

Element 11 - Communication Plan

Communicating the objectives of the SSMP and the importance of sanitary sewer system management practices to the public is essential. An informed public can assist and support the District by reducing customer caused blockages, which will potentially decrease SSOs.

The District developed a Communication Plan to improve the coordination and communication between the District, the Member Agencies, and the public.

11.1 Regulatory Requirements

WDR Order No. 2006-0003-DWQ Section D.13(xi) states:

The Enrollee shall communicate on a regular basis with the public on the development, implementation, and performance of its SSMP. The communication system shall provide the public the opportunity to provide input to the Enrollee as the program is developed and implemented.

The Enrollee shall also create a plan of communication with systems that are tributary and/or satellite to the Enrollee's sanitary sewer system.

11.2 Communication Plan

Public meetings are held on the first and third Wednesday of each month at 6:00 p.m. at the Oceano Community Services District, which is located at 1655 Front Street, Oceano, California 93475. If a regular meeting date falls on a holiday, meetings are typically scheduled for the following day.

The implementation of the SSMP elements is presented during Board meetings, and this information is then transferred to the Member Agencies. The SSMP is also available on the District's website, www.sslocsd.org, under the Environmental Programs section. Public comment is encouraged.

The District's current Communication Plan is provided in Appendix 11A.

Appendix 11A

SSLOCSD SSMP Communication Plan

SSLOCSD SSMP COMMUNICATION PLAN

Activity/Best Management Practice	Stakeholder	Contact Frequency	Means/ Method	Status
Current SSMP on District Website	District Compliance Staff	Annually Update	1. When SSMP is amended, staff upload SSMP to website.	1. Ongoing/Completed: 10/25/2011
			2. Add comment/suggestion box, as well as question line.	2. Completed: 9/22/2011
			3. Place links on Member Agency websites directing users to the District SSMP and District Ordinances.	3. In Process - AG website: Resident's Community Links section (http://www.arroyogrande.org/resident/community-links.html); GB website: Public Works Department's Utility Operations section (http://www.grover.org/index.aspx?nid=212); and OCS D website: No link. SSLOCSD contacted GM.
			4. Add past SSMP Revisions and WDR Orders to website.	4. Completed: 9/19/2011
			5. Add District Ordinances to website.	5. Ongoing/Completed: 9/19/2011
Include spill reporting information on Website	District Compliance Staff	Annually Update	1. Add spill contact info to website.	1. Completed: 9/29/2011
Communicate FOG Program	Inspection Staff	Biannual	1. Inspection staff performs inspection and educates business owners.	1. Ongoing
			2. Show compliance statistics on the District website.	2. Ongoing/Completed: 10/25/2011
			3. Include information about FOG actions for the public to take (e.g. bacon grease in can in trash, not down drain) in GB biannual newsletter (Sea Breeze) and AG triannual newsletter (Stagecoach Express).	3. Open - SSLOCSD plans to include a FOG article in the fall 2012 issues of the Sea Breeze and Stagecoach Express.
			4. Create a flyer, which describes the FOG Inspection process and what inspection staff is looking for.	4. Completed: 12/15/2011
			5. Generate a letter explaining the District's legal authority related to FOG, which inspection staff will have available during FOG inspections.	5. Completed: 10/25/2011
Distribute SSO Prevention Materials	District Compliance Staff	Annually	1. Send out annual mailer on FOG and Prescription dumping.	1a. Ongoing/Board of Directors voted to have the prescription flyers available at the Member Agencies' service counters. Prescription flyers were given to the Member Agencies on 10/13/2011. 1b. Ongoing/Annual FOG Mailer: FOG Inspection flyer distributed to the Member Agencies in 12/2011.
			2. Have handouts at service counters for the Member Agencies.	2. Ongoing/Complete: Prescription (10/13/2011), FOG Inspection (12/2011), and SSO Informational (12/2011) flyers distributed to the Member Agencies.

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SSLOCSD SSMP COMMUNICATION PLAN

Activity/Best Management Practice	Stakeholder	Contact Frequency	Means/ Method	Status
Dec. 2010 SSO Update	District Administrator/ District Compliance Staff	Annually	1. Website have report on status of response to SSO and corrective actions taken. The District expects enforcement action from SWRCB.	1. Open - Pending based on outcome.
Infiltration and Inflow Study	District Engineer	2011	1. Website have report on I/I study done as a result of the SSO and importance of ensuring that stormwater does not inflow to the collection system.	1. Completed: 9/20/2011
			2. Include an article in the SSLOCSD Annual Newsletter.	2. Open - Newsletter to be completed by 3/31/2012.
Promote SSMP Awareness	District Administrator/ District Compliance Staff/Plant Superintendent	Annually	1. Have a booth at town hall meetings, collaborate with the member agencies to present SSMP information jointly.	1. SSLOCSD had a booth at an OCSD town meeting on 4/30/2011 and will coordinate with the MAs at 3/8/2012 Collection System Coordination Meeting to determine additional venues.
			2. Work with Member Agencies to develop radio and print advertisements.	2. Open - This will be discussed at the Collection System Coordination Meeting on 3/8/2012.
			3. Attend National Public Works Week (NPWW) at the San Luis Obispo Farmer's Market. Have a table at the Member Agencies' Farmer's Markets.	3. Open - NPWW is 5/20/2012 - 5/26/2012. SSLOCSD will attend the San Luis Obispo Farmer's Market on 05/24/2012, and the Arroyo Grande Farmer's Market on 5/19/2012 or 5/26/2012.
			4. Hold an Open House at the WWTP with information about the District's collection system, along with WWTP planned projects and upgrades.	4. Completed: 9/28/2011
			5. Annually issue a District newsletter to all customers.	5. In Process - The District's newsletter will be mailed with the MAs' newsletters.
Member Agencies Communication Plan	District Administrator/ District Compliance Staff	Monthly	1. Plant Superintendent and Member Agency Public Works Staff meet monthly to discuss collection system issues.	1. Ongoing - First meeting held on 9/8/11.
Update District Board of Directors on SSMP Status	District Administrator	Annually	1. Annual presentation to District Board and general public, which provides a venue to solicit public feedback.	1. Open - The annual presentaton will be given to the District Board and the general public at the 3/21/2012 or 4/4/2012 Board of Directors meeting.

SSS Order Communication Program Requirement:

The enrollee shall communicate on a regular basis with the public on the development, implementation, and performance of its SSMP. The communication system shall provide the public the opportunity to provide input to the Enrollee as the program is developed and implemented. The Enrollee shall also create a plan of communication with systems that are tributary and/or satellite to the Enrollee's sanitary sewer system.

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