



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 06-07 PI/P Work Plan provided a strategy to achieve these education and public participation goals with specific projects funded in the Program's FY 06-07 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 of Section 2.

Highlights of the accomplishments of FY 06-07 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 06-07 PI/P PROJECTS

FY 06-07 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 and FY 06-07, 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 06-07 Work Plan, submitted on March 1, 2006. No comments on the FY 06-07 Work Plan were received from the Water Board.

FY 06-07 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 06-07 Work Plan. The FY 06-07 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 7 years of implementation (and six years of advertising) in FY 06-07. The Campaign focused on the implementation of various outreach activities including media advertising.

A draft FY 06-07 Watershed Watch Work Plan was submitted with the Program's FY 06-07 Work Plan on March 1, 2006, and is included within Appendix B-1. The Watershed Watch Media Advertising Plan, completed in June 2006, is included within Appendix B-2.

The following describes tasks completed by the Program's consultant, with assistance from Program and Co-permittee staff, during FY 06-07. The detailed Watershed Watch Campaign and Media Report is included in Appendix B-3.

- **Task 1: Creative Development** – Developed new print, radio and transit advertisements for IPM and mercury outreach. Developed promotional materials flyers, and giveaways (e.g., notepads, fly swatters and tattoos). Copies of these materials are included in Appendix B-4.
- **Task 2: Media Advertising** – Conducted a media campaign consisting of print, radio and transit advertising. Advertisements ran through out the year. Transit advertising was funded by the Santa Clara County Integrated Waste Management group and the City of Sunnyvale. The City of Palo Alto, the City of Santa Clara and the West Valley Clean Water Program provided additional funds to supplement Campaign advertising. New advertisements were developed to promote less-toxic pesticide use and proper disposal of used fluorescent light bulbs. Media buys included 210 print ads, 1530 radio ads and 75 transit (bus taillight poster) ads. The net advertising budget for media was \$93,133. Media partners provided a total added value package of benefits and resources of \$228,846. Additional details on the media campaign are included in Appendix B-2 and Appendix B-3.
- **Task 3: Partnership Development** – Continued development of the partner database and conducted numerous meetings with potential partners. Four new partnerships were developed in FY 06-07. A list of current partners is provided within Appendix B-5.
- **Task 4: Added Value Development** - As a result of media partnership negotiations and community partnership activities, the Campaign received significant added value resources. These include media buys, free tickets, etc. The estimated total value added to the FY 06-07 Campaign from partners (community and media) is \$233,202. Additional details are included in Appendix B-3.
- **Task 5: Website Maintenance** – Continued to develop and maintain the Watershed Watch website. In FY 06-07, www.watershedwatch.net was replaced (redirected) with www.mywatershedwatch.org. The decision to redirect the Watershed Watch website was based on focus group research that indicated "dot org" sites were perceived more favorably for government and environmental outreach. Additional details on website statistics are included in Appendix B-6 and the FY 06-07 detailed Watershed Watch Campaign and Media Report within Appendix B-3.

- **Task 6: Events Coordination** – Organized and attended nine community outreach events in FY 06-07. This includes four events at Classic Car Wash locations.
- **Task 7: Public Relations** – Due to absence of newsworthy stories, media pitches were not conducted. The budget from this task was used to implement the Campaign evaluation “e-mail survey”, originally planned for FY 07-08.
- **Task 8: FY 07-08 Work Plan and Annual Report Development** – Developed the FY 07-08 Work Plan and the FY 06-07 Annual Report.

The consultants also conducted seven meetings with WEO Ad Hoc Task Group (WEO AHTG) and work groups, and submitted monthly campaign reports to the WEO AHTG and Management Committee.

As directed by the WEO AHTG, the consultants implemented a web-based survey to evaluate the success of the FY 06-07 Watershed Watch Campaign. The survey, which was launched on June 25, 2007, will be completed by the end of July 2007. Survey results will be collected and presented to the WEO AHTG for developing the FY 07-08 media campaign.

