

10.0 EDUCATION COMPONENT

10.1 Introduction

This section describes the City's educational program that is intended to use all appropriate media to (1) measurably increase the knowledge of the target communities regarding MS4s, impacts of urban runoff on receiving waters, and potential BMP solutions for the target audience; and (2) to measurably change the behavior of target communities and thereby reduce pollutant releases to MS4s and the environment.

To meet the Permit requirements, training for all target audiences will include content from selected topics listed in the educational categories identified in Table 3 from section D.5.a(1) of the Permit. These educational categories include:

- Laws, Regulations, Permits and Requirements (Laws and Regulations)
- Best Management Practices (BMPs)
- General Urban Runoff Concepts (Runoff Concepts)
- Other Topics

The Permit also lists specific training requirements for certain municipal departments, personnel, and contractors. These target audience will be trained at the frequency and in the content as required by the Permit. Training will take place in a variety of formats including, but not limited to, workshops, handouts, presentations, during inspections and investigations, mailers, print media, newsletters, tailgate meetings, website, and other forms and formats as developed. The frequency of training will vary depending on the target audience and the specific requirements of the Permit. The City has developed Table 10-1 as a general guideline for the content, form and frequency of training for target audiences identified in the Permit. Specific, selected training opportunities and compliance with the Municipal Permit will be reported in each annual report.

Table 10-1: Content, form and frequency of training for targeted audiences.

Targeted Audiences	Content				Form											Frequency	
	Laws and Regulations	BMPs	Runoff Concepts	Other Topics	Tailgate Meetings	Bill stuffers	Mailers	Community Events	Paycheck Stuffers	Newsletters	Presentations	Inspections/ Investigations	Website	Handouts	Print Media		Workshops
Municipal																	
General Employees	X	X	X	X				●	●	●			●				Employee Orientation Annual
Development Planning	X	X	X	X	●						●			●		●	Annual
Construction	X	X	X	X	●						●			●		●	Annual
Storm Water Inspectors	X	X	X	X	●						●			●		●	Annual
Contractors	X	X	X	X	●						●	●		●		●	Pre-Construction Meetings Continuous
Construction																	
Site Owners and Developers	X	X	X	X	●		●				●	●		●	●	●	Pre-Construction Meetings Continuous
Industrial																	
High Threat	X	X	X	X			●	●			●	●	●	●	●	●	Annual
Other Owners and Operators	X	X	X	X			●	●			●	●	●	●	●	●	20% of the inventory the first year 25% of the inventory thereafter
Commercial																	
High Threat Stationary Owners and Operators	X	X	X	X			●	●			●	●	●	●	●	●	Annual
Other Stationary Owners and Operators	X	X	X	X			●	●			●	●	●	●	●	●	20% of the inventory the first year 25% of the inventory thereafter
Mobile Owners and Operators	X	X	X	X			●	●			●	●	●	●	●	●	At least once during Permit cycle
Residential Community																	
General Public	X	X	X	X		●	●	●		●	●	●	●	●	●	●	Continuous
School Children		X	X	X				●			●		●	●			Continuous
Underserved		X	X			●	●	●			●	●	●	●	●		Continuous

10.2 Municipal Staff Training

Storm water training for municipal departments and personnel will include general training and job specific training using the appropriate topics as outlined in Table 10-1. The objectives of the employee training programs are as follows:

- Promote a clear understanding of the urban runoff and water quality issues, including activities that can potentially pollute receiving water bodies.
- Identify and implement strategies for BMPs.
- Promote employee ownership of the problems and their ability to apply solutions.
- Integrate employee feedback into training and BMP implementation.

The City provides training to staff involved with the implementation of the JURMP. All staff training will be amended using class room style presentations, attending conferences, field trainings, tailgate meetings, videos, learning written SOPs through paycheck stuffer, and/or appropriate methods.

In addition to the specific training topics listed above, City staff will continuously receive information and general storm water training through various communication methods including:

1. Storm Water Webpage: Employees are able to download BMPs and the JURMP directly from the City's website.
2. Intranet: The City's intranet is used to post messages and inform employees of various events and opportunities for participation, such as the Coastal Cleanup Day and Earth Day activities.
3. Public Works Newsletters: The Public Works newsletters feature updates on the Storm Water Protection Program and Environmental Programs. Employees are notified by e-mail when these newsletters are published and posted on the City's intranet, and hard copies were given to personnel without computer access.
4. Workshops: All new employees are invited to attend a three-day orientation workshop entitled *First Mondays*. At this workshop, employees are given a Power Point presentation introducing them to the Storm Water Protection Program.
5. Promotional Items: Items such as water bottles, notepads, mouse pads, cups, and pens with the hotline numbers and other pollution prevention messages continue to be distributed to employees.
6. Hotline Decals and Notepads: Car window decals and notepads with the storm water hotline are distributed for employee use in the field.

