

County of Los Angeles
Fiscal Year 2010-11 Assessment of Program Effectiveness

LACDPW is in full compliance with the Public Information and Participation Program (PIPP) objectives and Permit requirements for the five-year Permit cycle. LACDPW continues to implement an innovative and proactive stormwater pollution prevention public education program.

The effectiveness of the LACDPW's Stormwater PIPP is evaluated using quantitative and qualitative methods, tracking of hotline call levels, collection levels of Household Hazardous Waste (HHW) and Electronic Waste (E-Waste), and anecdotal information collected from program participants.

PIPP Strengths

The primary strength of LACDPW's PIPP is the expertise of our staff to coordinate paid media buys, media relations efforts, copermittee technical assistance, and corporate partnerships in a proficient and cost-effective manner, to encourage and facilitate pollution prevention behaviors by County residents. For example, the partnership between LACDPW and O'Reilly stores offered Do-It-Yourselfers a convenient and eco-friendly option to recycle used oil filters at 40 stores located throughout the County.

LACDPW continued to develop and implement a creative multimedia campaign that included broadcast of stormwater pollution prevention messages through the following media outlets: radio; television; mall billboards; newspapers; video aired on Metro buses; and the Internet. The campaign messages reached our target audiences and achieved positive behavior change by reported levels of increased awareness and usage of used motor oil Certified Collection Centers by Chinese County residents.

The campaign continued to encourage a reduction in littering behaviors such as general littering and dropping a cigarette butt on the ground through the above-mentioned media campaigns. During this reporting period, LACDPW did not conduct a resident survey while we are between contracts. LACDPW will resume conducting resident surveys when the next contract is approved by the County of Los Angeles Board of Supervisors, which is anticipated to occur in Fiscal Year 2011-12.

PIPP Weaknesses

Limited funding is available to implement a comprehensive Countywide campaign through consistent media flighting to address all of the types of littering addressed in the numerical behavior change targets approved by the Regional Board in May 2002. Also, the Los Angeles media market continues to be a highly competitive and expensive media market. Additionally, the arrival of new residents to the County each year and the cultural diversity of the target audiences continues to provide two ongoing challenges to reach these residents

and increase awareness about stormwater pollution to achieve the desired behavior change among these target audiences.

During this reporting period, a new agreement for the Environmental Defenders program did not resume as planned due to a protest of the selected contractor for this program. The delay in approval of a contractor to implement this program decreased the numbers of students and teachers reached with stormwater pollution prevention messages. LACDPW expects the Environmental Defenders program will commence environmental education to students by October 2011.

PIPP Highlights and Accomplishments

- Significantly increased the number of restaurant managers who received restaurant Best Management Practices information from four in FY 2009-10 to 300 in FY 2010-11.
- Broadcasted pollution prevention ads that aired for 38 weeks through paid media campaigns on how to properly dispose of waste and why it is important to prevent cigarette butt, dog waste, and general pollution from entering the storm drain system and ultimately local receiving waters.
- The Countywide Stormwater/Urban Runoff Public Education and Used Oil and Used Oil Filter Recycling programs, paid and non-paid media campaigns, resulted in approximately 632 million media impressions.
- Secured more than \$180,000 in added-value broadcast of ads (free broadcast of ads) for the stormwater program media buys that leveraged the reach and frequency of our pollution prevention messages.
- Achieved more than 1 million audience impressions through several stories about how to properly dispose of recreational vehicle sewage.
- Circulated 12 press releases in English, Spanish, and Chinese to promote used oil and used oil filter collection events that garnered more than 53 million audience impressions through 186 local news stories
- Thirty thousand secondary school students participated in 350 service learning projects.
- Twenty-four schools participated in the new Streets to the Sea Challenge potentially impacting 41,500 students.
- Approximately 4.9 million pounds of HHW/E-Waste were collected by the LACDPW hosting 58 collection events in FY 10-11.

Interagency Coordination Between Cities

The County provided copermitees with stormwater collateral and technical support in the development of public outreach campaigns for city residents, as well as in support of various watershed management groups. Interagency coordination of the County's environmental hotline afforded turnkey coordination of responses to illicit discharge complaints.

Future Plans For Program Enhancement

The County will continue to increase public service announcements on the proper disposal of green waste, and HHW/E-Waste, continue the partnership

with Caltrans on the *Don't Trash California* campaign, and seek opportunities to enhance technical assistance that is offered to copermitees. Also, the County has decided to continue to utilize the *Don't Trash California* ads and curtail developing new creative until a new contractor is selected for the next phase of the Countywide stormwater pollution prevention campaign. Additionally, after careful evaluation of developing an enforcement program to encourage and ensure positive behavior change, LACDPW has decided to cancel this public outreach strategy that is not a requirement of the 2001 NPDES Permit PIPP.

LACDPW will continue to offer the BMP workshops to restaurant and RGO corporate chains.