



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 08-09 PI/P Work Plan provided a strategy to achieve these education and public participation goals with specific projects funded in the Program's FY 08-09 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 of the FY 08-09 Annual Report.

Highlights of the accomplishments of FY 08-09 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.

Awards

In late July 2008, the Program and Co-permittees were selected to receive the California Stormwater Quality Association (CASQA) Outstanding Regional Stormwater News, Information, Outreach and Media Project Award for implementing the *Santa Clara Valley Green Gardener Training and Outreach Program*. This award was presented at the Annual CASQA Conference in Oakland on September 23, 2008.

On November 24, 2008, the California Department of Pesticide Regulation (DPR) selected the Program's Pesticide User Outreach activities for a DPR Innovator Award. Jill Bicknell, Assistant Program Manager, Kristy McCumby-Hyland, City of Sunnyvale, Naresh Duggal, County of Santa Clara IPM Coordinator and Annie Joseph, Ann Joseph Consulting (a SCVURPPP contractor) accepted the award at the DPR IPM Innovator Awards ceremony in Sacramento on January 22, 2009.

FY 08-09 PI/P PROJECTS

FY 08-09 PI/P Work Plan

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 08-09 Work Plan, submitted on March 1, 2008. No comments on the FY 08-09 Work Plan were received from the Water Board.

FY 08-09 PI/P projects included:

- Watershed Education and Outreach (WEO) Campaign (this includes funding for the 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 are included in Section 3 of the Program's FY 08-09 Work Plan. The FY 08-09 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 9 years of implementation (and 8 years of advertising) in FY 08-09. The Campaign focused on the implementation of various outreach activities including media advertising.

A draft FY 08-09 Watershed Watch Work Plan was submitted with the Program's FY 08-09 Work Plan on March 1, 2008, and is included within Appendix B-1. The Watershed Watch Media Advertising Plan, completed in August 2008 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 08-09. The detailed Watershed Watch Campaign and Media Report is included in Appendix B-3.

- **Task 1: Evaluation** – Provided input for developing the survey questionnaire. Developed recommendations for future outreach based on survey results.
- **Task 2: Creative Development** – Modified existing Green Gardener radio advertisements, developed new advertisements on litter prevention, developed flyers and advertisements for the car wash promotions, developed and printed new Watershed Watch Discount Cards. Provided support for developing and printing the new Watershed Watch brochure titled "You are the Solution to Water Pollution". Copies of these materials are included in Appendix B-4. Additional details on this brochure are included later in Section 3.
- **Task 3: Media Advertising** – Conducted a media campaign consisting of print and radio advertising. Advertisements ran from September 2008 to June 2009. Media buys included 86 print ads and 1,650 radio ads. The net advertising budget for media was \$58,233 plus \$ 5,602 provided by Co-permittees from their local outreach funds. Media partners provided a total added value package of benefits and resources of \$167,991. 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. Two new partnerships, PlantSense and Mel Cotton's Sporting Goods were developed in FY 08-09.

The latter is offering discounts on products and services to customers using the Watershed Watch discount card. A list of current partners is provided in 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 FY 08-09 Campaign from partners (community and media) is \$170,481. 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 08-09 detailed Watershed Watch Campaign and Media Report within Appendix B-3.
- **Task 7: Events Coordination** – Coordinated and attended community outreach events. The consultant staffed 6 outreach events including two promotional car wash events.
- **Task 8: Public Relations** – Developed and pitched an article about the Santa Clara Valley Green Gardener Program. Several media outlets provided coverage, including the Almaden Times-Weekly, Santa Cruz Sentential, Urban Agriculture News, San Francisco Chronicle, and San Jose Mercury News
- **Task 9: FY 09-10 Work Plan and Annual Report Development** – Developed the FY 09-10 Work Plan and the FY 08-09 Campaign and Media 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 08-09 Watershed Watch Campaign was a success (see Final Campaign and Media Report, Appendix B-3, and other documents in Appendix B). Some of these include:

- The continued successful partnership with Classic Car Wash and Premier Car Wash;
- Development of new partnerships with PlantSense and Mel Cotton's Sporting Goods. In addition, several key contacts have been made for other potential new partners in the new fiscal year
- The large number of gross impressions made by media advertising (10,372,343);
- Media partners provided \$167,991 in value added resources, which greatly supplemented the Campaign's total media buy of \$63,835.40;
- Participation in six community outreach events and distribution of more than 5,000 brochures and giveaways; and
- The completion of all tasks in the FY 08-09 scope of work, with active participation of Program and Co-permittee staff.

Development of the "You are a Solution to Water Pollution" brochure

In FY 08-09 the Program's Brochure Development Subgroup completed developing the new Watershed Watch Brochure entitled "You are the Solution to Water Pollution". This brochure replaces two existing brochures, the "Bay Begins at Your Front Door" brochure and the "Watershed Watch Kit". A draft brochure was developed in July 2008 and tested at two outreach events. Based on feedback received from event attendees, the brochure was further modified. The brochure was finalized in March 2009. The final brochure is available online at <http://mywatershedwatch.org/watershedposter-brochure-web-lowres.pdf>. A copy of the brochure is included in Appendix B-4.

