ATTACHMENT D

SUMMARY OF STORMWATER EDUCATION ACTIVITIES

[This page has been left blank intentionally]

Summary of Stormwater Education Activities

The County of Los Angeles Department of Public Works (LACDPW), on behalf of both the Angeles County Flood Control District (LACFCD) and the County of Los Angeles (County) continued to inform residents about proper disposal of waste and the importance of watershed protection through a multifaceted outreach approach that involved media partnerships, coordination with permittees, Countywide paid media campaigns, media relations, K-12 grade environmental education programs, community events, and maintenance of the County's environmental hotline and website. Significant program accomplishments for Fiscal Year 2014-15 included:

Countywide Stormwater/Urban Runoff Public Education Program

- Provided information about the LACFCD and County's pollution prevention programs through the 1(888)CLEAN LA hotline and www.CleanLA.com website, including how to report clogged catch basins and illegal dumping, definitions and examples of Household Hazardous Waste (HHW) and Electronic Waste (E-Waste), HHW and E-Waste collection event schedules, and locations for proper RV sewage waste disposal.
- Coordinated and hosted four quarterly public education permittee meetings on July 23, 2014, November 22, 2014, January 22, 2015, and April 22, 2015.
- Achieved over 1.26 million impressions through a paid billboard campaign.
- Achieved approximately 197,300 impressions through a paid ad in the *Los Angeles Business Journal* on the topics of Restaurant and Retail Gas Outlets Best Management Practices and a web ad on the California Restaurant Association website calrest.org.
- Cosponsored the 2014 Coastal Cleanup Day in partnership with Heal the Bay.

Used Motor Oil and Used Oil Filter Recycling and Public Education

- Managed the Used Oil Payment Program Grant (Cycle 4) funded by the California Department of Resources Recycling and Recovery (CalRecycle).
- Conducted a media campaign to promote used motor oil/oil filter recycling events with radio, and newspaper ads that targeted the Hispanic and Chinese communities, which achieved 8,200,000 paid media impressions and 3,800,000 added-value media impressions.
- A cash jacket media campaign was also conducted during this reporting period. The cash jacket campaign consisted of in-store counter advertisements (counter mat/sign) and a cash jacket sleeve (brochure) at 11 check cashing stores located Countywide to deliver key messages in English and Spanish to DIYers. The ads focused on educating the target audience on proper methods to store and dispose of used motor oil; not mixing water with the used motor oil; and providing the 1(888) CleanLA hotline number. A total of 184,200 media impressions were achieved during this campaign.
- Media relations outreach achieved 5,500,000 media impressions through press releases and free event information published in various media outlets.
- A media buy was also conducted with Time Warner Cable. A 30 second Public Service Announcement (PSA) promoting proper disposal of used motor oil and used oil filters ran on various cable channels targeting English and Spanish DIYers as well as a web banner advertisement. The campaign aired between May 10, 2015, and June 28, 2015. A total of 3,000,000 television media impression and 903,000 added-value impressions were reached. A total of 3,700,000 web banner impressions were received in addition to 26,000 added-value impressions.

- Hosted six used oil filter exchange events in the Cities of Alhambra, Bell, Lawndale, Maywood, Hawaiian Gardens, and San Gabriel. A total of 630 gallons of used motor oil and 330 used oil filters were collected from 310 DIYers.

Environmental Defenders Program (K-6 grade)

- Reached approximately 223,000 students at 460 schools with assembly presentations.
- Reached 80,500 adults/children through the following community events: Santa Clarita Day for Kids, Cabrillo Marine Aquarium Earth Day, Latino Book and Family Festival, Los Angeles Environmental Education Fair, STAR Eco Station Children's Earth Day, Santa Monica Festival, and Lotus Festival. Sent nine e-mail blasts to promote the free environmental assembly to 2,362 teachers/administrators in Los Angeles County potentially reaching 806,000 students.

Generation Earth (7-12 grades)

- The new contract was awarded on October 14, 2014, and the contract was executed on October 28, 2014.
- Generation Earth worked with approximately 48 teachers from 42 schools during this reporting period.
- Generation Earth reached approximately 9,800 students who were directly taught through service learning projects which potentially impacted approximately 75,200 students.
- Generation Earth staff attended two school district meetings in Los Angeles to promote the program to teachers/administrators. Approximately 70 teachers/administrators attended the meetings.
- Reached approximately 730 teachers by attending six school educational events for teachers.
- A teacher survey was conducted at the end of the school year. Results will be reported in the next reporting period.
- A new newspaper campaign was added to the Program to promote all of the teacher workshops. The campaign achieved approximately 2,400,000 impressions.