



SECTION 3

PUBLIC INFORMATION/PARTICIPATION

3. PUBLIC INFORMATION/PARTICIPATION

INTRODUCTION

The goals of the PI/P element of the Program are to identify and change behaviors that adversely affect water quality, and to increase the understanding and appreciation of streams and the Bay. The Program's FY 04-05 PI/P Work Plan provided a strategy to achieve these education and public participation goals with specific projects funded in the Program's FY 04-05 budget.

A number of ad hoc task groups (AHTGs) and work groups, comprised of Co-permittee representatives and Program staff, continued to meet and communicate via email to implement PI/P projects. A summary of the work groups' accomplishments is provided in Table 2-2.

Highlights of the accomplishments of FY 04-05 PI/P projects and ongoing projects from previous years are described below, along with an evaluation of the effectiveness of activities and measures for continuous improvement. Table 3-1 presents a summary of the projects and the effectiveness evaluation.

FY 04-05 PI/P PROJECTS

FY 04-05 PI/P Work Plan

The FY 04-05 PI/P Work Plan focused significant resources on Year Five of the Watershed Education and Outreach Campaign and on other permit-required activities. The Management Committee approved the work plan and budget for specific projects, and the work plan was submitted as part of the Program's FY 04-05 Work Plan, submitted on March 1, 2004. No comments on the FY 04-05 Work Plan were received from the Water Board.

FY 04-05 PI/P projects included:

- Watershed Education and Outreach (WEO) Campaign (this includes funding for Watershed Watch Campaign, ZunZun School Assemblies and the Watershed Watchers Program at the Alviso Education Center, Don Edwards San Francisco Bay National Wildlife Refuge)
- Pesticide User Outreach
- Mercury Pollution Prevention Outreach
- Schools and Youth Education Outreach
- Regional Coordination (participation in BASMAA PI/P Work Groups, described at the end of Section 3),
- Program Supplies/Materials Reprinting

Scopes of work for these projects were included in Section 3 of the Program's FY 04-05 Work Plan. The FY 04-05 PI/P Work Plan also includes ongoing PI/P support activities, such as support of the toll-free information hotlines, mailing brochures and Watershed Watch kits on request, etc.

Watershed Education and Outreach Campaign

The Program's Watershed Education and Outreach Campaign included funding for the Watershed Watch Campaign, the Watershed Watchers program at the San Francisco Bay

National Wildlife Refuge Environmental Education Center in Alviso (“Wildlife Refuge”) and ZunZun assemblies at elementary schools in Santa Clara County.

Watershed Watch Campaign

The Watershed Watch Campaign completed its fifth year of implementation (fourth year of advertising) during FY 04-05. The Campaign focused on implementation of various outreach tasks including the media advertising campaign.

Based on the recommendations of the September 2003 Watershed Watch Campaign evaluation and the Watershed Education and Outreach Strategy, June 2004, Campaign outreach continued to use messages on specific pollution prevention actions aimed at residents.

The Watershed Watch Campaign developed a media strategy using print, radio and transit advertising. The media strategy, which ran in two flights, consisted of a fall campaign (August through October 2004) and the spring campaign (March through May 2005). The fall campaign used the popular “Got Bugs” and “Got Paint” ads; and the spring campaign focused on the mercury pollution prevention outreach and used a new ad entitled “Got Bulbs”.

A draft FY 04-05 Watershed Watch Work Plan was submitted with the Program’s FY04-05 Work Plan on March 1, 2004, and is attached as Appendix B-1. The fall Media Advertising Plan, completed in July 2004, is included in Appendix B-2. The spring Media Advertising Plan, focusing on mercury pollution prevention, is included as Appendix B-3.

Accomplishments

The following describes tasks completed by the Program’s consultant, with assistance from Program and Co-permittee staff, during FY 04-05. The detailed Watershed Watch Campaign and Media Final Report is provided as Appendix B-4:

- **Task 2 – Materials Development** – Developed flyers, receipt flyers, ads, and posters for the Classic Car Wash, Kelley Moore Paints and Quality Tune Up promotions. Copies of these promotional materials are included in Appendix B-5.
- **Task 3 – Partner Coordination** - Continued development of the partner database and conducted numerous meetings with potential partners. Three new partnerships were developed in FY 04-05. A list of current partners and the estimated value of resources provided by the partners is provided within Appendix B-6. The estimated total value added to the FY 04-05 Campaign from partners is \$467,838. This is a 22 percent increase from the same time period in FY 03-04 despite a 7.8 percent decrease in advertising budget.
- **Task 4 – School Education Outreach (Campaign-related only)** – Funded performances by the entertainment troupe ZunZun at two assemblies conducted at the Pumpkins in the Park event in October 2004.
- **Task 7 – Events** – Developed and regularly updated an events calendar that was circulated to the Co-permittees. Organized and attended five events with the Watershed Watch display booth and provided Watershed Watch kits for 16 media partner and other organizations’ events. This includes four outreach events at Classic Car Wash locations and two events at Quality Tune Up locations staffed by Program and Co-permittee staff. Watershed Watch kits were distributed at these events. (See final events calendar in Appendix B-7).

- Task 8 – Media Advertising** – During FY 04-05, the Watershed Watch Campaign consultants developed a media strategy that involved print, radio and transit advertising in two flights (August through October 2004 and March through May 2005). The fall advertising used the popular “Got Bugs” and “Got Paint” ads and targeted the Latino community. A new ad “Got Bulbs” was developed and used in the spring media campaign. The fall campaign used 23 print ads, 100 transit ads (bus taillight posters) and 1,208 radio ads (240 radio ads were in Spanish). Media advertising in the spring campaign used 10 print ads, 88 transit ads and 177 radio ads. In addition, all media partners offered free ads and announcements. Third party sponsors gained through media advertisers/partners generated a large amount of value-added resources for the Campaign. In the fall campaign, Kelly Moore Paints, Classic Car Wash and Quality TuneUp distributed more than 17,000 educational receipt flyers to their customers in Santa Clara County. Kelly Moore Paints and Classic Car Wash also offered valuable discounts on various products and services with the Watershed Watch Discount Card. Third party incentives reinforced behaviors sought by the Watershed Watch Campaign by encouraging the public to wash their cars at commercial car washes, keep their cars tuned up and dispose unwanted paint at a household hazardous waste facility. These promotions also generated traffic to the Watershed Watch web site where visitors could download the discount card and get more information about what discounts are available with the card. Media partners helped augment these promotions by conducting live-remote broadcasts at the business locations and running free ads. In the spring (mercury) media campaign, media partners KRTY and the *San Jose Mercury News* ran a contest and provided free advertising to promote the free fluorescent lamps drop-off locations offered by the County Household Hazardous Waste Program at select hardware stores. The advertising budget for the fall campaign was \$99,904. Media and business partners provided a total value-added package of benefits and resources of \$175,018. The advertising budget for the second phase was approximately \$40,000. Media partners provided a total value-added package of benefits and resources of \$74,610. Additional details are available in the final Watershed Watch Campaign and Media Report included as Appendix B-4.
- Task 11 – Develop Web Site** – Continued to maintain and update the Watershed Watch web site. During FY 04-05, the web site had an average of 342 page views per day compared to 287 page views per day in FY 03-04. This increase is significant considering that the website was only promoted in the fall media campaign. The spring campaign promoted the County HHW Program’s website. Total web page views have increased from 16,550 in FY 01-02, 59,130 in FY 02-03, 100,000 in FY 03-04 and 124,500 in FY 04-05. Additional details on web site statistics are included in Appendix B-8 and the Final FY 04-05 Campaign and Media Report (Appendix B-4)
- Task 12 – Reports and Meetings** – Conducted numerous meetings with WEO Ad Hoc Task Group and work groups, and submitted monthly campaign reports to the AHTG and Management Committee.

