



Motivating the Community: One City's Experience

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Outline

- Where is San Clemente?
- An Aware Community
- Regulatory Pressures
- Paying for the Program
- Project Surf
- SC Watershed Task Force

Where is San Clemente?

- Southern-most city in Orange County
- Incorporated in 1928
- Originally a bedroom community
- Now more than 60,000 residents
- Intense community pride
- Surfing destination

An Aware Community

- Home of many in the surfing industry
- Headquarters of Surfrider Foundation
- Shaken by Huntington Beach closures in 1999-2000
- Created an Ad Hoc Beach Advisory Committee, now known as the Coastal Advisory Committee

Regulatory Pressures

- San Diego Regional Water Quality Control Board
- Issued most recent Municipal Stormwater Permit to Orange County in February 2002
- Required program implementation by each municipality by February 2003
- Previous permits implemented by the County

Paying for the Program

- New stormwater utilities subject to Prop 218
 - 50% of property owners
 - Or 2/3 of electorate
- Public opinion survey showed community's support of environmental programs
- Urban Runoff Management Plan estimated program costs ~\$1.7 million annually

Paying for the Program (cont.)

- Costs each single family homeowner \$5 per month
- Proposed 5-year sunset clause
- Urban Runoff Management Fee supported by local activist community
- Passed by 54% of property owners

Project Surf – Community Education

- Many outreach avenues:
 - Brochures
 - Mailers
 - Articles
 - Utility bill inserts
 - Website
 - Earth Day 2004
 - Advertisements
 - Booths at all events
 - Presentations/trainings
 - School programs
 - Enforcement
 - Countywide program

Project Surf – Community Education (cont.)

- “I pay my \$5 every month...”
- Polystyrene foam ban
- Smoking ban on the beach
- Proactive City Council

SC Watershed Task Force

- Grassroots effort – began Spring 2004
- Representatives from all facets of the community:
 - Government
 - Activists
 - Business groups
 - HOAs
 - Hopefully others...

SC Watershed Task Force (cont.)

- Special initiatives:
 - Environmental awards for businesses, schools, etc.
 - Beach and neighborhood cleanups
 - Speaker's bureau
 - Education / public outreach
 - Adopt-a-Beach

Any Questions?

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