



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 05-06 PI/P Work Plan provided a strategy to achieve these education and public participation goals with specific projects funded in the Program's FY 05-06 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 05-06 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 05-06 PI/P PROJECTS

FY 05-06 PI/P Work Plan

The Program conducts its public education and outreach through three projects: Watershed Education and Outreach, Pesticide User Outreach and Mercury Pollution Prevention Outreach. In FY 04-05, the Program completed all tasks planned for these projects under the current permit. During FY 05-06, ongoing tasks were implemented.

The Management Committee approved the PI/P Work Plan and budget for specific projects, and the work plan was submitted as part of the Program's FY 05-06 Work Plan, submitted on March 1, 2005. No comments on the FY 05-06 Work Plan were received from the Water Board.

FY 05-06 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 05-06 Work Plan. The FY 05-06 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 5 years of implementation (and four years of advertising) in FY 04-05. The WEO AHTG recommended that FY 05-06 should be a "planning" year and include limited implementation of outreach activities. Based on this recommendation, outreach tasks (like media advertising and attending community events) were conducted in the first half of the fiscal year. The second half focused on planning Campaign implementation in future years to meet the requirements in the new Permit.

TRG & Associates completed five successful years as Campaign consultants in FY 04-05. The WEO AHTG recommended issuing a RFP for the next phase of the Campaign to other consultants in accordance with the policies of some of the Co-permittees. Based on this recommendation, the Program issued a RFP in June 2005. The selection process consisted of evaluating written proposals and conducting two rounds of interviews. Following this selection process, the committee selected Carl and Manor Advertising as the new Campaign consultant.

The Watershed Watch Campaign tasks completed in FY 05-06 are described below.

Media Advertising

A media campaign consisting of print, radio and transit advertising was conducted in September and October 2005. Transit advertising was funded by the County Integrated Waste Management group. The media campaign used the popular "Got Bugs" and "Got Paint" ads. The media buys included 10 paid print ads (plus 5 free ads), 462 paid radio ads (plus 200 free ads) and 75 transit (bus taillight poster) ads. The San Jose Mercury News and KRTY/KLIV cross-promoted an enter-to-win contest featuring messages pertaining to the proper disposal of mercury-containing fluorescent light bulbs. Media support included five free quarter-page ads in the SJ Mercury News and 120 promotional announcements airing on KRTY and KLIV. During the four-week contest period nearly 400 entries were received for a chance to win a customized professional sporting package for two. The net advertising budget for media was \$40,800; the media partners provided a total added value package of benefits and resources of \$70,415. More details on the media campaign are included in Appendix B-1.

Event Participation

Program, consultant and Co-permittee staff utilized the Watershed Watch booth and distributed the Watershed Watch kit and IPM materials at three events. More details are included in Appendix B-1.

Partner Development

The consultants continued development of the partner database and conducted numerous meetings with potential partners. A list of current Campaign partners is included in Appendix B-4

Focus Group Study

One of the main tasks of FY 05-06 was to evaluate the Watershed Watch Campaign and develop a long term plan for the next phase of the Campaign to meet the requirements in the new Permit.

Campaign consultants Carl and Manor Advertising developed a series of advertisements, designed a new Campaign logo and recommended a new name for the Campaign. To obtain input from the general public on these materials, two focus groups were conducted in March 2006. The first group was comprised of the general market (English speaking) Santa Clara County residents. Participants were homeowners, college educated and their ages ranged from 34-54 years old. The second focus group was comprised of Hispanic / Spanish-speaking Santa Clara County residents. Participants were a mix of homeowners and renters and their ages ranged from 22-49 years.