Evaluation of Effectiveness

Many factors indicate that the Watershed Watch Campaign implementation during FY 04-05 was a success (See Final Campaign and Media Report (Appendix B-4) and other documents in Appendix B). Some of these include:

- The continued successful partnership with three local businesses (Classic Car Wash, Kelly Moore Paints and Quality Tune up);

- The large number of gross impressions (i.e., number of people reached by the message) made by media advertising (56,402,733);
- The rapidly increasing number of visitors to the Watershed Watch web page (average of 342 average page views per day as compared to 287 average page views per day in FY 03-04). There were 124,500 page views in FY 04-05 as compared to 100,000 page views in FY 03-04;
- The increase in calls to the Watershed Watch hotline (146 in FY 03-04 to 227 in FY 04-05) even though the fall media flight promoted the hotline. This indicates that additional people are becoming aware of the hotline and using it to obtain information on less-toxic pest controls and watersheds.
- The use of the Watershed Watch discount cards increased significantly in FY 04-05. One of the Campaign partners, Classic Car Wash, agreed to track and report the use of discount cards. During the promotion from July through December 2004, the discount card was used 357 times at Classic Car Wash locations. In addition, the discount card was downloaded from the web site 456 times from July 2004 through June 2005.
- The completion of all tasks in the FY 04-05 scope of work, with active participation of Program staff and Co-permittees.

Another measure of effectiveness was the results of a survey taken by ZunZun performance attendees after a performance at the Pumpkins in the Park event. The results include the following:

- Thirty-six people responded that they had prior knowledge of watersheds before the performance; fifty-one did not.
- Fifty-seven people responded that after the ZunZun performance, they could define a watershed; twenty-four could not.
- Seventy-two people responded that they could name ways to prevent pollution in the watershed; twenty-one people listed possible actions they could take; and fourteen people could not name any ways to prevent pollution.
- When asked if the performance was educational, entertaining, or both, fourteen people responded that it was educational; fourteen said it was entertaining, and fifty-seven said it was both.

Currently, the Program is re-evaluating the Watershed Watch Campaign. On July 5, 2005, the Program issued a Request for Proposal to select a consultant for planning and implementing the Watershed Watch Campaign during FY 05-06.

The Watershed Watchers Program at the Don Edwards San Francisco Bay Wildlife Refuge, Alviso ("Wildlife Refuge")

The Wildlife Refuge Environmental Education Center (EEC) offers trails and access to wildlife viewing for the public to gain first-hand knowledge of the value of Bay habitats. Visitors to the EEC can view a storm drain model and receive copies of Program materials, including the Watershed Watch kits and pesticide reduction brochures and fact sheets.

Evaluation of Effectiveness

As part of their "Watershed Watchers" Program, EEC staff conducted 110 programs that attracted 9,067 participants. Topics discussed at the workshops included watershed protection, wildlife in the watershed, gardening without chemicals, and the public's role in urban runoff pollution. The EEC's Fourth Quarter Report, including a summary of FY 04-05 accomplishments, is provided in Appendix B-10.

Pesticide User Outreach

A detailed FY 04-05 Pesticide User Outreach Work Plan was developed by Program staff and approved by the Pesticide User Outreach Work Group on October 20, 2004. The Pesticide User Outreach Work Plan included the following tasks:

- IPM store partnership program
- Media advertising
- IPM outreach to businesses and special districts
- IPM outreach events
- IPM workshops
- Development of outreach articles

The accomplishments of this project are described below:

Integrated Pest Management (IPM) Store Partnership Program

Background

The IPM Store Partnership Program, also known as the Our Water Our World (OWOW) program, was in its seventh year in FY 04-05. The goal of the OWOW program is to reduce toxicity caused by pesticides in stormwater, creeks and the Bay by:

- Developing partnerships with retailers who can educate the general public about water quality problems related to residential pesticide use while promoting the sales and use of less toxic alternatives; and
- Through the partnerships with retailers, educate the public about effective less-toxic pest control strategies, the value of the IPM approach to home and garden pest control and safe use and disposal of pesticides.

The Program contributes funding to and participates in the Regional IPM (OWOW) program, which is administered through BASMAA. The Regional Program, with input from IPM experts and participating stormwater programs, has developed fact sheets, promotional materials, training sessions, display materials for stores and an alternative products list. The Program and Co-permittees are responsible for recruiting stores, arranging training sessions for store employees, in-store display set-up, display maintenance and on-going contact with participating stores.

FY 04-05 Activities

During FY 04-05, the Program continued to support participating stores within the Program's jurisdiction. Program staff visited all the participating 31 stores at regular intervals and updated the display racks and shelf talkers as needed.

Outreach material purchased for the Stores Partnership Program included IPM fact sheets, shelf talkers and literature rack material (side decals, headers and property tags).

The Program also continued to use the services of Ms. Annie Joseph, an experienced IPM consultant, to provide training to store employees on selling less-toxic products. Ms. Joseph is also a consultant to BASMAA for the Pesticide Distributor Outreach Project (now funded through a Prop 13 grant to Marin County). The purpose of the Pesticide Distributor Project is to increase the amount and variety of less-toxic products on store shelves by working through the product distributors and educating the distributor sales force. This is a valuable complimentary program to the OWOW program as it helps to ensure that the products OWOW promotes will be available to support consumer choices. Ms. Joseph's presence at stores through this project made them more receptive to the local Store Partnership Program and increased the likelihood of attending the trainings.

Past Program experience with training stores indicated that employees were not amenable to attending off-site trainings. In FY 04-05, the Program continued to offer trainings as in-the-aisle trainings during working hours or on-site after-hour trainings. Approximately 71 employees representing six SummerWinds stores and one Palo Alto Hardware were trained in February 2005. Employees were also requested to fill out evaluations. The list of participating stores, their training status and a summary of evaluations received are provided within Appendix B-11.

As part of its outreach to stores, the Program also provided information to all participating stores about the stop sale date for diazinon containing products. Follow-up calls were made to all stores and these indicated that all store managers are aware of the stop-sale date and have removed all diazinon-containing products from store shelves.

Evaluation of Effectiveness

The IPM Store Partnership (OWOW) program continued to be a success in FY 04-05. The store managers and employees were enthusiastic about the program and extremely receptive to having the OWOW display in stores, as indicated in the evaluations attached in Appendix B-14. A few highlights of the evaluation are:

- 90% of the respondents agreed that the training information was useful;
- 42% agreed that the information changed their attitude about pesticides;
- 85% agreed that the information will help them sell less-toxic products; and
- 91% agreed that they would recommend the training to co-workers.

Most of the stores that responded to the training offer and received trainings were the larger stores (e.g., SummerWinds). During FY 05-06, the Program will evaluate ways to encourage smaller stores and nurseries to attend these trainings.

The BASMAA Regional IPM Committee conducted a customer intercept survey in October – November 2004 to evaluate the Store Partnership Project. BASMAA funded two surveys at two stores in each County. In order to obtain data significant enough for making County-specific conclusions, the Program provided funding to survey three additional stores in Santa Clara County. The survey included interviewing 375 customers at five stores in Santa Clara County. The evaluation indicates that:

- Overall, 31% of the people interviewed were aware of the Our Water Our World promotion;
- The fact sheet garnered the highest recognition of the four promotional items (16%), followed by the logo (15%); and

- Of the people who had identified at least one of the promotional items (n=104), 82 percent said that these items helped them identify less-toxic products or methods.

The evaluation also indicated that that “health/human safety” was the biggest motivating factor for respondents that were going to buy a less-toxic pest control product on the day they were interviewed (54%). “Environmental concern” and “Pet safety” (43% and 31%, respectively) were the next biggest motivating factors.

Based on evaluation report, the BASMAA IPM Committee recommended changing the OWOW shelf-talker tag line from “*Choose Less Toxic Products*” to “*Less Toxic to People and Pets*”. It is anticipated that this tag line will motivate more people to buy less-toxic products.

The detailed Santa Clara Survey Report and the Executive Summary for the Bay Area wide Survey are included in Appendix B-12. The detailed Bay Area wide report is available on request.

Media Advertising

The Program’s Watershed Watch Campaign used the “Got Bugs” radio, TV and transit ads in its fall advertising campaign. Details of the media campaign are included in the Watershed Watch Final Campaign and Media Report attached as Appendix B- 4.

