



# SECTION 3

## PUBLIC INFORMATION/PARTICIPATION

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### **3. PUBLIC INFORMATION/PARTICIPATION**

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#### **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 FY07-08 PI/P Work Plan provided a strategy to achieve these education and public participation goals with specific projects funded in the Program's FY 07-08 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 07-08 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 07-08 PI/P PROJECTS**

##### **FY 07-08 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 one-time tasks planned for these projects under the current permit. Other ongoing tasks are continuing to be 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 07-08 Work Plan, submitted on March 1, 2007. No comments on the FY 07-08 Work Plan were received from the Water Board.

FY 07-08 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 FY07-08 Work Plan. The FY 07-08 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 8 years of implementation (and 7 years of advertising) in FY 07-08. The Campaign focused on the implementation of various outreach activities including media advertising.

A draft FY 07-08 Watershed Watch Work Plan was submitted with the Program's FY 07-08 Work Plan on March 1, 2007, and is included within Appendix B-1. The Watershed Watch Media Advertising Plan, completed in October 2007 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 07-08. The detailed Watershed Watch Campaign and Media Report is included in Appendix B-3.

- **Task 1: Evaluation** – Developed and implemented a web based survey in July 2007. However, the total number of surveys completed was statistically insignificant and the results did not indicate effectiveness of the campaign one way or another. The process did indicate that the method of recruiting survey participants was not the most effective for the target audience. The WEO-AHTG voted to continue with the "Watch Out" creative and frequency-based media plan through FY 07-08.
- **Task 2: Creative Development** – Modified existing IPM advertisements, developed flyers and advertisements for the car wash promotions, developed and printed new Watershed Watch Discount Cards. Began developing the new Watershed Watch brochure. Copies of these materials are included in Appendix B-4.
- **Task 3: Media Advertising** – Conducted a media campaign consisting of print and radio advertising. Advertisements ran from January to June 2008. Media buys included 210 print ads and 530 radio ads. The net advertising budget for media was \$78,584. Media partners provided a total added value package of benefits and resources of \$178,097. Additional details on the media campaign are included in Appendix B-2 and Appendix B-3.
- **Task 4: Partnership Development and Coordination**– Continued development of the partner database and conducted meetings with potential partners. Three new partnerships were developed in FY 07-08. These include two businesses, Yamagami's Nursery and Capitol Premier Car Wash. Both are offering discounts on products and services to customers using the Watershed Watch discount card. A list of current partners is provided within Appendix B-5.
- **Task 5: Added Value Development** - As a result of media partnership negotiations and community partnership activities, the Campaign received significant added value resources. These include free advertising, free tickets, live promotions, etc. The estimated total value added to the FY07-08 Campaign from partners (community and media) is \$181,265. Additional details are included in Appendix B-3.
- **Task 6: Website Maintenance** – Continued to develop and maintain the Watershed Watch website. Website statistics and details are included in Appendix B-6 and the FY 07-08 detailed Watershed Watch Campaign and Media Report within Appendix B-3.

- **Task 7: Events Coordination** – Coordinated and attended community outreach events. The Watershed Watch booth was present at 9 events, including two promotional events at Classic Car Wash locations, and one at the Premier Car Wash location.
- **Task 8: Public Relations** – Distributed pitches developed by the BASMAA Media Relations Campaign to local media outlets. Also pitched a story about the Santa Clara Valley Green Gardener Program. Several media outlets covered the Green Gardener story, including the *El Observador*, Milpitas Post, CBS 5, Morgan Hill Times and KTVU 2.
- **Task 9: FY 07-08 Work Plan and Annual Report Development** – Developed the FY 08-09 Work Plan and the FY 07-08 Annual Report. Attended WEO AHTG and Brochure Development Work Group meetings. Submitted monthly campaign reports to the WEO AHTG and Management Committee.

#### *Evaluation of Effectiveness*

Many factors indicate that the FY 07-08 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 a new partnership with Premier Car Wash.
- Securing 5 partners (Happy Hollow Park and Zoo, Kelly Moore Paints, Yamagami's Nursery, Classic Car Wash, and Premier Car Wash) that offer discounts with the Watershed Watch card
- The large number of gross impressions (i.e., number of people reached by the message) made by media advertising (12,447,737);
- Media partners provided \$178,097 in value added resources, which greatly supplemented the Campaign's budgeted total media buy of \$78,584;
- Participation in nine community outreach events and distribution of more than 5,000 brochures and giveaways; and
- The completion of all tasks in the FY 07-08 scope of work, with active participation of Program and Co-permittee staff.

A public awareness survey to measure the effectiveness of the Campaign is planned for FY 08-09.

#### 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 111 programs that attracted 2,901 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 07-08 accomplishments, is provided in Appendix B-7.