Evaluation of Effectiveness

During FY 06-07, the Watershed Watch Campaign received two public education awards.

The Program’s Watershed Watch Campaign received the FY 2005-2006 National Association of Flood and Stormwater Management Agencies (NAFSMA), Excellence in Communication Award, Third Place, for Improving Water Quality. Santa Clara Valley Water District staff accepted this award on behalf of the Program at the NAFSMA 2006 Annual Meeting and Workshop.

On March 7, 2007, the Program Manager was notified that the Program received the National Association of Environmental Professionals (NAEP) National Environmental Excellence Award for Education Excellence. The award recognizes the accomplishments of the Watershed Watch Campaign. NAEP is a nationally recognized, multidisciplinary, professional association that promotes ethical practices, technical competency, and professional standards in the environmental field. The NAEP Award Program recognizes nationally significant environmental achievements from across the country.

Many factors indicate that the FY 06-07 Watershed Watch Campaign 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 Classic Car Wash and implementation of four car wash events;
- The large number of gross impressions (i.e., number of people reached by the message) made by media advertising (21,544,500);
- Media partners provided \$228,846 in value added resources, which greatly supplemented the Campaign’s budget, for a total media buy of \$93,133;
- Participation in five community outreach events and distribution of more than 4,000 brochures and giveaways; and
- The completion of all tasks in the FY 06-07 scope of work, with active participation of Program staff and Co-permittees.

Another measure of effectiveness was a survey of 98 people conducted at the Pumpkins in the Park event, which produced the following results:

- 69 people indicated that they are aware that it is illegal to dispose of used fluorescent light bulbs in the trash or recycling bin and
- 84 people indicated that water flowing into storm drains flows into our creeks and Bay without treatment.

This survey indicates the rising awareness of stormwater pollution prevention issues.

The Campaign element that was not as successful in FY 06-07 was the Watershed Watch website. Though the website continues to be visited by residents, average website views are down 34% compared to FY 05-06. Some reasons for a decline in page visits could relate to having mercury pollution prevention ads direct residents to the County HHW website rather than the Watershed Watch website; and not offering more incentives to visit the website (e.g., take a quiz online to win a prize, or download the discount card to save money etc.). In FY 07-08, the messages will be evaluated and changed, as needed, to increase website visits.

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 77 programs that attracted 3,289 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 06-07 accomplishments, is provided in Appendix B-7.

For several reasons, the number of programs and participants was lower this year (105 programs were conducted in FY 05-06, attracting 6,856 participants). NASA/Ames Research Center did not conduct one of its programs this year. As a result, 1,000 less school children visited the Refuge. In addition, the Interpretative Specialist Position became vacant in March. Other Refuge staff filled the position temporarily until it was filled in May. The new Interpretive Specialist spent May and most of June being trained.

Pesticide User Outreach

A detailed FY 06-07 Pesticide User Outreach Work Plan was developed by Program staff and approved by the Pesticide User Outreach Work Group on October 12, 2006. The Pesticide User Outreach Work Plan included the following tasks:

- IPM store partnership program
- Media advertising
- IPM outreach events
- Outreach to restaurants

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 ninth year in FY 06-07. 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 06-07 Activities

During FY 06-07, the Program continued to support participating stores within the Program's jurisdiction. Program staff visited all the participating 29 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. Past Program experience with training stores indicated that employees were not amenable to attending off-site trainings. In FY 06-07, the Program continued to offer trainings as in-the-aisle trainings during working hours or on-site after-hour trainings. Approximately 150 employees representing 12 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.

In addition, Ms. Joseph worked with three participating stores, SummerWinds (Campbell), Ace Hardware (Palo Alto) and Payless Nursery (San Jose) to implement the "Increasing Shelf Space for Less-Toxic Products" projects. Her work included: 1) meeting with pesticide buyers at stores; 2) motivating them to increase the store's inventory of less-toxic products; and 3) building endcaps showcasing these products.