Evaluation of Effectiveness

The “Got Bugs?” transit, print and radio ads caused a sharp increase in the number of web page views and hot line calls. Website visits increased significantly during the advertising phase, reaching a peak of 460 page views per day in September 2004. Additional information is available in the Watershed Watch Final Campaign and Media Report (Appendix B-4). The OWOW IPM fact sheets were mailed to people requesting information on less-toxic pest control.

IPM Outreach to Restaurants

The Program continued to provide copies of the “Don’t Lay a Table for Pests” poster to County Health inspectors for distribution to food facilities. This poster has been incorporated into the “Final Construction” packet of information that is distributed to new and remodeled food facilities. In addition, these posters were also provided to Co-permittees for distribution during routine stormwater inspections.

Evaluation of Effectiveness

During FY 04-05, County Health inspectors distributed 628 posters and will continue to distribute posters to restaurants during FY 05-06.

IPM Outreach Events

Program staff and Co-permittees staffed six events at which IPM outreach was conducted. To reduce staffing requirements, five events were coordinated with Watershed Watch outreach. Outreach events in FY 04-05 included:

- Prusch Farm Harvest Festival, San Jose, October 2, 2004;
- YSI Festival, Alum Rock Park, San Jose, October 17, 2004;
- Pumpkins in the Park, Discovery Park, San Jose, October 9, 2004;

- San Jose Spring Home and Garden Show, San Jose Convention Center, San Jose – April 15 to April 17, 2005;
- Spring in Guadalupe Gardens, Columbus Park, San Jose – April 23, 2005; and
- International Migratory Bird Day, Don Edwards San Francisco Bay Wildlife Refuge, Alviso – May 14, 2005.

In addition to talking to the general public about less-toxic pest control methods, event staff distributed fact sheets; “Grow It” guides, “Backyard Bugs” brochures, “Pests Bugging You” brochures and other IPM related brochures and giveaways. The beanbag game for children was also used at most of the events.

Evaluation of Effectiveness

Overall, the six outreach events were successful in providing opportunities for educating the public about less-toxic pest control methods. Event staff distributed approximately 2,580 IPM fact sheets and brochures and 2,793 giveaways (pencils, activity books, magnets, etc.).

Community IPM Workshop

The Watershed Watch Campaign conducted an IPM workshop for the Program in coordination with the Friends of Guadalupe River Park and Gardens; Master Gardeners of Santa Clara County and SummerWinds Nursery. To improve attendance, the workshop was conducted at an existing event, Spring in Guadalupe Gardens on April 23, 2005. It featured three presentations on less-toxic gardening methods spread throughout the day of the event. Stephanie Morris, local landscape architect, Laura Monczynski of Master Gardeners and Claudia Groth of Whitney Farms were the featured speakers. The presentations were interactive and featured various examples of plants with pest problems and non-toxic or less-toxic remedies. In addition, SummerWinds Nursery donated plant giveaways (4” drought resistant grasses) to workshop attendees. In addition, workshop attendees were given a “goody” bag filled with less-toxic pest control literature, a Watershed Watch kit and some promotional items. The workshop flyer is included in Appendix B-13.

Evaluation of Effectiveness

Overall, approximately 55 people attended the presentations. Each session had approximately 20 attendees. Attendees actively participated in each presentation and asked many questions.

Regional IPM Workshop

The Program contributed funds to the Regional IPM Workshop held on June 14, 2005. An estimated 412 people from approximately 300 public agencies and private businesses attended. This includes approximately 96 participants from Santa Clara County agencies and businesses. All attendees received a resource manual complete with conference overview, importance of collaborative efforts towards promoting the adoption of IPM practices in agencies, and a compact disk of the resource manual. The speakers were extremely knowledgeable on their respective areas of specialty and were engaged with the audience (which allowed for a give and take of ideas). The morning session was devoted to advocating the case for less toxic pest control and relating ways in which agencies can establish successful IPM programs. The afternoon session focused on structural pest control and urban turf and landscape, right of way vegetation management and aquatic weed management. Various sponsors (e.g., industry, non-profit organizations and government groups) secured booths and distributed a wide variety of outreach materials to attendees.

The Program also provided support for promotion of the Going Native Garden Tour held on April 17, 2005. Approximately 2,000 people attended the tour. The tour featured 28 gardens that demonstrated environmentally sensitive gardening practices which include the use of native plants, water conservation, landscaping to prevent urban runoff, reducing pesticide and fertilizer use, etc. The final report for the Going Native Garden Tour is included in Appendix B-14.

Other IPM Outreach Activities

In addition, Program staff developed an IPM outreach article and distributed it to selected publications. The article was included in the April 2005 issue of *SF Bay Wildlife Societies Tideline* magazine and was also placed on the Friends of Guadalupe Gardens website in October 2004. The *Tideline* article is included in Appendix B- 15.

The Program conducted a mailing to provide information on less toxic pest control to neighboring special districts within the Co-permittees' jurisdiction. A letter explaining the impact of pesticide use on urban runoff was developed and mailed (along with IPM fact sheets) to all special districts. The cover letter and list of special districts are included within Appendix B-16.

Mercury Pollution Prevention Outreach Project

The Program's mercury outreach continued to focus on educating Santa Clara Valley residents on the proper disposal of fluorescent lamps. The Program coordinated its outreach with the Santa Clara County Household Hazardous Waste Program (County HHW Program). The County HHW Program received a Mercury Grant from the California Integrated Waste Management Board on September 16, 2003. This \$300,000 grant proposes to: 1) develop an aggressive mercury reduction public education and outreach program targeted for residents and Heating, Ventilation, and Air Conditioning (HVAC) contractors and remodeling contractors in partnership with local planning and permitting agencies; 2) expand collection opportunities for mercury containing wastes including thermostats, button batteries and fluorescent lamps by increasing services at HHW collection events, retail stores, and community sites; and 3) conduct three Earth Day Thermometer Exchanges through a residential campaign entitled "Catch the Fever".

FY 04-05 Work Plan tasks

In FY 04-05, the County HHW Program partnered with approximately 13 retail stores to provide free fluorescent lamps drop-off locations for residents. The Program's outreach focused on promoting these drop-off locations and educating people about mercury pollution.

The Program's Mercury Outreach Pollution Prevention Work Plan included the following tasks:

- Development of In-store Signage Materials – The Program developed posters and floor decals to inform people about the availability of free fluorescent drop-off locations.
- Development of Outreach Articles –A newsletter article and press release were developed to inform residents about store drop-off locations. This information was provided to Co-permittees for use in conducting local outreach (e.g., employee newsletters or community papers).
- Implementation of a Media Campaign –The fall Watershed Watch Campaign used the Watershed Watch 'Got Paint' ad to educate people on the proper disposal of hazardous wastes (e.g., fluorescent lamps). During spring 2005, a media campaign consisting of print,