The Program printed 20,000 copies for the brochure for Program and Co-permittee use. The City of San Jose translated the brochure into Spanish and Vietnamese and printed 3,800 copies of the Spanish brochure and 1,000 copies of the Vietnamese brochure. The 3,800 includes print orders from Mountain View, Sunnyvale, Santa Clara Valley Water District and Cupertino.

The Program provided the artwork for the “You are the Solution to Water Pollution” brochure to the San Mateo Countywide Water Pollution Prevention Program. They made minor changes to the brochure and are using it as part of their public outreach.

Watershed Watch Campaign Public Opinion Survey

The Program’s overall outreach is guided by the goals described in the Program’s Watershed Education and Outreach Strategy, June 2004 (Strategy). The Strategy includes measurable objectives for tracking the progress toward these goals.

The Program contracted with EMC Research, Inc. to evaluate the effectiveness of the Watershed Watch Campaign in reaching the goals that directly relate to Campaign activities. This evaluation was accomplished by conducting telephone interviews of 565 residents ages 15 and older living in the 13 cities encompassed by the Program. Respondents were selected using random digit dial methodology, and interviewed by telephone by trained professional interviewers during the weekend and evening hours of February 7 – 16, 2009. The results of the telephone survey were presented in the report entitled *Watershed Watch: 2009 Public Opinion Survey Summary Report (April 2009)*. Highlights from the survey results are described below:

- Unemployment outweighs all other tested issues in intensity of concern followed by education, traffic, and pollution in the San Francisco Bay.
- Compared to 1999, recall of hearing about watersheds is higher, while understanding of what a watershed is remains unchanged.
- More residents say they are taking certain pollution prevention actions. These include taking paints, insecticides, and other waste to a HHW facility; proper disposal of fluorescent lamps, and sweeping instead of hosing a driveway.
- Understanding of the storm drain system has remained virtually unchanged from 2003, based on past methodology. However, a new question introduced in 2009 revealed that 81% of residents are aware that the water that runs into storm drains goes into local creeks, rivers, and the Bay without being treated.
- Seven out of ten residents (~71%) understand that their personal choices have an impact on the quality of water in the watershed.

The progress made toward achieving the goals and objectives of the Strategy is described below. Data for some goals and objectives are not currently available; information will be updated as it becomes available.

- Short Term Goal 1: Change behaviors that negatively impact the watershed
Objective: By 2009, there will be an increase of 10 points (based on the 1999 survey) in the percentage of residents that take selected water pollution prevention actions. – The 2009 survey results indicated that 62% of residents are taking the selected actions compared to 66% in 1999. While there is a decrease in the overall percentage of residents taking at least one of the six actions, the percentage of residents saying they take certain specific actions has increased. These include proper disposal of fluorescent light bulbs (27% in 2009, 9% in

2003), and other household hazardous waste (30% in 2009, 25% in 1999), use of less-toxic pesticides (22% in 2009, 20% in 1999) and sweeping driveways with brooms rather than hosing them (34% in 2009, 30% in 1999). It should be noted that these are the actions that the Program's outreach has been focusing on for the past several years.

- Short Term Goal 2: Encourage behaviors that protect, preserve, and restore the watershed
Objective: By 2009, based on Co-permittee annual reports, participation in watershed involvement programs encouraging behaviors that protect, preserve and restore the watershed will increase (e.g., Adopt-A-Creek, creek clean-ups, HHW disposal events, etc.)
– Data for this Objective will be collected from FY 08-09 Co-permittee reports and documented.
- Short Term Goal 3: Inform audiences that indoor and outdoor daily activities impact our watershed
Objective: By 2009, there will be an increase of 10 points (based on the 1999 survey) in the number of residents that recognize their daily actions contribute to water pollution – The 2009 survey results indicated that 81% of residents recognize that their daily actions contribute to water pollution compared to 74% in 1999.
- Long Term Goal 1: Build resident awareness of watershed issues and support for sound watershed decision making
Objective a): By 2014, 50% of residents surveyed will understand the watershed concept - The 2009 survey results indicate that 27% of residents understand the watershed concept. This is up from 20% in 2003, but at the same level as 1999.
Objective b): By 2014, 50% of residents will know the difference between the storm drain system and the sanitary sewer system (19% of residents were in the “very knowledgeable” category in both 1999 and 2003) – The results indicate that understanding of the storm drain system has not changed since 1999, and about 19% of residents are still in the very knowledgeable category. However, a new and clearer question added to the survey indicates that 81% of residents understand the difference between storm and sanitary systems.
- Long Term Goal 2: Build business support of sound watershed management, principals and approaches and encourage behaviors that protect, preserve and restore the watershed.
Objective a): By 2014, there will be an increase in the number of business partnerships (includes businesses that have offered resources to the Campaign and businesses that have participated in other ways, e.g., by publishing articles) based on the 2003 partnership list – The FY 02-03 partnership list included 3 business partners (Classic Car Wash, Quality Tune-up and Kelly Moore Paints). In FY 08-09, the list includes 4 business partners (Classic Car Wash, Capitol Car Wash, Yamagami's Nursery and Mel Cotton's Sporting Goods).
Objective b): Approximately 30% of business partners surveyed will:
 - know what a watershed is;
 - have taken at least one action that protects creeks/Bay/watershed; and
 - understand that their actions/decisions affect the creek/Bay/watershed for generations.