Evaluation of Effectiveness

The IPM Store Partnership (OWOW) program continued to be a success in FY 06-07. 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:

- 87% of the respondents agreed that the training information was useful;
- 69% agreed that the information changed their attitude about pesticides;
- 84% agreed that the information will help them sell less-toxic products; and
- 96% agreed that they would recommend the training to co-workers.

The following indicate the success of the “Increasing Less-Toxic Shelf Space” project:

- The stores participating in the “Increasing Shelf Space” project have added several less-toxic products to their inventory;
- The participating stores continued to showcase the less-toxic displays through the season (January –July).
- SummerWinds and Ace Hardware have run some ads that focus exclusively on less-toxic and organic pesticides. Payless Nursery has started including less-toxic products in their regular ads.

More details on this project are included in Appendix B-8.

Media Advertising

The Program’s Watershed Watch Campaign used the “Watch Out for Toxic Pesticides” radio and print ads. The print ads promoted the OWOW logo to encourage residents to buy less-toxic products. The radio ads talked about IPM and provided tips on using less-toxic pest solutions. Copies of all advertisements are included in Appendix B-4.

Evaluation of Effectiveness

The IPM outreach media campaign, which included free promotional print and radio ads, received a large number of gross impressions. Additional details are included in the FY 06-07 detailed Watershed Watch Campaign and Media Report within Appendix B-3.

IPM Outreach to Restaurants

The Program continued to provide copies of the “Don’t Set 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 07-08.

Evaluation of Effectiveness

During FY 06-07, County Health inspectors distributed 422 posters and will continue to distribute posters to restaurants during FY 07-08.

IPM Outreach Events

Program staff and Co-permittees staffed five events at which IPM outreach was conducted. To reduce staffing requirements, five events were coordinated with Watershed Watch outreach. Outreach events in FY 06-07 included:

- Pumpkins in the Park – October 14, 2006;
- Happy Hollow Park & Zoo Halloween Event – October 30, 2006;
- San Jose Spring Home and Garden Show, San Jose Convention Center, San Jose – April 27-29;
- Spring in Guadalupe Gardens, April 28, 2007; and
- Health and Wellness Fair, Santa Clara County Parks and Recreation, June 24, 2007.

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

The Program also provided support for promotion of the Going Native Garden Tour held on April 29, 2007. Approximately 3,000 people attended the tour. The tour featured 45 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

In FY 06-07, the Santa Clara County Household Hazardous Waste Program (County HHW Program) partnered with approximately 40 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:

Implementation of a Media Campaign –The Watershed Watch Campaign developed new “Watch Out for Mercury Pollution” advertisements to educate people on the proper disposal of hazardous wastes (e.g., fluorescent lamps). The advertising campaign ran from January 2006 to April 2006. The Program provided funding for radio and print advertising. The Santa Clara County Integrated Waste Management Division provided funding for transit advertising.

Newsletter Article – A newsletter article aimed at informing Conditionally Exempt Small Quantity Generators (CESQGs) about proper disposal of fluorescent light bulbs was developed and sent to various business publications. It was published in the May 2007 issue of the Building Owners and Manufacturers Association (BOMA).

Copies of mercury outreach materials are included in Appendix B-4 and Appendix B-10.

Evaluation of Effectiveness

The mercury outreach media campaign included free promotional print and radio ads as described in Appendix B-3.

During FY 06-07, the CoHHW Program collected 353,694 feet (88,423 pounds¹) of fluorescent bulbs at 30 retail drop-off locations within Santa Clara County². This is a significant increase from FY 05-06. In FY 05-06, the CoHHW Program collected 277,000 feet (67,943 pounds) of fluorescent bulbs.

It is estimated that approximately 1.025 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 06-07. In addition, the HHW Program also collected 1,193 mercury-containing thermometers, 1,170 pounds of elemental mercury (includes thermostats, thermometer and other products) and 65,860 pounds of household batteries during FY 06-07.