In FY 07-08, the total number of programs was higher; however the number of participants was slightly lower. Highlights of the year include:

- Scout programs offering nature-related badges (Boy Scout Webelos Naturalist, Brownie Eco-Explorer Patch, and Junior Wildlife Badge) have been very popular with over 500 participants at the programs this year, 127 of which were girl scouts.
- Shark Day was a success with over 30 volunteers and 400 visitors.
- A Community Service flyer was sent out to high schools requiring community service where volunteering at the EEC was advertised.
- 400 people attended the South Bay Bird Fest which was helped by several community organizations and 40 volunteers.

### **Pesticide User Outreach**

A detailed FY 07-08 Pesticide User Outreach Work Plan was developed by Program staff and approved by the Pesticide User Outreach Work Group on November 19, 2007. The Pesticide User Outreach Work Plan included the following tasks:

- IPM store partnership program
- Media advertising
- IPM outreach events
- Outreach to restaurants
- Santa Clara Valley Green Gardener Training Program

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 tenth year in FY 07-08. 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 07-08 Activities*

During FY 07-08, the Program continued to support participating stores within the Program's jurisdiction. Program staff visited all the participating 28 stores at regular intervals and updated the display racks and shelf talkers, as needed. A new store, ACE Hardware Willow Glen, joined the Program this year.

Outreach material purchased for the Stores Partnership Program included IPM fact sheets and shelf talkers.

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 07-08, the Program continued to offer trainings as in-the-aisle trainings during working hours or on-site after-hour trainings. Approximately 132 employees representing 11 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 two participating stores, SummerWinds (Almaden Expressway, San Jose) and OSH (Prospect, 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 07-08. The store managers and employees were enthusiastic about the program and extremely receptive to having the OWOW display in stores. The owner of the Palo Alto Ace Hardware store opened a new store in Willow Glen and proactively contacted Ms. Joseph to enroll his new store in the OWOW Program. 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:

- 76% of the respondents agreed that the training information was useful;
- 70% agreed that the information changed their attitude about pesticides;
- 95% agreed that the information will help them sell less-toxic products; and
- 93% agreed that they would recommend the training to co-workers.

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

- The OSH store created endcaps for displaying less-toxic products. The products featured included Sluggo (for 8 weeks), yellow jacket traps (4 weeks), and organic fertilizers (3 months). They have also laminated and zip-tied copies of "Good Bug Bad Bug" charts and "10 Most Wanted Bugs" brochures in the main pesticide aisle.
- SummerWinds nursery has launched its own selection of "Earth Friendly" products. The nursery worked with Annie to select products for this section. Annie also provided input for the earth-friendly section of their website.

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 advertisements offered examples of less-toxic pest control methods and directed residents to the Watershed Watch website for more information. Copies of print 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 07-08 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.

#### *Evaluation of Effectiveness*

During FY 07-08, County Health inspectors distributed 520 posters and will continue to distribute posters to restaurants during FY 08-09.

### IPM Outreach Events

Program staff and Co-permittees staffed seven events at which IPM outreach was conducted. To reduce staffing requirements, events were coordinated with Watershed Watch outreach. Outreach events in FY07-08 included:

- Pumpkins in the Park – October 16, 2007;
- Happy Hollow Park & Zoo Halloween Event – October 28, 2007;
- Master Gardener Spring Garden Market, April 12, 2008;
- NVideo Environmental Fair, April 15, 2008;
- San Jose Spring Home and Garden Show, San Jose Convention Center, San Jose – April 25-27, 2008;
- Spring in Guadalupe Gardens, April 26, 2008; and
- Health and Wellness Fair, Santa Clara County Parks and Recreation, June 22, 2008.

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 used at most of the events.

#### *Evaluation of Effectiveness*

Overall, the seven outreach events were successful in providing opportunities for educating the public about less-toxic pest control methods. Event staff distributed more than 5,000 total IPM

fact sheets, brochures and giveaways (e.g., activity books, magnets, flyswatters, notepads, etc.).

The Program also provided support for promotion of the Going Native Garden Tour held on April 20, 2008. Approximately 3,000 people attended the tour. The tour featured 42 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.

### Santa Clara Valley Green Gardener Training

In FY 07-08, the Program piloted the first Santa Clara Valley Green Gardener Training. This is an educational initiative that brings quality training to professional landscapers, gardeners and landscape maintenance workers on how to “garden green.” Each training session is of ten weeks, with trainees meeting weekly for a two hour class.

The Green Gardener training program was first developed by the City and County of Santa Barbara, and has been successful in Santa Cruz and Monterey County as well. The Program collaborated with the Metropolitan Adult Education Program (MAEP), and the Master Gardeners of Santa Clara County to conduct the first Green Gardener training in Santa Clara County. The Program provided funds toward student fees, guest speaker fees, and supplies (soil probes, magnifying lenses, and Green Gardener patches). A fact sheet about the Green Gardener Program is included in Appendix B-10.