10.3 Educational Outreach Element

In addition to the training and education provided to municipal staff, the City will provide educational outreach to targeted audiences throughout the City. This educational outreach will be delivered in many forms. Until the materials are completely developed, it is unknown as to which specific forms, methods and mechanisms will be used to deliver the outreach. The following is a list of the potential means for delivering the outreach:

- Printed Materials and other handouts;
- Direct Mailings;
- City web site and Hotline;
- Workshops;

- Public presentations;
- Community events;
- Print Media (Printed ads, press releases, media interviews, etc.);
- During inspections and investigations:
- Targeted industrial and commercial activity outreach campaigns;
- Other outreach activities as needed.

The educational outreach described below will be provided on a continual on-going basis.

10.3.1 Underserved Target Audiences

A discussion of the City's efforts to identify underserved target audiences, emphasize high-risk and allowable behaviors is discussed in the Regional Residential Storm Water Education Program which is found in Appendix 8.

10.3.2 Mobile Sources

The majority of mobile sources are considered commercial businesses. Locally in Carlsbad, the mobile sources will receive education and outreach based on their commercial activities, similar to that described above. The City will also continue to work with the watershed and regional Copermittees to develop comprehensive programs to address mobile sources, including education, inspection and enforcement programs.

Additionally, because residents are primary users of mobile businesses, the City will also focus some of its mobile business outreach to the general residents of the City.

10.3.3 Construction Site Owners and Developers

The City is committed to working with construction site owners and developers to ensure that BMPs are implemented at all construction sites. Construction and Development Services will provide information and education to applicants and developers during the application process, one-on-one or small group meetings, during pre-construction meetings, inspections, and complaint investigations. Construction site owners and developers will also be provided sample SWPPPs and SWMPs for engineers, contractors, and applicants to use as guides when preparing documents for proposed development projects. Copies of these documents and the SUSMP are available at the City's Permits Counter. The SUSMP is also available through the City's internet site.

The Storm Water Protection Program will continue to distribute BMP and pollution prevention information related to materials storage, perimeter controls, building and staging areas, dumpsters and port-a-potty services, tracking controls, concrete trucks and pumbers, washout areas, dirt and grading, earthmoving equipment, and storm drain protection.

The City will continue to conduct and participate in workshops to educate external parties, which include project applicants, developers, contractors, and property owners on the implementation of the storm water program and requirements for construction sites.

10.3.4 Commercial and Industrial Owners and Operators

The City has prioritized industrial and commercial businesses for inspection and will provide general storm water information in a variety of formats and media. The City will follow this proactive approach of focused and targeted educational workshops with facility inspections to address site specific needs and customize BMPs or SWPPPs (where needed) that address specific issues at each facility. As part of the inspection program, the City will analyze the feasibility of grouping commercial and industrial activity types for the purpose of developing specific BMP information; this effort will also be reviewed at the Watershed level to identify opportunities that may not be available at the local level.

All industrial and commercial owners and operators will be provided information on the requirements of the Municipal Permit, Carlsbad Municipal Codes, and minimum BMPs for the activities at each facility. City staff will verify that any required training is implemented and conducted as required. This verification will be a standard practice during scheduled site inspections. The local watershed, and regional outreach teams will continue to develop BMP information for high priority industrial and commercial activities and will inform the owners and operators of BMPs that are applicable to their location.

10.3.5 Residential, General Public, and School Children

Carlsbad will continue its on-going outreach to the residential community, school children, and the general public during the next Permit cycle. This will include the continued development and distribution of printed materials, public outreach events, presentations, published articles and press releases, videos, website access, and direct interaction with the public. Carlsbad has actively pursued a comprehensive environmental education and outreach program, combining the activities of storm water, solid waste and water conservation under the umbrella of Environmental Programs. The purpose was to create a unified message, better educate the public, and allow easy access for the public.

The City has developed The Carlsbad Residential Storm Water Education Program (Carlsbad RSWEP) and it is intended to assist the City in the development and implementation of an effective storm water education and outreach program for the targeted residential audiences. The City has identified an educational outreach plan, including messages and delivery formats that will effectively and accurately relay required and practical pollution prevention and BMP implementation opportunities. The overall objective of the program is to increase awareness and knowledge, and change the behaviors that contribute to storm water pollution. This program will further provide guidance to City Staff in determining priority residential education areas and activities, and measurably implement outreach strategies. In addition, the City has collaborated with the regional Copermittees to develop and implement a Regional Residential Education Program as required by the Permit. The City's jurisdictional efforts will also be incorporated into the program. A copy of the Regional Residential Education Program, including jurisdictional program, can be found in Appendix 8.

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