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.

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 2006/2007 HHW Program Update* (dated July 20, 2007). This memorandum was prepared by Wendy Fong, Management Analyst, Santa Clara County Hazardous Materials Program.

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 88,423 four-foot fluorescent lamps were collected. As a result, 1.025 kilograms of total mercury diverted (i.e., discharge to the environment was avoided) to recycling is a rough estimate.

Evaluation of Effectiveness

During FY 06-07, ZunZun conducted 47 assemblies at 25 elementary schools in seven cities, reaching approximately 11,652 students in grades K-5. 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 138 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-one teachers (out of the 138 that sent completed evaluation cards) indicated that 50 percent of their students know what a watershed is; 51 teachers indicated that 75 percent of their students know what a watershed is and 19 teachers indicated that 100 percent of their students know what a watershed is.
- Eight teachers indicated that 50 percent of their students could name a way to prevent pollution in the watershed; 38 teachers indicated that 75 percent of their students can name a way to prevent pollution in the watershed; and 74 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.

ZunZun's Final Report and the Teachers' Evaluation Report are included in Appendix B-12. Highlights of the teachers' evaluations are presented on page 3 of the Teachers' Evaluation Report.

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 06-07, the Wacky Watersheds workshop staff held two workshops and trained forty teachers. In FY 06-07 three teachers applied for and received the Wacky Watersheds stipend.

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 PIP 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 14 calls during FY 06-07. Program and consultant staff also responded to 32 requests for Watershed Watch kits and 31 requests for information on the Watershed Watch website.

PIP Material Reprints and Supplies

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

- OWOW fact sheets;
- OWOW pocket guides; and
- "Blue Print for a Clean Bay" booklets.

ONGOING PIP PROJECTS

Creek Clean-ups

In FY 06-07, the Creek Connection Action Group sponsored two creek clean-up events: Coastal Clean-up Day on September 16, 2006 and National Rivers Clean-up Day on May 19, 2007. The Program provided financial support for one of the events (National Rivers Clean-up Day). A total of 1,631 volunteers participated in cleaning 44 sites and removed approximately 67,461 pounds of trash from the creeks during the two events.

Results by clean-up event for FY 06-07 are as follows:

	Coastal Clean-up Day Sept. 16, 2006	National Rivers Clean-up Day May 19, 2007	Total
Number of sites	22	22	44
Number of volunteers	1,078	553	1631
Pounds of recyclables	5,503	9,891	15,394
Pounds of trash	22,464	29,603	52,067
Pounds of material (trash plus recyclables)	27,967	39,494	67,461