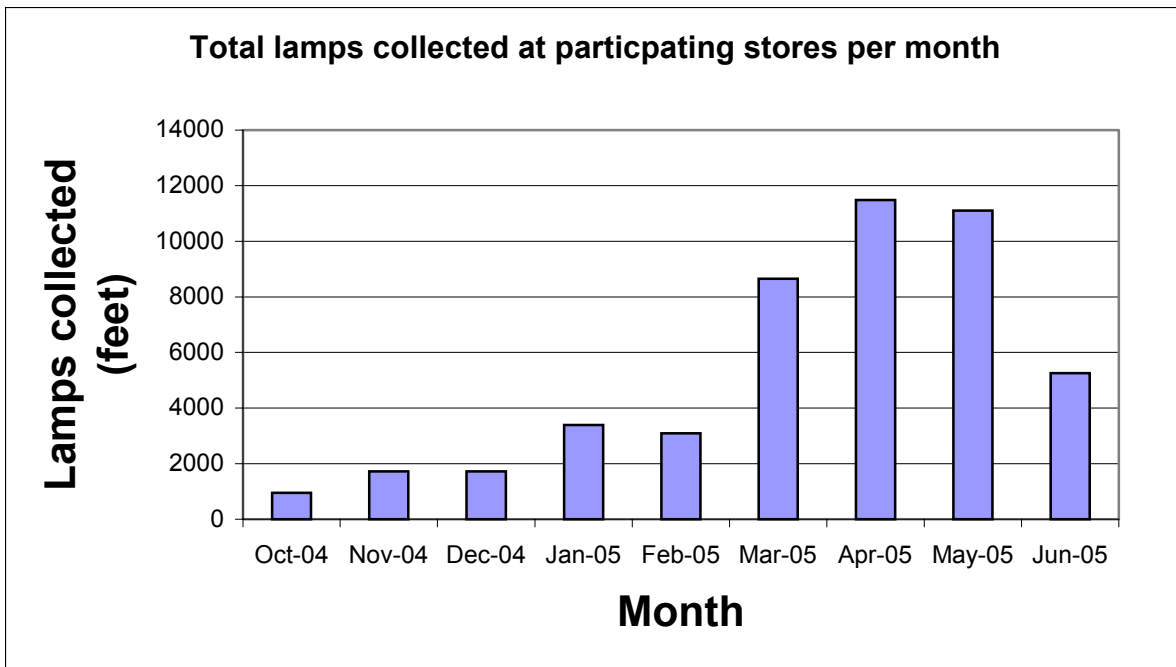
radio and transit advertising was implemented. A new ad, “Got Bulbs” was developed to inform residents about the free drop-off locations. The advertising campaign ran from March through May 2005. The Program provided funding for radio and print advertising and the Santa Clara County Integrated Waste Management Division provided funding for transit advertising. In addition, radio station KRTY offered, at no cost, an “enter-to-win” contest promoting the drop-off locations. The contest prize was a four-day/three night trip to Baja Mexico. Both KRTY and the *San Jose Mercury News* provided free advertising to support this promotion. Listeners/readers were encouraged to participate in the contest by either dropping-off their used fluorescent bulbs at participating stores or by submitting the “pledge to dispose mercury properly” contest entry form available online and within the *San Jose Mercury News*.

Copies of all mercury outreach materials are included in Appendix B-17.

Evaluation of Effectiveness

The mercury outreach media campaign included five free promotional print ads, 100 live promotional announcements, web site exposure and a vacation contest package from KRTY, third party sponsor. Posters, contest boxes and floor decals were featured at participating hardware stores within Santa Clara County. Bus signs were also visible throughout the County and featured a four-week override. Total gross impressions from media advertising were 22,127,000. The total added value of bonus spots, public service announcement’s and promotions for the various media partners is estimated at \$13,500.

Nearly 400 Got Bulbs contest entries were received by KRTY, mostly from the web site and the *San Jose Mercury News* ad. In addition, the quantity of used fluorescent bulbs collected at participating stores increased during the advertising period (March through May), as shown in the chart below¹.



¹ Since fluorescent light tubes come in different sizes, quantities are reported in terms of the total length (feet) of tubes collected.

During FY 04-05, the CoHHW Program collected 166,000 feet (41,597 pounds) of fluorescent lamps at 15 retail drop-off locations within Santa Clara County². Rob D'Arcy, Santa Clara County Hazardous Materials Program Manager indicated that the majority of lamps collected were the four-foot fluorescent type³. It is estimated that approximately 0.483 kilograms of mercury was destined for recycling from fluorescent lamps collected by the CoHHW Program⁴. During FY 03-04, the CoHHW Program collected 48,652 feet (12,163 pounds) of fluorescent lamps. In addition, 155 pounds of devices which contained elemental mercury (includes thermostats, thermometers and other products) and 450 mercury-containing thermometers were collected during FY 04-05.

Schools and Youth Education Outreach

The Watershed Action Fund Work Group was reformed as the Schools and Youth Education Outreach Work Group in FY 02-03 to oversee various projects related to outreach to school children. The following tasks were accomplished under this project:

General Outreach to Schools

The Program and its Co-permittees conduct various school outreach programs individually and through the Program. These activities are described in detail in the tables provided in Appendix B-18.

Outreach to Elementary Schools

Each year, the Program's Schools and Youth Education and Outreach Work Group provide a list of schools for ZunZun to contact. In addition to schools with high Hispanic populations, the Work Group continued to extend outreach to schools with high Asian/Pacific Islander populations. The Program's Schools and Youth Outreach Work Group researched demographics of Santa Clara County and generated a list of 103 schools for ZunZun to contact. The ZunZun performances use physical comedy, audience participation and musical instruments to educate teachers and children about watersheds and stormwater pollution prevention. ZunZun continued to distribute the two vocabulary lists (one for grades K-2 and the other for grades 3-6) of terms used in the presentation. These lists were mailed to every school prior to the presentation.

Evaluation of Effectiveness

During FY 04-05, ZunZun conducted 50 assemblies reaching 15,722 students in grades K-5 at 27 schools in seven cities. Assemblies were evaluated using postage-paid evaluation cards that were distributed to all teachers present at the performances. The Program received completed evaluation cards from 188 teachers. Overall, the feedback has been very positive and indicates an increase in the students' knowledge about watersheds and pollution prevention. A few highlights of the evaluation are:

² Information regarding the collection of mercury containing products (e.g., fluorescent lamps, thermostats, thermometers and other products) during FY 04-05 and the weight of a four-foot fluorescent lamp was obtained from a memorandum *entitled Fiscal Year 2004/2005 HHW Program Update* (dated August 2, 2005). Rob D'Arcy, Santa Clara County Hazardous Materials Program Manager, prepared this memorandum.

³ Information provided with electronic mail (dated August 8, 2005) to John Fusco from Rob D'Arcy.

⁴ Based on a 1999 National Electrical Manufacturers Association survey entitled *Environmental Impact Analysis: Spent Mercury-Containing Lamps, January, 2000 (Fourth Edition)*, the average four-foot fluorescent lamp contains about 11.6 milligrams (mg) of mercury. For the sake of estimating the amount of mercury sent for recycling, approximately 41,600 four-foot fluorescent lamps were collected. As a result, 0.483 kilograms of mercury destined for recycling is a rough estimate.

- Thirty-five teachers (out of the 188 that sent completed evaluation cards) indicated that 50 percent of their students know what a watershed is; 64 teachers indicated that 75 percent of their students know what a watershed is and 36 teachers indicated that 100 percent of their students know what a watershed is.
- Sixteen teachers indicated that 50 percent of their students could name a way to prevent pollution in the watershed; 54 teachers indicated that 75 percent of their students can name a way to prevent pollution in the watershed; and 96 teachers indicate that 100 percent of their students can name a way to prevent pollution in the watershed.

Overall, teachers had positive comments on the presentation. A few recommendations for improvement include using slides to demonstrate the flow of water within a watershed and providing additional information on damage done by human activities within a watershed. The Schools Work Group will discuss these recommendations as ways to improve ZunZun performances.

ZunZun's Final Report and the Teachers' Evaluation Report are included in Appendix B-9. Highlights of the teachers' evaluations are presented on pages 3, 4 and 5. Comments of the effectiveness of evaluation for Co-permittee schools outreach are included within Appendix B-18.

Outreach to Middle Schools

In response to a request by Water Board staff, the Program conducted a gap analysis study in FY 03-04 to identify gaps in school outreach conducted by the Program and its Co-permittees.

The objective of the study was to conduct a detailed review and analysis of the data to guide further school outreach. Data collected from Co-permittees was analyzed and GIS maps were developed to present the data. The final Schools Outreach Gap Analysis Report was submitted to the Water Board within the FY 02-03 Annual Report. The study identified some geographic gaps in outreach and gaps at the middle school level, and recommended that the Program and Co-permittees develop Program-wide outreach that targets the middle/intermediate school level. In addition, it was recommended that outreach increase to underserved and underrepresented communities.

The Work Group evaluated various methods for targeting outreach to this grade level and identified a teachers training program as the best means of maximizing outreach with limited resources. After considering several options, the work group decided to use the City of San Jose's South Bay Water Connections "Wacky Watersheds" teachers training workshop. Currently, the workshop is structured as a full-day Saturday workshop offered to all teachers within the San Jose POTW service area. In FY 03-04, the Work Group selected three Project WET lessons plans on watershed education at the middle school level for inclusion in the "Wacky Watershed" binder, and contracted with an educator to correlate the lesson plans to California State Standards.

