>Middle School</td>
</tr>
<tr>
<td>High School</td>
</tr>
<tr>
<td>College</td>
</tr>
<tr>
<td>College</td>
</tr>
<tr>
<td>Adult Leaders</td>
</tr>
<tr>
<td>TOTAL:</td>
</tr>
</tbody>
</table>

Location and Number of Inlets Stenciled Per Entity

A total of 359 emblems were completed in Year 7.

Carmel, Sand City & Del Rey Oaks were completed in 2011 with emblems.

Marina: 111 Inlets (small bilingual emblems)
Neighborhood North of Reservation Rd. to Aaron Way with border streets of Crescent Ave. and Drew Street.

Pebble Beach Company: 40 inlets (large and small bilingual emblems)
Cypress Point to The Lodge on 17 Mile Dr. (17 large emblems)
Congress & 17 Mile Dr. (3 large emblems)
17 Mile Dr. & Majella (1 emblem)
Spyglass (2 small emblems)
Spyglass & Golf Crossing (3 large emblems)
Coral & 17 Mile Dr. (2 small emblems)
17 Mile Dr. from Alvarado to Hwy. 1 Gate. This section was done with the assistance of the road crew to help stop traffic. (12 emblems: 3 small & 9 large)

Seaside: 62 Inlets (large and small bilingual emblems)
Yosemite from Sonoma to Mendocino (8 large emblems)
Yosemite from Sonoma to Mescal (4 large emblems)
Public Education and Outreach Program

Hilby by the Oldemeyer Center (2 large emblems)
Del Monte from Ord Grove to Ponderosa (16 large emblems)
The auto mall (14 large emblems)
Hillsdale & Olympia (3 large emblem)
Terrace St. from Clementina to Trinity Ave (15 large and small emblems)

Monterey: 56 Inlets (large emblems)
Jefferson from High St. to Pacific (16 emblems)
Pacific & Calle P. (1 emblem)
Van Buren & Franklin (1 emblem)
Madison from Dutra to Pacific (3 emblems)
Dutra by City Hall Door to your offices (1 emblem)
Around Lake El Estero (34 emblems)

Monterey County: 47 Inlets (small bilingual emblems)
Toro Park from South of Torero Dr. to Toro Hills Ave.

Pacific Grove: 43 Inlets (small bilingual emblems)
Asilomar conference grounds (37 small emblems)
Hopkins grounds (6 small emblems)

Evaluation:
In Year 7, 359 inlets were stenciled, which brings MRSWMP to the current total of 2,807 storm drains stenciled or marked with emblems. This continues to be a popular community outreach activity for all ages.

Proposed Modifications:
Tabulate responses from service learning college students who take pre/post surveys.
College students help collect intercept surveys as part of their service hours on campus or in assigned community locations.

1.4. Teacher Training:
BMP/Measurable Goal:
Give 2 teacher trainings in five years.
Collect 20 teacher evaluations of the instruction and content of programs presented throughout the year to students in the classrooms. Please see Attachment #2 on page A-34, for an evaluation of presentation by a teacher from Pacific Grove Middle School.

Measurable Goal Results:
In Year 7, no teacher workshops were held due to the shortened permit year that ended at the end of June 2013. A total of 35 teacher evaluations were returned for both the SEA coordinator and STW staff, with high praise to both instructors.

Evaluation:
The teacher evaluations were all complimentary and appreciative of the extra effort to provide hands-on presentations. In addition to the watershed model presentation, the sea turtle/marine debris program by STW was one of the most requested programs. Below are comments from teacher evaluations:

“At PGMS, Tom the Turtle Guy is a legend! In fact, we invite Save The Whales out 4 times per year. It is a rite of passage for our 6th graders. Tom is great!”
Kelly Terry, 6th Grade Science Teacher, Pacific Grove Middle School

Sea turtle/marine debris presentation by Tom Kieckhefer, Save The Whales

“Students will remember how easily water can be polluted. It’s an excellent presentation. I truly believe the kids will do their best to make daily changes.”
Public Education and Outreach Program

Paul Marashian, 4th Grade Teacher, Carmel River School
Watershed model presentation by Maris Sidenstecker, SEA

Proposed Modifications:
Include CBSM Intercept questions in teacher evaluations.

2. Sea Otter Mortality Education
BMP/Measurable Goal:
Maintain regional partnerships for consistent messaging on sea otter protection with other organizations.

Measurable Goal Results:
The Otter Project, a local nonprofit organization, organized an oil spill response workshop focused on communications and volunteer response during the critical first hours of a major oil spill. An oil spill in Monterey Bay could be detrimental to the survival of sea otters. The workshop was held in November 2011, and led by the Otter Project, the Coast Guard, Department of Fish and Game Oil Spill Prevention and Response, and attended by 30 Central Coast nonprofits. Save The Whales was one of the nonprofit organizations that participated and will continue to be involved in subsequent meetings and workshops.

Proposed Modifications:
Facebook to distribute messaging on regional sea otter protection

3. Selected BMP Brochures
BMP/Measurable Goal:
1,500 BMP brochures distributed either electronically or in City/County offices.
80% of a selected “target” business through mailings, E-blasts, workshops, etc.

Measurable Goal Results:
985+ BMP brochures were distributed. BMP brochures on 13 different topics were distributed through individual city department offices, events, workshop presentations and Monterey County offices. The topics include: Commercial Industries, Construction Industries, and Gardeners, Homeowners and Landscapers. The brochures can be downloaded from the SEA website:
http://www.montereysea.org/resources.php

The cities and county download the BMP brochures from the website as needed and make photo copies to distribute. On the next page is a table of the brochures known to be distributed by each entity.

The second part of the measurable goal was to reach 80% of a targeted audience. A brochure titled Best Management Practices for Pool Maintenance was developed by Doug Dowden, the MRSWMP program manager. The brochures were mailed to 80% of the targeted audience. The brochure can be viewed at:
### Year 7: Distribution BMP Brochures/Workshop Flyers via City/County Offices

<table>
<thead>
<tr>
<th>Name of Entity</th>
<th>Number of BMP Brochures Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>County of Monterey</td>
<td>Downloaded BMP brochures from website and made copies</td>
</tr>
<tr>
<td>City of Carmel-by-the-Sea</td>
<td>Downloaded BMP brochures from website and made copies</td>
</tr>
<tr>
<td>City of Del Rey Oaks</td>
<td>Downloaded BMP brochures from website and made copies&lt;br&gt;Spring 2013 newsletter on Storm Water Concerns was mailed to 750 homes and 150 copies distributed in a condominium common room</td>
</tr>
<tr>
<td>City of Marina</td>
<td>Downloaded BMP brochures from website and made copies</td>
</tr>
<tr>
<td>City of Monterey</td>
<td>Downloaded BMP brochures from website and made copies&lt;br&gt;Three City Focus articles were published from Fall 2012-Summer 2013 for the public website on the following topics: Volunteering for Coastal Clean-Up Day, Volunteering for Snapshot Day, and Waste Reduction Plastic Bag Ban in Monterey.</td>
</tr>
<tr>
<td>City of Pacific Grove</td>
<td>Downloaded BMP brochures from website and made copies</td>
</tr>
<tr>
<td>City of Sand City</td>
<td>Downloaded BMP brochures from website and made copies</td>
</tr>
<tr>
<td>City of Seaside</td>
<td>85 BMP brochures in building permit applications&lt;br&gt;Downloaded BMP brochures from website and made copies</td>
</tr>
<tr>
<td>Total:</td>
<td>985+ brochures and newsletters distributed</td>
</tr>
</tbody>
</table>