The pilot Green Gardener Training was held from February 7 to April 17, 2008. The Program conducted outreach to inform local landscape maintenance businesses about the training. Outreach efforts included the following:

- Mailing letters and flyers to local landscaping businesses;
- Advertising on a Spanish radio station;
- An article in the California Landscape Contractors Association (CLCA) newsletter;
- Information published on the Watershed Watch website; and
- Training announcement in the Mercury News.

The Program also conducted outreach to inform residents about the availability of trained Green Gardeners. Outreach efforts included radio ads, distribution of flyers at outreach events, and creation of new pages about the Green Gardener Program on the Watershed Watch website.

Copies of all Green Gardener outreach materials are included in Appendix B-10

### *Evaluation of Effectiveness*

Twenty seven landscape maintenance professionals completed the first Santa Clara Valley Green Gardener training, and twenty more requested that they be placed on a waiting list for the next training. After each class and after completing the entire training, trainees were requested to fill out evaluations. A copy of the final evaluation is included in Appendix B-10. It indicates that attendees found the class very useful and will be making changes to their landscape management practices based on what they have learned at the training. Attendees also had to take a final test to receive the certificate of completion. This ensured that they have understood the curriculum and will be able to implement the practices at their client locations.

To track behavior change, the Program is planning to interview the trained Green Gardeners in fall 2008 to find out whether they are actually using the practices they learned at the training.

### **Mercury Pollution Prevention Outreach Project**

In FY 07-08, the Santa Clara County Household Hazardous Waste Program (County HHW Program) continued its retail store partnership program and 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 using radio advertising. The "Watch Out for Mercury Pollution" radio and print advertisements were used to educate people on the proper disposal of fluorescent lamps. The mercury outreach media campaign included free promotional radio and internet ads as described in Appendix B-3.

To achieve maximum impact, advertising was coordinated with the media campaigns being implemented by the County HHW Program and the County Integrated Waste Management (IWM) Division. The County HHW Program collaborated with PG&E to run print advertising and the County IWM Division ran cable television ads. All three media campaigns ran from January through April 2008.

#### *Evaluation of Effectiveness*

During FY 07-08, the County HHW Program collected 496,484 feet (124,121 pounds<sup>1</sup>) of fluorescent bulbs at 32 retail drop-off locations within Santa Clara County<sup>2</sup>. This is a significant increase from FY 06-07. In FY 06-07, the County HHW Program collected 353,694 feet (88,423 pounds) of fluorescent bulbs.

It is estimated that approximately 1.44 kilograms of total mercury was diverted (i.e., discharge to the environment was avoided) to recycling from fluorescent lamps collected by the County HHW Program<sup>4</sup> in FY 07-08. In addition, the County HHW Program also collected 370 mercury-containing thermometers, 1,295 pounds of elemental mercury (includes thermostats, thermometer and other products) and 100,100 pounds of household batteries during FY 07-08.

### **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.

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<sup>1</sup> Since fluorescent light bulbs come in different sizes, quantities are reported in terms of the total length (feet) of tubes collected. One four-foot light tube weighs approximately one pound.

<sup>2</sup> Information regarding the collection of mercury containing products (e.g., fluorescent bulbs, thermostats, thermometers and other products) during FY 07-086 obtained from a memorandum *entitled Fiscal Year 2007/2008 HHW Program Update* (dated July 21, 2008). This memorandum was prepared by Wendy Fong, Household Hazardous Waste Program, County of Santa Clara.

<sup>3</sup> 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 124,121 four-foot fluorescent lamps were collected. As a result, 1.44 kilograms of total mercury diverted (i.e., discharge to the environment was avoided) to recycling is a rough estimate.

### 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 126 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 07-08, ZunZun conducted 47 assemblies at 27 elementary schools in eight cities. In addition, two assemblies were conducted at the Pumpkins in the Park event for the general public, and one at the Water Wizards festival (an event for third grade students from San Jose schools). The assemblies reached approximately 11,840 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 177 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:

- Forty teachers (out of the 177 that sent completed evaluation cards) indicated that after the performance, 50 percent of their students knew what a watershed is; 56 teachers indicated that 75 percent of their students knew what a watershed is and 37 teachers indicated that 100 percent of their students knew what a watershed is.
- Nine teachers indicated that after the performance, 50 percent of their students could name a way to prevent pollution in the watershed; 46 teachers indicated that 75 percent of their students could name a way to prevent pollution in the watershed; and 112 teachers indicate that 100 percent of their students could 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. In FY 07-08, the Wacky Watersheds workshop staff held two workshops and trained 38 participants. During FY 08-09, a gap analysis study will be conducted to identify current gaps in school outreach.

