ATTACHMENT H

POLLUTANT-SPECIFIC OUTREACH PROGRAM

[This page has been left blank intentionally]

Summary of Pollutant-Specific Outreach

The LACFCD, in coordination with the County, implemented a countywide stormwater billboard media campaign that aired anti-litter messages on the topics of cigarette butts, used motor oil, and oil filters. Additionally, Restaurant and Retail Gas Outlet Best Management Practices (BMPs) ads were placed in the *Los Angeles Business Journal*, and the Restaurant BMP ad was circulated on the California Restaurant Association's website. The LACFCD and County also coordinated a Time Warner Cable television and internet/website campaign, and a cash jacket campaign on the topics of recycling used motor oil and oil filters.