**Evaluation:**
It is difficult to evaluate effectiveness on this activity.

**Proposed Modifications:**
Each MS4 to report BMP brochure distribution in their annual report.

### 4. Residential Outreach

**BMP/Measurable Goal:**
50,000 “mailings” distributed throughout the MRSWMP area (Email blasts, hardcopy mailer, website posting, electronic newsletter, trash insert, etc.)

Provide 1 workshop to residents on LID and storm water friendly garden techniques.

Provide incentives to one sustainable group to enhance local park or community area with storm water friendly techniques.

**Measurable Goal Results:**
The measurable goal was completed and exceeded. A direct mailing through the “Let’s Go Outdoors” magazine was mailed by the Monterey Regional Park Service District and reached 65,0000 residential households in the MRSWMP area in November 2012. The magazine included a FREE ad to invite residents to participate in a community stencil day that was held on March 9, 2013.

A workshop with a park enhancement component and a Sustainable Living Tour reached out to residents on LID and sustainable living practices. Both venues were successful and are described below.
Workshop:
Funding by the MRSWMP allowed Return of the Natives (RON) to host a Native Plant Propagation & Landscape Design Workshop and, provide the incentives of native plants and staff to help neighborhood community groups install five new native plant gardens into Seaside City Parks. The workshop was held in two sessions on Saturday, Nov. 17th from 10-12pm at the Watershed Institute Native Plant Nursery at CSU Monterey Bay and Sunday, Nov. 18th from 1-3pm at Highland Otis Park in Seaside. The workshop included 21 participants from the cities of Seaside, Marina, Salinas, Moss Landing and Monterey. The focus of the workshop was to empower residents of local cities to grow and install native plants into their city parks and open spaces in an effort to beautify these areas via low maintenance, drought tolerant, chemical free, habitat enhancing gardens. Participants were given hands-on experiences from collecting native seed, propagation techniques, plant care and landscape design to partnering with city public work departments, recruiting volunteers and sustainability of the gardens.

Planting native plants in a Seaside community park

Through participation in the workshop, neighborhood groups were given the services of RON to assist in the planning, installation and care of native plants for five Seaside Parks. Each park received from 75-150 native plants, a garden design, tools, plant delivery, a RON staff person to assist with the volunteer planting day and a commitment from RON to assist in the establishment, via watering and weeding, of the garden for one year. A very welcomed and crucial part of the success of this endeavor was the assistance by the city of Seaside public works department, who prepped each site with weed cloth and woodchips and assisting residents in watering the plants.
Seaside community members of all ages participated in the planting day at the Highland-Otis Park.

**Seaside Sustainable Living Tour:**
Funding by the MRSWMP helped boost outreach efforts to publicize the fourth annual Sustainable Seaside Living Tour (with a radio ad, printing flyers and posters, a print ad in the Weekly). The event was held on Sunday, September 8, 2013 with preparation and funding budgeted in Year 7. The focus of the tour was to open residential homes and community and school gardens to the public that have sustainable practices including raised beds, native gardens, rainwater irrigation, solar panels, and solar cars. In addition, there were guest speakers on beekeeping, how to keep chickens, and how to make goat cheese. Please view the print ad for the tour under Attachment 1 on page A-31

On the event date, the public education coordinator and college students had two stations at different locations to educate the public about using pesticide alternatives and explaining the connection between pesticides and runoff to storm drains. We spoke directly with approximately 125 people and distributed educational materials.

**Evaluation:**
A total of 75 seaside residents and 240 seaside elementary school students participated in the garden planting days and 465 plants were planted in the city of Seaside Parks with Return of The Natives. The following community parks in Seaside have new gardens as of May 2013:

- Highland Otis Park
- Beta Park
- Havana Soliz Park
- Capra Park
- Durant Park
The Seaside Sustainable Living Tour had a total of 347 participants (pre-registered and walk-in registered). This is an increase of approximately 147 people than last year.

246 participants responded by Eventbrite to let us know where they were from:

Seaside - 27%
Monterey - 20%
Salinas - 10%
Carmel - 8%
Pacific Grove - 8%
Marina - 7%
Pebble Beach - 7%
Carmel Valley - 3%
Watsonville - 3%
Del Rey Oaks - 2%
Other (included LA, San Diego, Ft. Worth, Aromas, Prunedale, N. County) - 4%

136 participants let us know how they heard about the Tour:

The Herald article - 48%
From a friend - 13%
Weekly - 12%
Google Group email (Sustainable Seaside) - 9 %
International School notices - 6%
Flyer - 4%
Mother Earth News - 2 %
West End Fest tabling - 2%
Come on tour every year - 2%
Radio - 1%

Proposed Modifications:
Approach 2 local car washes to partner to encourage community youth groups to use their commercial facility. Use the Sacramento River Friendly Carwash Program as a guide. Produce information on this issue for website, Facebook.

Discontinue the 50,000 mailing in trash insert, etc. as we have no effectiveness measures. Offer targeted community event mailing to 65,000 households through the “Let’s Go Outdoors” magazine through the partnership with the local park district for a specific community event. Measurement of effectiveness will be based on how many public members attend the event from the mailing.

Use public/and or intercept surveys at planting workshop /community planting, living tour event.

5. Household Hazardous Waste Services in Monterey County
During the development of the MRSWMP permit document, there was an effort to pool the education section together into one section of the MRSWMP, under MCM1. This activity, however, is an MS4 administration activity and managed under MCM6. The household hazardous waste programs implemented by other agencies and their collection numbers are addressed in the individual MS4 Annual Reports and found in Minimum Control Measure 6 of this document.

Measurable Goal:
This is measured by the collection numbers for motor oil and used oil filter disposal. These numbers will be reported in the individual entity annual reports.
Evaluation:
See individual entity annual reports for a discussion of this item.

Proposed Modifications:
Include used oil drop off locations on Facebook.

6. Our Water Our World “OWOW” Displays
BMP/Measurable Goal:
Maintain bilingual OWOW flyers in 4 public locations.
Visit Home Depot on a monthly basis to check on OWOW display rack and shelf talkers.
Conduct one in-store training for garden/nursery staff and evaluate.

