

Public Information and Participation, 2011-2012

During the 2011/12 report year, the City of Cerritos supplemented the County's Public Education Program with 22 quarter page ads designed promote storm water pollution prevention. The ads were placed in the Los Cerritos News, which is distributed in the City of Cerritos as well as surrounding cities.

In addition, the City hosted informational booths at two City events this year, including the City's Spring Festival and National Night Out events. Among other handouts, the City distributed its "Pollution Prevention Brochures" to attendees.

The full-color "Pollution Prevention Brochure" provides basic information on storm drain pollution prevention, and lists the recycling centers in the City that accepted used oil.

Finally, the City continued to run pollution prevention messages on its local cable channel throughout the year, as well as distributed pollution prevention materials at public counters and events.