The following concepts were tested:

- Two logos: “Clean Water Way” and “Watershed Watch”
- Two print campaigns: “Toxic Pesticides” and “Mercury Pollution”
- Four taglines:
 - Watershed Watch, Protect our creeks and bay
 - Watershed Watch, Do it the clean water way
 - Do it the clean water way, For clean waterways
 - Do it the clean water way, Protect our creeks and bays

Highlights from the focus group study are described below:

- Both focus groups preferred the Watershed Watch logo over the Clean Water Ways logo.
- The English focus group preferred the “Watershed Watch, Protect our creeks and Bay” tagline.
- The Spanish focus group preferred the “Do it the clean water way, Protect our creeks and Bay” tagline. This was mainly because the words “Watershed Watch” were not translated into Spanish.
- They liked the idea of adding “A coalition of your local government agencies” to the ads as this brings more credibility to the messages. However, they felt that the SCVURPPP name is too long.
- The groups recommended including the Watershed Watch website and phone number on all ads. They also recommended using the numbers (i.e., 1-866-927-3774) that represent 1-866-WATERSHED.
- They recommended that the ads should include specific information on where to buy less-toxic pesticides or where to dispose of fluorescent light bulbs.
- They recommended that the website www.WatershedWatch.net should be changed to www.WatershedWatch.org. They felt that .net or .com websites are too “commercial”.

The major change implemented in FY 05-06, based on the focus group feedback, was to change the website address from www.WatershedWatch.net to www.MyWatershedWatch.org. Other focus group recommendations included:

- Increase the frequency of messages. Information needs to be there when the need arises; it should be widely available and serve as constant reminder to the public.

- The messages should be clear, crisp and simplified (e.g., bullet points). The messages should answer questions like why, what and how, and stress convenience (easy to do). Messages that indicate that “it is the right thing to do” are not motivating enough.
- Messages should include specific tips/information whenever possible (e.g., how to get rid of pests, where to take fluorescent light bulbs for proper disposal).
- Messages should include a sentence mentioning SCVURPPP sponsorship. It makes the ads more credible and more motivating.

A detailed report on the focus group study and recommendations is included in Appendix B-2. Campaign consultants used these recommendations to develop new creative for the Campaign and to prepare the Watershed Watch Campaign Conceptual Plan (included in Appendix B-3).

Watershed Watch Conceptual Plan

The consultants developed the Watershed Watch Campaign Conceptual Plan using focus group feedback. The Conceptual Plan provides: key strategies, target audience(s) and message focus, partnership and resource opportunities, and evaluation and reporting procedures for implementing the next phase of the Campaign. The Conceptual Plan is included in Appendix B-3.

Watershed Watch Website

Program and consultant staff continued to maintain and update the Watershed Watch website. During FY 05-06, the web site had an average of 321 page views per day compared to 342 page views per day in FY 04-05. While this is a decrease, it is apparent that the website is gaining popularity and people are visiting it in large numbers even when it is not being advertised. Only one advertising campaign was conducted this year, and of the ads used, only the “Got Bugs” ads promoted the Watershed Watch website. The “Got Bulbs” ads promoted the County HHW Program website. The detailed website statistics report is included in Appendix B-5.

Evaluation of Effectiveness

The FY 05-06 Watershed Watch Campaign focused on planning future outreach efforts and included limited implementation. Program staff and consultants successfully completed the implementation of FY 05-06 tasks. In addition, unanticipated activities, like the focus groups, were also successfully completed. The focus group feedback indicated that the general public likes the Campaign logo, tagline and messages, and Campaign materials are effective in conveying the Program’s messages. Additionally, in spite of conducting limited outreach in the first half of the fiscal year, and not conducting any advertising in the second half, the Watershed Watch website continued to receive many visitors. The Watershed Watch fall media campaign was also a success as seen by the large number of gross impressions (20,420,100), and value-added resources from partners (\$70,415).

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 105 programs that attracted 6,856 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 05-06 accomplishments, is provided in Appendix B-7.

Pesticide User Outreach

A detailed FY 05-06 Pesticide User Outreach Work Plan was developed by Program staff and approved by the Pesticide User Outreach Work Group on December 16, 2005. The Pesticide User Outreach Work Plan included the following tasks:

- IPM store partnership program
- Media advertising
- IPM outreach events

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 eighth year in FY 05-06. 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 05-06 Activities

During FY 05-06, 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 05-06, the Program continued to offer trainings as in-the-aisle trainings during working hours or on-site after-hour trainings. Approximately 112 employees representing 13 stores were trained this year. 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-8.