Measurable Goal Results:
The OWOW flyers were stocked throughout the year in the following public locations: Home Depot, OSH, ACE Hardware and at the Pacific Grove Farmer’s Market information booth.
The OWOW bilingual fact sheets have information about managing common pests, along with a 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 called point of purchase (POP) tags. A new OWOW flyer on Rats and Mice was added this year. [http://www.ourwaterourworld.org/FactSheets.aspx](http://www.ourwaterourworld.org/FactSheets.aspx)
The Home Depot in Seaside and OSH in Sand City, are the two busiest establishments on the Monterey Peninsula and this is where we concentrate our in-store tabling for direct outreach. The stores are visited regularly to check on the educational materials and POP tags.
The one in-store staff training was not done this year due to the shortened permit year.

Evaluation:
The SEA education coordinator was certified as one of ten OWOW advocates in Northern California. The OWOW advocates were recently nominated for an IPM Innovator Award through the Department of Pesticide Regulation. This award is for candidates who are quietly revolutionizing pest management through efforts to reduce risks associated with pesticide use.

Proposed Modifications:
Offer in-store staff training and or an extra tabling event to be decided by store manager.

7. Our Water Our World “OWOW” Outreach Events
BMP/Measurable Goal:
Participate in 4 events to educate the public about non-toxic pest products, including a possible tie-in with the SPCA vaccine clinic.
Reach 75 people through events.
Report an increase/decrease in sales of “natural insecticides” from box store headquarters.

Measurable Goal Results:
In Year 7, the SEA educator had tabling events at OSH and Home Depot stores and was able to reach 78 members of the public about non-toxic pesticide alternatives. There were 2 tabling events at OSH, Sand City on 11/23/12 and 3/10/13. One tabling event was held at the Home Depot in Seaside on 5/18/13.

There were attempts made to partner with the SPCA vaccine clinic days in order to educate the public about toxic snail baits and the possible harm or death to pets and the pollution to waterways. There was no partnership made with them during this permit cycle.

Evaluation:
The OWOW statewide coordinator, Annie Joseph, checked in with the local OSH and Home Depot. In Year 7, the box store OSH reported a sales increase of 29% in their natural insecticide products (up 6%
over last year). The Home Depot stores reported an increase in natural insecticide sales in California stores by 22-25%.

The customers and staff at each store were very receptive of the in-store tabling events. This activity is an effective tool to measure education and the direct change in public behavior. A rewarding aspect of interacting with the customers is to see them put down a toxic pesticide product and purchase an alternative natural insecticide. Direct observations of the sale of 16 non-toxic items were noted: 8 gopher mixes, 1 deer-off, 2 electronic rat traps, 4-5 Sluggo snail baits, and 1 organic fertilizer.

Maris Sidenstecker, certified OWOW advocate with Home Depot staff member at outreach event.

**Proposed Modifications:**
- Point of Purchase (POP) labeling 1-2 times per OSH and Home Depot stores.
- Develop CBSM Intercept surveys to target residential pesticide use (pollutant of concern).
- Collect 50 CBSM intercept surveys through tabling events

**8. Restaurant Training**

**BMP/Measurable Goal:**
- Visit 75 restaurants with targeted bilingual educational materials.
- Distribute 250 bilingual restaurant BMP posters, DVDs, and brochures.

The bilingual restaurant poster and DVD target kitchen staff about BMPs such as proper mat washing procedures and cleaning up spills. The DVD is seven minutes long in each language (English and Spanish) and accompanies the five BMP techniques depicted on the poster. The poster, DVD, and bilingual brochures “Monterey Begins On Your Street” are left with the restaurant manager when they receive a visit from the STW bilingual educator. The poster can be found online on the website: [http://www.montereyesca.org/docs/educational_mtls/New%20Rest%20poster.pdf](http://www.montereyesca.org/docs/educational_mtls/New%20Rest%20poster.pdf)
Measurable Goal Results:
The goal was met and 75 restaurants were reached directly by STW bilingual educator. 557 pieces of educational materials were distributed to restaurants with partner agencies.

### Year 7: Bilingual Educational Materials to Food Service Industry

<table>
<thead>
<tr>
<th>Distributed By</th>
<th>Entity</th>
<th>BMP: Poster</th>
<th>BMP: DVD</th>
<th>Monterey Bay Begins Brochures</th>
<th>Food Service Brochure</th>
<th>Trash 101 Brochures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Health</td>
<td>Monterey County</td>
<td>200</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Save The Whales</td>
<td>Monterey, Marina, Seaside, Pacific Grove</td>
<td>75 12 120</td>
<td>75</td>
<td>75</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td></td>
<td>275 12 120</td>
<td>75</td>
<td>75</td>
<td>75</td>
<td></td>
</tr>
</tbody>
</table>

A total of 557 educational pieces were distributed to the food service industry.

Evaluation:
The best approach found so far is to visit restaurants each year to distribute educational materials.

Proposed Modifications:
Post restaurant DVD on montereysea.org website in English and Spanish. Post survey online for completion by restaurant managers and staff after viewing DVD.

9. **Bilingual Dirty Word™ Radio Ads:**

**BMP/Measurable Goal:**
Air 500 ads, reach 150,000 listeners and have an effective reach of 35%.

**Measurable Goal Results:**
The goal was met with 685 ads that aired on six radio stations about storm water pollution prevention. 363,300 listeners with an effective reach of 54.3%.

The award winning Dirty Word™ radio ads aired on selected radio stations in English and Spanish languages. The six Dirty Word™ ads include Storm Drain, First Flush, Motor Oil, Cigarette Butts, Dog Doo, and Soap Suds. Local radio stations were selected based on their audience reach to diverse age groups, gender, and targeted audiences. The trademark on Dirty Words is owned by the public education and outreach coordinator, who created the ad series.
### Year 7: Radio Ads Aired and Reach (from Arbitron Reports)

<table>
<thead>
<tr>
<th>Station Name</th>
<th># Spots</th>
<th>Frequency</th>
<th>Age</th>
<th>Reach</th>
<th>Effective Reach</th>
<th>Gross Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWAV FM</td>
<td>226</td>
<td>7.9</td>
<td>12+</td>
<td>108,700</td>
<td>18.4%</td>
<td>858,800</td>
</tr>
<tr>
<td>KYZZ/KIDD</td>
<td>140</td>
<td>3.1</td>
<td>12+</td>
<td>27,200</td>
<td>2.9%</td>
<td>84,000</td>
</tr>
<tr>
<td>KPRC “La Preciosa” 100.7 FM &amp; 100.9 FM</td>
<td>49</td>
<td>6.0</td>
<td>12+</td>
<td>45,500</td>
<td>8.0%</td>
<td>275,100</td>
</tr>
<tr>
<td>KPIG-FM</td>
<td>120</td>
<td>5.7</td>
<td>12+</td>
<td>70,700</td>
<td>11.4%</td>
<td>405,000</td>
</tr>
<tr>
<td>The Hippo</td>
<td>110</td>
<td>5.2</td>
<td>12+</td>
<td>63,600</td>
<td>9.9%</td>
<td>330,000</td>
</tr>
<tr>
<td>KCDU “The Beach” 101.7 FM</td>
<td>40</td>
<td>2.3</td>
<td>12+</td>
<td>47,600</td>
<td>3.7%</td>
<td>110,000</td>
</tr>
<tr>
<td><strong>GRAND TOTALS:</strong></td>
<td>685</td>
<td></td>
<td>12+</td>
<td>363,300</td>
<td>54.3%</td>
<td>2,062,100</td>
</tr>
</tbody>
</table>

*Frequency:* The average number of times each person heard the message.