Progress toward Objective b) cannot be tracked at this time as a survey of business partners was not conducted. In FY 09-10, the Program's WEO AHTG will discuss how and when to implement the survey of business partners.

- Long Term Goal 3: In 10 years, high school students will graduate with the understanding that personal choices affect the watershed
Objective: By 2014, 75% of high school students surveyed will understand that their personal choices affect the watershed – The 2009 results indicate that 72% of high school students understand that their personal choices affect the watershed.
- Long Term Goal 4: In 10 years, high school students will make educated choices about behaviors that benefit the watershed
Objective: By 2014, 75% of high school students will take at least one watershed pollution prevention action – The 2009 survey results indicate that 54% of students are taking at least one pollution prevention action. This is up from 37% in 2003.
- Long Term Goal 5: Build community leader and decision-makers awareness of watershed issues.
Objective:
By 2014, 30% of community leaders/decision makers surveyed will:
 - Know what a watershed is;
 - Have taken an action that protects creeks/Bay/watersheds; and
 - Understand that their actions/decisions affect the creek/Bay/watershed for generations.

Progress toward this objective cannot be tracked as a survey of community leaders and decision-makers was not conducted in FY 08-09. In FY 09-10, the Program's WEO AHTG will discuss how and when to implement the survey of community leaders/decision makers.

A copy of the *Watershed Watch: 2009 Public Opinion Survey Summary Report (April 2009)* is available online at http://www.scvurppp-w2k.com/pdfs/0809/2009_WW_Public_Opinion_Survey_FINAL_report.pdf

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

The Refuge offers trails and access to wildlife viewing for the public to gain first-hand knowledge of the value of Bay habitats. The Program funds an Interpretive Specialist position at the Refuge for conducting activities and programs about watershed and urban runoff pollution prevention. Visitors to the Refuge can view a storm drain model and receive copies of Program materials, including the Watershed Watch brochure and pesticide reduction brochures and fact sheets.

Evaluation of Effectiveness

As part of their "Watershed Watchers" Program, EEC staff conducted 102 programs that attracted 5,614 participants. Topics discussed at the programs 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 08-09 accomplishments, is provided in Appendix B-7.

Highlights of the year include:

- The Children's Discovery Museum Summer of Service program has continued to help out at the Refuge by doing a tremendous amount of weeding.

- The first ever “Night of the Living Marsh” event was a huge success. Over 420 participants came to the refuge just after dusk to enjoy a nocturnal-themed evening, with a wild animal show, Twilight Treks and sky watching.
- Participants in the Refuge’s Earth Day Community Service project cleared huge amounts of hemlock and mustard from the native plant garden
- Over 350 participants attended the “South Bay Bird Fest” event.
- Refuge staff began implementing the “Urban Runoff Bead Drop Display” to track the success of the program in reaching young participants.

Pesticide User Outreach

The following tasks were implemented as part of the Pesticide User Outreach Project:

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

The accomplishments of the Pesticide User Outreach project in FY 08-09 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 eleventh year in FY 08-09. 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 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 08-09 Activities

During FY 08-09, 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 major success in FY 08-09 was the decision of the Home Depot corporate office to have all

Home Depot stores in California participate in the OWOW Store Partnership Program. There are ten Home Depot stores in the Program's jurisdiction. Program staff developed and mailed a letter to all ten store managers explaining the OWOW Program and how it is implemented locally. The letter was followed by in-person meetings with store managers to obtain feedback on how they would like Program staff to set-up their stores. Store managers have been very receptive to the OWOW Program. All Santa Clara Valley Home Depot stores were set-up with the OWOW literature rack and shelf-talkers by July 2009. A copy of the letter to store managers is included in Appendix B-8.

The Program purchased OWOW outreach material for Co-permittee and Program use. Materials purchased included IPM fact sheets, shelf talkers, magnets, pocket guides, "Pest or Pal" activity guides and "Ten Most Wanted Bugs" brochure. The Program also purchased literature racks for use at the Home Depot stores.

The Program continued to use the services of Ms. Annie Joseph, an experienced IPM consultant, to provide training to store employees on selling less-toxic products. Ms. Joseph continued to offer trainings as in-the-aisle trainings during working hours or on-site after-hour trainings. Approximately 160 employees representing 10 stores were trained this year. Employees were requested to fill out evaluations after receiving the training. The list of participating stores, their training status and a summary of evaluations received are provided within Appendix B-8. Ms. Joseph also delivered copies of the IPM Innovator Award Certificate to the stores.

Ms. Joseph also worked with two participating stores, SummerWinds (Cupertino) and Ace Hardware (Willow Glen, 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 endcap displays showcasing these products.

Evaluation of Effectiveness

The IPM Store Partnership (OWOW) program continued to be a success in FY 08-09. The store managers and employees were enthusiastic about the program and extremely receptive to having the OWOW display in stores. OSH ran print advertisements featuring the OWOW logo to celebrate their 10 year partnership with the OWOW Program. SummerWinds Nursery also ran print advertisements featuring OWOW products and highlighting the IPM Innovator Award. Copies of these advertisements are included in Appendix B-8. 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:

- 89% of the respondents agreed that the training information was useful;
- 66% agreed that the information changed their attitude about pesticides;
- 89% agreed that the information will help them sell less-toxic products; and
- 87% agreed that they would recommend the training to co-workers.