Evaluation of Effectiveness

The IPM Store Partnership (OWOW) program continued to be a success in FY 05-06. The store managers and employees were enthusiastic about the program and extremely receptive to having the OWOW display in stores. Feedback on the trainings was also very positive, as indicated in the evaluation summary included in Appendix B-8. A few highlights of the evaluation are:

- 97% of the respondents agreed that the training information was useful;
- 65% agreed that the information changed their attitude about pesticides;
- 90% agreed that the information will help them sell less-toxic products; and
- 95% agreed that they would recommend the training to co-workers.

Media Advertising

The Program's Watershed Watch Campaign used the "Got Bugs" radio and print ads in its fall advertising campaign. Details of the media campaign are included in the Watershed Watch Fall Campaign and Media Report attached as Appendix B- 1.

Evaluation of Effectiveness

The "Got Bugs?" 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 397 page views per day in November 2005. The OWOW IPM fact sheets were mailed to people requesting information on less-toxic pest control. Additional information is available in the Watershed Watch Fall Campaign and Media Report (Appendix B-1).

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. The Program will consider printing more posters in FY 06-07.

Evaluation of Effectiveness

During FY 05-06, County Health inspectors distributed 465 posters and will continue to distribute posters to restaurants during FY 06-07.

IPM Outreach Events

Program staff and Co-permittees staffed 5 events at which IPM outreach was conducted. To reduce staffing requirements, five events were coordinated with Watershed Watch outreach. Outreach events in FY 05-06 included:

- Guadalupe River Park & Gardens Grand Opening Event – September 10, 2005
- Pumpkins in the Park – October 8, 2005
- Happy Hollow Park & Zoo Halloween Event – October 30, 2005
- San Jose Spring Home and Garden Show, San Jose Convention Center, San Jose – May 5 – May 7, 2006;
- OSH How To Fair, Santa Clara Convention Center, May 20 – May 21, 2006.

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 5 outreach events were successful in providing opportunities for educating the public about less-toxic pest control methods. Event staff distributed more than 4,000 IPM fact sheets, brochures and, giveaways (pencils, activity books, magnets, etc.).

The Program also provided support for promotion of the Going Native Garden Tour held on April 30, 2006. Approximately 3,000 people attended the tour. The tour featured 46 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-9.

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).

FY 05-06 Work Plan tasks

In FY 05-06, the County HHW Program partnered with approximately 17 retail stores to provide free fluorescent bulb 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 Signage Materials – The Program developed posters to inform people about the availability of free fluorescent bulb drop-off locations. The posters were placed in participating stores and in community locations like libraries, city halls etc.
- Implementation of a Media Campaign –The fall Watershed Watch Campaign used the Watershed Watch 'Got Bulbs' ad to educate people on the proper disposal of hazardous wastes (e.g., fluorescent lamps). The advertising campaign ran in September-October 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. 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 of 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-10.

Evaluation of Effectiveness

The mercury outreach media campaign included free promotional print ads, live promotional announcements, web site exposure and a sports event 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.

Nearly 400 Got Bulbs contest entries were received by KRTY, mostly from the web site and the San Jose Mercury News ad.

During FY 05-06, the CoHHW Program collected 277,000 feet (67,943 pounds¹) of fluorescent bulbs at 18 retail drop-off locations within Santa Clara County². This is a significant increase from FY 04-05. In FY 04-05, the CoHHW Program collected 166,000 feet (41,597 pounds) of fluorescent bulbs.

It is estimated that approximately 0.803 kilograms of total mercury was diverted (i.e., discharge to the environment was avoided) to recycling from fluorescent lamps collected by the CoHHW Program³ in FY 05-06. In addition, the HHW Program also collected 231 mercury-containing

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

² Information regarding the collection of mercury containing products (e.g., fluorescent bulbs, thermostats, thermometers and other products) during FY 05-06 obtained from a memorandum entitled *Fiscal Year 2005/2006 HHW Program Update* (dated July 21, 2006). This memorandum was prepared by Rob D'Arcy, Santa Clara County Hazardous Materials Program Manager.