In FY 04-05, the Work Group purchased tote bags for teachers for packaging the workshop materials (binder, video tapes and a map). The Work Group also recommended that teachers should be offered stipends as incentives to increase attendance at the workshop. Teachers will receive the stipend only after the Work Group receives documented completion of their proposed watershed project. This effort will be piloted in FY 05-06. Work group members are also trying to coordinate with their school districts so this workshop can be made available to

middle school teachers at their “in-service” training days. Currently, this workshop is available only a few times a year on Saturdays.

Other Program PI/P Support Activities

Program’s Toll-Free Telephone Numbers

The Program maintained two toll free telephone numbers, the Program’s information number (800-794-2482) and the Watershed Watch hotline (866-WATERSHED), for calls from the general public and requests for information. Program staff responded to about 227 calls during FY 04-05 and sent information materials to about 157 of these callers.

PI/P Material Reprints and Supplies

The Program purchased and coordinated Co-permittee orders for reprinting the storm drain stencils, Bay Nature magazine’s Soil Supplement and 400 copies of the Oakland Museum Watershed maps.

ONGOING PI/P PROJECTS

Creek Clean-ups

In FY 04-05, the Creek Connection Action Group sponsored two creek clean-up events: Coastal Clean-up Day on September 18, 2004 and National Rivers Clean-up Day on May 21, 2005. The Program provided financial support for one of the events (National Rivers Clean-up Day). A total of 1,618 volunteers participated in cleaning 61 sites and removed approximately 39,730 pounds of trash from the creeks during the two events. This is the largest number of sites that have been cleaned up as part of these two events since the events began in Santa Clara County.

Results by clean-up event for FY 04-05 are as follows:

	Coastal Clean-up Day Sept. 18, 2004	National Rivers Clean-up Day May 21, 2005	Totals
Number of sites	33	28	61
Number of volunteers	970	648	1,618
Pounds of recyclables	6,426	1,464	7,890
Pounds of trash	24,351	15,379	39,730
Pounds of material (trash plus recyclables)	30,777	16,843	47,620

Evaluation of Effectiveness

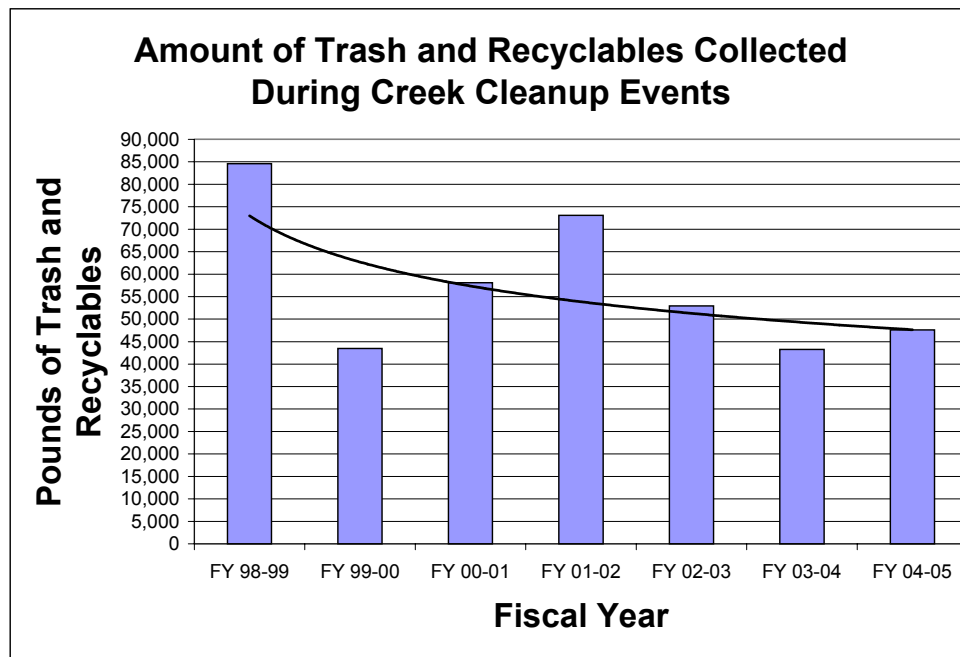
To evaluate the effectiveness of the two annual creek clean-up events, data from the past seven years of events were compiled and reviewed. The table below presents the total numbers of sites, numbers of volunteers, and pounds of materials collected each year.

Summary Results of Creek Clean-up Events⁵, September 1998 – May 2005

	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05	Annual Average	Total
No. of sites	35	35	41	37	48	56	61	45	313
No. of volunteers	1,877	1,586	1,745	1,742	2,091	1,943	1,618	1,800	12,602
Lbs. of recyclables				13,750	8,071	6,537	7,890	9,062	36,248
Lbs. of trash	84,582	43,475	58,108	59,340	44,883	36,718	39,730	52,405	366,836
Total lbs. collected	84,582	43,475	58,108	73,090	52,954	43,255	47,620	57,583	403,084

Beginning in FY 01-02, some site managers implemented a procedure for separating out recyclable materials from trash prior to weighing it. Thus, the total pounds of material collected are the sum of the recyclables and trash quantities. According to the Santa Clara Valley Water District, this procedure is done more frequently at Coastal Clean-up Event sites than at National Rivers Day sites. Since this procedure is not done at all sites, it is more appropriate to compare the total quantities of materials collected rather than the individual components.

The total amount of trash and recyclables collected during the two creek cleanup events each year are plotted in the figure below:



⁵ The data presented in this table represent the total quantities from the two major creek cleanup events in Santa Clara County. The data do not include quantities of trash that may have been collected by the Santa Clara Valley Water District (SCVWD) or by other volunteer groups during other times of the year. The SCVWD has an "Adopt-a-Creek" program in which community groups (e.g., scout troops and schools) agree to care for a certain section of creek. Care includes trash pickup at least twice during the year. These groups are not required to report the amount of trash they collect. A section of creek that is regularly cleaned may not be included as one of the sites involved in the two major creek cleanup events.

From the data in the table and figure, the following conclusions can be drawn:

- The number of volunteers for the events has remained relatively constant, averaging 1,800 per year plus or minus ten percent.
- The number of sites has increased over time to a high of 61 in FY 04-05.
- The total amount of trash and recyclables collected by volunteers indicates a decreasing trend over the past seven years. In fact, this amount has decreased to nearly half of the amount collected in FY 98-99. This reduction in trash and recyclables is likely related to the success of outreach being provided to the general public about not dumping trash in creeks, rivers and storm drains. It may also be due to the increase in Adopt-a Creek and other trash reduction programs encouraging trash pickup during other times of the year (see footnote on previous page).

Outreach Campaign for NOI Filers

The goal of this project, funded solely by the City of San Jose, is to increase the level of knowledge among targeted businesses on the General Industrial Activities Stormwater Permit (GIASP), Notice of Intent (NOI) and stormwater pollution prevention plan (SWPPP) requirements. The targeted businesses are specific industries in the City of San Jose with potential to discharge copper and nickel (identified by SIC code). This outreach project is coordinated with San Jose's Industrial Storm Water Monitoring Pilot Program (Task "IND-2" from the Metals Control Measures Plan).

During FY 04-05, the City of San Jose completed this project. Select facilities were contacted and encouraged to comply with the State's GIASP. The contact letter included a checklist to help determine if the facility was required to comply with the GIASP, a flow chart detailing the development and implementation of a SWPPP and a reprint of a previously published *Tributary Tribune* article (which contained information about the GIASP and the Storm Water Enforcement Act of 1998 (AB 2019)).

The City sent the "contact package" to 178 facilities within San Jose. The mailing list and copies of outreach materials are included in Appendix B-19. These facilities were selected based on the following criteria:

- Facilities listed in the City's Watershed Enforcement's Industrial and Commercial database (EEDMS);
- Facilities with a GIASP Category of 8 or 10 (Based on SIC Code); and
- Facilities documented by City Watershed Enforcement Inspectors as needing to file a NOI (or if no determination was made regarding their filing status).

