

C-6.0 PUBLIC EDUCATION

C-6.1 Introduction

Public education is an essential part of a municipal stormwater program. Developing programs to increase awareness and involve the public can be an effective method for controlling pollution. Emphasizing the relevant impact of stormwater pollution to each particular target audience increases the likelihood that the messages will be noticed and that the audience will support and participate in program implementation. When a community has a clear idea where the pollution comes from, how it can affect them and what they can do to prevent those effects, they will be more willing to support and participate in the program implementation.

C-6.2 Program Background

During the First Term Permits, the public education program mainly consisted of the development and distribution of public education materials; participation in community outreach events such as the Orange County Fair, school demonstrations, speaking engagements, the development of a 24-hour water pollution problem reporting hotline, and coordination with other agencies running public information programs.

In late 1999, the Permittees developed a comprehensive long-term NPDES public and business education strategy in order to effectively educate the public and targeted business groups about the effects of stormwater pollution and encourage their participation in the protection of surface water. The Final Report is entitled *"Recommendations for Expanding the Orange County Stormwater Program's Public and Business Education Outreach Program"* (see **DAMP Exhibit 6.I**).

In March 2002, based on the above-mentioned strategy, the Permittees completed the final plan entitled *"Orange County Stormwater Public Education Program Recommendations"* (see **DAMP Exhibit 6.II**). The Plan recommends the key outreach campaign elements necessary to meet the Third Term Permit requirements for public education and provides a rationale for these recommendations in order to achieve the various public education goals.

At the end of the Second Term Permit, the Permittees began implementation of the public and business education outreach campaign elements. The key elements completed include:

- The completion of a public awareness survey
- Identification of general and specific goals of the program
- Identification of the target audiences and key messages for those audiences
- Recommendation of the Project Pollution Prevention program "brand name"
- Development of a model watershed education program
- Development of key web site materials for distribution to cities
- Development of the program strategies and plan overviews

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The Third Term Permits set a higher expectation for the performance of an effective public education component of the stormwater program by setting the following goals:

- Measurably increase the knowledge of target communities regarding the storm drain system, impacts of urban runoff and stormwater pollution on receiving waters, and potential BMP solutions for the target audience.
- Measurably change the behavior of target communities and thereby reduce pollutant releases to the municipal storm drain system and the environment.
- Target 100% of the residents, including businesses, commercial, and industrial establishments. Through use of the local print, radio, and television, the Permittees must ensure that the public and business education program makes a minimum of 10 million impressions per year in the Santa Ana Regional Board area and that those impressions measurably increase the knowledge and measurably change the behavior of the targeted groups.

In May 2004, the Permittees re-examined the 2002 *“Orange County Stormwater Public Education Program Recommendations”* for conformance with the findings of the May 2003 Public Awareness Survey (see **DAMP Exhibit 6.IV**). Based upon this review, an updated plan, *“Update of Strategic Direction”* was produced. This plan provides a strategic rationale for each public and business education outreach campaign element.

The key elements implemented during this Third Term Permit include:

- Development of a plan that prioritizes the materials necessary for revision/development and defines the common look and theme
- Translation of several materials into Spanish and the creation of a Spanish web page on www.ocwatersheds.com
- Translation of key materials into Vietnamese
- Development and implementation of a media that includes advertisements in major publications, on Orange County Transit Authority buses, on Internet web sites, in movie theaters, on radio and on cable television
- Development and implementation of a non-media plan which includes building relationships with businesses, trade associations, chambers of commerce, and organizations that provide key opportunities for outreach
- Development of “tool box” materials to conduct local outreach such as the development of sample press releases, newsletter articles, fact sheets and billing inserts
- Development of a municipal employee-training program to educate all employees about general stormwater principals
- Development of a school education plan to reach K-12 students in Orange County with pollution prevention messages
- Development of an outreach plan for the approximate 10,000 food service facilities in Orange County
- Conducting a follow-up public opinion/education survey
- Continuing the efforts of the previous Permits

In May 2006, the Permittees re-examined the 2005 *“Orange County Stormwater Public*

Education Program Recommendations” for conformance with the findings of the Fall 2005 Public Awareness Survey (see **DAMP Exhibit 6.IV**). Based upon this review, an updated plan was developed that maintains the common look and theme of the program. This year new brochures were also developed.

C-6.3 Accomplishments

During the First, Second and Third Term Permit periods, the Principal Permittee took the lead in developing a regional awareness program. The Permittees were encouraged, but not required, to augment the information provided with educational efforts more specific to local issues of importance related to water quality.

To ensure that a consistent, coordinated effort is disseminated countywide during the Third Term Permit period, the Permittees are relying on the countywide program to serve as the umbrella campaign that they will support and reinforce with local efforts to address their specific needs, issues and requirements. This synergistic approach is designed to ensure that the Public Education Program presents a consistent, comprehensive and coordinated approach that increases the likelihood of achieving program goals.

C-6.3.1 Countywide Efforts

In November 2002, the Orange County Permittees began implementation of a long-term coordinated, multimedia countywide public and business education outreach campaign, termed Project Pollution Prevention (PPP). The campaign includes the following elements:

Revision/Development of Countywide Public and Business Education Materials Plan

The first goal of the campaign was to review the current countywide public and business education materials and to develop a plan to identify the materials necessary to communicate an effective overall pollution prevention message (see **DAMP Exhibit 6.III**). Based on this review, a prioritized list of materials to be developed was created. The prioritization was based significantly on meeting the requirements of the Third Term Permits. At a minimum, all of the program materials would:

- Explain the difference between the storm drain and sanitary sewer system, and emphasize that water in the storm drain does not receive treatment before entering our waterways
- Focus on specific pollution-causing behaviors and address them directly to increase the likelihood of changing those behaviors and reducing pollution
- Emphasize the relevant impact of stormwater pollution to the target audience
- Include a positive alternative to pollution-causing behaviors
- Tailor the personality, focus and depth of program messages appropriately for each audience and venue
- Facilitate a local and regional stormwater theme and look
- Include the Project Pollution Prevention moniker

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One of the key elements to the public education campaign was the development and distribution of materials. During the 2008-09 reporting period the materials created/revised in English include:

- Brochures:
 - *"Orange County Water Quality Monitoring Program"*
 - *"The Ocean Begins At Your Front Door"*
 - *"Tips for the Home Mechanic"*
- Seasonal Themed Quads:
 - *"Poolution"*
 - *"Watershed"*
 - *"Earth Day"*
 - *"Summer 2009"*
- Advertisements and Advertising Materials:
 - *"Cleanup Day 2008"*
 - *"Connect the Drops"*
 - *"Give us a Brake!"*
 - *"Earth Day 2009"*
- Artwork
 - *"Give us a Brake!"*

During the 2008-09 reporting period the materials translated into Spanish include:

- Advertisements
 - *"Give us a Brake!"*

During the 2008-09 reporting period the materials translated into Vietnamese include:

- Advertisements
 - *Earth Day 2009*
 - *"Congratulations" format*

Development of a Media Outreach Plan and a Method to Track Impressions

In order to support the countywide public and business education program, a strategic media relations campaign was developed and implemented to reach a majority of the selected target groups with sufficient frequency (three or more times) to measurably increase their knowledge and measurably change their behavior. A cost-efficient and strategic media plan for print, bus, theater, cable, and radio advertising was developed based on market research (see **DAMP Exhibit 6.III**).