³ 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 69,250 four-foot fluorescent lamps

thermometers, 425 pounds of elemental mercury (includes thermostats, thermometer and other products) and 51,050 pounds of household batteries during FY 05-06.

Schools and Youth Education Outreach

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-11.

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 05-06, ZunZun conducted 50 assemblies reaching 14,059 students in grades K-5 at 26 schools in eight 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 183 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:

- Thirty-seven teachers (out of the 183 that sent completed evaluation cards) indicated that 50 percent of their students know what a watershed is; 61 teachers indicated that 75 percent of their students know what a watershed is and 26 teachers indicated that 100 percent of their students know what a watershed is.
- Nineteen teachers indicated that 50 percent of their students could name a way to prevent pollution in the watershed; 58 teachers indicated that 75 percent of their students can name a way to prevent pollution in the watershed; and 95 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.

were collected. As a result, 0.803 kilograms of total mercury diverted (i.e., discharge to the environment was avoided) to recycling is a rough estimate.

ZunZun's Final Report and the Teachers' Evaluation Report are included in Appendix B-6. Highlights of the teachers' evaluations are presented on page 3 of the Teachers' Evaluation Report. Comments on the effectiveness evaluation of Co-permittee schools outreach are included within Appendix B-11.

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 03-04 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 July 2005, 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. In FY 05-06, the Wacky Watershed workshop staff held 4 workshops and trained 40 teachers.

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 P/I/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 37 calls during FY 05-06 and sent information materials to about 29 of these callers.

PI/P Material Reprints and Supplies

The Program purchased and coordinated Co-permittee orders for reprinting the following materials:

- “Draining Pools and Spas” brochure
- “Blue Print for a Clean Bay” booklets
- “Pest or Pal” Activity Books
- Storm Drain Stencils

ONGOING PIP PROJECTS**Creek Clean-ups**

In FY 05-06, the Creek Connection Action Group sponsored two creek clean-up events: Coastal Clean-up Day on September 17, 2005 and National Rivers Clean-up Day on May 20, 2006. The Program provided financial support for one of the events (National Rivers Clean-up Day). A total of 1,458 volunteers participated in cleaning 55 sites and removed approximately 39,730 pounds of trash from the creeks during the two events.

Results by clean-up event for FY 05-06 are as follows:

	Coastal Clean-up Day Sept. 17, 2005	National Rivers Clean-up Day May 20, 2006	Total
Number of sites	28	27	55
Number of volunteers	808	650	1,458
Pounds of recyclables	3,325	785	4,110
Pounds of trash	18,077	11,171	29,248
Pounds of material (trash plus recyclables)	21,402	11,956	33,358