*Reach:* The number of people who heard the message in that age range.

*Effective Reach:* The number of people that heard the spot at least 3 times or more.

*Gross Impressions:* The total number of times someone in this age range heard the message.

**Evaluation:**

The numbers of listeners reached in the above table were based on Arbitron reports. Arbitron is an independent company that conducts surveys among local residents. Their survey depicts a cross section of the community radio listeners. The data is then sold to the radio stations. Arbitron is the equivalent of the Nielson ratings for television.

The population of the permit area is 125,642 people. Radio is a cost effective means to reach the population with messages about urban runoff in their place of work, recreation, or while commuting.

**Proposed Modifications:**

Create 1-2 targeted 30-second radio ads to increase public participation and promote concepts and or events. Example: LID ad to promote Sustainable Living Tour, or Coastal Clean-Up day to reduce marine debris. Use Facebook to promote events and give link to mp3 radio ads on montereysea.org website.

**10. Bilingual TV Ads**

**BMP/Measurable Goal:**

Air 1,400 ads on 4 stations
Reach 180,000 households

MRSWMP continued the regional campaign to air five bilingual storm water TV PSAs on the four major television channels. In a regional partnership, MRSWMP continues to cost-share the purchase of airtime with the cities of Salinas, Watsonville, Santa Cruz, Capitola, Scotts Valley and the County of Santa Cruz.

The five PSA topics include: Fowl Water (about urban runoff sources), Storm Drains, Dog Doo, Car Washing, and Marine Debris. Ads can be viewed at: [http://www.montereysea.org/resources.php](http://www.montereysea.org/resources.php)

**Measurable Goal Results:**

Aired 807 ads on 4 stations
Gross impressions of 1,753,000
### Year 7: September 1, 2012-June 30, 2013 Bilingual TV PSAs

<table>
<thead>
<tr>
<th>Station</th>
<th>PSAs Aired</th>
<th>Gross Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMUV (Spanish)</td>
<td>214</td>
<td>334,500</td>
</tr>
<tr>
<td>FOX-KCBA</td>
<td>146</td>
<td>368,500</td>
</tr>
<tr>
<td>CW-NION</td>
<td>113</td>
<td>--</td>
</tr>
<tr>
<td>CBS-KION</td>
<td>259</td>
<td>1,050,000</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>807</strong></td>
<td><strong>1,753,000</strong></td>
</tr>
</tbody>
</table>

**Evaluation:**
In Year 7, we continued to target the KMUV (the Spanish station) over the CW station which targets teenagers and twenty-year olds. The ads on the Spanish station cost more so we purchased fewer ads but achieved an increase in the total number of gross impressions this year of 265,500 over last year.

There are a total of 229,150 households in Santa Cruz, Monterey and San Benito. The above TV stations reach all of those areas as opposed to cable which only reaches 49% and direct TV which reaches 30% of the households. This continues to be one of the most cost-effective methods (with our partners) to reach the general public with storm water pollution prevention messages.

**Proposed Modifications:**
- Use Facebook to promote the TV ads and give link to MRSWMP website.
- Search for a produced TV ad to tie-in with targeted POC and modify for MRSWMP.
- Reduce number of ads to 650-1,000 in order to buy more expensive airtime during prime slots and delete number of households reached and substitute for gross impressions.

**11. Bilingual Movie Ads**

**BMP/Measurable Goal:**
Reach 75,000 movie patrons.

**Measurable Goal Results:**
The goal was met and a possible 144,750-173,700 movie patrons were reached.

The possible impressions are based upon the eight-week movie blockbuster box office attendance from 11/2/2012-12/27/2012. The ads ran on a total of 13 movie screens and appeared for 15 seconds on a rotation with other ads shown before the movie.

Ad also played in the theater lobbies on the Lobby Entertainment Network (LEN). The ad can be viewed on the website at the following link:
[http://www.montereysea.org/docs/video/87287%20Storm3_Animation%20Approval_1.mpg](http://www.montereysea.org/docs/video/87287%20Storm3_Animation%20Approval_1.mpg)
### Year 7: Bilingual Movie Theater Preview Ad Impressions

<table>
<thead>
<tr>
<th>Theater Name/ Location</th>
<th>Lobby (LEN) Impressions</th>
<th>Theater Screen Ad Impressions</th>
<th>Total Possible Impressions (Movie Patrons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monterey 13</td>
<td>28,950</td>
<td>144,750</td>
<td>173,700</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td><strong>28,950</strong></td>
<td><strong>144,750</strong></td>
<td><strong>173,700</strong></td>
</tr>
</tbody>
</table>

Proposed Modifications:
Possible substitute Facebook for movie ads in Year 1. In Year 2 design a new targeted movie ad for a POC such as car washing.
- Post new items 2 times per month on Facebook and maintain during the 5 year permit.
- Offer 1-2 promotional contests to engage the public (such as a free carwash).
- Tabulate the number of “Likes” in Year 1.

### 12. Publicity/Press Releases

**BMP/Measurable Goal:**
16 print ads with the number of impressions
2-3 press releases submitted to media

**Measurable Goal Results:**
A total of 16 color print ads were run in Year 7.

Several ads called for citizen involvement in community events. The “Got Bugs?” ad directed readers to purchase non-toxic pesticide alternatives in order to protect pets, wildlife and water quality. A couple of new ads were on topics such as an LID presentation for the public that was led by the MRSWMP program manager, a Sustainable park workshop and planting in a local park, and a Seaside Earth day park celebration.