The media plan included the following criteria:

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- Use targeted ad placement. Place print ads in sections or features that have a high probability of being read by the target audience
- Take advantage of seasonal behaviors and activities. Schedule paid media and non-media activities to coincide with the seasonal nature of certain behaviors and activities associated with stormwater pollution
- Use geographic targeting. Focus paid media and non-media activity in areas that have particular relevance
- Take advantage of media spill from neighboring programs. Plan and schedule paid media to take advantage of media reaching Orange County from neighboring programs, particularly Los Angeles and San Diego counties
- Coordinate paid media and non-media activities to maximize their impact and effectiveness
- Identify the expected number of impressions that may be achieved for each event

During the 2008-09 reporting period, the media plan was updated to build upon and complement the advertising placed in the previous reporting periods. This includes print, internet, radio, movie theater, local and cable television, bus back and gas pump top advertising.

1. Print Advertising

Orange County is served by two major daily newspapers, the *Los Angeles Times (Times)* and *Orange County Register (Register)*. In addition to these daily newspapers, numerous weekly papers cater to varied segments of Orange County's population. The *Register* has 24 weekly community papers that serve Anaheim, Brea, Costa Mesa, Fountain Valley, Fullerton, Irvine, Newport Beach, Orange, Placentia, Tustin, Huntington Beach, Yorba Linda, San Juan Capistrano, Dana Point, Laguna Beach, Laguna Niguel, Aliso Viejo, Ladera, Laguna Woods, Lake Forest, Mission Viejo, San Clemente and the unincorporated areas. The *Times* has weekly community papers that serve Huntington Beach and Laguna Beach, as well as a daily paper that serves Newport Beach and Costa Mesa. Advertisements were also placed in the *OC Weekly*, a popular weekly paper, in *Excelsior* and *Miniondas*, the County's best read Spanish language newspapers, and *News-Enterprise*, to reach areas not served by the *Times* and *Register* community papers. Vietnamese advertisements were placed in *Nguoi Viet*, a heavily read weekly Vietnamese newspaper. Advertisements were placed in *The Orange County Business Journal* again during this reporting period because of its wide outreach to businesses.

During the reporting period the Permittees collectively purchased:

- Two half-page black and white ads in the *Orange County Register*
- One (1) half-page full-color ad and three (3) quarter-page full-color ads in the *Orange County Register* community papers
- One full-color ad in the Sunday *Los Angeles Times* (Orange County Edition)
- Three (3) full-page color, nine (9) half-page and three (3) quarter-page full color ads in the *Los Angeles Times'* three Orange County community papers: the *Daily Pilot*, *Huntington Beach Independent* and *Laguna Beach Coastline Pilot*
- Three (3) half-page full-color ads and one (1) quarter page full-color ad in the

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News-Enterprise

- One (1) full-page full-color ad in *OC Business Journal*
- Three (3) full-page full-color ads in *OC Metro*
- One (1) full-page full-color ad and two (2) half-page full-color ads in *OC Weekly*
- Four (4) half page full-color ads in *Miniondas*
- One (1) full page full-color ad and two (2) half-page full-color ads in *Excelsior*
- One full page full-color ad and two (2) half-page full-color ads in *Nguoi-Viet*
- One (1) full-page full-color ad in *School Roll Call News*
- One (1) full-page full-color ad in *Time Magazine Orange County Subscription magazines*
- One (1) full-page full-color ad in *Newsweek Orange County Subscription magazines*
- One (1) full-page full-color ad in *Sports Illustrated Orange County Subscription magazines*
- One (1) full-page full-color ad in *The Week Orange County Subscription magazines*
- One (1) full-page full-color ad in *U.S. News & World Report Orange County Subscription magazines*

The seven print ads used were:

- *"Get Your Butts Out of the Water"* - encouraged residents who smoke to properly dispose of their cigarette butts
- *"Over Kill?"* - encouraged residents to protect the environment by using pesticides properly
- *"Cleanup Day 2008"* - encouraged residents to participate in Cleanup Day
- *"Project Pollution Prevention Celebrates Earth Day 2009"* - celebrates Earth Day by reminding people that the Ocean begins at their front door
- *"Overwatering"* - encouraged residents to protect the environment by not overwatering their lawns
- *"Connect the Drops"* - reminded people that what leaves their property through stormwater or urban run-off enters storm drains, goes through rivers and ends up in the ocean by traveling through the watershed.
- *"Give us a Brake!"* - reminded people that brake dust from their cars is a major source of pollution entering storm drains going through waterways and ending up in the ocean. The ad encouraged people to use commercial car washes that recycle or treat water before discharging the wash water into the sewer system or washing vehicles at home with diverting the water to landscaped areas

The plan called for some additional advertising that ran after the 2008-09 reporting period.

C-6.1 provides a summary of the impressions created by the countywide print advertising campaign. For publications such as the *Register*, that straddle both regions, impressions are provided for each region as well as countywide. For publications such as community papers that tend to be centralized, impressions are only provided for the region they affect. Impressions for all print advertising total **11,375,752** for the 2008-09

reporting period.

2. Internet Advertising

Internet usage is increasing in Orange County. In fact, the 2005 survey performed by the Orange County Stormwater Program showed a significant increase in the number of residents who receive their information from the Internet. Two animated Internet banners were created during the reporting period "OC Watersheds" and "Cleanup Day 2008." These banners were placed on the Register, the Times and the OC Weekly websites and were part of an e-mail blast to OC Weekly subscribers. Advertisements were also placed on the Jack FM website in the 2008-09 reporting period. All impressions for internet advertising total **2,457,247** for the reporting period (**Table C-6.2**).

3. Radio Advertising

Radio is an extremely effective means of communicating with the public. Although people are listening while they are driving, messages are still very well absorbed. During the reporting period, Jack FM ran 58, 60 second spots and 12, 10 second spots. The spots ran Monday – Sunday at various times and with equal coverage throughout the day. The Jack FM spots generated 2,413,400 impressions over the reporting period (**Table C-6.3**).

Radio is also an extremely effective means of communicating with the Spanish speaking public. In 2008-09, advertising was purchased on La Rockola. La Rockola ran 93, 60 second spots between April and June 2008. The spots ran Monday -with equal coverage during all times of the day. The La Rockola spots generated 412,300 impressions over the three-month period (**Table C-6.4**). **Table C-6.5** provides a summary of the impressions created by the countywide radio advertising campaign. Impressions for all radio advertising total **2,825,700** for the 2008-09 reporting period.

4. Movie Theater Advertising

Movie theater advertising ran throughout the county in one two week flight that started on May 15, 2009 and ran until May 28, 2009. The Stormwater PSA ran on screens and lobbies in 26 theaters in Orange County, two in Long Beach. Impressions for movie theater advertising totaled **981,806** for the reporting year (**Table C-6.6**).

