



# MANAGEMENT PROGRAM FOR EDUCATION AND PUBLIC INFORMATION

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## SECTION 7

**ADDITIONAL PUBLIC INFORMATION AND PARTICIPATION PERMIT REQUIREMENTS CAN BE FOUND ON PAGES 21 AND 22 OF PERMIT 99-060. PLEASE BE SURE TO REVIEW THESE REQUIREMENTS. THE PERMIT CAN BE FOUND AT:**

### **BACKGROUND**

Section V.C.-- Public Information and Participation: The Permit mandates that a comprehensive educational stormwater and urban runoff outreach approach be undertaken to reach as many Long Beach residents and visitors as possible.

The goal of the Education and Training Element is to inform and involve; to inform about the impacts of storm water and urban runoff pollution and to involve the general public/city residents, commercial/industrial establishments, school children, and city employees in the implementation of solutions.

The City has developed and continues to develop outreach materials to explain the nature of non-point source pollution and its significant contribution to water quality impairment, and to identify, promote and empower behavioral changes that will contribute to controlling/reducing pollutants at the source. Activity-specific outreach programs have been developed and are being implemented using hands-on training seminars along with written, audio and visually recognizable/appealing outreach materials.

Within its 50 square miles, the City of Long Beach has a population (425,000) diverse in culture, language, ethnicity (48.6% White, 24.1% Hispanic, 13.6 African-American, 13.0 % Islander and 7% Other), education and economic status. Very strong and viable means of communication (fiber optic infrastructure, HTTV cable station, weekly Council meetings, newspapers, internet, mail and telephone/hotline numbers) between the City and its diverse communities are in place. Through these means the City is able to provide focused education to our target audiences (general public/residents, industrial and commercial establishments, school children and city employees).

Since July 15, 1996, the City's Education Steering Committee, with the full cooperation of and assistance from all City Departments, has developed and already begun full implementation of its Education and Public Information Program. The following list of tasks are examples of what had to be accomplished prior to the implementation of the program. Examples of completed tasks include, but are not limited to these listed below, are:

- Develop Program objectives and milestones;
- Developed strategies for implementation;
- Identified communication methods/mediums;



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Identified target audiences;  
Inventory existing materials and programs;  
Complete review of County developed programs and materials;  
Development and maintenance of citywide/countywide events of participation;  
Development and use of volunteer programs; and  
Developed staffing, equipment and funding strategy to ensure success of program.

The City's existing programs target specific audiences. These target audiences, and programs directed toward them include:

### **The General Public/Residents**

The City, on an ongoing basis, publishes a variety of newsletters (Long Beach Ink, Long Beach At Work, PW Newsletters, The Blueprint, Pelican Briefs), brochures (in English & Spanish), and fact sheets which reach all sectors of the community. These publications were developed to have an overarching approach reinforced by consistent verbal and visual cues (Stormwater Logo and The Pelican Mascot) aimed at the targeted audience. Many of the publications are specifically tailored to pollution prevention issues that are directly related urban and watershed run-off, e.g., proper household hazardous waste disposal, used motor oil recycling, water conservation, a green waste program and residential programs and outreach materials for controlling pesticide, herbicide and fertilizers use. These reference guides identify the various types/sources of pollution and explain/demonstrate containment, storage and proper disposal options. Additionally, an alternative site for materials is the 6-panel KIOSK strategically positioned on the Civic Center Plaza between City Hall and the Library.

The City is well aware of the lightning fast advances in technology and has helped its growth by developing a modern fiber optic infrastructure. Today the General Public/Residents can connect to multiple City internet sites as easy as picking up the phone. Internet technology puts the information in the users hands when and where it is needed. Information can be downloaded and each site has their own hallmark on presentation.