Evaluation of Effectiveness

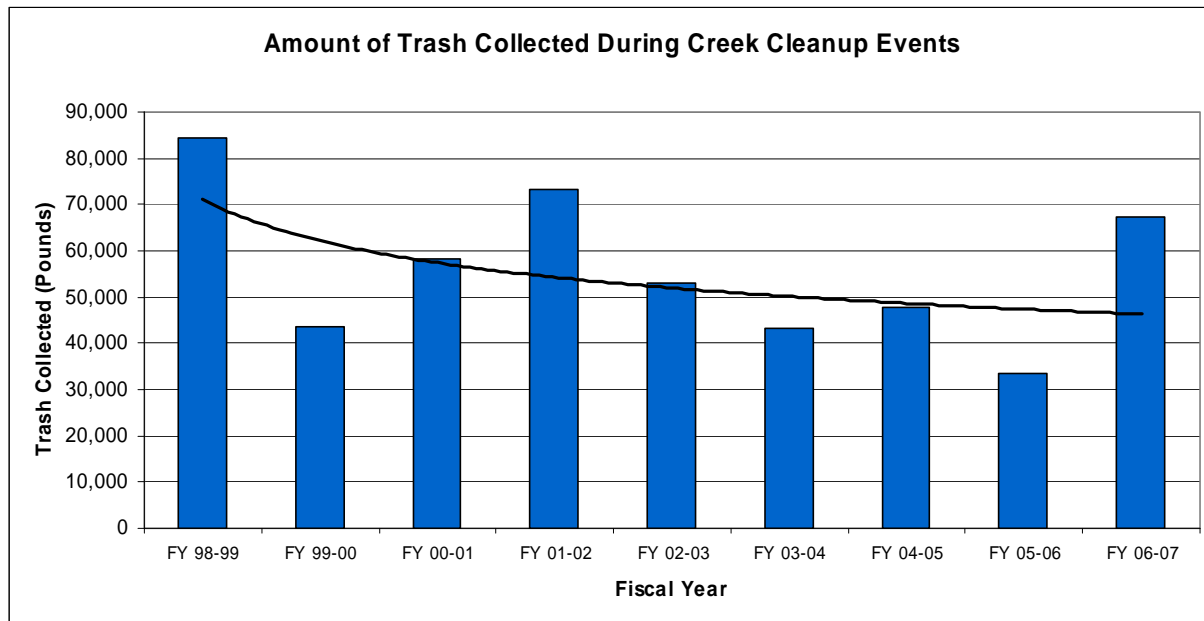
To evaluate the effectiveness of the two annual creek clean-up events, data from the past nine years of events were compiled and reviewed. The table below presents the total numbers of sites, numbers of volunteers, and pounds of materials collected each year.

Summary Results of Creek Clean-up Events⁴, September 1998 – May 2007

	FY 98-99	FY 99-00	FY 00-01	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	Annual Average	Total
No. of sites	35	35	41	37	48	56	61	55	44	46	412
No. of volunteers	1,877	1,586	1,745	1,742	2,091	1,943	1,618	1,458	1,631	1,743	15,691
Lbs. of recyclables				13,750	8,071	6,537	7,890	4,110	15,394	9,292	55,752
Lbs. of trash	84,582	43,475	58,108	59,340	44,883	36,718	39,730	29,248	52,067	49,795	448,151
Total lbs. collected	84,582	43,475	58,108	73,090	52,954	43,255	47,620	33,358	67,461	55,989	503,903

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, it can be concluded that the total amount of trash and recyclables collected shows a decreasing trend over the previous eight years. However, the amount of trash collected during FY 06-07 increased. This may be due to the addition of several new sites (including some known trash problem areas) in the events this year, and having an additional 173 people involved in the events.

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 06-07, the kit was distributed to 422 food facilities.

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 these Work Groups, 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 seventh 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-13. Campaign accomplishments included the following:

- During FY 06-07, the media covered 37 calendar listings, articles, broadcast and on-line stories, including 2 print articles, 15 radio stories, 14 web stories and 6 letters to the editor placements (including hard copy and web placements).
- Media coverage was received on four pitches: pesticides; FOG (fats, oils and grease); mercury fever thermometer exchanges; and less-toxic lawn care.
- The total value of the coverage is estimated at \$69,200. The total value of this year's coverage represents a decrease from last year, but the actual number of placements is

comparable. The decrease in value is directly attributable to two factors: the lack of television coverage because television-oriented pitches were delayed due to timing considerations outside the control of this campaign; and efforts put into developing pitches that, though planned for FY 06-07, could not be used. These pitches will be used in FY 07-08.

Regional IPM Work Group

The IPM Store Partnership Program, also known as the Our Water Our World (OWOW) program, completed its ninth year in FY 06-07. The Program contributed funds and participated in the Regional Program, which is administered through BASMAA (the Program's contribution for FY 06-07 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. In FY 06-07, a regional print run of Spanish fact sheets was 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 began an advertising campaign in FY 05-06. Details of the FY 06-07 advertising campaign is below:

Orchard Supply Hardware –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 all four issues of this magazine.