Evaluation of Effectiveness

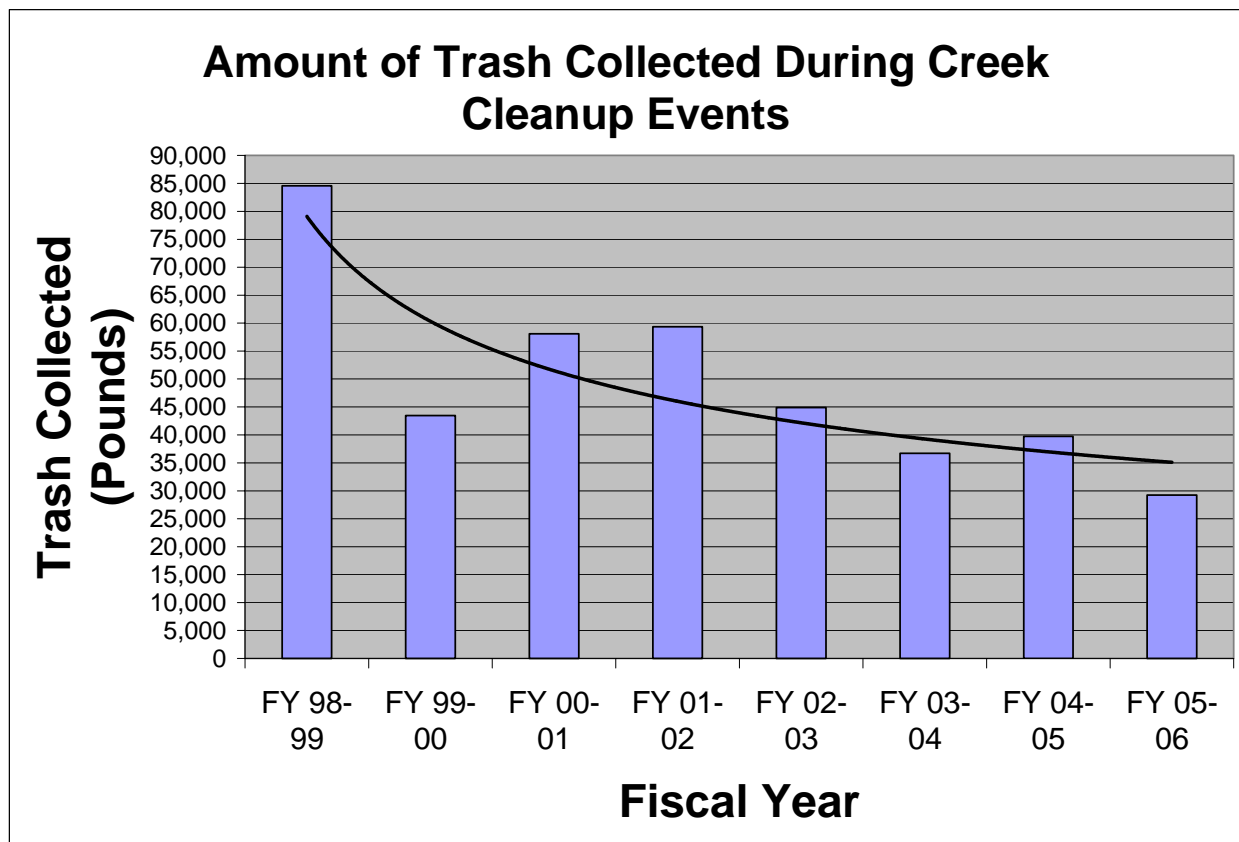
To evaluate the effectiveness of the two annual creek clean-up events, data from the past eight years of events were compiled and reviewed. The table below presents the total numbers of sites, numbers of volunteers, and pounds of materials collected each year.

Summary Results of Creek Clean-up Events⁴, September 1998 – May 2006

	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	Annual Average	Total
No. of sites	35	35	41	37	48	56	61	55	46	368
No. of volunteers	1,877	1,586	1,745	1,742	2,091	1,943	1,618	1,458	1,758	14,060
Lbs. of recyclables				13,750	8,071	6,537	7,890	4,110	5,045	40,358
Lbs. of trash	84,582	43,475	58,108	59,340	44,883	36,718	39,730	29,248	49,511	396,084
Total lbs. collected	84,582	43,475	58,108	73,090	52,954	43,255	47,620	33,358	54,555	436,442

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:



⁴ 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:

TO BE DEVELOPED

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 (letter, list of BMPs and a poster) 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 BMP list was updated and signatories changed. In FY 05-06, the kit was distributed to 465 food facilities.

REGIONAL COLLABORATION

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

The BASMAA P/I/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 P/I/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 \$9,000) 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-12. Campaign accomplishments included the following:

- During FY 05-06 the media covered 37 articles and broadcast stories, including 14 print articles, 6 television, 12 radio stories, and 5 web stories
- The total value of the coverage is estimated at \$93,950. The figure is 20% more than the coverage value in FY 04-05.
- The campaign received greater television coverage this year, including coverage by KTSF-TV and Univision, two of the premier foreign language stations. The campaign was also bolstered by two home section cover stories on the pitch to convince residents to not burn

gift wrap during the holiday season. Overall, print coverage was notable this year for being extremely well-rounded in terms of reach to the entire region.

