

## 9.0 PUBLIC EDUCATION AND PARTICIPATION COMPONENT

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The Municipal Permit and Industrial Permit require the Authority to promote public education about and participation in the implementation of the SWMP. This section describes the mechanisms put in place by the Authority to comply with this requirement.

The Provisions of the Municipal Permit require the Authority to:

B.5.a.(6) and B.5.b.(10)—Assess and adapt the water quality priority conditions and improvement strategies during the term of the Municipal Permit. The Copermittees must evaluate the components outlined in WQIP water quality improvement strategies and assess their progress toward meeting numeric goals. Because the Copermittees' strategies include education and public participation efforts and programs, the effectiveness of these programs must be assessed. Recommendations for modifications to the WQIP program are solicited through the public participation process. Section 9.2.2 has been prepared to address this requirement.

E.7—Implement a public education and participation program in accordance with the strategies described in the WQIP. Copermittees are required to include education and outreach to the public and to encourage public participation in the strategies to improve water quality. Sections 9.1 and 9.2 have been prepared to address this requirement.

The Sections in the Industrial Permit require the Authority to:

IX—Designate a properly trained and certified QISP to train employees responsible for, or whose duties apply to, implementing the programs and requirements of this SWMP (if the Authority enters Level 1 or 2 status). Section 7.6 has been prepared to address this requirement.

X.H.1.f—Ensure that all team members responsible for implementing the Industrial Permit requirements, such as BMP implementation, BMP effectiveness evaluations, visual observations, and monitoring activities, are trained to implement these activities. The Authority must identify the personnel that require training, their responsibilities, and the training they receive, and must provide a training schedule. Sections 7.0 and 9.1.2.2 have been prepared to address this requirement.

### 9.1 EDUCATION

As required by Provision E.7 of the Municipal Permit, Sections IX.A.3.b and X.H.1.f of the Industrial Permit, and strategies outlined in the San Diego Bay WQIP, the Authority conducts a comprehensive education and training program that measurably increases 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 are implemented to reduce storm water quality impacts to the MEP. The Municipal Permit specifically requires the Authority to:

- 1) Implement educational activities to address pollutants associated with the application of pesticides, herbicides, and fertilizers, and other WQIP-identified pollutants of concern (e.g., copper and zinc in wet weather discharges).
- 2) Facilitate proper management and disposal of oils and toxic materials.
- 3) Reach out to specific target audiences on the basis of high-risk behaviors and pollutants of concern, as applicable to SAN.

The Authority's education efforts outlined in the SWMP are intended to increase understanding of storm water management issues and to help promote behavioral changes that will reduce storm water pollution to the storm drain system and ultimately San Diego Bay. Public education is also one of the regional strategies in the WQIP. Education efforts will support the goals of the Authority and other jurisdictional programs by gaining support from the public, staff, and tenants and unifying the effort across all operations within the San Diego Bay WMA. The Authority's training program objectives include:

- Providing useful guidance to develop outreach and training programs that support the successful implementation of the Authority's SWMP
- Encouraging participation by all personnel, tenants and contractors
- Maximizing consistency in information and helping adapt education and outreach to the appropriate personnel, raising their knowledge and awareness of the issues related to storm water and urban runoff

This section provides a general description of the content, form, and frequency of training developed for Authority staff and airport tenants, as applicable. The Authority has also implemented community-based social marketing strategies to reach and educate the general public and school children about storm water pollution and storm water pollution prevention issues.

### **9.1.1 TARGET AUDIENCES**

The Authority's storm water education program targets the following audiences: Authority departments and personnel, SAN industrial and commercial tenants, the traveling public using the airport, the general public and school children, and construction site project managers, developers, and contractors. While there is no residential land use within the jurisdiction of SAN, as one of the Responsible Parties the Authority supports and participates, where reasonable, in the Copermittees' regional and WMA outreach efforts to residential communities. Additional training may be given or required of those Authority tenants or departments exhibiting high-risk behaviors, or that are subject to escalated enforcement because of noncompliance actions or issues.

