

# Middle Santa Ana River Bacterial Indicator TMDL Public Awareness Plan

For the Middle Santa Ana River Bacteria Indicator TMDL – Prop 40 funded BMP  
Implementation Project

**Draft**

**March 1, 2010**

SUBMITTED ON BEHALF OF  
Santa Ana Watershed Project Authority  
San Bernardino County Stormwater Program  
County of Riverside  
Cities of Chino Hills, Upland, Montclair, Ontario,  
Rancho Cucamonga, Rialto, Chino, Fontana,  
Norco, Corona, Riverside, Pomona, and Claremont  
Agricultural Operators

This Public Awareness Plan is intended to address the requirements of Task 4, Prepare and Distribute Materials to Increase Public Awareness regarding urban pathogen indicator sources and issues for the Proposition 40 funded Middle Santa Ana River Bacteria Indicator – BMP Implementation Project.

Subtask 4.1 required the preparation of this plan to outline the process to develop materials to increase public awareness regarding pathogen indicator sources and issues.

To complete this subtask, the Middle Santa Ana River TMDL Task Force (Task Force) evaluated several alternative approaches to developing materials to increase public awareness regarding urban pathogen indicator sources and issues. The Task Force used information gathered from the monitoring provisions of the grant to attempt to identify potential sources that could be targeted. Pet waste management was identified as a key concern. The Task Force was also concerned with other potential residential sources of pathogens that should be addressed, including sources that might be associated with general home maintenance (over-irrigation, over application of fertilizers that may support bacteria re-growth, etc.).

The Task Force considered brochures, direct outreach (via community events and other venues), enforcement oriented outreach and video/commercial based approaches. The Task Force generally found that there was sufficient print-media information regarding these sources. However, there was little in terms of multi-media information that would be available to the target audience. The Task Force indicated intent to move forward with the development of a video or similar form of multi-media outreach to enhance our public awareness programs. The proposed plan was discussed with the Regional Board at various TMDL Task Force meetings. As a result, the Riverside and San Bernardino County NPDES MS4 Programs began investigating alternative approaches to develop the outreach message on behalf of the Task Force.

Subtask 4.2 required the development of materials for increasing public awareness regarding the significant pathogen indicator sources in urban areas identified by this Project in coordination with the Task Force and Riverside and San Bernardino County's storm water permittees.

To complete this subtask the Riverside County and San Bernardino County MS4 Programs agreed to cooperatively move forward on a video and developed a plan to work with KVCR, the local PBS affiliate, to develop a 30-minute segment of the attached, "Curiosity Quest Goes Green", an environmental education program targeting 5th graders and their parents. As stormwater related messages, particularly those related to pathogen management, are often complex and difficult to convey to the average homeowner, the theme of the program was general tools and tips to manage a home in a manner that was protective of the environment. The two counties formed a committee of representatives that met with Curiosity Quest producers to further develop the concept.

The County representatives decided to develop a video that could be:

- a) Broadcast on T.V. as an independent television show on local broadcast channels
- b) Broken up into segments that could be used as "commercials" on local broadcast channels
- c) Could be used in either form to support community events, school education programs and distribution via the web

Specific outreach messages regarding pet waste management, yard waste management, irrigation system management and other appropriate stormwater related environmental messages that fit within the allotted time and were consistent with the message of proper management of a home were incorporated into the episode.

The committee queried the community to find existing homes that exemplified proper management practices. These homes were then evaluated, ranked and selected for inclusion in the Curiosity Quest episode. The committee also selected representative experts from the NPDES MS4 Program and a local water supply agency to deliver the messages related to stormwater management practices, efficient irrigation and drought tolerant landscaping.

The episodes were filmed in late July and aired on KVCR and other affiliated PBS stations in September and October.