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

- The SummerWinds Cupertino store has given front and center display space to the OWOW literature racks, and has had the display in the highest shopped area for 5 months. This has increased the visibility of these products.

- The OWOW endcap at the Ace Hardware store has been on display for 5 months. It has also been placed in the main aisle.

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 08-09 detailed Watershed Watch Campaign and Media Report within Appendix B-3.

The Watershed Watch Public Opinion Survey included a question about using non-toxic products instead of pesticides and herbicides. 22% of respondents indicated that they use non-toxic products. Additional information is included in the Survey report available online at http://www.scvurppp-w2k.com/pdfs/0809/2009_WW_Public_Opinion_Survey_FINAL_report.pdf

IPM Outreach Events

Program staff, the Watershed Watch consultant, and Co-permittees staffed ten events at which IPM outreach was conducted. To reduce staffing requirements, events were coordinated with Watershed Watch outreach. Outreach events in FY 08-09 included:

- Adventures on the Green, July 18, 2008
- Watt Stopper Green Fair, July 25, 2008
- Pumpkins in the Park – October 11, 2008;
- Muslim Green Team – October 11, 2008;
- Happy Hollow Park & Zoo Halloween Event – October 26, 2008;
- Master Gardener Spring Garden Market, April 12, 2008;
- NVideo Environmental Fair, April 22, 2009;
- Mission College EcoFair, April 22, 2009
- Spring in Guadalupe Gardens, April 25, 2009; and
- Health and Wellness Fair, Santa Clara County Parks and Recreation, June 20, 2009.

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 IPM related giveaways (e.g., flyswatters, OWOW magnets). The flyswatters have the Watershed Watch website and hotline number and the words "The Original Earth-Friendly Pest Control" printed on them. The beanbag game for children was used at most of the events.

Evaluation of Effectiveness

Overall, the ten outreach events were successful in providing opportunities for educating the public about less-toxic pest control methods. Event staff distributed approximately 5,500 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 19, 2009. Approximately 5,000 people attended the tour. The tour featured 53 gardens (25 of these were new to the tour) 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. In addition, an article from the San Jose Mercury News featuring the tour is included.

Santa Clara Valley Green Gardener Training

In FY 07-08, the Program piloted the first *Santa Clara Valley Green Gardener* training which is an educational initiative that brings quality training to professional landscapers, gardeners and landscape maintenance workers on how to “garden green.” Each training session consists of ten 2-hour classes, held once a week for ten weeks. The training is conducted in collaboration with the Metropolitan Adult Education Program (MAEP), and the Master Gardeners of Santa Clara County.

The Program conducted four training sessions in FY 08-09, including two sessions conducted entirely in Spanish. The Program provided funds toward student fees, guest speaker fees, Spanish interpreter fees, and supplies (soil probes, magnifying lenses, and “Good Bug Bad Bug” Charts). The Program conducted outreach to inform local landscape maintenance businesses about the training. Outreach to residents was also done to inform them about the availability of trained Green Gardeners. Outreach efforts included the following:

- Mailing letters and flyers to local landscaping businesses;
- Advertising on English and Spanish radio station;
- Posting training announcements on the Watershed Watch website;
- Distributing of flyers at outreach events;
- Running training announcements in the San Jose Mercury News; and
- Posting the list of trained Green Gardeners on the Watershed Watch website.

Copies of all *Santa Clara Valley Green Gardener* outreach materials are included in Appendix B-10

Evaluation of Effectiveness

Fifty one landscape maintenance professionals completed the four *Santa Clara Valley Green Gardener* trainings conducted in FY 08-09. Trainees were requested to fill out evaluations after completing the trainings. A summary of the evaluations 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 learned at the trainings. Attendees were required to take a final test to receive the certificate of completion. This ensured that they understood the curriculum and will be able to implement the practices at their client locations.

To maintain their status as Green Gardeners, landscape maintenance professionals are required to fulfill one of the following Continuing Education requirements:

- Take 2 hours of additional classes that are related to at least one of the topics covered in the class. OR

- Fill out and submit the Green Gardener Self Assessment form. OR
- Have 3 customers fill out and submit the Green Gardener Customer Evaluation Form.

Of the 27 Green Gardeners that completed the training in April 2008, 14 have submitted the Green Gardener renewal form. The list of Santa Clara Valley Green Gardeners is available online at <http://mywatershedwatch.org/greengardener/gglistings.html>

Mercury Pollution Prevention Outreach Project

In FY 08-09 the Santa Clara County Household Hazardous Waste Program (County HHW Program) continued its retail store partnership program and partnered with approximately 32 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 "Watch Out for Mercury Pollution" print advertisements were used to educate people on the proper disposal of fluorescent lamps. The advertisements ran from October through December 2008 in local newspapers. Further details are available in Appendix B-3.