### **9.1.2 STAFF TRAINING ELEMENT**

Authority staff members involved in the implementation of the SWMP receive continual training related to their job duties. The Authority uses formal and informal training mechanisms to educate tenants and department personnel about storm water pollution prevention and BMPs. The most comprehensive training is provided annually to Authority management and staff. This training involves classroom training at a divisional level for the FDD, ADC, the PD, FMD, and EAD staffs. Much of the training is provided in house and on the job, and through attendance at meetings, seminars, and conventions. EAD staff members regularly attend external professional training and development workshops and training events. Most FDD staff that are involved in development planning and approval as well as construction project management and oversight receive more frequent training, refreshers, and reminders at staff meetings. These Authority staff members are responsible for (1) implementing BMPs; (2) conducting inspections, sampling, and visual observations; and (3) managing storm water runoff. They receive more intensive and more frequent training that is geared to their specific responsibilities. Education mechanisms initially used to train Authority staff members who are involved in SWMP implementation include classroom seminars and workshops, as well as specific printed and audio/visual guidance on BMPs and storm water management procedures.

### 9.1.2.1 Trainer Qualifications

As described in Section 7.6, if the Airport enters Level 1 status under the Industrial Permit, the Authority will designate a staff member or contractor with appropriate QISP certifications to lead training for the Authority employees who are responsible for SWMP implementation activities. However, if the Authority remains in the baseline status under the Industrial Permit, EAD, together with other appropriate departments such as FDD and ADC and/or other contractors, will conduct training for Authority personnel.

### 9.1.2.2 General Storm Water Topics

The training program provides Authority personnel responsible for implementation of various components or elements of the SWMP with an understanding of the following topics:

- Basic urban runoff concepts for all personnel, such as the distinction between the storm drain system and the sanitary sewer system, and the impacts of urban runoff on receiving waters
- California's Statewide NPDES Permit requirements, including the Industrial Permit, Municipal Permit, the CGP, and federal, other state, and local water quality regulations
- Water quality impacts associated with land development and construction site management and control measures to address and minimize them
- The Authority SWMP, including the IDDE Program
- The San Diego Bay WMA WQIP, including the Authority focused priority water quality conditions and pollutants of concern, water quality goals, and water quality improvement strategies
- Storm water and non-storm water inspections and self-audits
- Prohibited discharges to the MS4
- Hazardous materials disposal and containment
- Spill response, containment, and recovery
- Preventive maintenance
- Water quality awareness for emergency/first responders
- Integrated pest management
- Minimum required and advanced BMPs and their proper implementation
- The connections between daily airport operations and activities, construction activities, and water quality impacts
- Advancements in BMP technologies

Annual training is a joint effort among EAD, FDD, and ADC staff to emphasize the relationships between the requirements of the Municipal Permit, WQIP, Industrial Permit, CGP, SWMP, construction SWPPPs or WPCPs, and any relevant project and contract documents or leases. Continuous training may also include in-house presentations, emails, the Authority intranet, monthly ramp-walk inspections, new-hire reviews, and training programs led by outside agencies. Those Authority staff members not directly involved in SWMP implementation receive annual basic training to increase their general awareness of storm water issues at

work and at home. This training generally emphasizes pollution prevention methods. General storm water pollution prevention information is also a part of safety training, incoming new employee orientation, and other training opportunities, as appropriate. Training opportunities also include workshops, audio/visual guidance on BMPs, announcements, posters, displays, and company events. A training schedule is used to track employees or departments that have received or require training, and reminders are provided for employees to receive refresher training.