Facilities that already filed (or were determined that they did not need to file) were not contacted. Initially, the "contact package" was to be sent to all facilities with the above criteria and to facilities with the SIC code identified in the 1998 Industrial Stormwater Quality Monitoring Pilot Project. However, the City of San Jose decided to send the information to all facilities (within their database) that may be subject to the GIASP.

To date, three calls were received from facilities requiring additional information. Two callers filed their NOIs and were inquiring about additional requirements. These facilities were referred to the Water Board for further information. The third caller used the checklist and self-

determined that they had no exposure. City of San Jose staff informed the caller that the GIASP only applied to facilities in Categories 8 and 10 with exposure and that their determination will be confirmed during the next inspection.

The following tasks have been accomplished for this project:

- Provided training on GIASP requirements to City of San Jose Watershed Enforcement inspectors. During each inspection, inspectors determine if the GIASP applies and make recommendations to the facility owners/operators based on their findings. Facilities required to file are reported to the Water Board annually within the City's URMP Annual Report (See *2.C Companies Requiring NOI Based on SIC but Have Not Filed and 2.C Companies Requiring NOI Based on Exposure but Have Not Filed*).
- Provided NOI filing information to twenty-five industry representatives at the San Jose Industrial User Academy Training on April 27, 2005. Information included: regulatory background and requirements; steps to come into compliance; and details on determining exposure. Evaluations indicated that 91 percent agreed or strongly agreed that the workshop was useful. Eighty-six percent indicated an increase in understanding for the big picture of water regulations.
- Posted NOI filing information on the City of San Jose web site.
- Produced an all-purpose BMP brochure entitled *Preventing Storm Drain Pollution* in FY 03-04. It details general stormwater BMP information and is being distributed to all facilities as part of routine stormwater facility inspections. In FY 04-05, the brochure was translated to Vietnamese and Spanish. Printing and distribution of translated brochures is scheduled to occur in FY 05-06.

Restaurant BMP Materials

In FY 99-00, a work group comprised of Program staff, representatives of the California Restaurant Association and Santa Clara County Department of Environmental Health (DEH), and Co-permittee stormwater inspectors developed a strategy of targeting food handling facility personnel with one simple message and continuously reinforcing the message over a three-year period. The focus for the first three-year period is on the improper discharge of wash water.

In FY 00-01, a restaurant wash water BMPs kit was created for County Health Inspectors to hand out to restaurant managers during inspections (see FY 00-01 Annual Report). The Santa Clara County Department of Environmental Health inspectors (Consumer Protection Division) have been distributing this kit to every newly constructed and remodeled food facility in the County. In FY 02-03, one of the signatories of the cover letter was changed. The letter was updated for distribution in FY 03-04. In FY 04-05, the poster was distributed to 628 food facilities.

Municipal Employee Training Modules

The goal of this project is to develop a municipal employee-training curriculum with modules to address various municipal activities that have potential impacts to stormwater. The training curricula provide education on stormwater pollution, technical training on the use of BMPs, and examples of practical BMP application. Generic modules are being developed that can be customized for each agency. In addition, a "Train the Trainer" workshop will be held to introduce

and explain the applicability of the training modules to designated trainers from each Co-permittee.

During FY 01-02, training topics were selected and developed into individual modules using Microsoft Power Point. Training modules relating to BMPs for corporation yards, storm drain operation and maintenance, streets, roads and highway maintenance and pest management were developed by Program staff. The project was put on hold due to work on higher priority items in FY 02-03 and FY 03-04. A fifth training module was developed in FY 04-05 on mercury pollution prevention. The Program will begin planning for the workshop (tentatively scheduled for spring 2006).

REGIONAL COLLABORATION

Bay Area Stormwater Management Agencies Association (BASMAA) PI/P Committee

The BASMAA PI/P Committee has not met for some time, due to the Committee's interest in focusing its efforts on three active work groups: Media Relations, Regional IPM Store Partnership Program and Regional Advertising Campaign. Program staff participated in the Media Relations and Regional IPM Partnership Program, and the Program benefited from regional PI/P activities, as described below.

Media Relations Campaign

Program staff participated in the development and implementation of the sixth year of the joint Media Relations effort supported by BASMAA and the Bay Area Clean Water Association (BACWA). The primary goals of the campaign are to develop long-term relationships with the media and to generate media coverage that would encourage individuals to adopt behavior changes to prevent water pollution. The Program contributed funding (approximately \$7,575) to the campaign as part of its baseline budget contribution to BASMAA.

A copy of the BASMAA/BACWA Regional Media Relations Campaign Final Report is included in Appendix B-20. Campaign accomplishments included the following:

- During FY 04-05, the media covered thirty-six articles and broadcast stories. This includes 9 print articles, 7 television stories, 7 radio stories and 10 web stories and 3 wire stories.
- The total value of the coverage is estimated at \$78,250. The figure is less than the coverage value in FY 03-04 because some pitches were not pursued due to a lack of a project manager (for part of the year) and decisions by the Media Relations Work Group.
- A new component of the campaign was requesting television meteorologists to include water pollution prevention messages in their broadcasts. Simple messages were developed and emailed during times of heavy rains in the early spring 2005. Initial feedback from meteorology departments was positive.

Regional IPM Store Partnership Program

The IPM Store Partnership Program, also known as the Our Water Our World (OWOW) program, completed its seventh year in FY 04-05. The Program contributed funds and participated in the Regional Program, which is administered through BASMAA (the Program's contribution for FY 03-04 was approximately \$6,060). The Regional Program, with input from IPM experts and participating stormwater programs, provides fact sheets, promotional materials, training sessions, display

materials for stores, and an alternative products list. The Program and Co-permittees are responsible for recruiting stores, arranging training sessions for store employees, in-store display set-up, display maintenance, and on-going contact with participating stores.

The Regional Program coordinated a print run of fact sheets and store display materials with regional funding (BASMAA and the Bay Area Pollution Prevention Group) and local funding. The Regional Program also conducted a customer intercept survey to evaluate the Our Water Our World program. The Executive Summary of survey results is included in Appendix B-12. The detailed customer survey report is available upon request.

Pesticide Distributors Outreach Project

During FY 02-03, the Program contributed \$5,000 to a BASMAA Task of Regional Benefit known as the Pesticide Distributors Outreach Program, an expansion of the IPM Store Partnership concept to target distributors of pesticide products to retail stores. The purpose of the program is to increase the amount and variety of less-toxic products on store shelves by working through the product distributors and educating the distributor sales force. This is a valuable complimentary program to the OWOW program as it helps to ensure that the products OWOW promotes will be available on the shelves to support consumer choices and makes stores more willing to participate in the OWOW program. The Distributors Outreach Program achieved significant success and translated into more stores wanting to participate in the OWOW program in the future. In May 2003, Marin County received a Proposition 13 grant from the State to expand this program into State Water Board Regions 1 (North Coast) and 3 (Central Coast) and create a website for the program (www.ourwaterourworld.org). The Pesticide Distributors Outreach Project for Region 2 is also being continued through this grant funding.

The Program is continuing to support this project by offering support whenever tabling or training events are conducted within Santa Clara County stores.

BASMAA Regional Ad Campaign

In FY 03-04, the Program's WEO AHTG recommended participating in the Regional Ad Campaign for FY 04-05. During FY 02-03 and FY 03-04, the Regional Ad Campaign (RAC) implemented the "Beautiful Watersheds" advertising campaigns for increasing the public's awareness about watersheds. The ads were broadcast on radio and television. In FY 04-05, new ads focusing on trash were developed. Both TV and radio spots used trash/litter to make the connection between how pollutants flow through storm drains to reach creeks or the Bay. These ads were used concurrently with the "Beautiful Watersheds" ads. Advertising was conducted from August 16 to October 3, 2004. During the course of the Fall 2004 Campaign, BASMAA reached 76.6% of adults 18+, 6.8 times and 74.4% of women 25-54, 6.5 times. A total of 960 radio and television spots aired over the campaign period.