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 25 calls during FY 07-08. Program and consultant staff also responded to 27 Watershed Watch kit requests, and 16 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 and shelf talkers;
- OWOW magnets;
- "Grow It" Guides in English and Spanish;
- "The 10 Most Wanted Bugs in Your Garden" brochures;
- "Pest or Pal" Booklets; and
- "Draining Pools and Spas" Brochures.

## ONGOING P/I/P PROJECTS

### Creek Clean-ups

In FY 07-08, the Creek Connection Action Group sponsored two creek clean-up events: Coastal Clean-up Day on Sept. 15, 2007 and National Rivers Clean-up Day on May 19, 2008. The Program provided financial support for one of the events (National Rivers Clean-up Day). A total of 1,534 volunteers participated in cleaning 51 sites and removed approximately 72,764 pounds of materials (trash and recyclables) from the creeks during the two events.

Results by clean-up event for FY 07-08 are as follows:

	<b>Coastal Clean-up Day Sept. 15, 2007</b>	<b>National Rivers Clean-up Day May 17, 2008</b>	<b>Total</b>
Number of sites	24	27	51
Number of volunteers	865	669	1,534
Pounds of recyclables	12,052	11,518	23,570
Pounds of trash	31,694	17,500	49,194
Pounds of material (trash plus recyclables)	43,746	29,018	72,764

### *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.

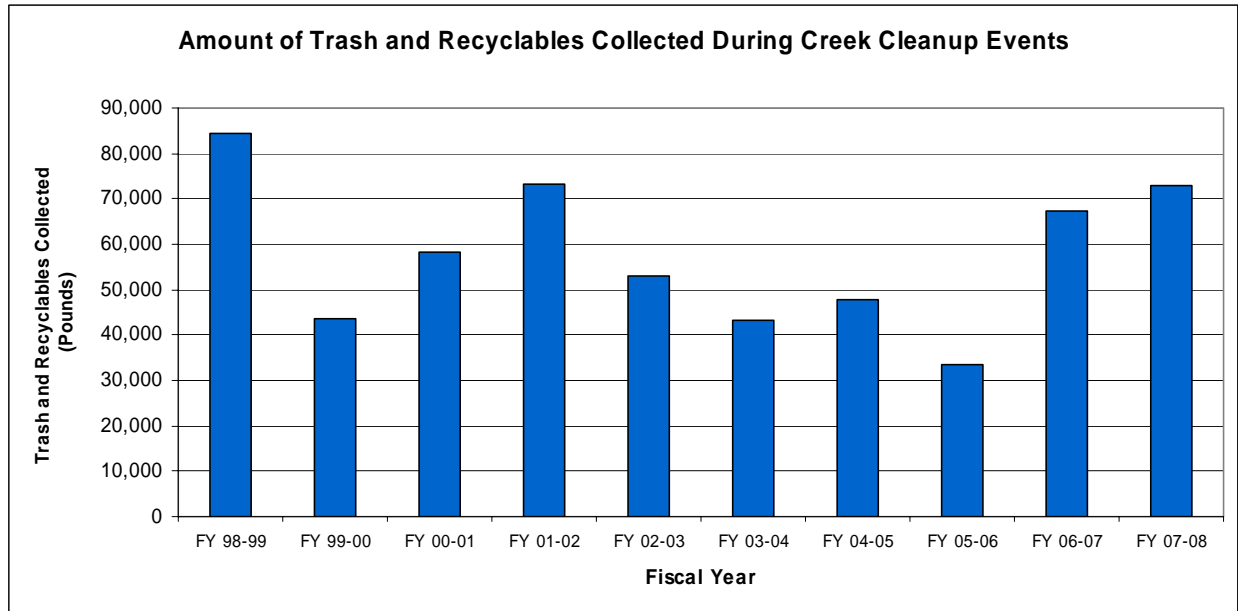
Summary Results of Creek Clean-up Events<sup>5</sup>, September 1998 – May 2008

	<b>No. of sites</b>	<b>No. of volunteers</b>	<b>lbs. of recyclables</b>	<b>lbs. of trash</b>	<b>Total lbs. collected</b>	<b>Average lbs./site</b>
FY 98-99	35	1,877		84,582	84,582	2,417
FY 99-00	35	1,586		43,475	43,475	1,242
FY 00-01	41	1,745		58,108	58,108	1,417
FY 01-02	37	1,742	13,750	59,340	73,090	1,975
FY 02-03	48	2,091	8,071	44,883	52,954	1,103
FY 03-04	56	1,943	6,537	36,718	43,255	778
FY 04-05	61	1,618	7,890	39,730	47,620	781
FY 05-06	55	1,458	4,110	29,248	33,358	607
FY 06-07	44	1,631	15,394	52,067	67,461	1,533
FY 07-08	51	1,534	23,570	49,194	72,764	1,427
<b>Annual Average</b>	46	1,723	11,332	49,735	57,667	
<b>Total</b>	<b>463</b>	<b>17,225</b>	<b>79,322</b>	<b>497,345</b>	<b>576,667</b>	

