

## Attachment 3-1



## Santa Clara Valley Urban Runoff Pollution Prevention Program

### Task 13 Watershed Watch Campaign Work Plan Year Five, FY 2004-2005

Prepared By: TRG & Associates

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## Introduction

The Santa Clara Valley Urban Runoff Pollution Prevention Program (Program), together with the Watershed Management Initiative (WMI) will be embarking on Year Five of the Watershed Education and Outreach (WE&O) campaign known as "Watershed Watch" at the start of fiscal year (FY) 2004-2005. Year One (FY 2000-2001) involved development of the Three Year Plan, First Year Work Plan, the Latino Characterization Study and campaign materials. Year Two (FY 2001-2002) was launched in September 2001, with the media advertising campaign and other approved campaign elements. Year Three (FY 2002-2003) was the second full year of campaign activities. Year Four of the campaign, FY 2003-2004, in progress, is the third full year of implementation of the campaign.

In this current fiscal year, the Watershed Watch Campaign (Campaign) continues to focus on media advertising, a presence at numerous events, school education outreach assemblies, the web site, promotions, developing and implementing partner resources, a public opinion survey and focus group, and other tasks described below.

## FY 2003-2004 Progress to Date

The following is a list of tasks completed to date (or ongoing where noted) during the first half of Year Four (FY 2003-2004).

- **Task 2 - Develop Materials** – A flyer was developed to promote family activities at the Don Edwards National Wildlife Environmental Education Center and inserted into the San Jose Mercury News Newspaper In Education teacher materials. A flyer for the Classic Car Wash promotion through the San Jose Mercury News and KRTY was also developed. (Ongoing)
- **Task 3 - Partner Coordination** - Continued development of the partner database and conducted numerous meetings with potential new partners. New partners this fiscal year include Classic Car Wash, Chinese American Mutual Assistance Association, Strong Neighborhoods and Bonfante Gardens. Other potential partners are still in development. (Ongoing)

- **Task 4 - School Education Outreach** – Fifty ZunZun assemblies have been funded for this fiscal year and to date, all 50 assemblies have been scheduled at 27 schools. The assembly program was revised last year to focus more on watersheds and impacts to our creeks and Bay. A teacher evaluation post card has been developed and provided to ZunZun for distribution to teachers whose students experience the assembly. One hundred twelve teacher surveys have been returned to date. A mid-point evaluation was submitted to the Program in December 2003. Watershed Watch kits are distributed by ZunZun to each teacher at every school. (Ongoing)
- **Task 7 – Events** – A total of twelve events (nine through media and other partners as well as three TRG-staffed events) have been attended this year. In addition, TRG developed and updated the events calendar on a monthly basis; organized and attended numerous events; coordinated materials and supplies for media partner events. (Ongoing)
- **Task 8 – Research and Develop Media Advertising** – TRG launched a radio, print and transit advertising campaign with media partners for a Summer campaign; reused the Got Bugs transit and print ads (both English and Spanish) and used the Got Paint print and radio ads with slight revisions. In addition, TRG implemented the Classic Car Wash promotion, and assisted KRTY with an on-line Watershed Watch quiz and promotion at Raging Waters. A Spring 2004 campaign is in the planning stages. (Ongoing)
- **Task 11 – Develop Web Site** – TRG continued to maintain, revise and add information to the web site, and developed a web site plan that has received approval. Work on new pages is in progress. Web page views are averaging 250 per day. (Ongoing)
- **Task 12 - Reports and Meetings** – Attended meetings with WEO PI/P Ad Hoc Task Group and other committees; submitted monthly reports including activity summary, partner chart, events calendar and web stats; developed Watershed Watch Campaign Update (one completed and one in progress); frequent communication with Program staff. (Ongoing)
- **Task 13 - Develop 2004-05 Work Plan** – This is the second draft of the Work Plan submitted to Program. (Ongoing)
- **Task 14 - Public Opinion Survey** - A public opinion survey was completed and two public focus groups were conducted in 2003. TRG worked with the Ad Hoc Task Group and Evans McDonough to draft the survey and participated in meetings.

## **FY 2004-2005 Campaign Strategy Summary**

Year Five of the campaign will focus on continued implementation of public outreach activities to help achieve the WE & O objectives. It is recommended the campaign continue with the tactics that have proven successful (gauged through number of participants, value added, responses to web site, etc.) and continue to reinforce the watershed/pollution prevention messages using the tools already developed and in progress including advertising, partnering and promotions, events, school education, web site, material distribution, newsletter articles and the information hot line.

A smaller advertising budget and \$50,000 allocated to BASMAA requires that TRG alter some tactics and activities for FY 04-05. A limited number of Watershed Watch kits will be available for distribution – TRG will develop an allocation plan for the year to ensure that kits are primarily utilized for school education and events. As described further in the Work Plan, it is recommended that the entire net advertising budget be expended for one longer flight in Fall 2004 rather than broken up into two small campaigns as done in the past. The rationale for this tactic is described further in the Work Plan.

The use of the Watershed Watch discount card has increased in FY 03-04 due to the Classic Car Wash promotion and promotion on the web site. The card can be used at Happy Hollow Zoo, Classic Car Wash and Bonfante Gardens, and it is recommended that TRG and the media buyer work with media partners to find more uses for the card. Although there will be a limited number of discount and pledge cards due to the number of remaining kits, both these forms can be downloaded and printed from the web site.

The tactics mentioned above will be built upon through strengthening and broadening our relationships with existing partners, continuing school assemblies to include new targeted schools; maintaining the web site; and creating new promotions and activities through the media partners. It is recommended that messages in the media and other communications continue to focus on specific behaviors that emphasize pollution prevention.