### **9.1.3 EDUCATION OUTREACH ELEMENT**

Specific training for airport tenants involved in industrial and commercial activities at SAN is generally accomplished through:

- Onsite monthly and annual inspections, training meetings, ad-hoc site visits, site audits, and ramp walks
- Seasonal training sessions emphasizing the expectations for an upcoming dry or rainy season
- Refresher training sessions conducted by the EAD facilities for high-risk activities, as needed
- Pre-bid, pre-construction, and ongoing project progress meetings for construction sites

Training for construction site contractors is described in Section 5.7. Both the Tenant Safety Committee and the Lindbergh Airline Managers Council meet monthly to discuss a variety of operational issues, and the Authority EAD makes use of these meetings to provide training and information about storm water management. The annual site inspection, site audits, and monthly ramp walks and inspections also provide opportunities for EAD staff to provide training and educational materials to tenants. Topics of education include storm water laws, regulations, permits, the SWMP, BMPs, general urban runoff concepts, Authority rules and regulations, materials and waste storage and proper disposal, and storm water pollution prevention. Tenant training also focuses on proper BMP implementation for high-risk activities, such as fueling and hazardous waste storage. Authorized non-storm water discharges and methods to control them (as described in Section 3.0) are also covered in training.

The Authority uses SAN itself as a venue to highlight and/or emphasize the education and outreach efforts developed by others that are directed at school children and the general public. The Authority Public Art Program reserves 2 percent of the total costs of project construction in the Capital Program and Master Plan budgets to fund public art at the airport. Billboards, banners, display cases, and the Terminal 2 Youth Art Wall are used to highlight the existing efforts such as the Caltrans “Don’t Trash California” campaign. The Green Build provided the opportunity for art to be incorporated into the design and build process, which now displays art projects relating to the San Diego environment. The Authority also provides support to 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, and signage in the terminals and parking lots, (4) brochures, (5) public service announcements (PSAs) in the terminals, (6) collaborative efforts, (7) special presentations to the public, (8) airport tours, (9) presentations to tenants and staff, and (10) monthly ramp walks. Each of these mechanisms is briefly described as follows:

- 1) **The Authority Webpage:** The EAD has a webpage (<http://www.san.org/Airport-Projects/Environmental-Affairs>) that features several environmental issues at SAN, including storm water management. The webpage, which is accessible by the general public, Authority staff, and tenants, presents important SAN documents related to storm water such as the SWMP, the WQIP, Sustainability Policy, Sustainability Reports, Municipal and Industrial Annual Reports, Illicit Discharge Detection and Elimination Annual Reports, and new development Environment Impact Reports. Details

are also provided on the Green Build, North Side Improvements, and LEED certifications. Once approved by the Regional Water Board, the WQIP and new BMP Design Manual will be made available on the Authority webpage. The webpage provides contact information for the EAD, affording the general public another opportunity to review and comment on the SWMP and the BMPs described in it.

- 2) **Storm Drain Stenciling:** Warning stencils are placed in and around storm drain inlets throughout the Airport (e.g., “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 programs and displays that promote anti-litter campaigns** and encourage habitat restoration. These billboards are placed strategically to reach a broad audience.
- 4) **Brochures:** Outreach materials, such as the Airport Recycling Brochure, are also made available to the general public. These materials provide information that individuals can use to help prevent storm water pollution at SAN.
- 5) **Public Service Announcements:** “Think Blue” PSAs have aired in the Terminal 2 baggage claim area. The PSAs raise public awareness about the impacts of storm water pollution and how it can be prevented.
- 6) **Collaborative Efforts:** The Authority collaborates with community groups, local organizations, and other agencies and jurisdictions to provide outreach to the general public regarding storm water pollution prevention. The Authority is applying the concepts of community-based social marketing to public education efforts, and is seeking to collaborate with other organizations to leverage public outreach methods. To date, the Authority has collaborated with local environmental groups (non-governmental organizations [NGOs]) that share the goals of effective storm water management at SAN and protection of San Diego Bay. The Authority has collaborated with NGOs on (1) environmental campaigns that target local school children, (2) bilingual natural resource conservation campaigns aimed at the general public and schoolchildren, and (3) efforts to educate the public and children about the harmful effects of litter, cigarette butts, plastics, and other storm water pollutants in the region’s waters. Authority staff are also members of community organizations and serve as board directors and committee members for local nonprofit groups.
- 7) **Special Presentations/Events:** The Authority presents storm water management information to grade school and high school students about environmental issues at SAN. 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 also present at various public seminars about their storm water programs.
- 8) **Airport Tours:** Tours are offered to educate and engage the public on airport operations and activities. Special tours are geared toward school children in grades two through eight, and are offered twice per month. Additional tours for the general public are offered twice weekly, and discuss topics such as the art program, endangered species areas, and general activities at SAN.
- 9) **Tenant Presentations:** The Authority uses internal presentations during tenant and staff meetings to inform tenants of updates to the SWMP. For example, EAD gave presentations at 12 Tenant Safety and Security Committee meetings during the 2013–2014 reporting period. Airline station managers also receive information on SWMP updates during monthly Lindbergh Airport Managers Council (LAMC) meetings.
- 10) **Monthly Ramp Walks:** EAD participates in monthly ramp walks with tenants to observe activities and operational areas. These ramp walks provide an opportunity for EAD to educate tenants about storm water BMPs.

