

## **10.0 EDUCATION COMPONENT**

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The Authority has instituted an education and outreach program designed to satisfy the requirements of both the Municipal Permit and the General Industrial Permit. Authority staff and airport tenant training is focused on the components of the SWMP, including development planning, construction activities, municipal activities, industrial/commercial activities, and all the other aspects of the program. This section provides a general description of the content, form, and frequency of training developed for Authority staff and airport tenants, as applicable. Recently, the Authority began to investigate community-based social marketing strategies to design effective public outreach and education for the general public and school children regarding stormwater pollution and stormwater pollution prevention.

### **10.1 INTRODUCTION**

Under Section D.5 of the Municipal Permit and Section A.8.a.v of the General Industrial Permit, the Authority is required to implement comprehensive education programs that will measurably increase the awareness of target populations with respect to the storm drain system, the impacts of urban runoff on receiving waters, and the BMPs (both structural and non-structural) that may be potential solutions to stormwater quality problems. The education efforts outlined in the SWMP are intended to increase understanding of stormwater management issues and to help promote behavioral changes that will reduce stormwater pollution, and thereby lead to a reduction in pollution draining to the storm drain system and San Diego Bay.

#### **10.1.1 TARGET AUDIENCES**

The Authority stormwater education program is designed to reach all of the target audiences required by the Municipal Permit. As such, the audiences addressed by the education component of the SWMP include: Authority departments and personnel, the airport industrial and commercial tenants, the traveling public using the airport, the general public and school children, and construction site project managers/developers/contractors. While the Authority has no residential land use within our jurisdiction, as one of the Municipal Copermittees, we support and participate, where reasonable, in the Copermittee's regional outreach efforts to residential communities.

#### **10.1.2 GENERAL STORMWATER TOPICS**

Stormwater training presented or required by the Authority is designed to provide information appropriate to the duties and activities of the particular audience. In brief, the training addresses: 1) laws, regulations, and permit requirements; 2) urban runoff concepts; 3) BMPs and requirements for use; 4) illicit discharges, inspections, and reporting; and 5) other water conservation and pollution prevention concepts.

## 10.2 STAFF TRAINING ELEMENT

Authority staff involved in the implementation of the SWMP receive training on a continual basis related to their job duties. The General Industrial Permit also requires that the Authority train personnel who are responsible for: 1) implementing activities identified in this SWMP; 2) conducting inspections, sampling, and visual observations; and 3) for managing stormwater runoff. These Authority staff receive more intensive training geared to their specific responsibilities on a more frequent basis. Much of the training is provided in-house, on-the-job training, and through attendance at meetings, seminars, and conventions. The majority of staff in the Facilities Maintenance Department, staff involved in development planning and approval, as well as construction project management and oversight, receive more frequent training, refreshers, and reminders during staff meetings. Education mechanisms initially used to train those Authority staff more intensively involved in SWMP implementation include classroom seminars and workshops, as well as specific printed and audio/visual guidance on BMPs and stormwater management procedures.

The training program for those responsible for implementation of various components or elements of the SWMP will address the following:

- Basic urban runoff concepts training for all personnel, such as distinction between the storm drain system and sanitary sewers, and the impacts of urban runoff on receiving waters;
- California's Statewide National Pollutant Discharge Elimination System (NPDES) Permit requirements and federal, state, and local water quality regulations;
- Water quality impacts associated with land development and control measures to address them;
- The Authority SWMP;
- The Authority's IDDE Program;
- Stormwater inspections and self-audits;
- Prohibited discharges to the storm drain system;
- Spill response, containment, and recovery;
- Preventative maintenance;
- Water quality awareness for Emergency/First Responders;
- Integrated pest management.

Those Authority staff not directly involved in SWMP implementation receive basic training on an annual basis to increase their general awareness of stormwater issues at work and at home. This training generally emphasizes pollution prevention methods. General stormwater pollution prevention information is also made part of safety trainings, incoming new employee orientation, and other training opportunities, as appropriate. Training methods also include the Authority intranet, email, announcements, posters, displays, and company events.

### 10.3 EDUCATION OUTREACH ELEMENT

Specific training for airport tenants involved in industrial and commercial activities at SAN is generally accomplished through meetings and inspections. Both the Tenant Safety Committee and the Lindbergh Airline Managers Council meet monthly to discuss a variety of operational issues, and the Authority Environmental Affairs Department makes use of these meetings to provide training and information about stormwater management. The annual site inspection also allows Environmental Affairs Department staff to provide educational materials to tenants. Topics of education include stormwater laws, regulations, permits, BMPs, general urban runoff concepts, and stormwater pollution prevention. Tenant training also focuses on proper BMP implementation for high-risk behaviors, which are currently considered to be fueling and lavatory waste handling activities. Training also focuses on the allowable non-stormwater discharges described in Section 3 of this SWMP.