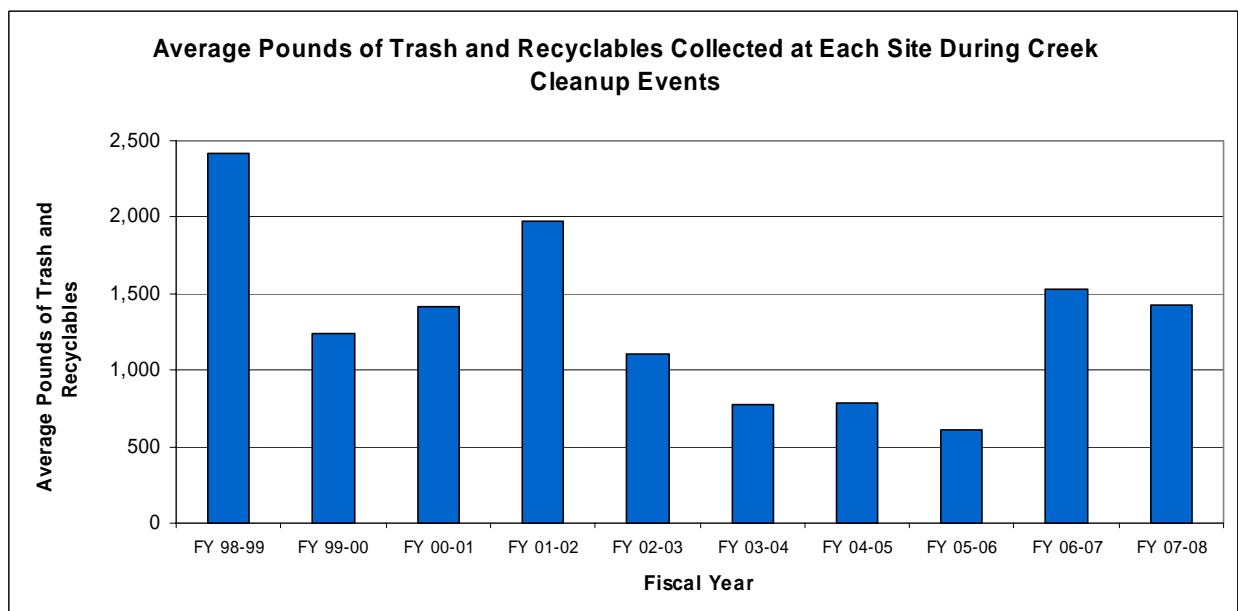
<sup>5</sup> The data presented in this table represent the total quantities from the two major creek cleanup events in Santa Clara County (including Gilroy and Morgan Hill). The data do not include quantities of trash that may have been collected by the Santa Clara Valley Water District (SCVWD) or by 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.

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:



The average pounds of trash and recyclables collected at each site during the two creek cleanup events each year are plotted in the figure below:



From the data in the table and figures, it can be concluded that the total amount of trash and recyclables collected shows a decreasing trend from FY 98-99 to FY 05-06. However, the amount of trash and recyclables collected has increased in the last two years. This increase is related to targeting and addressing the most problematic trash problem areas (not including homeless encampments) with significant amounts of trash. In the past, some sites were chosen due to their familiarity and close proximity to certain local organizations participating in the creek cleanup. In some instances, these sites did not have significant levels of trash. In addition, volunteers are becoming more aware of current trash issues within local creeks and San Francisco Bay. As a result, the level of effort of removing all observed trash and recyclables has increased resulting in more thorough trash cleanups. Co-permittees intend to continue participating in future creek cleanups, as they provide a valuable opportunity for citizen participation as well as an important element of a trash management program.

### **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 07-08, the kit was distributed to 520 food facilities.

## **REGIONAL COLLABORATION**

### **Bay Area Stormwater Management Agencies Association (BASMAA) PIP Committee**

The BASMAA PIP 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 PIP 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 07-08, there were 46 media placements, including one print article, eight radio stories, eight letters to the editor, and coverage on ten media websites.
- Media coverage was received on four pitches: recycled water workshop, pest control operators, Top 5 Things You Can Do for the Bay, and the "Our Water Our World" campaign.

The total value of the coverage is estimated at \$65,599. 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 the significant PSA placements which have a lower value than other media placements, an increase in time and resources spent developing messages, news responses, and pitch strategy, and the increase in number of letters to the editor which have no comparative value.