A copy of the advertisement is included in Appendix B- 14

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 06-07. However, due to contractual difficulties, advertising could not be conducted in FY 06-07. The contract problems were resolved and planning initiated in FY 06-07. The advertising campaign will be conducted in FY 07-08. The campaign will focus on two pollutants: pesticides and litter. The objective of the pesticide campaign will be to brand the OWOW logo and shelf talkers. The strategy for implementing the litter campaign is being developed by the RAC consultants.

Caltrans “Don’t Trash California Campaign”

In FY 05-06, as part of its anti-littering outreach campaign, Caltrans developed television Public Service Announcements (PSAs) in English and Spanish. Many Co-permittees obtained copies of these PSAs for airing on their local public cable access television stations. The following table includes the number of times the PSAs were aired in Program cities in FY 06-07.

Name of Community	Name of TV Station	Area Served	Number of Airings
Cupertino	The City Channel	Cupertino	English - 200
Palo Alto	The Media Center Channels 27, 28 and 30	Palo Alto, East Palo Alto, Atherton, Menlo Park, Stanford	English – 520 Spanish - 250
Santa Clara	City of Santa Clara Cable Channel 15	Santa Clara	English -900

Program Information Fact Sheets

In FY 05-06, Program staff developed fact sheets describing several Program elements. The fact sheets aim to provide a brief non-technical overview of Program activities. Fact sheets on the following topics were developed and distributed:

- Water Quality Monitoring and Watershed Assessment;
- Sediment Impact and Management Practice Assessments;
- Watershed Education and Outreach;
- General Program; and
- Trash Evaluation and Management.

In FY 06-07, Program staff developed and distributed fact sheets on the following topics:

- Training Municipal Development Review Staff;
- Water Quality Monitoring and Watershed Assessment (2nd Edition);
- Sediment Impact and Management Practice Assessments (2nd Edition); and
- Dioxin Control Program.

All fact sheets have been posted on the Program’s website at www.scvurppp.org. They are also included in Appendix B-15.

Other External Coordination

Program staff tracked PIP activities and attended meetings (as needed) conducted by the following local and regional programs in FY 06-07:

- 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 06-07.

Future Tasks

Section 3 of the Program's FY 07-08 Work Plan (submitted March 1, 2007) describes the PI/P activities planned for FY 07-08.

**Table 3-1
Evaluation of P/P Projects Conducted During FY 06-07 (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 eight 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><u>Watershed Watch Campaign</u></p> <p><u>Effective</u>- Some measures of the success of the FY 06-07 Watershed Watch Campaign include: the number of new campaign partners (4); value-added resources from partners (\$233,202.); Watershed Watch events (5); and gross impressions from advertising (21,544,500).</p> <p>The average Watershed Watch website views dropped by 34% in FY 06-07. Some reasons for a decline in page visits could relate to having mercury pollution prevention ads direct residents to the County HHW website rather than the Watershed Watch website; and not offering more incentives to visit the website (e.g., take a quiz online to win a prize, or download the discount card to save money etc.). In FY 07-08, the messages will be evaluated and changed, as needed, to increase website visits. Additional information is provided in Section 3 and Appendix B-3.</p> <p><u>Alviso Ed Center</u></p> <p>Effective - 77 programs were conducted and 3,289 people participated.</p> <p><u>ZunZun Assemblies</u></p> <p>Effective - ZunZun conducted 47 assemblies at 25 schools reaching 11,652 students and their teachers</p>

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 06-07 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
Pesticide User Outreach – “Household Chemical Management” and “Local IPM Store Partnership Program”	Implementation of the following tasks: <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><u>Effective</u></p> <ul style="list-style-type: none"> • The Watershed Watch Campaign advertising used the “Watch Out for Toxic Pesticides” print and radio ads. The ads ran from July 2006 through September 2006; and April 2007 through June 2007. • The local IPM Store Partnership Program continued to be a success in FY 06-07. Ms. Annie Joseph was contracted to provide training on selling less-toxic products to store employees. Ms. Joseph trained approximately 150 employees representing 12 stores. Program staff maintained all 29 participating stores (set-up, restocking of fact sheets, etc.) during FY 06-07. This ensured regular maintenance of stores and helped build an ongoing relationship with the stores. • 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 Set a Table for Pests” poster to County Health Inspectors for distribution to newly constructed or remodeled food facilities. County Health inspectors distributed 422 posters during FY 06-07. • The Program contributed funds for promoting the Going Native Garden Tour 2006. The tour