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

## **9.2 PUBLIC PARTICIPATION**

The goals of the SWMP Public Participation Component are to facilitate public participation in SWMP implementation and to engage the public in sustaining and improving the Authority's storm water management efforts. An educated public generally is a more effective partner in preventing storm water pollution. As such, there is some overlap between the Authority's public education efforts described in Section 9.1 and the public outreach efforts described in this section. Public participation is enlisted in two primary ways: (1) participation in implementation of SWMP programs, and (2) public feedback on SWMP programs. Feedback is used to improve the SWMP itself and to improve implementation of the SWMP.

The Authority's public participation program is directed primarily at Authority staff and the airport tenants, and tries to address the general public to the extent possible.

### **9.2.1 PUBLIC PARTICIPATION OPPORTUNITIES**

In addition to daily interactions between the tenants, Authority staff, and the public, several mechanisms are used to allow airport tenants, staff, and the public to participate in the implementation and ongoing development of the Authority's SWMP. The Municipal Permit requires the Authority to provide a minimum of three opportunities for public participation:

- 1) A process for members of the public to participate in updating the highest priority water quality conditions, numeric goals, and water quality improvement strategies in the WQIP
- 2) Opportunities for members of the public to participate in providing the Authority recommendations for improving the effectiveness of the water quality improvement strategies implemented within the Authority's jurisdiction
- 3) Opportunities for members of the public to participate in programs and/or activities that can help prevent or eliminate non-storm water discharges to the MS4, reduce pollutants in storm water discharges from the MS4, and/or protect the quality of receiving waters

These mechanisms can be separated into two categories: those available to all (including the general public), and those additional mechanisms that are available to Authority staff and airport tenants. Public participation mechanisms available to all include (1) regular meetings of the Authority Board and subcommittees; (2) regular meetings of the various Copermittee committees and workgroups; (3) WQIP public workshops; (4) stakeholder engagement; (5) WQIP updates; (6) the Authority webpage, (6) the San Diego County Project Clean Water webpage; (7) the Copermittees' Public Hotlines; (8) outreach events; and (9) collaborative efforts with the community. Additional public participation mechanisms available to Authority staff and airport tenants include (1) the Authority's 24-hour telephone line/public hotline; (2) the Airport Advisory Committee; (3) the Tenant Safety Committee; and (4) the Lindbergh Airline Managers Council. The two categories of participation mechanisms and their components are described in Sections 9.2.2 and 9.2.3.

## 9.2.2 PUBLIC PARTICIPATION OPPORTUNITIES AVAILABLE TO ALL

### **San Diego Regional Airport Authority Board Meetings**

The Authority Board is committed to ensuring that all SAN staff and tenants comply with all environmental laws. The tenants, Authority staff, and the public are encouraged to review and comment on the San Diego Airport SWMP, thereby helping to improve both the plan and its implementation. SAN tenants and staff are encouraged to speak directly to the Board during public meetings. All Board, Board Committee, and Airport Authority Advisory Committee meetings are open to the public and provide public comment periods.