In addition to the print ads, MRSWMP achieved publicity and public awareness through flyers, a local television station. Ads and events were also posted on the website: [www.montereysea.org](http://www.montereysea.org)

**Monterey County Weekly** (11 color ads published in weekly paper):
- 9/13/12 First Flush Volunteers
- 11/8/12 Got Bugs? Our Water Our World
- 11/15/12 Sustainable Park Workshop & Planting
- 1/10/13 Public Storm Water Workshop
- 4/4/13 Got Bugs? Our Water Our World (Home & Garden Section)
- 4/18/13 Seaside Park Earth Day Celebration
- 4/25/13 Snapshot Day Call for Volunteers
- 5/30/13 Car Washing
- 6/13/13 LID Presentation for Public
- 6/20/13 Urban Watch Call for Volunteers
- 6/27/13 Street Sweeping

**Weekly Circulation per issue** (weekly): 37,054 x 11 = 407,594 impressions

**E-News Circulation per issue**: 21,000 x 11 = 231,000 impressions

**Total: 638,594 impressions**

**The Carmel Pine Cone** (2 color ads published in weekly paper):
- 9/14/12 First Flush Call for Volunteers
- 6/21/13 Got Bugs? Our Water Our World

**Pine Cone Circulation per issue**: 20,000 x 2 = 40,000 impressions

**Email circulation per issue**: 10,800 x 2 = 21,600 impressions

**Total: 61,600 impressions**
La Ganga (Spanish language paper, 3 half page color ads published in weekly paper):
  9/21/12 Color Storm Drain ad in Spanish
  2/22/13 Color Storm Drain ad in Spanish
  5/17/13 Color Storm Drain ad in Spanish

La Ganga Circulation per issue: 20,000 x 3 ads = 60,000 impressions
Total: 60,000 impressions

Publicity:
On March 9, 2013 KION news television responded to our email press release and they filmed the community storm drain labeling event in Monterey and interviewed the SEA education coordinator. This segment aired on the evening news and was posted on the KION facebook page.

On Saturday, September 7, 2013 The Herald newspaper had a feature story on the Seaside Sustainable Living Tour with photos of some of the homes and information on how to attend the event. The story was written by Kathryn McKensie and the storm water group was mentioned as a supporting partner this year.

Proposed Modifications:
Post ads on Facebook and ask people to “Like” and “Share” the ad to increase social marketing efforts.

13. Website: www.montereysea.org
BMP/Measurable Goal:
15,000 Website hits and an increase in website hits by 4,000 from Year 5
2-3 audits per year by Education Coordinator

Measurable Goal Results:
The website hits totaled approximately 100,000 in Year 7. The term "hits" includes everything a web server sends to remote computers such as web pages, graphics, audio/video files, documents, and scripts.

In Year 6 (October 2011-September 2012), there were 53,597 website hits, so we have almost doubled the number of hits in this year.

The term "visits" indicates the number of computers that requested something from a web server. The number of visits was roughly 11,846 from Sep 8, 2012, through Jun 20, 2013.

In July, the most popular pages beyond the home page were:
Program Documents: http://montereysea.org/program_documents.php
Reporting Spills: http://montereysea.org/contact_spills.php
Contact Us: http://montereysea.org/contact.php
Homeowners: http://montereysea.org/resources_homeowners.php
Developers: http://montereysea.org/resources_developers.php
Resource Library: http://montereysea.org/resources.php
Businesses: http://montereysea.org/resources_businesses.php

Four audits were conducted by the Education Coordinator and suggestions made to the MRSWMP program manager.

Proposed Modifications:
Develop Facebook page and link to website to increase outreach and traffic to website.
14. Events
BMP/Measurable Goal:
Participate in seven days per year.
Reach 1,300 people at events
Distribute 1,500 educational materials.

Measurable Goal Results:
MRSWMP participated in eight day-long events and provided materials for community partners. A total of 2,034 people were reached through public events and 3,526 educational pieces distributed (see table below).

Year 7: Public Events and Number of People Reached

<table>
<thead>
<tr>
<th>Event</th>
<th>Event Days</th>
<th>Location</th>
<th>Materials Distributed</th>
<th>Partners</th>
<th>Total People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seaside Fire Station Open House</td>
<td>10/6/12</td>
<td>Seaside</td>
<td>yes</td>
<td>CSUMB</td>
<td>273</td>
</tr>
<tr>
<td>Monterey Bay Aquarium Community Day</td>
<td>12/9/12</td>
<td>Monterey</td>
<td>yes</td>
<td>STW &amp; CSUMB</td>
<td>1,054</td>
</tr>
<tr>
<td>Marina Earth Day</td>
<td>4/13/13</td>
<td>Marina</td>
<td>yes</td>
<td>STW</td>
<td>104</td>
</tr>
<tr>
<td>Good Old Days</td>
<td>4/13/13-4/14/13</td>
<td>Pacific Grove</td>
<td>yes</td>
<td>MBNMS, STW &amp; CSUMB</td>
<td>352</td>
</tr>
<tr>
<td>Seaside Earth Day</td>
<td>4/21/13</td>
<td>Monterey</td>
<td>yes</td>
<td>CSUMB</td>
<td>41</td>
</tr>
<tr>
<td>CSUMB Earth Day</td>
<td>4/23/13</td>
<td>Seaside</td>
<td>yes</td>
<td>CSUMB</td>
<td>101</td>
</tr>
<tr>
<td>Presidio Earth Day</td>
<td>4/25/13</td>
<td>Monterey</td>
<td>yes</td>
<td>CSUMB</td>
<td>109</td>
</tr>
<tr>
<td>TOTAL</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td>2,034</td>
</tr>
</tbody>
</table>
### Year 7: Educational Materials Distributed at Events and Visitor Centers/Hotels

<table>
<thead>
<tr>
<th>Education Pieces Distributed at Events/Visitor Centers</th>
<th># Pieces Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Monterey Bay Begins On Your Street&quot; Brochure</td>
<td>1,320</td>
</tr>
<tr>
<td>(English=1,099, Spanish=189)</td>
<td></td>
</tr>
<tr>
<td>&quot;Be Kind To Animals&quot; Coloring Books (English=432,</td>
<td>601</td>
</tr>
<tr>
<td>Spanish=169)</td>
<td></td>
</tr>
<tr>
<td>Bilingual Storm Drain Poster</td>
<td>308</td>
</tr>
<tr>
<td>Laminated Bug Cards</td>
<td>32</td>
</tr>
<tr>
<td>Auto BMP Posters</td>
<td>12</td>
</tr>
<tr>
<td>OWOW Pest Trifold</td>
<td>139</td>
</tr>
<tr>
<td>Spiders (English=36, Spanish=20)</td>
<td>56</td>
</tr>
<tr>
<td>Weeds (English=30)</td>
<td>30</td>
</tr>
<tr>
<td>&quot;Trash 101&quot; Brochures</td>
<td>332</td>
</tr>
<tr>
<td>Yellow Jackets (English=45, Spanish=25)</td>
<td>70</td>
</tr>
<tr>
<td>Aphids (English=55)</td>
<td>55</td>
</tr>
<tr>
<td>Landscaping BMP Brochure</td>
<td>35</td>
</tr>
<tr>
<td>Pest Control BMP Brochure</td>
<td>23</td>
</tr>
<tr>
<td>Home Maintenance BMP Brochure</td>
<td>19</td>
</tr>
<tr>
<td>Home Repair BMP Brochure</td>
<td>24</td>
</tr>
<tr>
<td>Fleas (English=31, Spanish=25)</td>
<td>56</td>
</tr>
<tr>
<td>Ants (English=109, Spanish=0)</td>
<td>109</td>
</tr>
<tr>
<td>Wonderful Roses (English=30, Spanish=42)</td>
<td>72</td>
</tr>
<tr>
<td>Snails and Slugs (English=80, Spanish=2)</td>
<td>82</td>
</tr>
<tr>
<td>Beautiful Lawn (English=36, Spanish=100)</td>
<td>136</td>
</tr>
<tr>
<td>Pesticides (English=15)</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total Pieces Distributed</strong></td>
<td><strong>3,526</strong></td>
</tr>
</tbody>
</table>