Evaluation of Effectiveness

During FY 08-09, the County HHW Program collected 418,196 feet (104,549 pounds¹) of fluorescent bulbs at 32 retail drop-off locations within Santa Clara County². This is a slight decrease from FY 07-08. In FY 07-08, the County HHW Program collected 496,484 feet (124,121 pounds) of fluorescent bulbs. A reason for this decrease could be that for more than half of FY 08-09, the County HHW Program piloted a project where the retail partners were responsible for recycling the collected compact fluorescent bulbs. The project began in December 2007 and required the retail partners to pay the recycling cost of compact fluorescent lamps (CFLs). The goal was to transition some of the collection and recycling responsibilities to the partners. However, after some time, many of the partners no longer wanted to participate in the pilot project because of the cost associated with recycling. Some stopped taking CFLs from residents. As a result, the pilot program ended in February 2009 and the County HHW Program now collects and recycles all universal wastes collected at the retail partners. The County HHW Program does not have plans to continue the pilot project. The retail partners collected 2,704 feet of fluorescent lamps from July 2008 to February 2009.

It is estimated that approximately 1.22³ 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 and retail partners during FY 08-09. In addition, the County HHW Program also collected 362 mercury-containing thermometers, 570 pounds of elemental mercury (includes thermostats, thermometer and other products) and 113,490 pounds of household batteries during FY 08-09.

¹ 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.

² Information regarding the collection of mercury containing products (e.g., fluorescent bulbs, thermostats, thermometers and other products) during FY08-09 obtained from a memorandum entitled *Fiscal Year 2008-2009 HHW Program Update* (dated July 28, 2009). This memorandum was prepared by Wendy Fong, Household Hazardous Waste Program, County of Santa Clara.

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 104,549 four-foot fluorescent lamps were collected. As a result, 1.22 kilograms of total mercury diverted (i.e., discharge to the environment was avoided) to recycling is a rough estimate.

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 sponsors up to 50 ZunZun assemblies at elementary schools in the Santa Clara Valley. These bilingual musical assemblies educate elementary school students and their teachers on watersheds and urban runoff pollution prevention. The ZunZun performances use physical comedy, audience participation and musical instruments to educate teachers and children about watersheds and stormwater pollution prevention. During FY 08-09, ZunZun conducted 48 assemblies at 24 elementary schools in eight cities. In addition, two assemblies were conducted at the Pumpkins in the Park event for the general public. The assemblies reached approximately 12,202 students in grades K-6.

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 list includes 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 in FY 08-09. 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

ZunZun 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 234 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:

- Fifty-one teachers (out of the 234 that sent completed evaluation cards) indicated that after the performance, 50 percent of their students knew what a watershed is; 75 teachers indicated that 75 percent of their students knew what a watershed is and 42 teachers indicated that 100 percent of their students knew what a watershed is.
- Twenty teachers indicated that after the performance, 50 percent of their students could name a way to prevent pollution in the watershed; 63 teachers indicated that 75 percent of their students could name a way to prevent pollution in the watershed; and 132 teachers indicate that 100 percent of their students could name a way to prevent pollution in the watershed.

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. Overall, teachers had very positive comments on the presentation and several suggestions for improvement.

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. Since FY 04-05, the Program has provided stipends to teachers attending the workshop and completing a class project. Due to staff changes at the City of San Jose, the Wacky Watersheds Workshop was not conducted in FY 08-09. During FY 08-09, the Work Group began conducting a second Gap Analysis Study to identify current gaps in school outreach. Results from this study will be available in fall 2009.

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 approximately 20 calls during FY 08-09. Program and consultant staff received 31 Watershed Watch kit requests and 18 requests for information on the Watershed Watch website. Watershed Watch Kits were mailed to residents within the United States. In April 2009, the Watershed Watch kits were replaced with the new "You are the Solution to Water Pollution" brochure.

Media Relations

On January 28, 2009, the Action Line Column in the San Jose Mercury News included a letter about illegal dumping into storm drains. This letter offered a good opportunity to educate San Jose Mercury News readers about the Program and how residents can report illegal dumping by calling their local cities. Program staff developed a response and emailed it to Action Line columnist Dennis Rockstroh. It was also posted it on the San Jose Mercury News website. Mr. Rockstroh used information from the Program's letter in his column on February 9, 2009. He included links to the SCVURPPP website and the Watershed Watch website in his response. A copy of the Program's e-mailed response is included in Appendix B-4.

PIP Material Reprints and Supplies

The Program purchased the following materials:

- OWOW fact sheets and shelf talkers;
- OWOW magnets;
- “The 10 Most Wanted Bugs in Your Garden” brochures;
- “Pest or Pal” Booklets;
- OWOW Pocket Guides;
- “You are the Solution to Water Pollution” brochure; and
- Literature display racks for the Home Depot stores.

Program staff also coordinated the reprint of the center panel of the Program’s “Where Does Your Water Go” display.

ONGOING PI/P PROJECTS

Creek Clean-ups

In FY 08-09, the Creek Connection Action Group sponsored two creek clean-up events: Coastal Clean-up Day on Sept. 20, 2008 and National Rivers Clean-up Day on May 16, 2009. The Program provided financial support for one of the events (National Rivers Clean-up Day). A total of 2,298 volunteers participated in cleaning 56 sites and removed approximately 162,551 pounds of materials (trash and recyclables) from the creeks during the two events.