Regional IPM Work Group

The IPM Store Partnership Program, also known as the Our Water Our World (OWOW) program, completed its eight year in FY 05-06. The Program contributed funds and participated in the Regional Program, which is administered through BASMAA (the Program's contribution for FY 05-06 was approximately \$5,000). 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.

In FY 05-06, the OWOW Program completed the translation of all fact sheets into Spanish. A regional print run of fact sheets and promotional materials was also conducted.

The customer intercept survey conducted in FY 04-05 indicated a very low awareness among residents about the OWOW program. To increase awareness, the OWOW program conducted an advertising campaign in FY 05-06. Details of the advertising campaign are below:

Orchard Supply Hardware – OSH ran a full page ad in their weekly mailer that ran during the week of March 13. OSH is continuing to use the Our Water, Our World program logo next to less-toxic products in most of their weekly ads this year.

Sunset magazine – The OWOW advertisements were placed in three issues of Sunset magazine. The OWOW Program is also listed in their Resources section:
<http://www.sunset.com/sunset/marketplace/article/0.20633.919812.00.html>.

Bay Nature magazine – This is a quarterly San Francisco Bay Area publication (baynature.com). Although the readership is only about 15,000, it is a high-value publication that is used by schools and others as a reference. The OWOW ad was placed in 4 issues of this magazine.

Copies of the advertisements are included in Appendix B- 13

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 was also continued through this grant funding.

The Program continued to support this project by offering staff to help with tabling or training events conducted within Santa Clara County stores. Program and Co-permittee helped staff the outreach booth at the OSH How To Fair at the Santa Clara Convention Center, May 20 – May 21, 2006.

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, FY 03-04, the Regional Ad Campaign (RAC) Committee implemented the "Beautiful Watersheds" advertising campaigns for increasing the public's awareness about watersheds. In FY 04-05, a new ad focusing on problems caused due to littering was developed and used. The Program contributed \$50,000 to the RAC in FY 05-06. However, due to contractual difficulties, advertising could not be conducted in FY 05-06. The RAC Committee will implement the next advertising campaign in FY 06-07.

Other External Coordination

Program staff tracked PI/P activities and attended meetings (as needed) conducted by the following local and regional programs in FY 05-06:

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

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 05-06. 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 06-07 Work Plan (submitted March 1, 2005) describes the PI/P activities planned for FY 06-07.

**Table 3-1
Evaluation of P/I/P Projects Conducted During FY 05-06 (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 05-06 Watershed Watch Campaign include: the number of new campaign partners (3); value-added resources from partners (\$70,415); Watershed Watch events (3); gross impressions from advertising (20,420,100); average of 321 page views a day at the Watershed Watch website; and the positive feedback on Campaign materials from the focus groups.</p> <p>Alviso Ed Center – 105 programs were conducted and 6,856 people participated.</p> <p>ZunZun Assemblies – ZunZun conducted 50 assemblies at 26 schools reaching 14,059 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 • Other outreach as needed 	G,T,P,C	<p>Effective –</p> <ul style="list-style-type: none"> • The Watershed Watch Campaign advertising used the “Got Bugs” print and radio ads in September to October 2005. Website visits increased significantly during the advertising phase. • The local IPM Store Partnership Program continued to be a success in FY 05-06. 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

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 P/IP Projects Conducted During FY 05-06 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<p>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 approximately 112 employees representing 13 stores. Program staff maintained all 31 participating stores (set-up, restocking of fact sheets, etc.) during FY 05-06. This ensured regular maintenance of stores and helped build an ongoing relationship with the stores.</p> <ul style="list-style-type: none"> • IPM outreach was conducted at five events. Event staff distributed more than 4,000 IPM fact sheets, brochures and giveaways (pencils, activity books, magnets, tattoos etc.). • 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 465 posters during FY 05-06. • The Program contributed funds for promoting the Going Native Garden Tour 2006. The tour was held on April 30, 2006 and attracted approximately 3,000 people. The tour featured 46 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.