**Evaluation:**
The events are valuable for interacting with members of the public and getting public comments and feedback through public surveys. The public events actively engage community volunteers and college students.

**Proposed Modifications:**
Develop intercept surveys to use for public input. Collect public surveys and intercept surveys at events.
15. Public Attitude Survey

BMP/Measurable Goal:
Analyze 175 public survey responses in order to determine the effectiveness of the education program.

Measurable Goal Results:
In Year 7, a total of 105 public survey responses were evaluated from people (age range 6-61+). We received 136 surveys but due to many surveys being incomplete we removed these from the sample analysis. The 105 surveys were analyzed from tabling at public events.

1. Is stormwater cleaned before going to the ocean?
   Ages 6-34  Ages 35-61+
   Yes= (9)   Yes= (15)
   No= (27)   No= (45)
   N/A =5      N/A=2

2. Does stormwater lead straight to the bay?
   Ages 6-34  Ages 35-61+
   Yes= (34)  Yes= (55)
   No= (4)    No= (6)
   N/A=3      N/A=3

3. Radio stations most listened to:
   Ages 6-34  Ages 35-61+
   1. KDON 102.5 (16)  1. KAZU (11)
   2. THE BEACH 101.7 (12)  2. KPIG (9)
   3. KAZU (5)  3. KDON (5)
   4. KTOM 92.7 (2)  4. KWAV (2)

4. Have you heard the Dirty Word radio ads?
   Ages 6-34  Ages 35-61+
   Yes= (16)  Yes= (26)
   No= (25)   No= (38)

5. Have you seen the storm drain artwork on any of the below media materials? “Yes” answers tabulated below:
   Ages 6-34  Ages 35-61+
   Posters (20)  Print Ads (24)
   Print ads (17)  Posters (19)
   Bus Ads (11)  Bus ads (18)
   Movie ads (8)  Movie ads (3)

6. Have you seen TV commercials on storm water pollution?
   Ages 6-34  Ages 35-61+
   Yes= (19)  Yes= (38)
   No= (22)   No= (25)
   N/A=0      N/A=1

7. If you answered yes to the above 3 questions, Do you think these outreach tools listed above are effective?
   Ages 6-34  Ages 35-61+
   Yes= (30)  Yes= (55)
   No= (9)    No= (3)
   N/A=2      N/A = (6)
8. **Biggest source of pollution? Top answers for age groups listed:**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 6-34</td>
<td>People (7)</td>
</tr>
<tr>
<td></td>
<td>Runoff (2)</td>
</tr>
<tr>
<td></td>
<td>Trash (2)</td>
</tr>
<tr>
<td>Ages 35-61+</td>
<td>People (7)</td>
</tr>
<tr>
<td></td>
<td>Plastic (4)</td>
</tr>
<tr>
<td></td>
<td>Cars/Oil (5)</td>
</tr>
<tr>
<td></td>
<td>Oil (2)</td>
</tr>
<tr>
<td></td>
<td>Other (7)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 6-34</td>
<td>Yes= (6)</td>
</tr>
<tr>
<td></td>
<td>No= (35)</td>
</tr>
<tr>
<td>Ages 35-61+</td>
<td>Yes= (8)</td>
</tr>
<tr>
<td></td>
<td>No= (56)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 6-34</td>
<td>Yes= (10)</td>
</tr>
<tr>
<td></td>
<td>No= (30)</td>
</tr>
<tr>
<td>Ages 35-61+</td>
<td>Yes= (15)</td>
</tr>
<tr>
<td></td>
<td>No= (47)</td>
</tr>
</tbody>
</table>

**Evaluation:**
In Year 7: 41 people in the age range 6-34 were surveyed and 64 people in the age range of 34+.

- The majority of people in both age groups believe stormwater is not cleaned before going to the ocean.
- The majority of people ages 6-34 have seen posters most often followed by posters, while people ages 34+ saw print ads most often, followed by posters and then bus ads, for the third choice for both age ranges.
- Print ads moved to the top position in age 34+. Color ads were run 100% of the time and perhaps that made a difference.
- The majority of people in both age groups think outreach methods are effective.
- The majority of people in both age groups think people are the largest source of pollution.
- The majority of people in age group 6-34 did not see the TV commercials on storm water pollution although it was split almost 50% between yes and no answers. In the age range 34+ the TV ads were seen by the majority.

**Proposed Modifications:**
Analyze 175 surveys responses from intercept and public surveys.

**16. Hands-On Storm Drain Display (Portable)**

**BMP/Measurable Goal:**
Rotate model to 3 locations per year.
Distribute 250 bilingual brochures.

The interactive storm drain model depicts oil spilling through a storm drain grate. The handle on the grate can be lifted up to reveal a message about where the oil goes and the potentially harmful effects of oil in the ocean. The “Monterey Bay Begins On Your Street” brochures were distributed in English and Spanish in brochure holders fastened to the display.

**Measurable Goal Results:**
The model visited 3 locations: Monterey Public Library, Marina Public Library, and the County of Monterey Office with a total of 332 bilingual brochures distributed.

**Evaluation:**
In Year 7, the hands-on storm drain display rotated to 3 different locations in the MRSWMP area. It is difficult to determine the effectiveness of this outreach tool.
17. **Tourist Outreach**

**BMP/Measurable Goal:**
Restock the existing hotel partners with brochures and educational materials. Add 12 new hotels to help educate visitors through brochures and educational materials.

There are 251 hotels in Monterey County with approximately 184 hotels being within the permit area. Approximately 8 million visitors visit Monterey County each year (including overnight hotel stays and day trips). The majority of the larger hotels are in the City of Monterey.

**Measurable Goal Results:**
Reached 13 new hotels with educational materials and stocked the 35 existing hotel partners. The new hotels agreed to distribute brochures (“Monterey Bay Begins On Your Street” and “Trash 101”). In addition, several hotels requested storm drain posters to display.