5. Television Advertising

Running advertisements on both local and cable television has the potential to reach a very large audience in a cost-efficient and strategic manner. Cable systems offer discounts, matching spots or free airtime for public service announcements. KDOC-TV and two cable systems service Orange County: Cox and Time Warner. The 30-second "Stormwater," "Wyland," "Clean-Up Day" and "Stormwater Spanish Language" PSAs ran 2,567 times on Cox cable stations in one four week flight from July 28, 2008 to August 24, 2008, one five week flight from September 8, 2009 until October 12, 2009 and

one two week flight from May 11, 2009 until May 24, 2009. Time Warner Cable ran the PSAs a total of 1,516 times over three two week flights, from August 4, 2008 until August 24, 2008, September 29, 2008 until October 12, 2008 and May 4, 2009 until May 24, 2009. The PSAs aired during events such as the 2008 Olympics and on stations such as TNT, TBS, FX Movie, HGTV, Lifetime, Fox News, CNBC USA Movie, MTV, ESPN, Spike, HGTV, Headline news and GalaVision. The PSA ran on KDOC-TV between July 1, 2008 and September 26, 2008 airing a total of 63 times.

Table C-6.7 provides a summary of the impressions created by each television and cable station.

Table C-6.8 shows that the countywide television advertising campaign created **3,479,194** impressions during the reporting year.

6. Bus Advertising

Advertisements were run on 20 busses, for four weeks in November 2008. Southern Californians rely heavily on their cars, which make advertising opportunities on streets very valuable. Advertising on OCTA busses accomplishes several goals. First, people driving in their cars saw the ads. Second, the ads were seen by commuters taking the busses and by people walking along the street. Third, because of heavily traveled bus routes, the ads largely are seen by an inner city demographic.

Table C-6.9 shows that the countywide bus advertising campaign created **2,297,230** impressions during the 2008-09 reporting period.

7. Gas Pump-Top Advertising

With Southern California's heavy reliance on personal vehicles, gas pump-top advertising has proven valuable in providing outreach to a captive audience of Orange County residents. Stormwater PSAs played on video screens for three weeks above gas pumps during one two week flight from April 20, 2009 to May 10, 2009 and a one week flight from June 22, 2009 to June 30, 2009. The ads ran a total of 1,987,700 times and generated **747,585** impressions during the 2008-09 reporting year as reflected in **Table C-6.10**.

Summary of Media Impressions

In order to be effective, a media outreach campaign must reach a majority of the selected target groups with sufficient frequency to measurably increase their knowledge and measurably change their behavior. **Table C-6.11** shows that the countywide advertising campaign created **24,164,514** impressions during the 2008-09 reporting period.

To determine if the advertising impressions were equally distributed throughout the County, the number of impressions achieved per city was compared against that jurisdiction's percentage of the County's population. Nearly all of the cities have impressions within a few percentage points of their overall percentage of the county's population. **Table C-6.12** compares each city's percentage of impressions against their

percentage of the County's population.

Development of a Non-Media Outreach Plan and a Method to Track Impressions

A cost effective and strategic non-media outreach plan was developed and implemented in order to both support the Orange County NPDES Stormwater Program's public and business education efforts and to compliment advertising media outreach (see **DAMP Exhibit 6.III**). As defined here, "non-media outreach" refers to activities that are free or low cost media advertisements. Combined with paid advertising, the free or low cost outreach efforts reached selected target audiences with sufficient frequency to increase their awareness and motivate them to change their polluting behaviors. The key non-media outreach opportunities identified for implementation included:

1. Outreach to Permittees
 - a) Outreach Materials

Artwork

In order to outreach to the public about the pollution potential of cars and car washing, the "Give Us a Brake!" advertisement was created during the 2008-09 reporting period. Permittees were encouraged to use the artwork on outreach materials and advertising produced for their individual cities.

The Quad

In February 2005, the Stormwater Program implemented "The Quad" as a tool to communicate with Cities, Businesses, Utilities and Organizations. Each Quad contains a newsletter, press release, fact sheet and billing insert focusing on a season-appropriate stormwater theme. Four seasonal quads were created or revised and distributed during this reporting period. The following were the 2008-09 Quad themes:

- "Poolution"
- "Watershed"
- "Earth Day"
- "Summer 2009"

The Quads were provided to Permittees, businesses, and utilities for use in newsletters, Web sites, blast e-mails, kiosks, events, lobbies, accounts payable, accounts receivable and payroll. At the start of each season, a Quad distribution list was used to forward the information to more than 100 entities.

- b) Outreach Events

The following is a list of outreach events the program participated in during the 2008-09 reporting period:

- July 14-18, 2008: Water Camp 2008 (Session 2)

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- September 20, 2008: Coastal & Inner Coastal Watershed Clean-Up Day 2008
- February 5-6 & April 2, 2009: Curiosity Quest Goes Green – Stormwater and Algalita Marine Research Foundation episode filming
- April 25, 2009: Make the Environment Your Mission
- April 28-29, 2009: Children’s Water Education Festival
- April 23, 2009: San Juan Capistrano Earth Day Celebration 2009
- May 2, 2009: California Snapshot Day
- May 29, 2009: City of Mission Viejo Environmental Fair
- June 22- June 26, 2009: Water Camp 2009 (Session 1)

Through these events approximately 1,411 event participants visited our program booth and received stormwater pollution prevention information.

2. Business Outreach

A list of key Orange County businesses that the Stormwater Program could foster relationships with was researched and developed. The list included top businesses and major Orange County employers. The following is a list of the business partnerships for this reporting period.

a) Chambers of Commerce

One of the most effective ways to contact businesses is through the numerous Chambers of Commerce in Orange County. Materials were sent to Chambers who provided the information in their newsletters, on their Web sites, and to their business members.

3. Utility Outreach

One Orange County waste hauler (Waste Management) continued to display the Project Pollution Prevention *Sad Fish* vehicle magnet on their waste hauling trucks.

Waste Management had approximately 80 trucks and support vehicles with the magnets trucks with routes throughout the County. It is estimated this effort created **3,000,000** impressions during the 2008-09 reporting period.

4. Media Relations Campaign

a) Press Releases

Press releases were used to provide information about stormwater issues to the general public. This is an inexpensive and often effective practice that helps increase awareness. The following releases were sent to the press during the 2008-09 reporting period.

- *“Orange County Beaches Among State’s Cleanest”*

- “Cleanup Day 2008 Post Release”
- “Poolution Quad Press Release”
- “Sewer vs. Stormdrain Quad Press Release”
- “Earth Day Quad Press Release”
- “Home Improvement Quad Press Release”

b) 2008 Inner-Coastal and Watershed Clean-Up Day Publicity

To assist with the 2008 promotion of the Inner-Coastal & Watershed Cleanup Day the following materials were created:

- A 30 second radio advertisement
- A 30 second PSA

In addition to materials, major local publications were contacted to encourage feature stories about the event. Collectively, the Permittees were able to leverage this event in the media to generate significant public awareness.

The 2008 Coastal and Inner Coastal Cleanup Day was a tremendous success. Orange County increased its number of volunteers to a total of 8,178 participating, the second largest volunteer count of any county in the State of California. These volunteers picked up 141,213.25 pounds of trash, of which 18,151.25 pounds were recyclable, increasing the volume of both trash and recyclables from the previous year.

The event received considerable media attention both prior to and after the event. Newspapers across the county previewed the event in their Calendar sections, and elected officials communicated the information through their Web-based newsletters. All of this promotion was phenomenal and added to this year’s success.

Summary of Non- Media Impressions

Table C-6.13 shows that non-media outreach created over three million impressions in the 2008-09 reporting period.