### 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 07-08. 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.

FY 07-08 activities implemented by the IPM Partnership Committee are described below:

- Advertising - 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. In FY 07-08, the Regional IPM Work Group collaborated with the BASMAA Regional Advertising Committee to implement a media campaign for promoting the OWOW program. Advertisements were developed and placed in movie theaters and on buses. The advertisements promoted the OWOW website and logo and asked people to look for the logo to identify less-toxic products. A total of 39,786 advertisements were placed. Copies of the advertisements and a summary of the media campaign are included in Appendix B-14. In addition to this, print advertisements were placed in the Bay Nature magazine and the Green Zebra coupon book.
- Store Partnership Program – The OWOW Program coordinated a print run of fact sheets and shelf talkers, updated the less-toxic products list, and developed new graphics for use in the ads and on shelf talkers. Two new fact sheets, one on rodents and the other on how businesses can select and hire pest control operators that implement IPM techniques are under development. Also provided on-call assistance (e.g., display set-up, training, IPM materials review) to specific stores (e.g., OSH, Walgreens)
- Exhibitor booths – Provided staffing for booths at the following events
  - Excel Gardens Dealer Show (August 2007)
  - L&L Dealer Show (October 2007)
  - NorCal trade show (January 2008)
  - How-to-Fair Pleasanton (March 2008)
- Event Sponsorships – Sponsored booths at the following events:
  - EcoWise Certified / UP3 Integrated Pest Management Contracting Workshop (November 2007)
  - 2008 Bay-Friendly Landscaping & Gardening Conference (February 2008).

- Media pitches – Collaborated with the BASMAA Media Relations Committee to develop and pitch a story on the OWOW Program. The article received coverage on KCBS, San Francisco Chronicle, in the Henry's Garden show on KRON.
- Presentations – Gave presentations about the OWOW Program at the following events:
  - Green-Blue Summit: Clean Water through Residential Integrated Pest Management (July 2007)
  - Southern California Academy of Sciences Symposium Controlling Runoff Pollution (May 2008)
  - Pesticides and the Chesapeake Bay Watershed Project (June 2008)

### **BASMAA Regional Ad Campaign**

In FY 03-04, the Program's WEO AHTG recommended participating in the Regional Ad Campaign for FY 04-05. During FY 02-03 and FY 03-04, the Regional Ad Campaign (RAC) 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. In FY 06-07, the RAC Committee began planning a new advertising campaign focusing on two pollutants: pesticides and litter. Details on the two campaigns are provided below:

#### Pesticides Campaign

As described in the IPM Partnership section, the pesticide campaign was implemented in August and September 2007 and included transit (bus posters) and movie theater advertising. Details are included in Appendix B-14.

#### Litter Campaign

In FY 07-08, the RAC Committee began planning the litter campaign. The goal of this campaign is to change Bay Area residents' (specifically the younger generation males, ages 18-29) views and behaviors regarding littering. The RAC consultants conducted a telephonic public opinion survey of 400 Bay Area residents (at least 70% of respondents were in the 18-29 years range) to provide current information about public attitudes, perceptions and behaviors on littering issues. Highlights of survey findings are described below: Although there was a considerable amount of information gathered, there were five significant findings.

1. The vast majority of respondents (73%) indicated that they would be most likely to pay attention to commercials that are funny and utilize humor to communicate key messages.
2. Almost two thirds of the targeted sample, especially those living in Alameda, Contra Costa, Solano, and San Mateo counties, indicated that they thought litter was a major problem in their region and of these, women feel litter is a major problem more often than men.
3. Although most were initially unwilling to admit to littering, the vast majority of respondents (82%) felt strongly that developing "a belief that littering is wrong" is what might keep them from littering.
4. When asked why littering matters, respondents mentioned that littering looks bad or ugly, is bad for the environment and/or that it reflects negatively on the community and its people.
5. The majority of individuals identified rivers, lakes, the bay and the ocean as important bodies of water and feel it is important to have clean water outdoors because of its impacts on the natural environment and water quality.

Based on the survey finding, the RAC consultants developed two sets of advertisements and conducted mall intercept interviews to obtain feedback. The advertisements are currently being modified based on feedback received.

Copies of the public opinion survey report and mall intercept interview report are available on request.

### Program Information Fact Sheets

In FY 05-06 and FY 06-07, 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;
- Trash Evaluation and Management.
- 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.

In FY 07-08, the Program developed a new fact sheet titled “Trash Evaluation and Management (2nd Edition)”. It is included in Appendix B-15.

All fact sheets have been posted on the Program’s website at [www.scvurppp.org](http://www.scvurppp.org).

### Other External Coordination

Program staff tracked PIP activities and attended meetings (as needed) conducted by the following local and regional programs in FY 07-08:

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

### Continuous Improvement

There were no PIP continuous improvement tasks identified in FY 07-08.

### Future Tasks

Section 6 of the Program’s FY 08-09 Work Plan (submitted March 1, 2008) describes the PIP activities planned for FY 08-09.

