

May 22, 2008 Public Workshop Recommendations

Seven very dedicated County residents attended a two hour public workshop to review and assess the effectiveness of the first year of SWMP implementation. See the Public Workshop presentation attached.

The seven participants resided in the following towns/cities:

Los Osos – 2 – no children living in household
Cayucos - 1 - no children living in household
Oceano – 2 – no children living in household
City of SLO – no children living in household
City of Pismo Beach – no children living in household

The participants reviewed the Sammy the Steelhead TV and Radio Stormwater Pollution Prevention TV and Radio PSAs, the County Stormwater Management Program public education and outreach print materials, classroom education program, public events, volunteer programs, IDDE program, and an overview of the construction, post-construction, and municipal operations programs.

Here are some of the recommendations from the participants.

TV PSAs:

Keep Sammy PSAs (Sammy PSAs ranked about 7 out of 9) – 5 of the 7 participants recognized Sammy - recommended more air time and to add Rubber Duckies PSA for more adult appeal. Several participants do not watch TV at all.

Radio PSAs:

The average ranking for the radio PSAs was about 6. Participants did not like Sammy's voice. Some described his voice as too baritone, too strong, and too gruff. Some suggestions were to make his voice more eco friendly sounding by using Sammy Jr's voice or by changing Sammy's voice to a surfer sounding voice.

Print Materials:

Sammy trifold – good color but needs something more engaging on front to compel potential readers to open it – font too dense – add point to disconnect downspouts to rain garden – try using bullets to break up density
Hotline – short & sweet, too vague on what to call about
OWOW – overall good –except newsletter excerpt – pocket guide too small
HHW – good - perhaps add a magnet – reduce to a smaller size

Overall recommendations – use less paper - use recycled paper and soy inks – reduce to smaller sizes such as pocket or refrigerator magnet sizes so these items might get saved rather than trashed

Website:

Car washing tips – too buried on website, too hard to find – try adding these to TV PSA – no good link to resource – skeptical that people would follow these tips – tips too lengthy, try to shorten them, stress the pollutant problem associated with car washing more

Not familiar with County’s website – use government channels to advertise website
Should be linked to environmental group websites to bring more traffic to the site
Need easier ways for people to find it

Lots of information – fairly easy to navigate
A bit too cumbersome...too many layers
Easy Sammy site for kids

Classroom Ed and Kids Materials:

Classroom Ed presentations – Average rank 8.5 out of 9. Participants said that these were good at any age but need constant reinforcement as the kids get older
Sammy’s Activity Book – good, but could use some more graphical clean up

Pet waste/Feral cats

More Mutt Mitt Bag and trash pick up locations especially in all park settings
More education – education programs and materials in all pet stores – seminars for pet store employees who will be the link to pet owners. Information to be provided with every dog adoption.
Education...Education...Education...shaming people into being viewed as negligent if they don’t pick up after their pet.
Tax dog and cat food
Send information home with pet registration – notify pet owners of potential fines or other enforcement actions. Or provide incentives for collecting pet wastes. Post signs at trail heads and unofficial dog walk areas alerting people of problems and solutions...
More signs at cat colonies specifying “Do Not Feed Cats” including the reason why ...help prevent pollution and be part of the solution [protect sea otters]
Low cost neuter and spay programs

Hotline

3/4 participants were not familiar with the Stormwater Pollution Reporting Hotline until the Workshop

Many participants recommended adding the Hotline to the PSAs and running it on Channel 21 –include with all literature and add to emails

Public Events and Displays

Good way to have fun with education – leaving a positive attitude toward compliance and positive behaviors – they appear to be an effective way to get the message out and increase awareness – not sure how effective or practical it is -

Should County Ban Plastic Bags?

Yes – 7 All participants

Ban is more effective than promoting the use of reusable bags – also charging for bags like in Europe for encourage the use of reusable bags
Net bags seem less desirable than others

Behavior won't change until they are banned.
It will take time for business owners to adjust.

Outreach to Tourists

Put brochures in hotel rooms
Information at tourist information centers with map of area
Signs in highly visited areas and enforcement
Signs in parking lots, restaurants
PSAs on in hotel room TV stations

Participation in Volunteer Programs

At least 1 – 5

New to area and have not participated yet – would like to but need to know where to find information about local stormwater events

Creek Day and Coast Clean Up – good – would like to do more
Want to participate

How can the County increase public participation?

Advertise more
Bribe with food
More workshops like this one – perhaps at a more central location like the library
Increase awareness, education
Provide incentives like music festival afterwards
Start when they are kids in school

Advertise testimonials about how much fun it is and how good it makes you feel and the benefits of picking up so much trash, etc.

How can the County prevent illegal dumping?

Use a specific message – Got a Sofa – Do X-Y-Z....Got an Old XYX – do this!

A lot of the problem is not knowing what to do or go.

Ask CHP/Caltrans/Roads for recommendations/observations

Continue to provide free access to free household hazardous waste and other free disposal access.

Education and good alternatives for proper disposal

There are many repeat offender sites – install portable cameras and have the fines increased to cover the costs. Fines fees for people reporting violators.

Along with the illegal dumping signs, advertise where to take the stuff and the proper disposal process. Install solar powered video surveillance equipment similar to call boxes that record license plates for vehicles with dump items near major intersections/junctions.

Come up with a sticker phrase and signage like “Don’t Mess with Texas”, “Illegal Dumping is Dumb”