School Education Outreach Program

Educating school children about stormwater and urban runoff pollution is critical to the long-term success of the Orange County Stormwater Program. Today’s children are tomorrow’s adults; the earlier they learn about protecting the environment, the less likely they will be as adults to engage in pollution-causing behaviors. Information provided to students in school is often brought into the home and shared with parents and other relatives. Children are excellent watchdogs when it comes to their parents’ activities, and they are likely to try to correct a parent’s polluting behavior.

During the 2002-03 reporting period, extensive meetings took place with representatives from

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various educational programs and agencies throughout Orange County. A school education outreach plan (see **DAMP Exhibit 6.III**) was developed during the 2003-04 reporting period and implementation began during the 2004-05 reporting period. School programs highlighted during the 2008-09 reporting year are detailed below.

1. Orange County Department of Education (OCDE)

Inside the Outdoors is an environmental education program administered by the Orange County Department of Education (OCDE). The mission of *Inside the Outdoors* is to empower students, teachers, parents and the community to explore natural areas and expand their knowledge. There are four types of programs within *Inside the Outdoors*: Outdoor Science School, field trips, Traveling Scientist, and Community Programs. The following is a summary of the programs implemented:

a) Outdoor Science School

Since 1974, OCDE has administered the *Outdoor Science School*. It currently operates at several sites in the San Bernardino Mountains where fifth and sixth grade students and their teachers participate in a weeklong science adventure. During the week, the students hike academic trails to cover the core curriculum. Students also go on an adventure hike, attend a science session and perform a skit. Students and teachers develop an awareness and appreciation of the environment and realize that they affect its quality. Students are immersed in a natural environment during their *Outdoor Science School* experience. The curriculum is aligned with the California Content Standards and the California Science Framework.

In partnership with the Orange County Stormwater Program, OCDE included a science session on water pollution. This session includes information on sources of water for Southern California, pollution prevention, and watershed information. A two-page Project Pollution Prevention checklist on water and trash pollution is distributed. Once the checklist is completed, a discussion is facilitated by the teacher.

During the 2008-09 reporting period, 16,796 students participated in this program.

b) School Program - Drip Drop Traveling Scientist

Another division of *Inside the Outdoors* is the school program whereby a Traveling Scientist visits school sites providing the new "Drip Drop" program. During the 60-minute presentation, students become familiar with how their actions affect water quality, describe ways that water bodies become polluted, demonstrate at least one data collection technique scientists use to assess water quality, become familiar with water quality terms, regulations and monitoring methods and develop a small project to improve water quality in their neighborhoods.

During the 2008-09 reporting period, 637 students participated in this program.

c) Field Trips

The third division of *Inside the Outdoors* is the field program whereby fifth grade students move out of the classroom and into the real world of science and social science. In specially selected parks and preserved areas, (Caspers Park, Modjeska Canyon, Rancho Soñado, students learn about the natural history of the area. The program - "Where Do I Flow" is a hands-on station where students pretend to become water droplets moving through the water cycle. As droplets, they travel through cities, people's homes, farms, wetlands and oceans. In the process, the students learn where water becomes polluted, cleaned and filtered.

During the 2008-09 reporting period, 10,225 students participated in this program.

2. Municipal Water District of Orange County (MWDOC)/
Discovery Science Center (DSC)

In the fall of 2002, the Principal Permittee met with MWDOC to discuss the goals and objectives of the Public Education Program. As a result, MWDOC agreed to distribute an interactive, student-friendly booklet through its Elementary Water Science Education Program. The booklets are distributed to all fifth grade students attending the grade-specific science lesson assemblies. In addition, instructors screen the Project Pollution Prevention video entitled "Go With the Flow." The video is seven minutes in length and features teenage actors explaining the water cycle, the everyday activities that cause pollution and the difference between sewers and storm drains.

In the fall of 2004 MWDOC formed a new partnership with the DSC that allowed both organizations to reach more Orange County students. In the 2004-05, 2005-06, 2006-07 and 2007-08 reporting periods, MWDOC and the DSC hosted teacher workshops, assembly programs and presentations at the DSC facility. During the 2008-09 reporting period, MWDOC continued the popular teacher workshop Project WET as well.

a) Project WET

Project WET is an international, interdisciplinary water science and education program for formal and non-formal educators of K-12 students. The goal of the Project WET program is to facilitate and promote awareness, appreciation, knowledge and stewardship of water resources through the development and dissemination of classroom-ready teaching aids and the establishment of state-sponsored Project WET programs.

The Project WET Curriculum and Activity Guide is a collection of innovative, interdisciplinary activities that are hands-on, easy to use and fun. Project WET includes many activities on pollution prevention including "A Drop in the Bucket," "The Incredible Journey," "The Thunderstorm," "Water Match," "Water Actions" and "Get the Groundwater Picture." Based on the goals and objectives of the Orange County Stormwater Program, Project WET has developed curriculum specific to stormwater pollution. The following Project WET class took place during the 2008-

09 reporting period:

- 1) February 25, 2009 at the Irvine Ranch Water District, Outdoor Science School Classrooms.

A total of 58 teachers attended the Project WET session, subsequently reaching more than 1,700 students.

In addition to educating teachers, Project Wet was also able to give a course to Stormwater representatives from the following Cities:

- b) MWDOC/DSC Programs

The following is a recap of the programs implemented through this partnership:

- c) MWDOC/DSC Assembly-style Program

Through MWDOC/DSC's Elementary Water Science Education Program, instructors regularly present grade-specific science lessons to elementary school students in an assembly format. Themes of water sources, water conservation, and water and trash pollution complement the science content standards.

From August 1, 2008 to June 30, 2009, 13,405 fifth grade students participated in the MWDOC/DSC Assembly-style program.

- d) Fourth and Fifth Grade Students Attending the DSC Field Trip Program

Through MWDOC/DSC's Elementary Water Science Education Program, instructors provide water science lessons to elementary school students who visit the DSC. The field trips taught students through a program entitled "Watershed Photo Detective" which ran through the month of January and reached 2,931 students and 8,975 visitors.

3. Discovery Science Center

- a) Public Program for General Visitors to the DSC

During the 2008-09 reporting period, the DSC, in partnership with the Orange County Stormwater Program, developed a Project Pollution Prevention demonstration and learning station for the general public, visitors and students on field trips to the DSC. Annually, more than 438,000 people visit the DSC. Designed for visitors of all ages, but primarily for students (and their chaperones, parents, teachers), Project Pollution Prevention overarching messages are:

- The importance of water
- Water reclamation / water reuse
- Knowledge of urban pollutants, such as used motor oil and pet waste

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- Stormwater and urban runoff pollution

The DSC featured two programs: “Project Pollution Prevention Jeopardy” which ran from September 2008 until January 2009 and “Tic-Tac-Toe H2O” which ran from February 2009 through the end of the 2008-09 reporting year. The program reached 133,400 visitors during this reporting period. These programs featured educational messages in a game show format but utilized two different presentation programs and teaching formats.

Table C-6.14 shows the School Plan created **42,763** impressions for the 2008-09 reporting year.

In addition to these efforts, the Public Education Program included the following activities during the reporting period:

- Public Education Committee – The Permittees continued the Public Education Committee to provide regional consistency and oversight for the stormwater public education efforts. The Committee met monthly during the 2008-09 reporting period. (See **Section C-2.3.1** – Management Framework for a detailed discussion of the committee structure.)

