

County of Los Angeles
Fiscal Year 2010-11 Summary of Stormwater Education Activities

The County of Los Angeles Department of Public Works (LACDPW) 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 copermittees, Countywide 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 2010-11 included:

Countywide Stormwater/Urban Runoff Public Education Program

- Convened an NPDES Advisory Committee meeting on December 1, 2010, to review the status of the Countywide public education program in compliance with Permit requirements.
- Provided information about the 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. As of May 1, 2011, the hotline was transferred to EPD.
- Coordinated and hosted four quarterly public education copermittee meetings in July and October 2010, and January and April 2011. All the quarterly meetings in this reporting period were offered as webcasts to copermittees. In-person and webcast meeting options will continue to be available for future meetings to help increase copermittee meeting attendance and participation, reduce air pollution and commuter travel time to LACDPW.
- Provided copermittees with almost 30,000 collateral materials for distribution at community events and public counters.
- Provided copermittees with Public Service Announcements (PSAs) for broadcast through local media outlets.
- Achieved over 130 million impressions through paid media buys.
- LACDPW circulated two press releases to the press during this reporting period that garnered approximately 1.3 million impressions.
- Continued the sports marketing campaign with the L.A. Dodgers major league baseball team.
- Coordinated radio media buys with KXOL-AM and KBUE-AM to broadcast the *Don't Trash California* radio PSA in Spanish language.
- Coordinated a mall advertising campaign to broadcast pollution prevention ads at 17 mall locations throughout Los Angeles County.
- Partnered with Caltrans and coordinated a transit T.V. media buy to broadcast the *Don't Trash California* T.V. PSA in English and Spanish in Metro buses.
- Coordinated a professional basketball media campaign with ESPN and KFWB radio stations targeting males between the ages of 18-34 and the general public between the ages of 18-54.

- Circulated the copermitttee customer service survey to copermitttees and received an overall excellent rating of customer service by LACDPW staff.

BMP Workshop

LACDPW held one restaurant BMP workshop on March 21, 2011, for El Pollo Loco corporate managers. Approximately 300 corporate managers participated in the workshop and received restaurant BMP collateral materials.

The workshop presentation focused on four key areas of implementing a BMP plan:

- Spill prevention, control and clean up
- Waste disposal and handling
- Building and grounds maintenance
- Employee training

The presentation included an overview of BMPs, and examples of actual stormwater inspection violations.

Used Motor Oil and Used Oil Filter Recycling and Public Education

- Managed used motor oil block grants (14th and 15th cycle block grants and the Used Oil Payment Program (Cycle1) funded by the California Department of Resources Recycling and Recovery (CalRecycle).
- Collected 34,500 used oil filters at 40 selected O'Reilly stores participating in the County's used oil filter collection program.
- Conducted a media campaign targeting the general population, Hispanic and Chinese ethnic groups to motivate them to participate at a used oil collection event, CCC, or a County sponsored HHW/E-Waste collection event.
- The 14th Cycle Block Grant media campaign achieved 198 million impressions through paid media buys with 166 million impressions garnered through the added-value PSA broadcasts. An additional 53 million impressions were achieved through added-value TV interviews.
- Held five used motor oil collection events in the following cities/unincorporated areas: Alhambra; East Los Angeles; Lennox; Lynwood; and Rowland Heights. A total of 1,875 gallons of used motor oil and 665 used oil filters were collected from 690 Do-It-Yourselfers (DIYers).
- Held seven filter exchange events at CCCs in the following cities/unincorporated areas: Baldwin Park; Hacienda Heights; Lakewood; Long Beach; Rowland Heights; and San Gabriel. A total of 675 gallons of used motor oil and 660 oil filters were collected from 430 DIYers.

Environmental Defenders Program (K-6 grade)

- The revised Request for Proposals was issued in April 2011. Proposals were evaluated by the committee in June 2011. The anticipated approval date of the new contract is expected to occur in the fall/winter of 2011.
- LACDPW coordinated a mass mailing to K-6 grade elementary schools regarding the free Environmental Defenders Program. Principals/teachers received a flyer with information about the program and the free assembly on source reduction

and stormwater pollution prevention. Through this outreach effort, we reached approximately 1,320 schools and potentially impacted 702,000 students.

Generation Earth (7-12 grades)

- Generation Earth professional and development workshops enrolled 570 educators from 330 schools, and potentially impacting 34,345 students. The workshops provided the tools for creating an environmental service learning program on school campuses.
- In FY 2010-11, 30,000 students participated in 350 service learning projects.
- Generation Earth attended eight community events, reaching approximately 1,815 adults/students.
- Twenty-four schools participated in the Streets to the Sea Challenge potentially impacting 41,500 students.

**County of Los Angeles Public Information and Participation Program
Fiscal Year 2010-11 Summary of Staff Training**

Anna Ho, Public Relations Group, attended the Annual Training Refresher for the Illicit Connection/Illicit Discharge (IC/ID) program on March 8, 2011, at LACDPW Headquarters. The Annual Training Refresher helps revisit the basic requirements of the IC/ID program under the NPDES Permit, address the current efforts of LACDPW to comply with the requirements, and forecast the potential future requirements of this program under the next NPDES Permit.