**Table 3-1
Evaluation of P/IP Projects Conducted During FY 06-07 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<p>was held on April 29, 2007 and attracted approximately 3,000 people. The tour featured 45 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.</p>
<p>Mercury Pollution Prevention Outreach Project</p>	<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>Implementation of Media Campaign</u> – The Watershed Watch Campaign advertising used the “Watch Out for Mercury Pollution” print and radio ads. The ads ran from October 2006 through March 2007. • <u>Newsletter Article</u> – A newsletter article aimed at informing Conditionally Exempt Small Quantity Generators (CESQGs) about proper disposal of fluorescent light bulbs was developed and sent to various business publications. 		<p><u>Effective</u></p> <p>The CoHHW Program collected 353,694 feet (88,423 pounds⁴) of fluorescent bulbs at 30 retail drop-off locations within Santa Clara County⁵. This is a significant increase from FY 05-06. In FY 05-06, the CoHHW Program collected 277,000 feet (67,943 pounds) of fluorescent bulbs.</p> <p>It is estimated that approximately 1.025 kilograms of total mercury was diverted (i.e., discharge to the environment was avoided) to recycling from fluorescent lamps collected by the CoHHW Program⁶ in FY 06-07. In addition, the HHW Program also collected 1,193 mercury-containing thermometers, 1,170 pounds of elemental mercury (includes thermostats, thermometer and other products) and 65,860 pounds of household</p>

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

⁵ Information regarding the collection of mercury containing products (e.g., fluorescent bulbs, thermostats, thermometers and other products) during FY 06-07 obtained from a memorandum *entitled Fiscal Year 2006/2007 HHW Program Update* (dated July 20, 2007). This memorandum was prepared by Wendy Fong, Management Analyst, Santa Clara County Hazardous Materials Program.

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 88,423 four-foot fluorescent lamps were collected. As a result, 1.025 kilograms of total mercury diverted (i.e., discharge to the environment was avoided) to recycling is a rough estimate.

**Table 3-1
Evaluation of P/I/P Projects Conducted During FY 06-07 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<p>batteries during FY 06-07.</p> <p>The newsletter article was published in the May 2007 issue of the Building Owners and Manufacturers Association (BOMA) newsletter.</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 06-07, ZunZun performed at 25 schools reaching 11,652 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-12).</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, "Wacky Watersheds" 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. In FY 06-07, three teachers received</p>

**Table 3-1
Evaluation of P/P Projects Conducted During FY 06-07 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			the Wacky Watersheds stipend from SCVURPPP.
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 OWOW fact sheets and pocket guides, "Blue Print for a Clean Bay" booklets, and purchasing plaques for the EPA and NAEP awards.
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 06-07, Program staff responded to approximately 14 calls.
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 1,631 volunteers participated in cleaning 44 sites and removed nearly 67,461 pounds of trash.
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 06-07, County Health inspectors distributed the wash water BMPs and the poster to 422 newly constructed and remodeled food facilities in the County.

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 06-07 (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-13.</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 \$40,000 for the Regional Ad Campaign (RAC) in FY 06-07. BASMAA did not conduct the RAC in FY 06-07. It will be conducted in FY 07-08.</p> <p>Co-permittees obtained copies of the Caltrans “Don’t Trash California” Public Service Announcements (PSAs) for airing on local cable access television. The PSAs were aired by the following cities:</p> <p>City of Palo Alto – 520 times (English), 250 times (Spanish)</p> <p>City of Santa Clara – 900 times (English)</p> <p>City of Cupertino – 200 times (English)</p>