Currently the following internet sites are active and maintained on a regular basis:

- ◆ City of Long Beach (main page)  
<http://www.ci.long-beach.ca.us>
- ◆ Department of Public Works:  
<http://www.lbstormwater.org>  
<http://www.ci.long-beach.ca.us/pw>



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<http://www.ci.long-beach.ca.us/irb/index.htm>

- ◆ Department of Planning & Building  
<http://www.ci.long-beach.ca.us/plan/index.htm>
- ◆ Water Department  
<http://www.ci.long-beach.ca.us/water/index.htm>
- ◆ Community Development/Economic Development  
<http://www.ci.long-beach.ca.us./bdc/index.htm>
- ◆ Department of Parks Recreation and Marine  
<http://www.ci.long-beach.ca.us/park/parksrec.htm>
- ◆ Library  
<http://www.lbpl.org>
- ◆ Health Department  
<http://www.ci.long-beach.ca.us/health/environm.htm>

The City believes, from experience, that in addition to sharing the knowledge you must also empower your “ambassadors” by giving them activities and materials that they can take home to their families and neighborhoods. Examples of activity-specific outreach programs, that reinforce “DO THE RIGHT THING” and provide the “HOW TO” element include Coastal Awareness Day and Beach Cleanups (since 1975), the Los Angeles County Fair and Pollution Prevention Awareness Week programs.

Many of the City’s most successful outreach programs are found in the Parks, Recreation and Marine Educational Classes/Events and Activities. A quarterly publication is mailed and made available that lists upcoming events. Environmental Programs include:

- ◆ Volunteer Cleanup
- ◆ Coastal Cleanup
- ◆ Composting, “Turn Your Leaves Into Gold”
- ◆ Vermiposting, “Worms and You”

The quarterly classroom schedule is a very effective way of communicating the stormwater and urban runoff message because the consumer holds on to it. The schedule of educational classes, activities and events covers a three month period. The



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advertiser/message benefit because of the period of time covered. Examples of this are the following advertisements/activities:

- ◆ Oil Recycling
- ◆ Coastal Cleanup
- ◆ Storm Drains are for Rain.....

The City of Long Beach aggressively promotes and provides outreach materials on source reduction and proper use, storage and disposal methods for household hazardous wastes; and continually encourages residents to reduce, reuse and recycle (e.g., oil, antifreeze, glass, plastics and batteries.)

The Department of Public Works' Environmental Services Bureau (ESB) combines expertise, staffing and materials with the department of Parks, Recreation and Marine Bureau's Nature Center to offer a variety of programs. Examples of such classes/programs include:

- ◆ Oil Recycling
- ◆ Nature's Recyclers – "Closing the Loop"
- ◆ Plan-it-Earth
- ◆ Reduce-Reuse-Recycle (Resource Management Series)

In addition to printed materials, a successful public catch basin stenciling campaign (1995) drive took place that promoted public participation. The City, working very closely with the Mayor and Council members, solicited and organized community volunteers to perform the stenciling work. What better way to educate the community than to get them, along with family and friends, involved in painting the warning symbols on the catch basins. The City orchestrated the stenciling program, via it's Public Education Program by issuing press releases which described the program's purpose, by conducting special events and by distributing informational flyers.

A campaign "kick-off" event to the above mentioned catch basin stenciling was held in the spring on Earth Day (4/22/95). The Department of Public Works partnered with the Department of Parks, Recreation and Marine to sponsor a Beach Clean Up and Catch Basin Stenciling event. At this event, in front of a crowd of volunteers and dignitaries, the City of Long Beach's Mayor, the Honorable Beverly O'Neill, stenciled the first catch basin. Prior to this event, a press release was prepared for distribution to all local newspapers, radio stations and the local cable access company. Flyers were mailed to all the schools in the Long Beach Unified School District and to all the homeowners and business associations in the city.



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The City's Engineering Bureau conducted nine stenciling events at different parks throughout the community, one in each council district. City Council members were notified about the stenciling event within their council district and many of them rolled up their sleeves and joined the stenciling volunteer workforce in their district. This is a great example of a cooperative event that enlisted 370 volunteers and stenciled nearly 4000 catch basins.

