



project clean water

Education and Resource Development TAC
Wednesday, October 19, 2005
San Diego County Water Authority
4677 Overland Drive
10:00 – 12:00 pm

Meeting Summary

Attendees:

Jan Daniels	Solana Center
Vikki Denslow	County of San Diego DPW
Janine Deranian	I Love a Clean San Diego
Robert Griswold	City of El Cajon
Maeve Hanley	County of San Diego DPR
Carole Melum	County of San Diego DPR
Margarita Mogollón	County of San Diego DPW
Roger Morrison	City of Poway
Helene Radzik	
Michele Stress	County of San Diego

- I. The County of San Diego Parks and Recreation gave a presentation on the Ramona Grasslands and Santa Maria Creek Protection and Restoration Project. Following is a summary of key points:
 - The County of San Diego, The Nature Conservancy, and the Wildlife Research Institute are partners in a project to protect the Ramona Grasslands and to improve water quality in the Santa Maria Creek that flows through this area.
 - The County of San Diego Department of Parks and Recreation received a grant from the State Water Resources Control Board to reduce the input of pollutants into the creek and improve the creek's ability to filter waters that flow into the Lake Hodges drinking water reservoir.
 - In 2003, The Nature Conservancy purchased the 417 acre Cagney Ranch, which will become part of the County's network of open space preserves. The partners continue to work on acquiring land from willing sellers.
 - Implementation of a biological management and monitoring program that aims to enhance the habitat of many rare plants and animals has begun.

- Many partners will be working to restore the natural vegetation of the creek corridor, surrounding grasslands, and vernal pools. This team plans to reduce invasive weeds that threaten the creek's biodiversity as well as its water quality enhancing functions.
- Guidelines are being developed for managing grazing to control invasive grasses while not adversely affecting water quality or the condition of the creek.
- Many suggestions were made as to how the Ramona Grasslands presentation could be modified to educate and appeal to the residents of Ramona.
- For more information on the Ramona Grasslands project, contact Carole Melum at CAROLE.MELUM@SDCOUNTY.CA.GOV.

II. Environmental Literacy Report

- This report presents 10 years of research performed by the National Environmental Education and Training Foundation.
- It brings to light what environmental education needs most by pointing out that what passes for environmental education in American is usually environmental information. The media in particular does not supply much actual education, although it is the most powerful source of environmental information.
- After 30 years of school-based environmental education programs, only 1/3 of American adults can pass a simple test of environmental knowledge with a grade of C or above.
- 41% of Americans were able to identify the definition of a watershed, but 35% were unable to venture a guess, even when presented with options.
- Studies showed that women are more likely than men to support environmental protection, but when it comes to environmental knowledge, this "gender gap" is reversed. This may reflect that men are twice as likely as women to have education and/or careers in science-related fields.
- In spite of today's formal environmental education, studies also showed that Americans aged 35-54 were more knowledgeable about the environment than those aged 18-34. However, the most significant factor in whether people have environmental knowledge appears to be their level of education.
- Even though some parents identify their children as a source of environmental information, the report suggests that children do not play a major role in passing environmental knowledge on to their parents.
- The study found that it is important for children to learn outside the box, and in this instance the "box" is the classroom while "outside" means the outdoors.
- The report also stressed the need to educate the educators, including community leaders, teachers, and meteorologists. Meteorologists in particular are influential because 80% of adults watch the news primarily for the weather.

III. List Server

- Do you like the idea of a list server, or do you already get too much “junk” e-mail? Let us know what you think.

IV. PRISM Grant Update

- The UCCE is developing a new tip card for white fly.
- The pest cards are already in several Lowe’s stores, and UCCE has also been able to provide the cards at the Sports Arena Home Depot. Master Gardeners may be available for information in the garden areas of these stores, and a mobile display cart will be purchased.
- A mail-out will ask nurseries if they are interested in having the pest cards in their stores.
- The UCCE also has a watershed model available for loan.
- We have heard radio ads from a local pest control company that emphasize IPM and have mirrored some of the tag lines in the Healthy Garden, Healthy Home Campaign. These ads are run on a local sports radio station.
- There will be a focus on five pests/problems, including aphids, snails and slugs, white fly, mildew, and scale. New outreach efforts will include two posters, video public service announcements, and a media kick-off for February, 2006.

V. Roundtable

- The Solana Center is revising a toxic waste brochure and will collaborate with the UCCE for IPM workshops on composting and native plants.
- I Love a Clean San Diego has been working on presentations and community events, including a recent one in Ramona.
- The City of Poway recently had a town hall meeting, and 150 citizens showed up. The City is also working on brochures for developers and homeowners.
- The City of El Cajon has begun its annual reports for the JURMP and WURMP. The City is also writing 4-5 articles on trash and litter for newsletters with an estimated total circulation of 38,000.
- The San Diego County Water Authority exhibited a walk-through garden at the San Diego County Fair this year. It is also developing a xeriscaping guide highlighting native plants and a 12 month gardening guide. Three science kits with photos and lesson plans for grades 1-3 are available, and 10 videos have been produced, including a new version of “To Quench a Thirst” for 4th graders. The Water Authority is also working with San Diego State University graduate students on a program about fires.

VI. Mark Your Calendars!

The next meeting is tentatively scheduled for Wednesday, January 18th at the San Diego County Water Authority.

If you have a conference room available or would like to host a meeting, please contact Margarita at MARGARITA.MOGOLLON@SDCOUNTY.CA.GOV or (858) 694-2557.

If you have an innovative program you would like to showcase or would like input/collaboration on a new proposal, contact Margarita to be added to the next agenda.

Have a wonderful holiday season!

CLEAN WATER THROUGH LOCAL COMMITMENT AND ACTION