Results by clean-up event for FY08-09 are as follows:

	Coastal Clean-up Day Sept. 20, 2008	National Rivers Clean-up Day May 16, 2009	Total
Number of sites	26	30	56
Number of volunteers	1,331	967	2,298
Pounds of recyclables	16,327	22,633	38,960
Pounds of trash	95,656	27,935	123,591
Pounds of material (trash plus recyclables)	111,983	50,568	162,551

Evaluation of Effectiveness

To evaluate the effectiveness of the two annual creek clean-up events, data from the past ten 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.

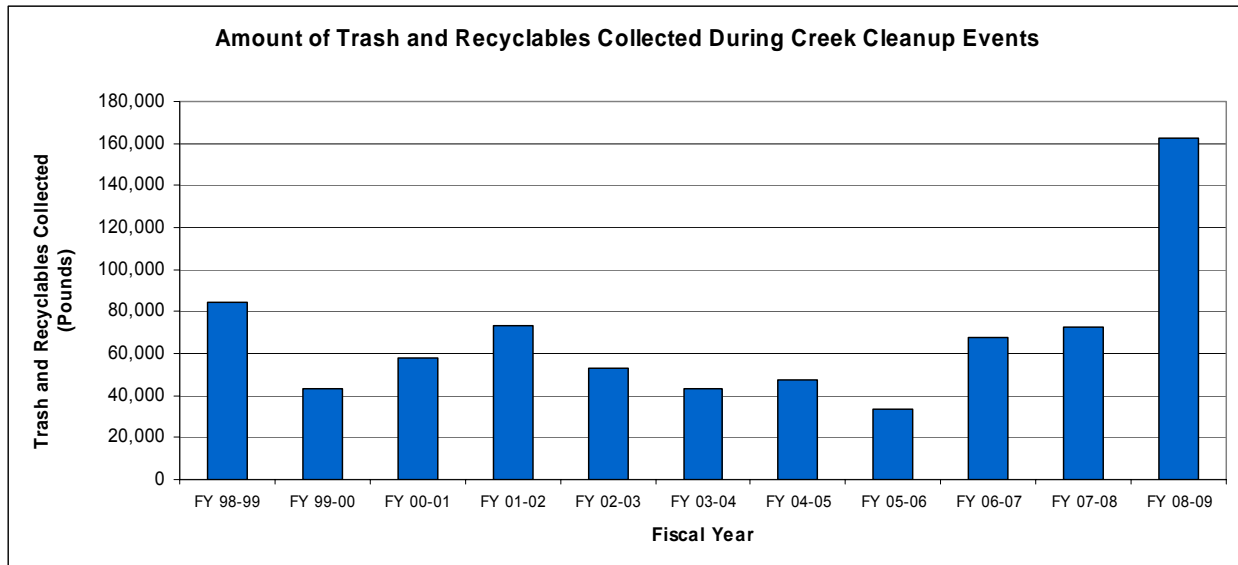
Summary Results of Creek Clean-up Events⁴, September 1998 – June 2009

	No. of sites	No. of volunteers	lbs. of recyclables	lbs. of trash	Total lbs. collected	Average lbs./site
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
FY 08-09	56	2,298	38,960	123,591	162,551	2,903
Annual Average	47	1,775	14,785	56,449	67,202	1,471
Total	519	19,523	118,282	620,936	739,218	16,183

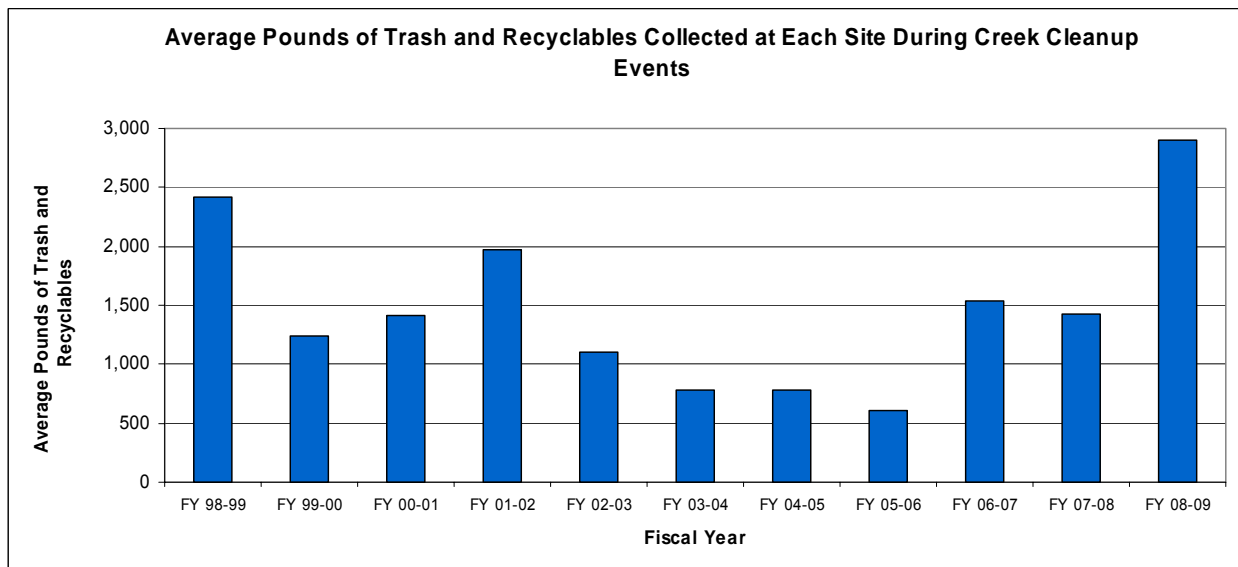
Beginning in FY 01-02, some site managers implemented a procedure for separating out recyclable materials from trash prior to weighing it. Thus, the total pounds of material collected are the sum of the recyclables and trash quantities. According to the Santa Clara Valley Water District, this procedure 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 (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.