### **Copermittee Meetings**

The Copermittees meet regularly to discuss various aspects of the Storm Water Management Programs being implemented throughout San Diego County. In addition to the regular meetings of the Copermittee Management Committee, the Copermittees have established a number of subcommittees and workgroups. All meetings of the Committees, the subcommittees, and workgroups are open to the general public. These meetings provide numerous opportunities for public participation in storm water management activities, both throughout the region and at SAN. Attendees include a wide variety of experts, including representatives of federal, state, and local agencies, industry representatives, environmental groups, consulting firms, product vendors, and academic and research institutions, as well as the general public.

### **WQIP Public Workshops**

Collaboration in the WQIP public participation process to date has included two Responsible Party public workshops aimed at educating and engaging the public in the WQIP process and identifying water quality issues in the WMA. In an effort to better facilitate communication between WQIP stakeholders and the general public, the Copermittees created the WQIP Consultation Panel (Consultation Panel). The Authority works with the Consultation Panel, which includes representatives from the Regional Water Board, environmental interest groups, development groups, and “at-large” interest groups, in the continuous development of water quality goals and strategies.

### **Stakeholder Engagement**

SAN’s stakeholders include the general public, business leaders, local governments, environmental and community-based groups, and transportation agencies. Authority Board Members engage with stakeholders on a regular basis to support collaboration and transparency within their business and environmental practices. These stakeholders are encouraged to participate in public Board meetings, become involved in SAN activities via social media and public tours, and connect with Authority Board members via the contact information provided on [www.san.org](http://www.san.org). To further support stakeholder participation, the Authority has formed a citizen’s advisory committee to assist with planning and development of SAN facilities. The Authority Advisory Committee serves as a communication mechanism for stakeholders to provide recommendations to the Board on issues under the Authority’s responsibility.

### **Water Quality Improvement Plan Updates**

The WQIP will be assessed during annual reporting and preparation of the Report of Waste Discharge, a required element of the Municipal Permit. During these assessments, the Consultation Panel will be consulted on proposed updates to the WQIP. At this time, the public will have the opportunity to comment on all aspects of the airport SWMP, as well as highest and focused priority water quality conditions, sources, numeric goals, and water quality improvement strategies outlined in the WQIP. The Report of Waste Discharge will be submitted no later than December 29, 2017; therefore, the period of public participation is anticipated to be during the spring and summer of 2017, but then annually after that during WQIP reporting.

### **Authority Webpage**

The Authority webpage features several sections regarding the environmental issues at SAN (<http://san.org/Airport-Projects/Environmental-Affairs>), including storm water management, as previously described. Schedules for upcoming Authority Board meetings are posted on the webpage and the public can view the results of the sustainability efforts at SAN established in the 2008 Sustainability Policy (<http://sustain.san.org>). Results of these efforts include ways that the Authority is integrating community involvement, public outreach, and stakeholder engagement into the airport's operations and business practices.

### **Project Clean Water Webpage**

Partly in response to its duties as the Principal Copermittee to the 2007 Municipal Permit, the County of San Diego established the Project Clean Water webpage ([www.projectcleanwater.org](http://www.projectcleanwater.org)) that features both general and specific information on regional water issues and the local Storm Water Management Programs. The webpage features contact information and direct web-links to the Authority. The webpage is intended to represent a major portal for public participation in storm water management regionally and at the individual jurisdictional level, and is intended to continue to serve as the Regional Clearinghouse for uploading reports, monitoring results, and other WMA and regional information, as required by the 2013 Municipal Permit

### **Copermittees' Public Hotlines**

The Copermittees have established regional hotlines: the Regional Storm Water Hotline and the Think Blue Hotline. Both are toll-free 800-numbers that allow the general public to obtain contact information for any of the individual Jurisdictional Runoff Management Programs, including the Authority's. The hotlines provide a mechanism for the general public to report unauthorized non-storm water discharges and/or other storm water concerns, which are then referred to the appropriate jurisdiction. The hotlines provide services in English and Spanish and are available 24 hours a day.

The Regional Storm Water Hotline is: (888) 846-0800.

The Think Blue Hotline is: (619) 235-1000 or (888) 844-6525.