The City's partnership with its residents does not end there. Other examples of successful cooperative programs include, but are not limited to:

- ◆ Adopt-A-Beach
- ◆ Adopt-A-Gutter
- ◆ Adopt-A-Park
- ◆ Adopt-A-Wetland
- ◆ Americas Recycles Day
- ◆ Composting – "Turn Your Yard Leaves into Gold"
- ◆ Vermiposting – "Worms and You"

### **School Children**

The City of Long Beach currently has a number of programs that educate youth on a variety of topics on storm water pollution prevention. These include:

#### Traveling Recycling Educational Center (TREC) Program:

A mobile unit goes out to schools and teaches kids about recycling, proper disposal of toxic materials and used oil recycling. This is a hands-on, activity-based program with pre and post activities incorporated into the event.

Closing The Loop: Through the City's Parks, Recreation and Marine Bureau, City staff train teachers and youth leaders on this program that teaches about resource conservation and waste prevention.

Aquatics Wild: Through the City's Parks, Recreation and Marine Bureau, City staff train teachers and youth leaders on this program that emphasizes problems and solutions related to aquatic habitats.



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### Protect Our Watery World (POWW)

City staff train volunteers, coordinated through the Parks, Recreation and Marine Bureau, go out into the local community classrooms to teach kids about the effects of pollution on marine life and the solutions they can implement. These are hands-on sessions where all the children get to touch, feel and investigate marine life and learn why they shouldn't pollute(via mini-lessons). Storm drains and sewers, and their differences are explained to the children and it is all reinforced by the "OCEAN BEGINS AT YOUR FRONT DOOR" approach. All the children receive a pollution prevention magnet with the 570-DUMP phone number, rulers and "I Am The Solution To Ocean Pollution" pencils and stickers.

Adopt-A-Gutter: The City's Parks, Recreation and Marine Department coordinates this program with the local schools to get kids involved in their neighborhoods. Kids receive a certificate and button as incentives for becoming involved with the program.

School children receive a variety of written materials as pre/post activities. Examples of the types of brochures/hand-outs include, but are not limited to:

- ◆ Educational stickers
- ◆ Posters (Storm Drains Lead Straight To The Ocean)
- ◆ Rulers (multi-colored, "I am the solution to pollution")
- ◆ "I Am The Solution To Pollution" pencils
- ◆ Hotline magnets
- ◆ Where do storm drains go? Crossword puzzle/BMPs
- ◆ Things you can do to reduce pollution. Word search
- ◆ "Make the Connection" coloring page
- ◆ "The Adventures of Recyclebot"

### Industrial and Commercial (Businesses)

The City distributes outreach materials to developers, contractors and businesses in a variety of ways. Outreach materials are given and/or available at the Planning & Building/Business License counters, Public Works counters, pre-planning construction meetings, in construction bid packages, on the internet, during training seminars and at a various trade show venues. Materials distributed focus on pollution prevention measures and Best Management



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Practices (BMPs) that need to be implemented during the dry and wet weather seasons. "Blueprint for a Clean Ocean" is a publication that the City is very proud of because it educates construction contractors, owners, builders, and do-it-yourselfers, by example, of proper Best Management Practices for implementation and maintenance and stormwater pollution prevention.

On July 15, 1998, the City of Long Beach entered into a Memorandum of Understanding (MOU) with the County of Los Angeles to perform industrial/commercial educational site visits. The program implementation and maintenance, which is clearly detailed in the MOU, will be administered by the experienced and knowledgeable staff from the City's Health Department. The main focus of the educational site visit is to apprise business owners/facility operators of the NPDES PERMIT and Best Management Practices.

