

**ATTACHMENT E**

**SUMMARY OF  
STORMWATER EDUCATION ACTIVITIES**

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**County of Los Angeles**  
**Fiscal Year 2013-14 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 permittees, 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 2013-14 included:

Countywide Stormwater/Urban Runoff Public Education Program

- Provided information about the County's pollution prevention programs through the 1(888)CLEAN LA hotline and [www.CleanLA.com](http://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 31, 2013, November 20, 2013, January 22, 2014, and April 23, 2014.
- Approximately 2,400,000 impressions through a paid billboard campaign.
- Cosponsored the 2013 Coastal Cleanup Day in partnership with Heal the Bay.

Used Motor Oil and Used Oil Filter Recycling and Public Education

- Managed the used motor oil grant, Used Oil Payment Program (Cycle 3) grant funded by the California Department of Resources Recycling and Recovery (CalRecycle).
- Collected 4,750 used oil filters at eight O'Reilly stores participating in the County's used oil filter collection program.
- Conducted a media campaign to promote used motor oil/oil filter recycling events with television, radio, and newspaper ads that targeted Caucasian, African-American, Hispanic, and Chinese Do-It-Yourselfers (DIYers) in County unincorporated areas, which achieved 31,000,000 million impressions through paid media buys and 10,000,000 million added-value impressions.
- Hosted two used motor oil collection events in the County unincorporated areas of South Whittier and Avocado Heights. A total of 590 gallons of used motor oil and 73 used oil filters were collected from 119 DIYers.
- Hosted one filter exchange event at a Certified Collection Center in the County unincorporated area of West Carson. A total of 67 gallons of used motor oil and 32 used oil filters were collected from 48 DIYers.
- Attended one special event (East Rancho Dominguez Community Fair) in the unincorporated area of East Compton. Approximately 100 residents visited the campaign booth to receive information on proper disposal of used motor oil and used oil filters.

Environmental Defenders Program (K-6 grade)

- Reached approximately 12,094 students at 21 schools with the assembly presentation.

Generation Earth (7-12 grades)

- Solicited a Request for Proposals on March 17, 2014.
- The Evaluation committee evaluated the proposal received.
- Proposed contractor recommendation will be reviewed by the Board of Supervisors and it is anticipated a new contract will be awarded in fall 2014.
- In April 2014, mailed 1,893 Generation Earth program flyers to 631 middle and high schools potentially reaching approximately 580,692 students.