C- 6.3.2 Other Principal Permittee Efforts

The Principal Permittee conducted a number of countywide public education efforts on behalf of the Permittees. These efforts included:

- Provision of brochures, magnets, bookmarks, manuals, and posters to the Permittees, general public, businesses, schools, and other agencies. During the reporting period, over 45,824 pieces of educational materials were distributed. **Table C-6.15** lists the educational materials distributed during the reporting period (total material distribution listed above includes all Food Service Program materials; these results are recorded in **Table C-6.16**).
- Management of the countywide 24-hour bilingual water pollution reporting hotline number, 1-877-89SPILL, which handles water pollution complaints as well as inquiries about stormwater and public education materials. During the reporting period the hotline received 82 water pollution calls. Water pollution complaints are also received through the County web site. During the reporting period 25 e-mails were received.
- Advertisement of the 24-hour water pollution hotline number and web address, www.ocwatersheds.com, in all SBC Regional Phone Directories.
- Management of the County web site, www.ocwatersheds.com, which contains general stormwater information, online documents, public education materials, on-line forms to report water pollution and street drain problems and links to other Stormwater Program participants. During the reporting period the web site received **14,503,175** hits.

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- Please see County of Orange/OCFCD PEA FY2008-09 PEA Section 6 for a complete listing of County participation in various workshops, seminars and public hearings. All of these presentations that addressed stormwater management issues hosted approximately **2,633** attendees.

C-6.3.3 Pollutant Specific Education

During the 2008-09 reporting year the following pollutant specific education materials were developed/revised:

0. *"Cleanup Day 2008"* Advertisement – This advertisement was developed to encourage the public to attend local Cleanup Day events and participate in picking up trash.
0. *"Poolution"* Quad – This quad encouraged the public to stop littering and start properly disposing of pet waste. The quad explained how pet waste negatively impacts marine life and water quality.
0. *"Tips for the Home Mechanic"* Brochure – This brochure provided information to home auto mechanics for proper handling and disposal of automotive fluids as well as best management practices around the garage to prevent water pollution.

C-6.3.4 Business Specific Education

During the 2008-09 reporting period the following business specific education materials were developed, revised and translated:

1. *"Educational Program Opportunities for Teachers and Students"* – Developed to provide teachers with a collection of information about programs and activities they can participate in with their students to educate them about water pollution.
2. The *"Give us a Brake!"* advertisement was designed to address a business-minded audience and educate them about the harmful chemicals and heavy metals that left on roadways after vehicle braking and are washed into storm drains through urban runoff.

Summary of Public Education Program Impressions

As noted previously, **Table C-6.16** details the **2,852** impressions created by the Food Service Program.

Co-Permittee impressions individually total **62,592,674** during the 2008-09 reporting period. **Table C-6.18** shows that all impressions created by the public education program total **89,800,661** during the 2008-09 reporting period.

Headline Measure - Public Education Program Impressions

Headline Indicator – Number of Impressions: *The public education program created 89,800,661 impressions during the 2008-09 reporting period. One of the goals of the public education program is to target 100% of the residents of Orange County. Orange County has a population of approximately 3 million people. It is estimated that in order to be successful the campaign should make approximately 12 million impressions or approximately 4 per person in the County. This also correlates with the Third Term Permit requirement to deliver a minimum of 10 million impressions within the Santa Ana Regional Board Area. The campaign far exceeded this requirement and therefore, it can be concluded that the outreach campaign was indeed successful.*

C-6.4 Assessment

In an effort to better understand the public's awareness regarding water quality issues, several surveys have been conducted. The surveys have incorporated a number of questions relating to pesticide, herbicide and fertilizer use, the sewer and storm drain system and the public's overall awareness of the County's public outreach campaign. The results may assist the stormwater program managers in determining how effective the program has been and to provide insight and focus for future efforts and resources. The following is a list prior program surveys conducted:

- 1994 Stormwater Pollution Prevention and Flood Awareness Survey
- 2000 County of Orange Fair Survey
- 2000 Orange County Sanitation District Fair Survey
- *LA Times* In Education Survey
- 2001 Public Awareness Survey
- 2003 Public Awareness Survey
- 2005 Public Awareness Survey

C-6.4.1 Future Program Effectiveness Assessments

During 2002-03, the Permittees obtained consultant assistance to review the approach, methodology and results of the 2002 Orange County Stormwater Public Awareness Survey. It was determined that the development of an approach and methodology for future Orange County public awareness surveys was paramount to ensure that the program's public awareness surveys are effective and able to measure changes in knowledge and behavior. As a result, in May 2003, the Permittees conducted a large sample (1,500 respondents) public awareness survey to measure the current level of knowledge held by residents of Orange County.

In November 2005, after 30 months of the public education campaign, a follow-up to the baseline survey was conducted. The purpose of the second survey was to assess the extent to which public opinion and knowledge about urban runoff issues changed and whether or not Orange County residents made any behavioral changes as a result of the public education campaign. The findings indicate that the public information campaign on stormwater and urban runoff has made initial inroads towards increasing awareness. In the majority of questions, awareness of the program and or its elements increased one

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to three percentage points.

Fourth Term permit requirements for the Santa Ana Region include a provision to conduct a public awareness survey by 2012. A public awareness survey is scheduled for Fall 2009; methodology will be identical to previous surveys for comparability across years.

Table C-6.1: Print Advertising Impressions

| <i>Newspaper</i> | <i>Date</i> | <i>Santa Ana Impressions</i> | <i>San Diego Impressions</i> | <i>Countywide Impressions</i> |
|---------------------------------------|---|------------------------------|------------------------------|-------------------------------|
| <i>Orange County Register</i> | September 14, 2008 September 19, 2008 | 877,307 | 278,658 | 1,155,965 |
| <i>Los Angeles Times</i> | September 14, 2008 | 452,927 | | 452,927 |
| <i>Orange County Business Journal</i> | April 20, 2009 | 57,579 | | 57,579 |
| <i>OC Weekly</i> | September 18, 2008 April 9, 2009 April 16, 2009 | 399,000 | | 399,000 |
| <i>Excelsior</i> | September 19, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 500,000 | | 500,000 |
| <i>Miniondas</i> | July 24, 2008 September 18, 2008 April 16, 2009 May 21, 2009 | 257,700 | 4,800 | 262,500 |
| <i>Anaheim Bulletin</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 508,890 | | 508,890 |
| <i>Anaheim Hills News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 224,862 | | 224,862 |
| <i>Canyon Life/RSM News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 302,190 | 302,190 |
| <i>Capistrano Valley News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 | | 162,240 | 162,240 |

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Table C-6.1: Print Advertising Impressions

| <i>Newspaper</i> | <i>Date</i> | <i>Santa Ana Impressions</i> | <i>San Diego Impressions</i> | <i>Countywide Impressions</i> |
|--|---|------------------------------|------------------------------|-------------------------------|
| | May 22, 2009 June 19, 2009 | | | |
| <i>Costa Mesa/ Newport Beach Current</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 649,020 | | 649,020 |
| <i>Dana Point News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 125,970 | 125,970 |
| <i>Fountain Valley View</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 194,862 | | 194,862 |
| <i>Fullerton News Tribune</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 329,952 | | 329,952 |
| <i>Irvine World News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 810,000 | | 810,000 |
| <i>La Habra/ Brea Star-Progress</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 193,782 | | 193,782 |
| <i>Ladera Post</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 105,480 | 105,480 |
| <i>Laguna Beach News Post</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 | | 133,980 | 133,980 |