The City, working in concert with the County, has developed a fine tuned Educational Site Visit Program. The program outline is as follows:

- ◆ Building on an already established working relationship, City staff will consult with a representative of the facility to explain NPDES and applicable stormwater regulations.
- ◆ Distribute and discuss applicable BMP and educational materials. City staff will encourage open discussion and verify the database printout regarding the facility SIC code and address. Notations will be made of any changes or questions that need follow up.
- ◆ Where applicable, notify industrial facilities of requirements under the General Industrial Permit (NOI).
- ◆ Follow-up with facilities, as deemed necessary and appropriate, to provide advice or instruction for complying with local legal authority.
- ◆ Comply with all reporting elements stipulated in MOU.

### **Municipal Employees**

Experience tells us that education, as well as extensive and continuous training, are key elements in the success of the Education and Public Information Program. The City's Employee and Public Information program extends much farther than just to those employees in storm water related activities. In order for municipal employees to serve as **Ambassadors** both at work and within the communities in which they live, they need proper introduction, education and



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training. **All employees** receive basic environmental sensitivity training as well as:

- ◆ An overview of the Clean Water Act and NPDES program;
- ◆ Information on the potential sources of storm water and urban runoff pollution;
- ◆ Good housekeeping practices (BMPs);
- ◆ Examples of and uses for environmentally sensitive environmental products;
- ◆ Emergency spill responder numbers, spill identification and cleanup practices and hotline number and reporting procedures;
- ◆ Material on the potential impacts of illicit discharge and connections;
- ◆ Training Videos: Fantastic Voyage, Winter Storms; and
- ◆ **“Now You Know/How To”** alternative methods/materials that can be used to prevent or eliminate sources of pollution.

All city employees will serve as the eyes and ears of the City. In the training sessions employees are trained to recognize, handle and report problematic activities.

“Training the Trainer” programs, newsletters, internet sites, videos, hand-outs, educational site visit checklists, interdepartmental forums, new employee orientations and committee meetings are various methods of the City’s educational/training program. Samples of materials distributed at training sessions include:

- ◆ Examples of non-point source pollution
- ◆ Better Recycling/3Rs
- ◆ A Guide to Household Hazardous Products
- ◆ Smart Choices on Pesticides
- ◆ Reduce/Reuse/Recycle-Paints/Motor Oil
- ◆ Aircraft washing/fluid recycling
- ◆ RV Sewage Disposal Guide
- ◆ Hotline/1<sup>st</sup> Responder Telephone Numbers
- ◆ Marine Debris Timeline (“Know Your Know”)
- ◆ Neighborhood Nuisance Guide (Weed abatement)

Recognizing that many departments have very specific issues, specific training for particular municipal functions will also be given at the department level. These specific functions include, but are not limited to, employees who are:

- ◆ Building inspectors
- ◆ Plan Checkers



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- ◆ Hazardous Waste Inspectors
- ◆ Food Establishment Inspectors
- ◆ Construction Inspectors
- ◆ Landscape Maintenance Employees
- ◆ Street Surface Employees
- ◆ Vehicle Maintenance Employees
- ◆ Storm Drain Maintenance Employees

This specific training will include education on applicable municipal code sections, BMPs, and responsibilities in plan implementation.

In closing, the City remains committed to outreach and education. When developing new materials and training classes the decision makers always reflect on the primary objectives of the NPDES Permit:

- ◆ effectively prohibit non-storm water discharges, and
- ◆ reduce the discharge of pollutants from storm water systems to the maximum extent practicable.

In December of 1994 the City surveyed all employees to find out the existing awareness level of the general populace. A Storm Water IQ survey is currently under development and will be available on-line. Please visit <http://www.lbstormwater.org> for more details.

1998, outreach took shape in some very non-traditional formats that proved very beneficial and will be repeated. Events like:

- ◆ **1998 Rideshare Fair (9/10/98)**  
Approximately 700-1,000 employees and general public attendees were educated on a variety of environmental issues. (Clean Water/Clean Air Acts, etc.)
- ◆ **1998 LA County Fair (9/21/98 & 9/22/98)**  
Partnership with the County of Los Angeles
- ◆ **1998 League of California Cities (10/2/98 & 10/3/98)**  
2,500 Southern California Cities sharing and bringing back Stormwater Information to their cities.



