	Joint Effort LID Education and Outreach Schedule 2010 2011 2012																						
	<u> </u>		Q1		Q2			Q3	011	11 Q4		Q5			Q6		T	Q7	2012 Q8		Q9		
Target Audience	Activity Description	Strategic Objectives	Oct	Nov D	ec	Jan	Feb Ma	ar A	pr May Jun	Jul	l Au	g Sep	Oct	Nov	Dec	Jan	Feb N	/lar	Apr May Jun	Jul	Aug	Sep	Oct Nov De
Designers, Engineers/Consultants, Landscape Architects & Contractors, Builders, Developers & Architects	Hold meeting/presentation at Granite Rock (or another "green" building material vendor) to inform target audience of new interim LID requirements and building materials available for use (i.e. pervious pavers, drip irrigation, etc)	LID BMP Design, Compliance with LID requirements, Enforceable Mechanisms							,			<u>.</u>							,			•	
	Send letter to professional organizations (APWA, AIA, CSPE, etc) and make a presentation containing information regarding new interim LID requirements and upcoming hydromodification criteria currently in development. Information can be used in organization newsletters.	LID BMP Design, Compliance with LID requirements, Enforceable Mechanisms, and Applicability Thresholds																					
	Develop a guided tour of project in which LID has already been incorporated (once determine location). Possibly use Santa Cruz RCD representative.	LID BMP Design																					
	Send media release to area newspapers explaining LID and announcing new LID requirements for Builders	LID BMP Design, Compliance with LID requirements									ID Guid Manua	dance I due											
	Send article to Builders Exchange for inclusion in its monthly newsletter	LID BMP Design, Compliance with LID requirements																					
Residential Homeowners and Community Groups	Ecology Action "Ocean Friendly" Landscape program and yard emblems	LID BMP Design																					
	"Slow It, Sink It, Spread It" brochure placed at City/County Clerk counters	LID BMP Design																					
	LID presentation at local NGO meetings (Sustainable Seaside and PG, etc)	LID BMP Design, Compliance with LID requirements																					
Nurseries and Garden Centers	Outreach to nurseries and Garden centers to hold tabling event or training session.	LID BMP Design																					
	"Slow It, Sink It, Spread It" outreach brochures placed in nurseries and garden centers, incorporate in OWOW Tabling event.	LID BMP Design, Compliance with LID requirements																					
	Green landscaping Information placed on website (drought-tolerant plants, etc)	LID BMP Design																					
Municipal Staff	Meetings held with City/County staff (Planners, Engineers, etc) to educate them on the entity- specific applicability thresholds, interim LID requirements, and the status of the Joint Effort.	Enforceable Mechanisms, Applicability Thresholds, Compliance with LID requirements																					
Executive Management, City Councils, and Commissions	Education and Outreach to municipal officials regarding the stormwater management objectives of code changes	Enforceable Mechanisms, Applicability Thresholds, Compliance with LID requirements, LID BMP Design																		m	enfore echani pprov		
	Presentations made to City Councils and Planning Commissions regarding new LID requirements	Compliance with LID requirements, Enforceable mechanisms																					
All	"What is LID?" brochure placed at City/County counters/brochure stands	LID BMP Design, Compliance with LID requirements, Applicability thresholds																					
	Information regarding LID, New Development/Redevelopment, and Urban programs placed on Monterey SEA website	Enforceable Mechanisms, Applicability Thresholds, Compliance with LID requirements, LID BMP Design														_							
	LID media outreach via PSA (w/partners)	Compliance with LID requirements, LID BMP Design																					