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Table C-6.1: Print Advertising Impressions

| <i>Newspaper</i> | <i>Date</i> | <i>Santa Ana Impressions</i> | <i>San Diego Impressions</i> | <i>Countywide Impressions</i> |
|--|---|------------------------------|------------------------------|-------------------------------|
| | May 22, 2009 June 19, 2009 | | | |
| <i>Laguna Niguel/ Aliso Viejo News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 391,032 | 391,032 |
| <i>Laguna Woods Globe (Leisure World News)</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 143,922 | 143,922 |
| <i>Orange City News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 407,622 | | 407,622 |
| <i>Placentia News-Times</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 161,940 | | 161,940 |
| <i>Saddleback Valley News Lake Forest/Laguna Hills</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 358,542 | 358,542 |
| <i>Saddleback Valley News Mission Viejo</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 447,582 | 447,582 |
| <i>San Clemente Sun Post</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | | 137,940 | 137,940 |
| <i>The Wave- Huntington Beach</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 | 676,410 | | 676,410 |

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Table C-6.1: Print Advertising Impressions

| <i>Newspaper</i> | <i>Date</i> | <i>Santa Ana Impressions</i> | <i>San Diego Impressions</i> | <i>Countywide Impressions</i> |
|-------------------------------------|---|------------------------------|------------------------------|-------------------------------|
| | May 22, 2009 June 19, 2009 | | | |
| <i>Tustin News</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 378,492 | | 378,492 |
| <i>Yorba Linda Star</i> | July 24, 2008 August 20, 2008 September 18, 2008 April 16, 2009 May 22, 2009 June 19, 2009 | 240,240 | | 240,240 |
| <i>Daily Pilot</i> | September 19, 2008 April 15, 2009 May 24, 2009 June 28, 2009 | 215,874 | | 215,874 |
| <i>Huntington Beach Independent</i> | September 18, 2009 April 16, 2009 May 21, 2009 June 25, 2009 | 149,686 | | 149,686 |
| <i>Laguna Beach Coastline Pilot</i> | September 19, 2008 April 17, 2009 May 22, 2009 June 26, 2009 | | 112,096 | 112,096 |
| <i>News-Enterprise</i> | September 17, 2008 September 30, 2008 April 16, 2009 May 20, 2009 | 276,000 | | 276,000 |
| <i>Nguoi Viet</i> | September 19, 2008 April 22, 2009 June 17, 2009 | 210,000 | | 210,000 |
| <i>School News Roll Call</i> | May, 2009 June, 2009 | 80,000 98,000 | 30,000 | 110,000 98,000 |
| <i>Newsweek</i> | June, 2009 | 64,804 | 11,346 | 76,150 |
| <i>Sports Illustrated</i> | June, 2009 | 59,464 | 10,411 | 69,875 |
| <i>The Week</i> | June, 2009 | 11,829 | 2,071 | 13,900 |
| <i>Time</i> | June, 2009 | 81,675 | 14,300 | 95,975 |
| <i>U.S. News and World Report</i> | June, 2009 | 30,020 | 5,255 | 35,275 |
| <i>Totals</i> | | 8,597,939 | 2,777,815 | 11,375,752 |

Note: Impressions are based on factors such as attendance numbers, readership, and newsstand numbers provided by the suppliers of advertising based on scientific market research. The newspaper industry standard for determining readership is generally 2.5 to 3.5 times circulation; based on the theory that more than one person reads an individual issue. When specific readership numbers are not provided, a conservative estimate of 2.5 times circulation has been used.

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Table C-6.2: Internet Advertising

| <i>Web site</i> | <i>Dates</i> | <i>Impressions</i> |
|--|-------------------------------------|--------------------|
| Orange County Register www.ocregister.com | July 1, 2008 – November 30, 2008 | 1,035,000 |
| | October 1, 2008 – November 30, 2008 | 330,000 |
| | May 1, 2009-May 31, 2009 | 330,000 |
| Los Angeles Times | April 15, 2009 – June 30, 2009 | 469,008 |
| Jack FM Banner Ads | July 7, 2008-July 13, 2008 | 14,400 |
| | August 4, 2008-August 10, 2008 | 14,400 |
| | April 20, 2009 –April 26, 2009 | 44,500 |
| | June 1, 2009- June 7, 2009 | 44,500 |
| | June 15, 2009- June 21, 2009 | 44,500 |
| Jack FM Streaming Audio Spots | July 7, 2008-July 13, 2008 | 10,575 |
| | August 4, 2008-August 10, 2008 | 10,575 |
| | April 20, 2009 –April 26, 2009 | 10,575 |
| | June 1, 2009- June 7, 2009 | 10,575 |
| | June 15, 2009- June 21, 2009 | 10,575 |
| <i>OC Weekly Website</i> | April 9, 2009-April 23, 2009 | 50,000 |
| <i>OC Weekly e-mail blast</i> | April 9, 2009 and April 16, 2009 | 28,064 |
| <i>Total</i> | | 2,457,247 |

Table C-6.3: Radio Advertising English

| <i>Station</i> | <i>Dates</i> | <i>Spots</i> | <i>Countywide Impressions</i> |
|----------------|---------------------------------------|--------------|-------------------------------|
| Jack FM | July 7, 2008 – July 13, 2008 | 12 | 283,100 |
| | August 4, 2008- August 10, 2008 | 12 | 283,100 |
| | September 1, 2008 – September 8, 2008 | 12 | 283,100 |
| | April 20, 2009 – April 26, 2009 | 10 | 278,700 |
| | June 1, 2009- June 7, 2009 | 14 | 642,700 |
| | June 15, 2009 – June 21, 2009 | 10 | 642,700 |
| <i>Total</i> | | 70 | 2,413,400 |

Table C-6.4: Radio Advertising Spanish

| <i>Station</i> | <i>Dates</i> | <i>Spots</i> | <i>Countywide Impressions</i> |
|----------------|---------------------------------------|--------------|-------------------------------|
| La Rockola | July 7, 2008 - July 13, 2008 | 21 | 412,300 |
| | August 4, 2008 – August 10, 2008 | 21 | |
| | September 1, 2008 – September 7, 2008 | 21 | |
| | April 13, 2009 – April 19, 2009 | 10 | |
| | May 18, 2009 – May 24, 2009 | 10 | |
| | June 15, 2009 – June 21, 2009 | 10 | |
| <i>Total</i> | | 93 | 412,300 |

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Table C-6.5: Radio Advertising Totals

| <i>Station</i> | <i>Spots</i> | <i>Countywide Impressions</i> |
|----------------|--------------|-------------------------------|
| Jack FM | 70 | 2,413,400 |
| La Rockola | 93 | 412,300 |
| <i>Total</i> | | 2,825,700 |

Table C-6.6: Theater Advertising

| <i>Theater</i> | <i>Date</i> | <i>Countywide Impressions</i> |
|------------------|-----------------------------|-------------------------------|
| <i>Santa Ana</i> | May 15, 2009 - May 28, 2009 | 892,224 |
| <i>San Diego</i> | May 15, 2009 - May 28, 2009 | 89,582 |
| <i>Total</i> | | 981,806 |