The new hotels that participated in Year 7 include:
City of Marina:
- Old Marina Inn
City of Carmel
- Carmel Village Inn
- The Cobblestone Inn
City of Monterey:
- Motel 6
- Best Western Plus Victorian Inn
- Holiday Inn Express
- Monterey Bay Inn
- Cannery Row Inn
City of Pacific Grove:
- Andril's Fireplace
- Green Gables
City of Seaside:
- Economy Inn
- Discovery Inn
- America’s Best Value Inn

**Evaluation:**
In Year 7, the participation from hotels continues to be successful.

**Proposed Modifications:**
Ask hotel managers take intercept or public survey.

18. **Logo**

The SEA logo was developed in Year 1, in order to provide recognition for the MRSWMP Participating and Coordinating Entities. See cover page of Appendix A for SEA logo design.

**Evaluation:**
The logo is completed.

19. **Printing of Educational Materials**

**BMP/Measurable Goal:**
Distribute 55,000 pieces of educational materials to various audiences.
Measurable Goal Results:
In Year 7, the total number of educational materials distributed was 156,011. The measurable goal was tabulated by adding the total number of educational materials distributed via school outreach, public events, OWOW events, OWOW distribution, portable hands-on storm drain model display, tourist outreach, residential outreach, and targeted businesses.

Evaluation:
Year 7: Numbers do not include print ad circulation.

Proposed Modifications: None

Conclusion:
The first five years of the education and outreach program established a foundation for future storm drain pollution prevention efforts. The program would not have succeeded without the following community partners that volunteered services, time, and staff to assist with the outreach efforts. Thank you!

Access Monterey Peninsula
Buckley Communications
California State University Monterey Bay Service Learning Students
Clear Channel Radio Station
Home Depot
Mapleton Communications
Monterey Bay Aquarium
Monterey Bay National Marine Sanctuary
Monterey County Environmental Health Department
Monterey Peninsula Regional Park Service District
Monterey Regional Waste Management District
Monterey Regional Water Pollution Control Agency
Orchard Supply & Hardware (OSH)
Ord Terrace Elementary
Our Water Our World
Return of the Natives
Save The Whales
Sustainable Seaside
UC Davis Integrated Pest Management Program
Attachment 1 – Sustainable Living Tour Ad

Sustainable Living Tour
Ideas By and For Ordinary People

- Visit home gardens maintained with sustainable practices (low impact development “LID”), including rainwater irrigation, mulching, composting, raised beds and drought-tolerant and pest-resistant ornamental plants. LID practices help protect the bay by reducing urban runoff.
- See three home solar installations.
- Visit two community gardens and learn how you can get involved!
- New this year - Power your own car! An electric car with a home charging station at one of the solar homes will show you how.
- Back by popular demand: Scheduled do-it-yourself presentations for the urban homesteader and a raffle offering the essentials of sustainable living.

Sunday, September 8, 2013, 11am-4pm
Tour headquarters: Seaside Garden Center: 1177 San Pablo Avenue
(off Fremont, Behind the Dollar Tree)

Please reserve your free tickets in advance: Register online at http://www.eventbrite.com/event/7432806725
or email sustainablelivingtour@gmail.com or call 899-7934
**Attachment 2 – Suggested Modifications for New Permit**

**Scope of Existing Permit and Suggested Modifications for New Permit**
Target three pollutants of concern (POC) through the below program activities:

a. Residential pesticide use (OWOW, print ads, community park activities, Facebook)
b. Litter and marine debris (school outreach, business outreach, tourist outreach)
c. Car washing on streets (school outreach, radio ads, print ads, surveys)