The Regional Ad Campaign Committee conducted a pre-campaign awareness survey in FY 02-03. In FY 04-05, a post campaign awareness survey was conducted. Since the Program only began participating in the campaign in FY 04-05, Santa Clara County residents were not included in this survey. A few highlights of the survey are:

- When asked about the main impacts of water pollution problems, water quality showed a significant increase when compared to the 2002 baseline study (2004: 15%; 2002:9%).

- Nearly a quarter (24%) as compared to 17 percent in 2002 of the respondents pointed to “people/everyone/residents” in response to the open-ended question regarding the causes of water pollution.
- Almost half of the respondents reported using pesticides or weed killers (45%) or fertilizers (48%) in the past year. Almost a third (31%) of the respondents knew to take leftovers to a household hazardous waste collection center, while 16 percent indicated that they threw the leftovers in the trash.
- A significant majority (65%) of the respondents reported using fluorescent bulbs and some (17%) reported using mercury thermometers. Half of these respondents admitted to throwing one or the other in the trash.
- When respondents were asked to agree or disagree with a statement that the storm drain system and sewer system sharing the same underground pipes, 36 percent answered incorrectly and another 27 percent did not know.

The detailed Regional Ad Campaign survey report is available upon request.

Other External Coordination

Program staff tracked PI/P activities and attended meetings (as needed) conducted by the following local and regional programs in FY 04-05:

- California Stormwater Quality Association, PIPP Forum
- Santa Clara County Household Hazardous Waste Program
- Bay Area Pollution Prevention Group
- Watershed Management Initiative’s Outreach Subgroup.

Continuous Improvement

The status of PI/P continuous improvement tasks, identified during the evaluation of projects in previous years, is presented in Table 2-4 of Section 2. There were no PI/P continuous improvement tasks identified in FY 04-05. Program staff will obtain input from Co-permittees on continuous improvement items for FY 05-06 and document any agreed upon items in the Program’s FY 06-07 Work Plan submittal (March 1, 2006).

Future Tasks

Section 3 of the Program’s FY 05-06 Work Plan (submitted March 1, 2005) describes the PI/P activities planned for FY 05-06.

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
Watershed Education and Outreach Campaign	This project included funding for conducting year five of the Watershed Watch Campaign, ZunZun Schools Assemblies and the Watershed Watchers Program at the Alviso Education Center (San Francisco Bay Wildlife Refuge), and educational assemblies at elementary schools by the musical group ZunZun	G,T,P,C	<p>Effective- Some measures of the success of the FY 04-05 Watershed Watch Campaign include: the number of new campaign partners (3); value-added resources from partners (\$467,828); Watershed Watch events (5); partner events (16); gross impressions from advertising (56,402,733); average of 342 page views a day (compared to 287 in FY 03-04) at the Watershed Watch website; and the use of discount cards (the card was used approximately 357 times at the four Classic Car Wash locations).</p> <p>Alviso Ed Center – 110 programs were conducted and 9,067 people participated.</p> <p>ZunZun Assemblies – ZunZun conducted 50 assemblies at 27 schools reaching 15,722 students and their teachers</p>
Pesticide User Outreach – “Household Chemical Management” and “Local IPM Store Partnership Program”	<p>Implementation of the following tasks:</p> <ul style="list-style-type: none"> • Conduct media advertising on less-toxic pest control methods • Implement the local store partnership program • Conduct IPM outreach at events • Conduct IPM workshops • Conduct IPM outreach to businesses 	G,T,P,C	<p>Effective –</p> <ul style="list-style-type: none"> • The Watershed Watch Campaign advertising used the “Got Bugs” print, radio and transit ads in fall of 2004. Website visits increased significantly during the advertising phase, reaching a peak of 460 page views per day in September 2004. Based on the number of requests for information on the hotline and website, the advertising campaign was a success.

¹ For detailed project descriptions, see FY 01-02 Annual Report, Section 3, and FY 02-03 Work Plan, Section 3.

² Type of outreach codes: G = General, T = Targeted, P = Public Education, C = Citizen Participation

³ Please refer to text in Section 3 for more detailed effectiveness evaluations and recommendations for improvement.

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
	<ul style="list-style-type: none"> Other outreach as needed 		<ul style="list-style-type: none"> The local IPM Store Partnership Program continued to be a success in FY 04-05. Ms. Annie Joseph, who is also a consultant to BASMAA on the Pesticide Distributors Outreach project, was contracted to provide training on selling less-toxic products to store employees. Ms. Joseph's presence at stores through the Pesticide Distributors project (this project is now being funded through a Prop 13 Grant) made them more receptive to the local Store Partnership Program and willing to attend trainings. Ms. Joseph trained 71 employees representing seven stores. Program staff maintained all 31 participating stores (set-up, restocking of fact sheets, etc.) during FY 04-05. This ensured regular maintenance of stores and helped build an ongoing relationship with the stores. IPM outreach was conducted at six events. Event staff distributed approximately 2,580 IPM fact sheets and brochures and 2,793 giveaways (pencils, activity books, magnets, tattoos etc.). The Program contributed to the Regional IPM Workshop. It was hosted by Alameda County this year. Approximately 412 people attended the workshop. The Program's Watershed Watch Campaign conducted a community IPM Workshop at the Spring in Guadalupe Gardens event on April 23, 2005. The workshop entitled "Greening Your Green Thumb" included three

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<p>presentations on less-toxic gardening methods, spread throughout the day of the event. Approximately 50 people attended the presentation.</p> <ul style="list-style-type: none"> • The Program continued to provide copies of the “Don’t Lay a Table for Pests” poster to County Health Inspectors for distribution to newly constructed or remodeled food facilities. County Health inspectors distributed 628 posters during FY 04-05. • The Program contributed funds for promoting the Going Native Garden Tour 2005. The tour was held on April 17, 2005 and attracted 2,000 people. The tour featured 28 gardens. Featured gardens demonstrate environmentally sensitive gardening practices that include the use of native plants, water conservation, landscaping to prevent urban runoff, reducing pesticide and fertilizer use, etc. • The Program also developed an article on IPM which was included in the April issue of <i>Tideline</i> and posted on the Friends of Guadalupe River website. • The Program conducted a mailing to inform special districts about the impact of pesticides on urban runoff. Information was sent to about 50 special districts. <p><u>Needs Improvement</u> – The Work Group needs to explore ways to encourage employees from more stores and nurseries to attend trainings on selling less-toxic pesticides. During FY 04-05, most of</p>

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			the employees trained were from SummerWinds Nursery.
Mercury Pollution Prevention Outreach Project	<p>The Program worked closely with the Santa Clara County Household Hazardous Waste Program in developing the outreach plan. Outreach activities implemented during FY 04-05 include the following:</p> <ul style="list-style-type: none"> • <u>Development of In-store Signage Materials</u> – The Program developed posters and floor decals to inform people about the availability of free fluorescent drop-off locations. • <u>Development of Outreach Articles</u> – A newsletter article and a press release were developed to inform residents about the store drop-off locations. These were provided to Co-permittees for conducting local outreach (e.g., employee newsletters or community papers). • <u>Implementation of Media Campaign</u> – The fall Watershed Watch Campaign used the Watershed Watch ‘Got Paint’ ad to educate people on the proper disposal of hazardous wastes (e.g., fluorescent lamps). During spring 2005, a media campaign consisting of print, radio and transit advertising was implemented. A 		<p>Effective – Total gross impressions from media advertising were 22,127,000. The total added value of bonus spots, public service announcements and promotions for the various media partners is estimated at \$13,500.</p> <p>Nearly 400 Got Bulbs contest entries were received by KRTY, mostly from the web site and the <i>San Jose Mercury News</i> ad. In addition, the quantity of used fluorescent bulbs collected at participating stores also increased during the advertising period (March through May). Additional details are provided within Section 7 and Appendix B-17 of this Annual Report.</p> <p>The CoHHW Program collected 166,000 feet (41,597 pounds) of fluorescent lamps at 15 retail drop-off locations within Santa Clara County⁴. Rob D’Arcy, Santa Clara County Hazardous Materials Program Manager indicated that the majority of lamps collected were the four-foot fluorescent type⁵. It is estimated that approximately 0.483 kilograms of mercury was</p>

⁴ Information regarding the collection of mercury containing products (e.g., fluorescent lamps, thermostats, thermometers and other products) during FY 04-05 and the weight of a four-foot fluorescent lamp was obtained from a memorandum entitled *Fiscal Year 2004/2005 HHW Program Update* (dated August 2, 2005). Rob D’Arcy, Santa Clara County Hazardous Materials Program Manager, prepared this memorandum.