Table C-6.7: Local and Cable Television Advertising

| <i>KDOC-TV</i> | | |
|-----------------------------------|------------------|------------------|
| <i>Date</i> | <i>Santa Ana</i> | <i>San Diego</i> |
| July 1, 2008 - September 26, 2008 | 1,602,248 | 280,534 |
| <i>Total</i> | | 1,882,782 |

| <i>Time Warner</i> | | |
|-------------------------------------|------------------|------------------|
| <i>Date</i> | <i>Santa Ana</i> | <i>San Diego</i> |
| August 4, 2008- August 24, 2008 | 164,314 | |
| September 29, 2008-October 12, 2008 | 259,628 | |
| May 4, 2009-May 24, 2009 | 243,628 | |
| <i>Total</i> | | 667,570 |

| <i>Cox Communication</i> | | |
|--------------------------------------|------------------|------------------|
| <i>Date</i> | <i>Santa Ana</i> | <i>San Diego</i> |
| July 28, 2008- August 24, 2008 | 63,364 | 96,422 |
| September 8, 2008 - October 12, 2008 | 137,509 | 209,258 |
| May 11, 2009-May 24, 2009 | 167,460 | 254,829 |
| <i>Total</i> | | 928,842 |

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Table C-6.8: Local and Cable Television Advertising by Region

| <i>Cable Company</i> | <i>Santa Ana Region</i> | <i>San Diego Region</i> | <i>Countywide Impressions</i> |
|----------------------|-------------------------|-------------------------|-------------------------------|
| Cox Communications | 368,333 | 560,509 | 928,842 |
| Time Warner | 667,570 | | 667,570 |
| KDOC-TV | 1,602,248 | 280,534 | 1,882,782 |
| <i>Totals</i> | <i>2,638,151</i> | <i>841,043</i> | <i>3,479,194</i> |

Note: Impressions for cable advertising are determined by measuring “frequency times reach,” which varies based on population. The cable saturation is fairly evenly distributed throughout the County. As a general estimate, the cable run reached approximately 15-20% of each City’s population (which equates to a higher percentage of each City’s cable subscribers).

Table C-6.9: OCTA Bus Advertising

| <i>Dates of Run</i> | <i>Number of Busses</i> | <i>Countywide Impressions</i> |
|---|-------------------------|-------------------------------|
| November 1, 2008 - November 30, 2008 | 20 | 2,297,230 |
| <i>Total</i> | <i>20</i> | <i>2,297,230</i> |

Table C-6.10: Gas Pump-Top Advertising

| <i>Gas Pump-Top Advertising</i> | | | |
|---------------------------------|-------------------------|-------------------------|-------------------------------|
| <i>Date</i> | <i>Santa Ana Region</i> | <i>San Diego Region</i> | <i>Countywide Impressions</i> |
| April 20, 2009 -- May 10, 2009 | 309,499 | 40,156 | 349,655 |
| May 18, 2008 – May 31, 2009 | 203,744 | 17,699 | 221,443 |
| June 22, 2009 – June 30, 2009 | 154,424 | 22,063 | 176,487 |
| <i>Total</i> | | | <i>747,585</i> |

Table C-6.11: Advertising Plan for Santa Ana and San Diego Region

| Method | Santa Ana Region | San Diego Region | Countywide |
|--------------------------|-------------------|------------------|-------------------|
| Newspapers | 8,597,939 | 2,777,815 | 11,375,752 |
| Internet | 2,093,574 | 363,673 | 2,457,247 |
| Radio | 2,407,496 | 418,204 | 2,825,700 |
| Theater On-Screen | 892,224 | 89,582 | 981,806 |
| Local Television | 1,602,248 | 280,534 | 1,882,782 |
| Cable Television | 1,035,903 | 560,509 | 1,596,412 |
| OCTA Buses | 1,954,943 | 342,287 | 2,297,230 |
| Gas Pump-Top Advertising | 667,667 | 79,918 | 747,585 |
| <i>Total</i> | 19,251,194 | 4,912,522 | 24,164,514 |

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Table C-6.12: Advertising Impressions by City

| City | Population | % of OC Population | % of Impressions |
|------------------------|------------------|--------------------|------------------|
| Aliso Viejo | 45,249 | 1.45 | 1.7 |
| Anaheim | 346,823 | 11.11 | 10.1 |
| Brea | 40,081 | 1.28 | 1.2 |
| Buena Park | 82,768 | 2.65 | 1.8 |
| Costa Mesa | 113,955 | 3.65 | 4.4 |
| Cypress | 49,541 | 1.59 | 1.3 |
| Dana Point | 36,982 | 1.18 | 1.3 |
| Fountain Valley | 57,925 | 1.86 | 1.9 |
| Fullerton | 137,437 | 4.4 | 4.1 |
| Garden Grove | 173,067 | 5.54 | 3.8 |
| Huntington Beach | 201,993 | 6.47 | 8.1 |
| Irvine | 209,806 | 6.72 | 7.7 |
| La Habra | 62,635 | 2.01 | 1.7 |
| La Palma | 16,176 | 0.52 | 0.3 |
| Laguna Beach | 24,131 | 0.81 | 2.6 |
| Laguna Hills | 33,421 | 1.07 | 1.3 |
| Laguna Niguel | 66,877 | 2.14 | 2.2 |
| Laguna Woods | 18,442 | 0.59 | 1.0 |
| Lake Forest | 78,317 | 2.51 | 2.4 |
| Los Alamitos | 12,191 | 0.39 | 0.3 |
| Mission Viejo | 98,572 | 3.16 | 3.6 |
| Newport Beach | 84,554 | 2.71 | 3.8 |
| Orange | 140,849 | 4.51 | 4.6 |
| Placentia | 51,727 | 1.66 | 1.7 |
| Rancho Santa Margarita | 48,764 | 1.56 | 2.0 |
| San Clemente | 67,892 | 2.18 | 2.0 |
| San Juan Capistrano | 36,782 | 1.18 | 1.4 |
| Santa Ana | 353,184 | 11.32 | 7.9 |
| Seal Beach | 25,986 | 0.83 | 0.7 |
| Stanton | 39,276 | 1.26 | 0.9 |
| Tustin | 74,218 | 2.38 | 3.0 |
| Villa Park | 6,259 | 0.2 | 0.2 |
| Westminster | 93,027 | 2.98 | 2.0 |
| Yorba Linda | 68,312 | 2.19 | 2.5 |
| Unincorporated | 55,073 | .017645 | 1.6 |
| Total | 3,121,251 | 100.0 | 97.1 |

Table C-6.13: Impressions Created by the Non-Media Outreach

| Program | Type of Program | Estimated Number of Impressions |
|--------------------|------------------------|--|
| Utility Outreach | Waste Hauler Magnets | 3,000,000 |
| Community Outreach | Speakers Bureau | 710 |
| <i>Total</i> | | 3,000,710 |

Table C-6.14: Impressions Created by School Outreach

| Program | Type of Program | Estimated Number of Impressions |
|---------------------------------------|--|--|
| MWDOC | Project WET | 1,700 |
| MWDOC/DSC | School Field Trips and Public Education Programs | 13,405 |
| Orange County Department of Education | Outdoor Science School | 16,796 |
| Orange County Department of Education | Traveling Scientist | 637 |
| Orange County Department of Education | Field Program | 10,225 |
| <i>Total</i> | | 42,763 |