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- ◆ **1998 Town Hall Meeting** (City Council Meeting 10/27/98)  
Meet, greet and education local citizens
- ◆ **1998 EMAT West Conference** (11/17/98-11/19/98)  
Environmental Trade Show
- ◆ **1999 Aquarium of the Pacific “Love Your Beach” 1<sup>st</sup> Annual Cleanup**  
(2/14/99)
- ◆ **1999 Town Hall Meeting** City Council Meeting (2/23/99)  
Jordan High School

**Responsible Department (s)**  
**Public Works/Clean Water Division**  
**All**

**Responsible Position(s)**  
**Manager**  
**Director/Manager**

### Public Information and Participation

1. Telephone numbers for reporting clogged catch basin inlets, illicit discharges, dumping and general storm water management information will be listed in the government pages of the telephone book.
2. A storm water brochure must be provided with every building permit application. The brochure must include:
  - a. A listing of contractor and developer storm water management training programs available in the area. (This list must be updated annually on the Permittee's website address.;
  - b. A list of all requirements of this order related to development and redevelopment projects; and,
  - c. The list of development planning and development construction BMPs.
3. The Permittee shall insure that a minimum of 1.5 million impressions per year on the general public about storm water quality via print, local TV access, local radio or other appropriate media (in addition to the schoolchildren and industrial/commercial education outreach required below).



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4. The Permittee shall distribute outreach materials to the general public, and targeted audiences such as schools, community groups, contractors and developers at the appropriate public counters and public events.
5. The Permittee shall provide the Long Beach Unified School District with materials, including but not limited to, videos, live presentations, brochures and other media, necessary to educate a minimum of 50% of all school children (K-12) every two years on storm water pollution. This requirement can be accomplished through cooperative efforts with other agencies.
6. Industrial/Commercial Educational Program
  - a. The Permittee shall implement an industrial/commercial educational site visit program. Site visits will occur once every two years at all Phase I industrial facilities, vehicle repair shops, vehicle body shops, vehicle parts (excluding parts retail stores with no outside storage) and accessory facilities, gas stations, and restaurants. During the educational site visit, the Permittee shall:
    - i. Consult with a representative of the facility to explain applicable storm water regulations.
    - ii. Distribute and discuss applicable BMP and educational materials, including information regarding the codes, regulations, ordinances, and permits applicable to the category of the facility. Specific BMP brochures should be developed and distributed for each major type of industry. In the case of Phase I facilities, notify the facility of specific requirements under the Statewide Industrial General Permit including that such facilities must file an Notice of Intent (NOI) with the State Water Resources Control Board and that a Storm Water Pollution Prevention Plan (SWPPP) must be available on the site; and
    - iii. Conduct a site walk-through to provide consultation on recommended BMPs; and,



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b. The Permittee shall provide an annual update of the database of Industrial/commercial facilities to Los Angeles County and the Regional Board Executive Officer . The database format shall include at a minimum:

- Facility name
  - Site Address
  - Watershed Management Area
  - Applicable SIC code(s); and
  - NPDES storm water permit coverage status, if applicable
- i. The list of facilities identified within the Permittee's jurisdiction shall include, at a minimum:
- All industrial groups regulated under Phase I of the Federal storm water program (40 CFR 122.26; Phase I Facilities);
  - Motor vehicle repair shops, motor vehicles body shops, motor vehicle parts and accessories facilities (excepting those with no outside materials storage), gas stations, and restaurants; and,
  - Additional SIC industrial/commercial facilities identified as priorities by the Permittee or the Regional Board Executive; and
  - Number of facility visitations reported to the Executive Officer a list of visited facilities on an annual basis.