

## **Appendix H**

### **Public Education and Public Outreach Program for Year 5**

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### NEW PUBLIC EDUCATION/OUTREACH MEASURABLE GOALS FOR YEAR 5

Program Activity/Target	<i>Measurable Goals</i>
<p><b>1. School Outreach K-12 based on @ 16,885 students</b></p> <p><i>1.1 Grades K-3:</i> Distribute educational materials to students and/or make class presentations</p>	<p><u>1a.</u> Reach 50% of K-12 students (8,442 students) in 5 years.</p> <p><u>1.1a:</u></p> <ul style="list-style-type: none"> <li>- Reach 450 students with partner presentations</li> <li>- Distribute 750 coloring books</li> </ul>
<p><i>1.2 Grades 4-12:</i></p> <ul style="list-style-type: none"> <li>- 48 total class presentations with MBNMS</li> <li>- 1-2 hands-on class visits per 24 classes</li> </ul>	<p><u>1.2a:</u></p> <ul style="list-style-type: none"> <li>- Reach 960 students per year with MBNMS and STW</li> <li>- Tabulate responses from students' pre/post surveys and track increase/decrease in awareness</li> <li>- 10% increase in awareness</li> </ul>
<p><i>1.3 Grades 4-College:</i> Storm drain stenciling; offer community service project with Access Monterey Peninsula (AMP).</p>	<p><u>1.3a:</u></p> <ul style="list-style-type: none"> <li>- Stencil 150 inlets, document location.</li> <li>- Student community service of 100 hours/yr</li> <li>- Minimum of 50 volunteer participants</li> </ul>
<p><i>1.4 Teacher Training</i> Meet w/teachers in the area to discuss stormwater pollution prevention training</p>	<p><u>1.4a:</u> -1-2 teacher trainings given per year</p> <ul style="list-style-type: none"> <li>- Collect 30 teacher evaluations on the instruction and content of classroom programs.</li> </ul>
<p><b>2. Sea Otter Mortality</b> Increase General Public awareness</p>	<p><u>2a:</u> Maintain regional partnership for consistent messaging on sea otter protection with other organizations</p>
<p><b>3. Selected BMP Brochures</b> BMP brochures made available to Businesses, Public.</p>	<p><u>3a:</u></p> <ul style="list-style-type: none"> <li>- 1,500 BMP brochures distributed either electronically or in City/County offices</li> <li>- 80% of "target" business audience reached through "mailings" (E-blasts, US Mail, workshops, etc)</li> </ul>
<p><b>4. Residential Outreach</b> Disseminate information to homeowners and residents</p>	<p><u>4a:</u> 50,000 "mailings" distributed throughout the MRSWMP area. (Email blasts, hardcopy mailer, website posting, electronic newsletter, trash insert, etc.)</p>
<p><b>5. HHW in Monterey County</b> Reporting of used oil and used oil filter collection numbers</p>	<p><u>5a:</u> Report collection numbers for motor oil &amp; used oil filters. In coordination with other agencies. <u>These are reported in the MS4 Annual Reports for their jurisdictions.</u></p>
<p><b>6. Our Water Our World (OWOW) displays.</b> Outreach to Public through information in nurseries.</p>	<p><u>6a:</u></p> <ul style="list-style-type: none"> <li>- Maintain bilingual OWOW flyers in 5 public display locations</li> <li>- 50% of nurseries participating in OWOW</li> </ul>
<p><b>7. OWOW Outreach events.</b> Public, Residents, tourists.</p>	<p><u>7a:</u></p> <ul style="list-style-type: none"> <li>- Participate in 2 store events</li> <li>- At least 50 people reached through store events.</li> </ul>

Program Activity/Target	<i>Measurable Goals</i>
	- Report on increase/decrease in sales of “natural insecticides” from box store corporate headquarters.
<b>8. Restaurant Outreach.</b> Partnership w/ other agencies, provide training materials & pollution prevention materials to restaurants.	<u>8a:</u> - Visit 75 restaurants - Distribute 75 bilingual surveys and report on results of completed surveys. - Distribute 250 posters, DVDs, brochures
<b>9. Bilingual Radio Ads</b> Residents, general public.	<u>9a:</u> - Reach 300,000 listeners - Air 1,300 ads - Achieve 50% Effective Reach
<b>10. Bilingual TV ads</b> General Public, tourists.	<u>10a:</u> -Air 1,400 ads on 4 stations -Reach 180,000 households
<b>11. Bilingual Movie Ads</b> General Public, tourists. Ads placed in local theaters	<u>11a:</u> - Reach 175,000 movie patrons
<b>12. Publicity/Press releases</b> General Public	<u>12a:</u> - 21 print ads with # impressions - 2-3 Press releases submitted to media
<b>13. Website</b> General Public	<u>13a:</u> - 15,000 MRSWMP website hits minimum - Increase in Website “hits” by 4,000 over Year 4 - 3 audits/year by Education Coordinator
<b>14. Events: (5 events/7 Days)</b> Partner with MBNMS & STW. General public, residents, tourists.	<u>14a:</u> - Participate in 5 events (7 days) per year - Reach 1,300 people at events - Distribute 1,500 educational materials
<b>15. Public Attitude Survey</b> General Public	<u>15a:</u> - Analysis of 175 public survey responses
<b>16. Large hands-on storm drain model.</b> Outreach to Public	<u>16a:</u> -Rotate model to 3 locations per year -Distribute 250 bilingual brochures
<b>17. Tourist Outreach</b>	<u>17a:</u> - Reach 10,000 hotel rooms and approximately 6 million visitors through tourist magazine ad and hotel PSA
<b>18. Logo Development</b> General public, residents, tourists.	18a. Logo developed in Year 1 and printed on educational materials.
<b>19. Printing of educational materials.</b> General public, tourists, schools.	<u>19a:</u> -Distribute 55,000 pieces educational materials to various audiences.