<table>
<thead>
<tr>
<th>Current MCM 1 BMP# Program Activity In Place</th>
<th>Measurable Goals</th>
<th>New E.7 BMP# Modification / New Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.1.Grades K-3:</strong> Distribute educational materials to students and/or provide class presentations</td>
<td>1.1a: Reach 750 students with partner presentations or coloring books.</td>
<td>E.7.a.ii.j1 Modification: Emphasize that coloring book has student pledge to not litter. CBSM Modification: Offer hands-on programs about sea otters, marine mammals, sea turtles and marine debris to lower grades.</td>
</tr>
<tr>
<td><strong>1.2 Grades 4-12:</strong> - 24 total classes with hands-on presentations.</td>
<td>1.2a: - Reach 600 students per year with hands-on programs and activities. - Tabulate responses from returned students’ pre/post surveys and track increase/decrease in awareness - 10% increase in student awareness</td>
<td>E.7.a.ii.j2 Modification: - Emphasize LID measures, reducing pesticide use, picking up pet waste, car washing. - Offer an assembly program with partner to reinforce recycling, reducing litter with connection to sea turtles, marine debris, plastics.</td>
</tr>
<tr>
<td><strong>1.3 Grades 4 - College:</strong> Storm drain stenciling; offer community service project.</td>
<td>1.3a: - Stencil 150 inlets, document location - Student community service of 100 hours/year - Minimum of 50 volunteer participants</td>
<td>E.7.a.ii.j3 NEW: Tabulate responses from college students who take pre/post surveys. NEW: College students help collect intercept surveys as part of their service hours on campus or in community locations.</td>
</tr>
<tr>
<td><strong>1.4 Teacher Training:</strong> Train teachers on stormwater pollution prevention and collect evaluations from teachers on classroom presentations</td>
<td>1.4a: - 2 teacher trainings during 5 year permit - Collect 20 teacher evaluations of the instruction and content of classroom programs</td>
<td>E.7.a.ii.j4 NEW: Include CBSM Intercept questions in teacher evaluations.</td>
</tr>
<tr>
<td><strong>2. Sea Otter Mortality:</strong> Increase general public awareness</td>
<td>2a: Maintain regional partnership for consistent messaging on sea otter protection with other organizations</td>
<td>NEW: Facebook to distribute messaging on regional sea otter protection</td>
</tr>
<tr>
<td><strong>3. Selected BMP Brochures:</strong> BMP brochures made available to Businesses, Public</td>
<td>3a: - 1,500 BMP brochures distributed either electronically or in City/County offices - 80% of “target” business audience reached through “mailings” (E-blasts, US mail, workshops, etc)</td>
<td>Modification: Each MS4 to report BMP brochure distribution in their annual report.</td>
</tr>
<tr>
<td>Current MCM 1 BMP# Program Activity In Place</td>
<td>Measurable Goals</td>
<td>New E.7 BMP# Modification / New Activity</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>------------------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td><strong>4. Residential Outreach:</strong> Disseminate information to homeowners and residents</td>
<td>4a: - 50,000 “mailings” distributed throughout the MRSWMP area (Email blasts, hardcopy mailer, website posting, electronic newsletter, trash insert, etc.) - Provide 1 workshop to residents on LID and storm water friendly garden techniques. - Provide incentives to one sustainable group to enhance local park or community area with storm water friendly techniques</td>
<td>E.7.a.ii.1 NEW: Approach 2 local car washes to partner to encourage community youth groups to use their commercial facility. Use the Sacramento River Friendly Carwash Program as a guide. Produce information on this issue for website, Facebook. Modification: Discontinue the 50,000 mailing as we have no effectiveness measures or offer targeted community event mailing in “Let’s Go Outdoors” with local park district. Measurement: how many public members attend stencil day event from mailing in above magazine.</td>
</tr>
<tr>
<td><strong>5. HHW in Monterey County:</strong> Reporting of used oil and used oil filter collection numbers</td>
<td>5a: Report collection numbers for motor oil and used oil filters. These are reported in MS4 Annual Reports for their jurisdictions.</td>
<td>NEW: Include used oil drop off locations on Facebook.</td>
</tr>
<tr>
<td><strong>6. Our Water Our World (OWOW) displays:</strong> Outreach to public through information in nurseries.</td>
<td>6a: - Maintain bilingual OWOW flyers in 4 public locations. - Visit Home Depot on a monthly basis to check on OWOW display rack and shelf talkers - Conduct one in-store training for garden/nursery staff and evaluate.</td>
<td>Modification: Offer in-store staff training and or extra tabling events to be decided by manager.</td>
</tr>
<tr>
<td><strong>7. OWOW Outreach Events:</strong> Public, residents, tourists</td>
<td>7a: - Participate in 4 events including possible tie-in with SPCA vaccine clinic - Reach 75 people through events - Report on increase/decrease in sales of “natural insecticides” from box store corporate headquarters</td>
<td>Modification: POP labeling 1-2 times per OSH and Home Depot stores. CBSM - Develop CBSM Intercept surveys. - Collect 50 CBSM intercept surveys through tabling events POC: residential pesticide use.</td>
</tr>
<tr>
<td><strong>8. Restaurant Outreach:</strong> Partnership with other</td>
<td>8a: - Visit 75 restaurants</td>
<td>Modification: - Post restaurant DVD on website</td>
</tr>
<tr>
<td>Current MCM 1 BMP# Program Activity In Place</td>
<td>Measurable Goals</td>
<td>New E.7 BMP# Modification / New Activity</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>agencies, provide training materials and pollution prevention materials to restaurants.</td>
<td>- Distribute 250 pieces of educational materials (posters, DVDs, brochures) through partner agencies.</td>
<td>in English and Spanish. - Post survey online to print and distribute for completion by restaurant managers and staff after viewing DVD.</td>
</tr>
<tr>
<td>9. Bilingual Radio Ads: Residents, general public</td>
<td>9a:</td>
<td>NEW: Create 1-2 targeted 30-second radio ads to increase public participation and promote concepts and or events. Example: LID ad to promote Sustainable Living Tour, or Coastal Clean-Up day to reduce marine debris. NEW: Use Facebook to promote events and give link to mp3 radio ads on montereysea.org website</td>
</tr>
<tr>
<td>10. Bilingual TV Ads: General public, tourists</td>
<td>10a:</td>
<td>NEW: use Facebook to promote the TV ads and give link to MRSWMP website. NEW: Search for a produced ad to tie-in with targeted POC to modify for MRSWMP. Modification: Reduce number of ads to 650-1,000 in order to buy more expensive airtime during prime slots.</td>
</tr>
<tr>
<td>11. Bilingual Movie Ads: General public, tourists</td>
<td>11a:</td>
<td>Modification: Possible substitute Facebook for movie ads in Year 1. In Year 2 design a new targeted movie ad for a POC such as car washing. - Post new items 2 times per month on Facebook and maintain during the 5 year permit. - Offer 1-2 promotional contests to engage the public (such as a free carwash). - Tabulate the number of “Likes” in Year 1.</td>
</tr>
<tr>
<td>12. Publicity/Press Releases: General public</td>
<td>12a:</td>
<td>Modification: Post ads on Facebook and ask people to “Like” and “Share” the ad.</td>
</tr>
<tr>
<td>13. Website: General public</td>
<td>13a:</td>
<td>Modification: Use Facebook to increase website hits.</td>
</tr>
<tr>
<td>Current MCM 1 BMP# Program Activity In Place</td>
<td>Measurable Goals</td>
<td>New E.7 BMP# Modification / New Activity</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-----------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td><strong>14. Events:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner with MBNMS and STW.</td>
<td>14a:</td>
<td>Modification: Collect surveys at public events.</td>
</tr>
<tr>
<td>General public, residents, tourists</td>
<td>- Participate in 5 events (7 days) per year</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Reach 1,300 people</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Distribute 1,500 educational materials</td>
<td></td>
</tr>
<tr>
<td><strong>15. Public Attitude Survey:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General public</td>
<td>15a:</td>
<td>Modification: Analyze 175 surveys responses from intercept and public surveys.</td>
</tr>
<tr>
<td></td>
<td>- Analyze 175 public survey responses</td>
<td></td>
</tr>
<tr>
<td><strong>16. Large Hands-on Storm Drain Model:</strong></td>
<td></td>
<td>NEW: Develop intercept surveys to use for public input.</td>
</tr>
<tr>
<td>Outreach to public</td>
<td>16a:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Rotate model to 2 locations per year</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Distribute 250 bilingual brochures</td>
<td></td>
</tr>
<tr>
<td><strong>17. Tourist Outreach</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>17a:</td>
<td>NEW: Have managers take intercept or public survey.</td>
</tr>
<tr>
<td></td>
<td>- Restock and upkeep existing hotel partners with brochures and posters.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Add 12 new hotels to help educate visitors through brochures, posters in elevators or vending areas, or PSA to air in hotel.</td>
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<td><strong>18. Printing of Educational Materials:</strong></td>
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<tr>
<td>General public, tourists, schools</td>
<td>19a:</td>
<td>E.7a.ii.k and E.7.a.ii.m Modification: Update information in existing educational materials prior to printing and/or develop new educational materials as needed.</td>
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<td>- Distribute 55,000 pieces educational materials to various audiences</td>
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<td>NEW: Construction training with qualified consultant and targeted educational materials. This task will be subcontracted.</td>
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<td><strong>19. NEW E.7.b.2.b.ii</strong></td>
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<td>Training opportunity to construction operators on BMP selection, installation, etc. Evaluative measures to be discussed with consultant i.e. pre/post surveys.</td>
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<td><strong>20. NEW E.9.a Assistance</strong></td>
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<td>Pilot program to GPS twelve storm drain inlets in MoCo and make GIS map in order to assist the county with mapping of inlets which can be marked with emblems at the same time.</td>
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</tbody>
</table>