**Table 3-1  
Evaluation of P/P Projects Conducted During FY 07-08 (New and Ongoing)**

Project Title	Project Description <sup>1</sup>	Type of Outreach <sup>2</sup>	Summary of Evaluation of Effectiveness <sup>3</sup>
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><b><u>Watershed Watch Campaign</u></b></p> <p><b><u>Effective</u></b>- Some measures of the success of the FY07-08 Watershed Watch Campaign include: the number of new campaign partners (<b>3</b>); value-added resources from partners (<b>\$178,097.</b>); Watershed Watch events (<b>9</b>); and gross impressions from advertising (<b>12,447,737</b>).</p> <p>In FY 08-09, a public opinion survey will be conducted to evaluate the Watershed Watch Campaign. 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><b><u>Alviso Ed Center</u></b></p> <p><b><u>Effective</u></b> - 111 programs were conducted and 2,901 people participated.</p> <p><b><u>ZunZun Assemblies</u></b></p> <p><b><u>Effective</u></b> - During FY 07-08, ZunZun conducted 47 assemblies at 27 elementary schools in eight cities. In addition, two assemblies were conducted at the Pumpkins in the Park event for the general public, and one at the Water Wizards festival (an event for third grade students from San Jose schools). The assemblies reached approximately 11,840 students in grades K-5.</p>

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

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

<sup>3</sup> 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 07-08 (New and Ongoing)**

Project Title	Project Description <sup>1</sup>	Type of Outreach <sup>2</sup>	Summary of Evaluation of Effectiveness <sup>3</sup>
Pesticide User Outreach – “Household Chemical Management” and “Local IPM Store Partnership Program”	Implementation of the following tasks: <ul style="list-style-type: none"> <li>• Conduct media advertising on less-toxic pest control methods</li> <li>• Implement the local store partnership program</li> <li>• Conduct IPM outreach at events</li> <li>• Conduct IPM workshops</li> <li>• Conduct IPM outreach to businesses</li> <li>• Other outreach as needed</li> </ul>	G,T,P,C	<p><b><u>Effective</u></b></p> <ul style="list-style-type: none"> <li>• The Watershed Watch Campaign advertising used the “Watch Out for Toxic Pesticides” print and radio ads. The ads were modified to include specific pest control tips, and ran from April –June 2008. The local IPM Store Partnership Program continued to be a success in FY 07-08. Ms. Annie Joseph was contracted to provide training on selling less-toxic products to store employees. Ms. Joseph trained approximately 132 employees representing 11 stores. Program staff maintained all 28 participating stores (set-up, restocking of fact sheets, etc.). Toward the end of the year, staff from the City of Palo Alto began maintaining the stores in Palo Alto.</li> <li>• IPM outreach was conducted at seven events. Event staff distributed more than 5,000 IPM fact sheets, brochures and giveaways (flyswatters, notepads, activity books, magnets, and tattoos).</li> <li>• The Program conducted the first Santa Clara Valley Green Gardener Training in FY 07-08. This is an educational initiative that brings quality training to professional landscapers, gardeners and landscape maintenance workers on how to “garden green.” Each training session is of ten weeks, with trainees meeting weekly for a 2 hour class. Twenty seven landscape maintenance workers completed the training.</li> </ul>

**Table 3-1  
Evaluation of PIP Projects Conducted During FY 07-08 (New and Ongoing)**

Project Title	Project Description <sup>1</sup>	Type of Outreach <sup>2</sup>	Summary of Evaluation of Effectiveness <sup>3</sup>
			<ul style="list-style-type: none"> <li>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 520 posters during FY 07-08.</li> <li>The Program contributed funds for promoting the Going Native Garden Tour 2008. The tour was held on April 20, 2008 and attracted approximately 3,000 people. The tour featured 42 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.</li> </ul>
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 07-08 include the following:</p> <ul style="list-style-type: none"> <li><u>Implementation of Media Campaign</u> – The Watershed Watch Campaign advertising used the “Watch Out for Mercury Pollution” radio and print ads. The radio</li> </ul>		<p><b>Effective</b> -The County HHW Program collected 496,484 feet (124,121 pounds <sup>4</sup>) of fluorescent bulbs at 32 retail drop-off locations within Santa Clara County<sup>5</sup>. This is a significant increase from FY 06-07. In FY 06-07, the County HHW Program collected 353,694 feet (88,423 pounds<sup>6</sup>) of fluorescent bulbs. It is estimated that approximately 1.44 kilograms of total mercury was diverted (i.e., discharge to the environment was</p>

<sup>1</sup> Since fluorescent light bulbs come in different sizes, quantities are reported in terms of the total length (feet) of tubes collected. One four-foot light tube weighs approximately one pound.