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 three 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, the number of sites and the number of volunteers increased in FY 08-09.

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 08-09, County Health Inspectors distributed the restaurant wash water BMPs kit (letter, list of BMPs and a poster) to 525 food facilities. The BMP kit was also provided to staff at Stanford University for distribution to food service facilities on campus. Stanford staff distributed the kit to 19 food facilities.

REGIONAL COLLABORATION

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

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

Media Relations Campaign

Program staff participated in the development and implementation of the ninth 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 to the campaign as part of its baseline budget contribution to BASMAA.

The Media Relations Campaign was markedly different during FY 08-09, as compared to previous years. The BASMAA and BACWA Boards asked the project manager and Media Relations contractor to not pitch media during the first half of the fiscal year, but to instead focus efforts on working directly with the agencies' Executive Directors and Boards to determine Work Plan tasks for the year and to guide overall direction in the years to come. An interim Work Plan was developed for the first half of the year with this focus. Based on the findings of the interim Work Plan, a Work Plan for the remainder of the year was developed and implemented.

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 08-09, there were 69 media placements, including one print article, one Letter to the Editor, two television interviews, two radio interviews, PSAs on air and online on 13 different radio stations, 9 calendar listings in 8 newspapers, and coverage on 21 media websites.
- Media coverage was received on three pitches: thermometer exchanges, car wash PSAs, and sanitary sewer overflows.
- Development of "reference cards" on sanitary sewer overflows, biosolids, and recycled water, for use by spokespeople and local programs in media interviews.
- Development of statement on fish kills/creek spills for use by BASMAA.
- Development of a media protocol for BASMAA member agencies and local programs.

Regional IPM Work Group

The IPM Store Partnership Program, also known as the Our Water Our World (OWOW) program, completed its tenth year in FY 08-09. The Program contributed funds and participated in the Regional Program, which is administered through BASMAA (the Program's contribution for FY 08-09 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 08-09 activities implemented by the IPM Partnership Committee are described below:

- Advertising - Conducted advertising in the Green Zebra Guide, Bay Nature magazine, and the Bringing Back the Natives Garden Tours Garden Guide. OSH and SummerWinds ran advertisements to support the OWOW Program. Copies are included in Appendix B-14.
- Store Partnership Program – The OWOW Program updated the less-toxic products list and coordinated a print run of fact sheets, shelf talkers and other outreach materials such as the pocket guides, magnets, “Beneficial Bugs” brochure, “Healthy Home and Garden” booklet, and “Pests or Pal” activity book. A new fact sheet “Rats and Mice” was finalized and is available electronically in Spanish and English. Another fact sheet, “Gopher, Moles and Voles”, is under development. In addition, provided on-call assistance (e.g., display set-up, training, IPM materials review) to specific stores (e.g., OSH, Walgreens). A major success for the OWOW Program was the recruitment of Home Depot into the OWOW Program. In FY 08-09, the Home Depot corporate office decided that all Home Depot stores in California should participate in the OWOW Program.
- Exhibitor booths – Provided staffing for booths at the following events:
 - Excel Gardens Dealer Show (August 2008)
 - Ace Hardware National Show (August 2008)
 - L&L Dealer Show (October 2008)
 - NorCal trade show (January 2009)
 - How-to-Fair Pleasanton (March 2009)
- 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)
- Presentations – Gave a presentation about the OWOW Program at the International IPM Symposium in March 2009.

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. The pesticides campaign was implemented in FY 07-08. The litter campaign is currently under development.

Program Information Fact Sheets

In FY 05-06, FY 06-07 and FY 07-08, 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; and
- Trash Evaluation and Management (2nd Edition)

In FY 08-09, the Program developed new fact sheets entitled “Water Quality Monitoring and Watershed Assessment (3rd Edition)” and “Santa Clara Valley Green Gardener Program”. Both fact sheets are included in Appendix B-15.

All fact sheets have been posted on the Program’s website at 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 08-09:

- 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 08-09.

Future Tasks

Section 6 of the Program’s FY 09-10 Work Plan (submitted March 1, 2009) describes the PIP activities planned for FY 09-10.

**Table 3-1
Evaluation of P/I/P Projects Conducted During FY 08-09 (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 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 08-09 Watershed Watch Campaign include: the number of new campaign partners (2); value-added resources from partners (\$167,991); Watershed Watch events (6); and gross impressions from advertising (10,372,343). In FY 08-09, a public opinion survey was conducted to evaluate the Watershed Watch Campaign. Results of the survey and additional information are provided in Section 3.</p> <p><u>Alviso Ed Center</u></p> <p><u>Effective</u> – 102 programs were conducted and 5,614 people participated.</p> <p><u>ZunZun Assemblies</u></p> <p><u>Effective</u> - During FY 08-09, ZunZun conducted 48 assemblies at 24 elementary schools in eight cities. In addition, two assemblies were conducted at the Pumpkins in the Park event for the general public. The assemblies reached approximately 12,202 students in grades K-6.</p>
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 	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 through September 2008 and April through June 2009.