Training for development and construction generally takes place during meetings held by Authority staff involved in project design, review, and approval and typically occurs during pre-bid solicitation meetings, pre-construction meetings, and regular project progress meetings (which are generally held weekly).

The Authority uses the airport itself as a venue to highlight and/or emphasize the education and outreach efforts developed by others which are directed at school children and the general public. Billboards, banners, display cases, and the Terminal 2 Children's Art Wall are used to highlight the existing efforts, like the Caltrans "Don't Trash California" message. The Authority also provides support to the Municipal Permit Copermittees' Regional Residential Education Plan.

The Authority uses several mechanisms on a daily basis year-round to educate both tenants and the general public. These mechanisms include: 1) the Authority webpage, 2) storm drain stenciling, 3) posters/banners/signage in the terminals and parking lots, 4) brochures, 5) public service announcements (PSAs) in terminals, 6) collaborative efforts, and 7) special presentations. Each of these mechanisms is briefly described below:

- 1 **The Authority Webpage** - The Environmental Affairs Department has a webpage ([www.san.org/environmental](http://www.san.org/environmental)) that features several environmental issues at SAN, including stormwater management. The webpage is accessible by the general public and presents the SAN SWMP in its entirety. The webpage provides contact information for the Environmental Affairs

Department, allowing the general public another opportunity to review and comment on the SWMP and the BMPS described therein.

- 2 **Storm Drain Stenciling** - There are warning stencils in and around storm drain inlets throughout the airport ("No Dumping" warning signs). These warnings notify staff, tenants, and the general public of the need to protect storm drain inlets.
- 3 **Posters/Banners/Signage/Displays in Terminals and Parking Lots** - The Authority participates in billboard campaigns and displays that illustrate anti-litter campaigns and encourage habitat restoration. These billboards are placed strategically to reach a broad audience.
- 4 **Brochures** - Outreach materials, like the Airport Recycling Brochure, are also made available to the general public. These materials provide information that individuals can use to help prevent stormwater pollution within SAN.
- 5 **Public Service Announcements (PSAs)** - THINK BLUE PSAs have aired in the Terminal 2-West baggage claim area. The PSAs raise public awareness about the impacts of stormwater pollution and how it can be prevented.
- 6 **Collaborative Efforts** - The Authority collaborates with community groups, organizations, other agencies, and other jurisdictions to provide outreach to the general public regarding stormwater pollution prevention. The Authority is applying the concepts of community-based social marketing to public education efforts, and seeks to collaborate with other organization to leverage methods of public outreach. To date, the Authority has collaborated with local environmental groups (non-governmental organizations or NGOs) that share concern for proper stormwater management at SAN and protection of San Diego Bay. The Authority has collaborated with NGOs on environmental campaigns aimed at local school children and on bilingual natural resource conservation campaigns aimed at the general public and school children. Several of these collaborative efforts have resulted displays at the SAN Children's Art Wall in Terminal 2. The Authority has also collaborated with NGOs on efforts aimed at educating the public and children about litter, cigarette butts, plastics, and other stormwater pollutants.
- 7 **Special Presentations/Events** - The Authority presents stormwater management information to grade school and high school students regarding environmental issues at the Airport. Presentations are given at forums open to the public. Information booths at community events, such as local Earth Day celebrations, allow Authority staff to conduct public outreach. Authority staff will also be presenting at seminars about their stormwater programs.

The Authority intends to use community-based social marketing as the backbone of designing and implementing effective public outreach and education programs. The Authority continues to look for opportunities to partner with other the Copermittees, other governmental agencies (federal, state, and local), non-profit organizations, and NGOs. Each year, the Authority's Municipal Permit Annual Report provides a description of the actual outreach and education mechanisms put to use, as well as a general indication of the audience.

#### **10.4 OUTREACH COMPONENT EFFECTIVENESS ASSESSMENT**

The Authority has developed internal and external effectiveness assessment programs to evaluate the effectiveness of the SWMP outreach component. The Authority's Effectiveness Assessment component is described in Section 13.0 of this document.

#### **10.5 OUTREACH COMPONENT PROGRAM REVIEW AND MODIFICATION**

The Authority has reserved this section to identify and document future changes to the Outreach Component of the SWMP. Section 14.0 of this SWMP details the program modifications made to the *SWMP January 2005-Revision* to bring this document into compliance with the renewed Municipal Permit.

