

Attachment 3.2: “Watershed Watchers: Keeping Our Waterways Clean” Program with the U.S. Fish and Wildlife Environmental Education Center (EEC) in Alviso.

The Program provides resources to the Don Edwards San Francisco Wildlife Refuge Environmental Education Center in Alviso to support a full-time interpretive specialist position for conducting the Watershed Watchers Program. Watershed Watcher activities, which are conducted on-site and primarily on the weekends, focus on building watershed awareness and encourage stormwater pollution prevention behaviors among attendees (general public, weekend visitors, families with children etc.).

The Watershed Watchers Program conducts more than a hundred activities for children and adults each year. These include:

Wildlife in Our Watershed Depends on You: Interpretive programs focusing on how individual behaviors cause urban runoff pollution and affect wildlife habitat in our watershed. Examples include children’s bird walks, adult birdwatching, live animal presentations, twilight walks and general nature hikes. All programs include a segment addressing runoff pollution covering causes, resulting problems, and identifying actions visitors can take at home to prevent or lessen the problems.

Gardening without Chemicals: Stewardship activities encourage and inspire visitors to create wildlife habitats and use chemical-free garden techniques in their own backyards. Garden work days are offered emphasizing chemical-free gardening techniques. Native plant gardening workshops begin in the classroom and end with a tour of the EEC native plant demonstration gardens while discussing chemical-free gardening techniques and implementation methods for the home garden.

Our Role in Preventing Urban Runoff: Presentation and walk focusing on each individual’s role in preventing urban runoff pollution, including examples of alternative behaviors. This is usually done with groups that make reservations (e.g., Scouts, Lyceum, Sierra Club, and senior groups).

Special Events: These events are designed to attract at least 200 people to the EEC for various activities including games and crafts. Urban runoff pollution prevention messages are incorporated into several of the activities featured during the event.

Other Watershed Watcher program tasks include:

Developing and Maintaining Partnerships with Local Community Organizations: Partners include Santa Clara Valley Audubon Society, Friends of Guadalupe River Park & Gardens, the San Francisco Bay Bird Observatory, Happy Hollow Park & Zoo, and volunteer coordinators at local companies (e.g., Cisco and Hands On Bay Area, etc.).

Coordinating Refuge Volunteers for Interpretive Programs/Gardens: Contacting volunteers to lead programs, training, and maintaining relationships with volunteers; and scheduling volunteers for special events.

Informal Indoor Visitor Contact: Includes interaction at the Center and answering visitor questions over phone.

Outreach to Local Media: Includes contacting local newspapers and other publications; posting program and event announcements in online calendars (e.g., Acterra and Craigs List); and creating appropriate event descriptions for press releases.