<sup>5</sup> Information regarding the collection of mercury containing products (e.g., fluorescent bulbs, thermostats, thermometers and other products) during FY 07-08 obtained from a memorandum *entitled Fiscal Year 2007/2008 HHW Program Update* (dated July 21, 2008). This memorandum was prepared by Wendy Fong, Household Hazardous Waste Program, County of Santa Clara.

**Table 3-1  
Evaluation of P/I/P Projects Conducted During FY 07-08 (New and Ongoing)**

Project Title	Project Description <sup>1</sup>	Type of Outreach <sup>2</sup>	Summary of Evaluation of Effectiveness <sup>3</sup>
	ads ran from January to March 2008, and the print ads ran in March 2008		avoided) to recycling from fluorescent lamps collected by the County HHW Program <sup>7</sup> in FY 07-08. In addition, the County HHW Program also collected 370 mercury-containing thermometers, 1,295 pounds of elemental mercury (includes thermostats, thermometer and other products) and 100,100 pounds of household batteries during FY 07-08.
Schools and Youth Outreach Work Group	<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"> <li>• Provide input for conducting 50 ZunZun school assemblies and report on activities conducted individually by Co-permittees.</li> <li>• Identify a program for increasing outreach to middle schools</li> </ul>	T,P,C	<p><b>Effective-</b> During FY 07-08, ZunZun conducted 47 assemblies at 27 elementary schools in eight cities. In addition, two assemblies were conducted at the Pumpkins in the Park event for the general public, and one at the Water Wizards festival (an event for third grade students from San Jose schools). The assemblies reached approximately 11,840 students in grades K-5.</p> <p>Outreach to middle schools is being conducted through the Wacky Watersheds workshop. In FY 07-08, the Wacky Watersheds workshop staff held two workshops and trained 38 participants.</p>
Program Supplies	Conduct reprints of materials for Program use and order supplies as necessary.	G,T,P,C	<p><b>Effective-</b> The Program Supplies budget was used for printing the following:</p> <ul style="list-style-type: none"> <li>• OWOW fact sheets and shelf talkers;</li> <li>• OWOW magnets;</li> <li>• “Grow It” Guides in English and Spanish;</li> </ul>

<sup>7</sup> 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 124,121 four-foot fluorescent lamps were collected. As a result, 1.44 kilograms of total mercury diverted (i.e., discharge to the environment was avoided) to recycling is a rough estimate.

**Table 3-1  
Evaluation of PI/P Projects Conducted During FY 07-08 (New and Ongoing)**

Project Title	Project Description <sup>1</sup>	Type of Outreach <sup>2</sup>	Summary of Evaluation of Effectiveness <sup>3</sup>
			<ul style="list-style-type: none"> <li>• “The 10 Most Wanted Bugs in Your Garden” brochures;</li> <li>• “Pest or Pal” Booklets; and</li> <li>• “Draining Pools and Spas” Brochures.</li> </ul>
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	<b>Effective-</b> Both phone numbers are being used to contact the Program and request materials. Phones are answered and messages are checked daily. During FY07-08, Program staff responded to approximately 25 calls.
Creek Cleanup Events	Work with Creek Connections Action Group to organize and fund two creek cleanup events per year.	G,C	<b>Effective-</b> Provided support for advertising for 2008 National River Cleanup event. A total of 1,534 volunteers participated in cleaning 51 sites and removed approximately 72,764 pounds of materials (trash and recyclables) from the creeks during the two events.
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	<b>Effective</b> - In FY 07-08, County Health inspectors distributed the wash water BMPs and the poster to 520 newly constructed and remodeled food facilities in the County.
Regional Collaboration	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. <ul style="list-style-type: none"> <li>• Media Relations Work Group</li> <li>• Regional IPM Store Partnership Program</li> </ul>	G,P  G,P	<b>Effective-</b> See Media Relations Campaign Final Report in Appendix B-13.  <b>Effective-</b> <ul style="list-style-type: none"> <li>• Contributions to BASMAA helped fund IPM fact sheet reprints, development of new fact sheets, staffing support at outreach events, on-call assistance to participating stores, and</li> </ul>

**Table 3-1  
Evaluation of P/P Projects Conducted During FY 07-08 (New and Ongoing)**

Project Title	Project Description <sup>1</sup>	Type of Outreach <sup>2</sup>	Summary of Evaluation of Effectiveness <sup>3</sup>
	Work Group <ul style="list-style-type: none"> <li>• Pesticide Distributors Outreach Project</li> <li>• Regional Ad Campaign</li> </ul>	G,P T	implementation of the OWOW advertising campaign. <ul style="list-style-type: none"> <li>• The BASMAA Regional Ad Campaign (RAC) Committee is working on developing advertisements for conducting outreach on littering. A public opinion survey and intercept interviews were conducted in FY 07-08. More information is included in Section 3 of this Annual Report.</li> </ul>