**Table 3-1
Evaluation of P/IP Projects Conducted During FY 05-06 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
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 05-06 include the following:</p> <ul style="list-style-type: none"> • <u>Development of In-store Signage Materials</u> – The Program developed posters to inform people about the availability of free fluorescent bulb drop-off locations. • <u>Implementation of Media Campaign</u> – The fall Watershed Watch Campaign used the Watershed Watch ‘Got Bulbs’ ad to educate people on the proper disposal of hazardous wastes (e.g., fluorescent bulbs). The advertising campaign ran in September to October 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. Both KRTY and the <i>San Jose Mercury News</i> provided free advertising to support this promotion. 		<p>Effective – Total gross impressions from mercury and pesticides media advertising were 20,420,100. The total added value of bonus spots, public service announcements and promotions for the various media partners is estimated at \$70,415.</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. Additional details are included in Appendix B-1.</p> <p>The CoHHW Program collected 277,000 feet (67,943 pounds) of fluorescent lamps at 18 retail drop-off locations within Santa Clara County⁴. It is estimated that approximately 0.803 kilograms of total mercury was diverted (i.e., discharge to the environment was avoided) to recycling from fluorescent lamps collected by the CoHHW Program⁵. In addition, the HHW Program also collected 231 mercury-containing thermometers, 425 pounds of elemental mercury (includes thermostats, thermometer and other products) and 51,050 pounds of household batteries during FY 05-06.</p> <p>(Calculate estimates of Hg, Pd, Cd, etc. diverted)</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 3005/2006 HHW Program Update* (dated June 21, 2006). Rob D’Arcy, Santa Clara County Hazardous Materials Program Manager, prepared this memorandum.

⁵ 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 purpose of estimating the amount of mercury sent for recycling, approximately 69,250 four-foot fluorescent lamps were collected. As a result, 0.803 kilograms of total mercury diverted (i.e., discharge to the environment was avoided) to recycling is a rough estimate.

**Table 3-1
Evaluation of PIP Projects Conducted During FY 05-06 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
	<p>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>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 conducted individually by Co-permittees. • Identify a program for increasing outreach to middle schools 	<p>T,P,C</p>	<p>Effective- During FY 05-06, ZunZun performed at 26 schools reaching 14,059 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-6).</p> <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</p>

**Table 3-1
Evaluation of P/I/P Projects Conducted During FY 05-06 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			should be offered stipends as incentives. In FY 05-06, the Wacky Watershed workshop staff held 4 workshops and trained 40 teachers
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, "Draining Pools and Spas" brochure, "Blue Print for a Clean Bay" booklets, "Pest or Pal" activity books, and storm drain stencils.
Program Toll Free Number	Answer the Program's toll free number (1-800-794-2482) and the Watershed Watch Campaign's toll free number, 1-866-WATERSHED, and respond to requests for information.	G,P	Effective - Both phone numbers are being used to contact the Program and request materials. Phones are answered and messages are checked daily. During, FY 05-06, Program staff responded to approximately 37 calls and sent information materials to approximately 29 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 1,458 volunteers participated in cleaning 55 sites and removed nearly 36,442 pounds of trash. 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.
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 05-06, County Health inspectors distributed the wash water BMPs and the poster to 465 newly constructed and remodeled food facilities in the County.

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 05-06 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
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 • Regional Ad Campaign 	<p>G,P G,P G,P T</p>	<p>Effective- See Media Relations Campaign Final Report in Appendix B-12.</p> <p>Effective- Contributions to BASMAA helped fund IPM fact sheet reprints, translation of remaining fact sheets into Spanish and implementation of the OWOW advertising campaign.</p> <p>The Program budgeted \$50,000 for the Regional Ad Campaign (RAC) in FY 05-06. BASMAA did not conduct the RAC in FY 05-06. It will be conducted in FY 06-07.</p>