⁵ Information provided with electronic mail (dated August 8, 2005) to John Fusco from Rob D’Arcy.

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
	<p>new ad, "Got Bulbs" was developed to inform residents about the free drop-off locations. The advertising campaign ran from March through May 2005. The Program provided funding for radio and print advertising and the Santa Clara County Integrated Waste Management Division provided funding for transit advertising. In addition, radio station KRTY offered, at no cost, an "enter-to-win" contest promoting the drop-off locations. The contest prize was a four-day/three night trip to Baja Mexico. Both KRTY and the <i>San Jose Mercury News</i> provided free advertising to support this promotion. Listeners/readers were encouraged to participate in the contest by either dropping-off their used fluorescent bulbs at participating stores or by submitting the "pledge to dispose mercury properly" contest entry form available online and within the <i>San Jose Mercury News</i>.</p>		<p>destined for recycling from fluorescent lamps collected by the CoHHW Program⁶. In addition, 155 pounds of devices which contained elemental mercury (includes thermostats, thermometers and other products) and 450 mercury-containing thermometers were collected during FY 04-05.</p>
<p>Schools and Youth Outreach Work Group</p>	<p>In FY 02-03 the Watershed Action Fund was reformed as the Schools and Youth Outreach Work Group. The group aimed to accomplish the following tasks:</p> <ul style="list-style-type: none"> • Provide input for conducting 50 ZunZun school assemblies and report on activities 	<p>T,P,C</p>	<p>Effective- During FY 04-05, ZunZun performed at 27 schools reaching 15, 772 children. The teacher evaluations of the performances indicate they were successful in increasing the children's knowledge about watersheds and pollution prevention activities (see Appendix B-9).</p>

⁶ Based on a 1999 National Electrical Manufacturers Association survey entitled *Environmental Impact Analysis: Spent Mercury-Containing Lamps, January, 2000 (Fourth Edition)*, the average four-foot fluorescent lamp contains about 11.6 milligrams (mg) of mercury. For the sake of estimating the amount of mercury sent for recycling, approximately 41,600 four-foot fluorescent lamps were collected. As a result, 0.483 kilograms of mercury destined for recycling is a rough estimate.

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
	<p>conducted individually by Co-permittees.</p> <ul style="list-style-type: none"> Identify a program for increasing outreach to middle schools 		<p>In FY 02-03, the Work Group collected data on outreach (conducted in FY 01-02) from all Co-permittees and completed the gap analysis study. The study indicated that 47 percent of all schools in Santa Clara Valley receive outreach from the Program and/or Co-permittees. The study identified a gap in outreach at the middle school level and recommended targeting outreach to this level.</p> <p>In FY 03-04, the Work Group identified an existing teachers training program at the City of San Jose for addressing gaps in outreach. To include additional information on watersheds, the Work Group identified three lesson plans for this program. In FY 04-05, the Work Group purchased tote bags for teachers for packaging the workshop materials (binder, video tapes and a map). The Work Group also recommended that to increase attendance at the workshop, teachers should be offered stipends as incentives. Teachers will receive the stipend only after the Work Group receives documented completion of their proposed watershed project. This effort will be piloted in FY 05-06. In addition, the correlated lessons will be included in the "Wacky Watershed" binder.</p>
Program Supplies	Conduct reprints of materials for Program use and order supplies as necessary.	G,T,P,C	Effective- The Program Supplies budget was used toward printing storm drain stencils, Bay Area Nature Soil Supplement and Oakland Museum Watershed Maps.
Program Toll Free Number	Answer the Program's toll free number (1-	G,P	Effective- Both phone numbers are being used to

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
	800-794-2482) and the Watershed Watch Campaign's toll free number, 1-866-WATERSHED, and respond to requests for information.		contact the Program and request materials. Phones are answered and messages are checked daily. During FY 04-05, Program staff responded to over 227 calls (from individual residents, business owners and local agency representatives); and provided materials to approximately 157 of these callers.
Creek Cleanup Events	Work with Creek Connections Action Group to organize and fund two creek cleanup events per year.	G,C	Effective- Provided support for advertising for one event. A total of 1,618 volunteers participated in cleaning 61 sites and removed nearly 39,730 pounds of trash. This is the largest number of sites for the past seven years. Coordinated with Watershed Watch Campaign – received coverage on two radio stations and giveaway items from Keep California Beautiful. The quantities of trash and recyclables have shown a decreasing trend since 1998, which is likely due in part to the success of public outreach about not dumping trash in creeks, rivers and storm drains.
Industrial Outreach to NOI Filers	Increase the knowledge among targeted businesses of the Industrial General Permit, NOI, and SWPPP requirements. Continue work on industrial business database and implementing outreach and evaluation plan. (Conducted with City of San Jose).	T,P	Effective- During FY 04-05, the City of San Jose completed this project. Select facilities were contacted and encouraged to comply with the State's GIASP. The contact letter included a checklist to help determine if the facility was required to comply with the GIASP, a flow chart detailing the development and implementation of a SWPPP and a reprint of a previously published <i>Tributary Tribune</i> article (which contained information about the GIASP and the Storm Water Enforcement Act of 1998 (AB 2019). The City sent the "contact package" to 178 facilities within San Jose. Facilities were selected based on the following criteria:

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<ul style="list-style-type: none"> • Facilities listed in the City's Watershed Enforcement's Industrial and Commercial database (EEDMS); • Facilities with a GIASP Category of 8 or 10 (Based on SIC Code); and • Facilities documented by City Watershed Enforcement Inspectors as needing to file a NOI (or if no determination was made regarding their filing status). <p>Initially, the "contact package" was to be sent to all facilities with the above criteria and to facilities with the SIC code identified in the 1998 Industrial Stormwater Quality Monitoring Pilot Project. However, the City of San Jose decided to send the information to all facilities (within their database) that may be subject to the GIASP.</p> <p>In addition, the City of San Jose provided NOI information at its Industrial User Academy training held April 27, 2005. An all-purpose BMP brochure entitled <i>Preventing Storm Drain Pollution</i> was also translated to Vietnamese and Spanish. Printing and distribution of translated brochures is scheduled to occur in FY 05-06.</p>
Restaurant BMP	Distribute a restaurant wash water BMP packet for County Health Inspectors to hand out to restaurant managers via County Health Inspectors at the time of their inspections	T,P	Effective - In FY 04-05, County Health inspectors distributed the wash water BMPs and the poster to 628 newly constructed and remodeled food facilities in the County.
Municipal Employee Training Modules	Develop a municipal employee training curriculum with modules to address various	T,P	Cannot be evaluated at this time - In FY 01-02, four Power Point presentations were developed

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 04-05 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
	<p>municipal activities that have potential impacts to stormwater.</p> <p>Conduct a “Train the Trainer” workshop to introduce and explain the applicability of the training modules to designated trainers from each Co-permittee.</p>		<p>on BMPs for corporation yards; storm drain O&M; road maintenance; and pest management. In FY 02-03 and FY 03-04, this project was put on hold due to work on higher priority items. During FY 04-05, a fifth training module was developed on mercury pollution prevention. Upon completion and approval of the funding Co-permittees, planning will begin for the workshop (tentatively scheduled for spring 2006).</p>
Regional Collaboration	<p>Participate in the following BASMAA PI/P work groups and tasks of regional benefit. Attend meetings as needed, participate in review of products, and obtain input from Co-permittee representatives.</p> <ul style="list-style-type: none"> • Media Relations Work Group • Regional IPM Store Partnership Program Work Group • Pesticide Distributors Outreach Project 	<p>G,P</p> <p>G,P</p> <p>G,P</p> <p>T</p>	<p>Effective- See Media Relations Campaign Final Report in Appendix B-20.</p> <p>Effective- Contributions to BASMAA helped fund fact sheet reprints and development of new fact sheets.</p>