¹ For detailed project descriptions, see FY 08-09 Annual Report, 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 PIP Projects Conducted During FY 08-09 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
	<p>program</p> <ul style="list-style-type: none"> • Conduct IPM outreach at events • Conduct IPM workshops • Conduct IPM outreach to businesses • Other outreach as needed 		<p>The local IPM Store Partnership Program continued to be a success in FY 08-09. Ms. Annie Joseph was contracted to provide training on selling less-toxic products to store employees. Ms. Joseph trained approximately 160 employees representing 10 stores. Program staff maintained all 28 participating stores (set-up, restocking of fact sheets, etc.). Following the decision by the Home Depot corporate office to participate in the Our Water Our World Program, Program staff set-up all 10 Home Depot stores in the Program's jurisdiction with literature racks and shelf-talkers.</p> <ul style="list-style-type: none"> • IPM outreach was conducted at 10 events. Event staff distributed approximately 5,500 IPM fact sheets, brochures and giveaways (flyswatters, notepads, activity books, magnets, and tattoos). • The Program conducted four (two in English and two in Spanish) Santa Clara Valley Green Gardener Trainings in FY08-09. Fifty one landscape maintenance professionals completed the training. • The Program contributed funds for promoting the Going Native Garden Tour 2009. The tour was held on April 19, 2009 and attracted approximately 5,000 people. The tour featured 53 gardens. Featured gardens demonstrate environmentally sensitive gardening practices that include the use of native plants, water conservation, landscaping

**Table 3-1
Evaluation of P/IP Projects Conducted During FY 08-09 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			to prevent urban runoff, reducing pesticide and fertilizer use, etc.
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 08-09 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” radio ads. The radio ads ran from October through December 2008. 		<p>Effective - During FY 08-09, the County HHW Program collected 418,196 feet (104,549 pounds⁴) of fluorescent bulbs at 32 retail drop-off locations within Santa Clara County⁵. This is a slight decrease from FY 07-08. In FY 07-08, the County HHW Program collected 496,484 feet (124,121 pounds) of fluorescent bulbs. A reason for this decrease could be that for more than half of FY 08-09, the County HHW Program piloted a project where the retail partners were responsible for recycling the collected fluorescent bulbs. More details are included in Section 3. It is estimated that approximately 1.21 kilograms⁶ of total mercury was diverted (i.e., discharge to the environment was avoided) to recycling from fluorescent lamps collected by the County HHW Program in FY 08-09. In addition, the County HHW Program also collected 362 mercury-containing thermometers, and 570 pounds of elemental mercury (includes thermostats, thermometer and other products) and 113,490 pounds of household batteries during FY 08-09.</p>

¹ 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.

⁵ Information regarding the collection of mercury containing products (e.g., fluorescent bulbs, thermostats, thermometers and other products) during FY08-09 obtained from a memorandum *entitled Fiscal Year 2008-2009 HHW Program Update* (dated July 28, 2009). This memorandum was prepared by Wendy Fong, Household Hazardous Waste Program, County of Santa Clara.

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 104,549 four-foot fluorescent lamps were collected. As a result, 1.21 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 08-09 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
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"> • 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 	T,P,C	<p>Effective- During FY 08-09, ZunZun conducted 48 assemblies at 24 elementary schools in eight cities. In addition, two assemblies were conducted at the Pumpkins in the Park event for the general public. The assemblies reached approximately 12,202 students in grades K-6.</p>
Program Supplies	<p>Conduct reprints of materials for Program use and order supplies as necessary.</p>	G,T,P,C	<p>Effective- The Program Supplies budget was used for printing the following:</p> <ul style="list-style-type: none"> • OWOW fact sheets and shelf talkers; • OWOW magnets; • “The 10 Most Wanted Bugs in Your Garden” brochures; • “Pest or Pal” Booklets; • OWOW Pocket Guides; • “You are the Solution to Water Pollution” brochure; and • Literature display racks for Home Depot stores.
Program Toll Free Number	<p>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.</p>	G,P	<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 08-09, Program staff responded to approximately 20 calls.</p>
Creek Cleanup Events	<p>Work with Creek Connections Action Group to organize and fund two creek cleanup events per year.</p>	G,C	<p>Effective- Provided support for advertising for 2009 National River Cleanup event. A total of 2,298 volunteers participated in cleaning 56 sites</p>

**Table 3-1
Evaluation of PI/P Projects Conducted During FY 08-09 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			and removed approximately 162,551 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	Effective - In FY 08-09, County Health inspectors distributed the wash water BMPs and the poster to 525 newly constructed and remodeled food facilities in the County.
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</p> <p>G,P</p> <p>G,P</p> <p>T</p>	<p>Effective- See Media Relations Campaign Final Report in Appendix B-13.</p> <p>Effective-</p> <ul style="list-style-type: none"> • 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 implementation of the OWOW advertising campaign. • The BASMAA Regional Ad Campaign (RAC) Committee is working on developing advertisements for conducting outreach on littering.