### **Outreach Events**

Outreach events for the Authority staff, tenants, and the general public allow EAD and these entities the opportunity to exchange information, ideas, and opinions about storm water management issues and those issues specific to SAN. Outreach events have both an education and a public participation component. Such events promote public participation and further environmental stewardship by tenants, staff, and the general public. Events include meetings, employee open houses, cleanup, recycling, and community events, and presentations to various groups, clubs, and organizations.

### **Collaboration with the Community**

To date, the Authority has collaborated with local environmental NGOs that share the goals of effective storm water management at SAN and protection of San Diego Bay. The Authority has collaborated with NGOs on environmental campaigns that target 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 in displays at the Children's Art Wall in Terminal 2. The Authority has also collaborated with NGOs to educate the public and children about the harmful effects of litter, cigarette butts, plastics, and other storm water pollutants. The Authority continues to seek and support such collaborations to promote environmental stewardship among the public and school children. These collaborative efforts provide another opportunity for the public to share ideas and concerns regarding storm water pollution prevention with the Authority. The Authority also supports three local watershed cleanup events: (1) Annual California Coastal Cleanup Day, (2) Annual Creek to Bay Cleanup, and (3) EarthFair in Balboa Park.



### **9.2.3 ADDITIONAL PUBLIC PARTICIPATION OPPORTUNITIES AVAILABLE TO AUTHORITY STAFF AND AIRPORT TENANTS**

#### **Authority's 24-Hour Telephone Line/Public Hotline**

Authority staff, tenants, and the general public can always voice immediate storm water concerns directly to the Authority using the Airside Operations Department 24-hour telephone line/public hotline. In addition to providing Authority staff, tenants, and the general public with another link to EAD, the telephone line enables callers to report unauthorized non-storm water discharges and other storm water concerns. Tenants and staff can also direct questions via the Hotline to EAD regarding appropriate implementation of BMPs and the SWMP as a whole.

The Authority's 24-Hour Hotline is: 619-400-2710.

#### **Airport Advisory Committee**

The Airport Advisory Committee serves as a communication liaison between airport tenants, City representatives, and the Authority. During these meetings, Committee members discuss issues related to SAN development and planning and receive recommendations from the public and tenants. All recommendations are submitted to the Authority Board for review.

#### **Tenant Safety Committee**

The Tenant Safety Committee is another opportunity to encourage tenants and Authority staff to take ownership of the SWMP and to help ensure effective implementation of the plan. During monthly committee meetings, storm water management concerns are presented by EAD and discussed with tenants and staff. At the same time, tenants and staff are encouraged to submit comments on the SWMP and its implementation during the meetings.

#### **Lindbergh Airline Managers Council**

Tenants and Authority staff meet monthly to discuss and improve the operational aspects at SAN. During these meetings, EAD presents storm water program updates to airline station managers and tenants and staff are encouraged to become involved in the SWMP, take ownership of the SWMP, and help ensure SWMP implementation. The meetings allow for frank exchange of information and opinions regarding storm water management concerns at SAN.

#### **FMD Status Meetings**

EAD staff members attend FMD's monthly status meetings to encourage communication and cooperation among departments. FMD and EAD work together to achieve many of the strategies in the storm water programs, and this provides an opportunity to openly discuss plans and developments relating to Airport storm water management.

### **9.3 PUBLIC PARTICIPATION AND EDUCATION OUTREACH COMPONENT EFFECTIVENESS ASSESSMENT**

To support the iterative and adaptive management process of the WQIP required under Provision B.5 of the Municipal Permit, the Authority will assess the effectiveness of its education, training, and public participation programs as part of the re-evaluation of WQIP water quality improvement strategies. The Authority's assessment of WQIP goals and strategies is described in Section 11.0.

**9.4 PUBLIC PARTICIPATION AND EDUCATION OUTREACH COMPONENT PROGRAM REVIEW AND MODIFICATION**

The Authority has reserved this section to identify and document future changes to the Public Participation and Education Outreach Component of the SWMP. Section 13.0 discusses the program modifications made to the March 2008 version of the SWMP to bring this document into compliance with the renewed Municipal Permit.