

Public Information & Participation

Preventing Pollution & Building Support

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Goals

1. Meet the permit (pollution prevention)
2. Develop community awareness of the challenges
3. Develop community support for expanding the program (revenue)



Creating a Road Map

1. Develop a 5 year strategic plan (permit)
2. Audience identification
3. Understand barriers and motivators
4. Design integrated tactics



SAN MATEO COUNTYWIDE

Water Pollution
Prevention Program

Clean Water. Healthy Community.

sga

Pollutant Specific Outreach

- Reducing Runoff: Rain Barrel Program
- Bacteria: Pet Owner Outreach
- Pesticides: Point of Purchase (OWOW & IPM)
- Litter Reduction: Coastal Cleanup (inland sites)



Internet Based Outreach

- FlowsToBay.org
- Facebook/Instagram
- Twitter
- YouTube
- Email Marketing



School Outreach

- In school engagement
- Community engagement



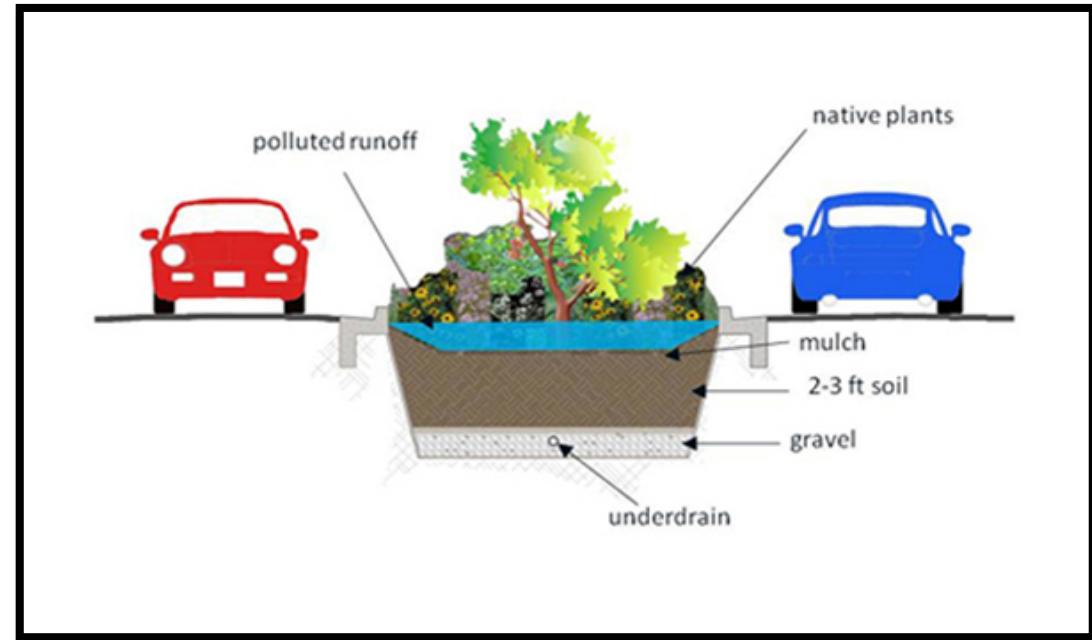
Green Infrastructure

- Assist technical staff with presentations to Councils/Commissions
- Communications support local agencies



Stormwater Resource Planning

- Support technical efforts (ID multi-beneficial projects)
- Community engagement/Call for projects
- Comment on projects from stakeholders



Questions

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