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Table C-6.15: Countywide Educational Materials

| Public Education Item | Number Distributed |
|--|--------------------|
| Brochures | |
| <i>"The Ocean Begins At Your Front Door"</i> | 5,736 |
| <i>"The Ocean Begins At Your Front Door" - Spanish</i> | 100 |
| <i>"The Ocean Begins At Your Front Door"- Vietnamese</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Your Local Used Oil Collection Center" (North, South & Central)</i> | 500 |
| <i>"Help Prevent Ocean Pollution: Your Local Used Oil Collection Center" (North, South & Central) - Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Your Local Used Oil Collection Center" (North, South & Central) - Vietnamese</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Tips for Pool Maintenance"</i> | 650 |
| <i>"Help Prevent Ocean Pollution: Tips for Pool Maintenance" - Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Tips for Landscape and Gardening"</i> | 1,010 |
| <i>"Help Prevent Ocean Pollution: Tips for Landscape and Gardening" - Spanish</i> | 10 |
| <i>"Help Prevent Ocean Pollution: Tips for Pet Care"</i> | 1,686 |
| <i>"Help Prevent Ocean Pollution: Tips for Pet Care" - Spanish</i> | 10 |
| <i>"Help Prevent Ocean Pollution: Household Tips"</i> | 1,991 |
| <i>"Help Prevent Ocean Pollution: Household Tips" - Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Tips for Horse Care"</i> | 50 |
| <i>"Help Prevent Ocean Pollution: Tips for Horse Care" - Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Proper Disposal of Household Hazardous Materials"</i> | 350 |
| <i>"Help Prevent Ocean Pollution: Proper Disposal of Household Hazardous Materials"- Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Proper Disposal of Household Hazardous Materials"- Vietnamese</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Maintenance Practices for Your Business"</i> | 975 |
| <i>"Help Prevent Ocean Pollution: Maintenance Practices for Your Business" - Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Tips for Using Concrete and Mortar"</i> | 1 |
| <i>"Help Prevent Ocean Pollution: Tips for Using Concrete and Mortar" - Spanish</i> | 0 |
| <i>"Sewage Spills Reference Guide"</i> | 550 |
| <i>"Keeping Pest Control Products Out of Creeks, Rivers, and The Ocean"</i> | 851 |
| <i>"Help Prevent Ocean Pollution: Residential Pool, Landscape and Hardscape Drains"</i> | 300 |
| <i>"Help Prevent Ocean Pollution: Residential Pool, Landscape and Hardscape Drains - Spanish"</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Proper Use and Disposal of Paint"</i> | 501 |
| <i>"Help Prevent Ocean Pollution: Proper Use and Disposal of Paint" - Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Tips for Home Improvement Projects"</i> | 850 |
| <i>"Help Prevent Ocean Pollution: Tips for Home Improvement Projects"- Spanish</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Children's Coloring & Activity Book"</i> | 1,280 |
| <i>"Help Prevent Ocean Pollution: Tips for Carwash Fundraisers"</i> | 400 |
| <i>"Help Prevent Ocean Pollution: Tips for Maintaining a Septic Tank System"</i> | 0 |
| <i>"Help Prevent Ocean Pollution: Tips for the Automotive Industry"</i> | 275 |

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| Public Education Item | Number Distributed |
|---|--------------------|
| <i>"Help Prevent Ocean Pollution: Tips for the Automotive Industry" - Spanish</i> | 0 |
| Posters | |
| <i>Auto Repair BMP Poster - Bilingual</i> | 227 |
| <i>Gas Stations BMP Poster - Bilingual</i> | 152 |
| <i>The Ocean Begins At Your Front Door</i> | 53 |
| Materials - Non-Print | |
| <i>"No Dumping Drains to Ocean" Magnets</i> | 3,600 |
| <i>"No Dumping Drains to Ocean" Bookmark</i> | 390 |
| <i>Construction Runoff Manual</i> | 400 |
| <i>"Water Pollution Found in Your Area - Sad Fish" Door hanger</i> | 2 |
| <i>Angels Baseball/ "No Dumping Drains to Ocean" Key chain</i> | 1,390 |
| <i>PPP Rubber Duck Key chain</i> | 165 |
| <i>PPP Pens</i> | 410 |
| <i>PPP Sea turtle-themed Temporary Tattoos</i> | 3,740 |
| <i>PPP Blue Pencils</i> | 2,080 |
| <i>PPP Sea turtle-themed Children's Workbooks</i> | 2,375 |
| <i>"Our Ocean My Watershed" Watershed Awareness Bracelets</i> | 3,105 |
| <i>PPP Sea Turtle Reusable Grocery Bags</i> | 3,602 |
| <i>Blue PPP Drawstring Backpacks</i> | 1,730 |
| <i>Recycled Plastic White PPP Bags</i> | 1,410 |
| <i>Black PPP Dustpans</i> | 65 |
| Total | 42,972 |

Table C-6.16: Impressions Created by the Food Service Program

| Material | Countywide |
|--|--------------|
| Bilingual Restaurant BMP Posters | |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" BMP Poster</i> | 777 |
| Restaurant BMP Stickers | 400* |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" Floor mat sticker</i> | |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" Dumpster sticker</i> | |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" Outdoor maintenance sticker</i> | |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" Oil & grease disposal sticker</i> | |
| Restaurant BMP Brochures | |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities"</i> | 925 |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" - Spanish</i> | 400 |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" - Vietnamese</i> | 0 |
| CD-Rom | |
| <i>"Help Prevent Ocean Pollution: A Guide for Food Service Facilities" CD-Rom</i> | 350 |
| Total | 2,852 |

*Food Service Facilities stickers were combined in records.

Table C-6.17: Impressions Created by Each Permittee

| Permittees | Estimated Number of Impressions |
|------------------------|---------------------------------|
| Aliso Viejo | 7,250 |
| Anaheim | 1,326 |
| Brea | 26,995 |
| Buena Park | 101,350 |
| Costa Mesa | 205,100 |
| Cypress | 1,907,843 |
| Dana Point | 340,311 |
| Fountain Valley | 37,510 |
| Fullerton | 140,000 |
| Garden Grove | 3,822,668 |
| Huntington Beach | 313,700 |
| Irvine | 8,337 |
| La Habra | 3,000 |
| La Palma | 776,600 |
| Laguna Beach | 193,000 |
| Laguna Hills | 33,000 |
| Laguna Niguel | 253,700 |
| Laguna Woods | 40,720 |
| Lake Forest | 261,560 |
| Los Alamitos | 2,000 |
| Mission Viejo | 2,036,659 |
| Newport Beach | 181,800 |
| Orange | 30,000,000 |
| Placentia | 76,000 |
| Rancho Santa Margarita | 7,500 |
| San Clemente | 6,145,663 |
| San Juan Capistrano | 510,000 |
| Santa Ana | 307 |
| Seal Beach | 60,000 |
| Stanton | 40000 |
| Tustin | 300000 |
| Villa Park | 1750 |
| Westminster | 200,000 |
| Yorba Linda | 858 |
| County of Orange/OCFCD | 14,556,167 |
| <i>Total</i> | 62,592,674 |

Table C-6.18: Total Impressions Created by Public Education Program

| Impressions Created | Estimated Number of Impressions |
|------------------------------------|--|
| Countywide Advertising Impressions | 24,164,514 |
| Non-Media Outreach | 3,000,710 |
| School Programs | 42,763 |
| Total Permittee Impressions | 62,592,674 |
| <i>Grand Total</i> | <i>89,800,661</i> |