Some new avenues that are currently in development, and can be continued and expanded in Year Five include:

- A third community IPM workshop with an expanded base of partners to educate the public about nontoxic gardening, pest control (IPM methods), and safe disposal of household hazardous wastes. TRG is currently in discussion with Guadalupe River Park & Gardens, Strong Neighborhoods, United Neighborhoods, Master Gardeners and County Household Hazardous Waste Program to implement a second Spring 2004 workshop. If successful, it is recommended that a third workshop be conducted in 2005.
- TRG is just initiating discussions with the Alviso Education Center to determine how we can expand our partnership efforts and help attract new visitors to the center. We will also help promote Migratory Bird Day as we have in the past, utilizing free on-air promotions provided by our media partners and on the web site.
- Another Classic Car Wash promotion is in the preliminary stage for Spring 2004. The past event was successful and if Classic Car Wash wants to participate again, it could potentially occur again during the Fall 2004 media campaign.
- Happy Hollow Park & Zoo is interested in expanding their partnerships in conjunction with Watershed Watch partners. There is potential for future events, promotions and advertising

with the Zoo. With the Watershed Watch display at the Zoo, the public can be encouraged to visit the Zoo and view the display.

## **Campaign Messages**

The Watershed Watch campaign will continue to utilize the key messages adopted in the Watershed Education and Outreach Strategy and recommendations from the Watershed Watch evaluation. Messages will focus on four pollutants: automotive fluids, litter, mercury and pesticides, and will include specific information about what the public can do to reduce these pollutants. Messages are conveyed through the Watershed Watch kit, web site, media advertising, events and other promotions.

A Watershed Watch Campaign evaluation was conducted in September 2003. The evaluation included a telephone survey of Santa Clara valley residents, two focus groups and feedback from current Watershed Watch partners. The consultants conducting the evaluation recommended dividing target audiences into short term and long term audiences and identified demographics that fit these profiles. Additionally, a sub-group of the WEO AHTG reorganized program goals into short term and long term goals and identified example messages, tactics and which goals and messages are most appropriately handled at the local level and which are best handled at the regional level

In FY 04-05, the Program's WEO/PIP AHTG will further analyze the recommendations from the Watershed Watch evaluation and the revisions recommended by the sub-group. The recommendation from this Work Group and the WEO AHTG will be used to modify campaign messages as needed.

Based on the 1999 Watershed Education and Outreach Strategy and subsequent revisions, the primary messages for adults, school-aged children and Latinos include:

- A watershed is a land area that drains water into a creek, river, lake, wetland, bay or groundwater aquifer. In the Santa Clara Valley, all the water from rain and irrigation which flows over the land surface (called runoff) goes into storm drains, creeks and rivers that flow directly into San Francisco Bay.
- You live in a watershed that flows to a local creek and all of the runoff from your home, yard and neighborhood flows to that creek. Your actions affect local creeks and the Bay.
- Be a watershed steward.
- By protecting the watershed, creeks and the Bay, you are protecting the environment for yourself, your children and future generations.

Secondary messages for adults, school-aged children and Latinos include:

- Protection of the natural resources in our watershed is essential to maintain the health and well-being of all living things.
- Participate in activities that protect or enhance the watershed, creeks and the Bay.
- You help protect the watershed, creeks and the bay when you handle and dispose of pollutants correctly. [Pollutants to be addressed include, but are not limited to, pesticides, mercury, trash/litter, pet waste and household hazardous waste.]
- Choose behaviors that benefit the watershed and protect natural resources.

[Take your car to a commercial carwash, recycle oil, take household hazardous waste to your local collection facility, use pesticides only as a last resort, and clean up after your pet.]

- Don't dispose of anything into a storm drain. It's the law!

TRG may also work with Program staff to integrate or promote other PIP outreach activities. These activities can be supported through use of the Watershed Watch web site, use of the logo on materials, news stories, events and some promotions as they develop. TRG will also be coordinating with BASMAA's regional advertising campaign and its media relations efforts.

## **FY 2004-2005 Work Plan Tasks**

The FY 2004-2005 campaign includes the following tasks:

- Task 3 – Partner Coordination and Promotions
- Task 4 – School Education and Outreach
- Task 7 – Events and Event Coordination
- Task 8 - Media Advertising
- Task 11 - Web Site
- Task 12 - Reports and Meetings

## **Description of Tasks**

### **Task 3 Partner Coordination and Promotions**

#### **Purpose:**

To seek partners from the business, environmental, government, media and community/nonprofit sectors that will help augment campaign funding and resources, and demonstrate widespread support for the campaign.

#### **Description of Tasks:**

Developing partners has proven very successful in augmenting campaign resources. Partners have published newsletter articles, distributed Watershed Watch Kits through educational and promotional activities and events, offered web site links, hosted a Watershed Watch display, and shared other resources. It is recommended that partner development continue, with more emphasis placed on broadening the existing partnerships already developed.

There are numerous partnerships developed in FY 03-04 that have expressed a willingness to expand opportunities to work together. We recommend moving some funds into event coordination in FY 04-05, because we want to ensure that we can continue with the events hosted in the past and so that we can reserve some funding from Task 7 for any additional events that may occur with those existing partners. TRG will continue to seek new publicity and promotional opportunities (discount cards, contests, etc.) that will occur with existing and any new partners as they are secured. We will continue to identify new potential partners, arrange

meetings and coordinate any resulting partnership arrangements; however we recommend that the majority of our efforts be spent expanding existing partnerships.

TRG will also make attempts to introduce partner relationships between the organizations that we have already worked with. For example, there may be some opportunities for Happy Hollow Zoo and the Alviso Education Center to coordinate environmental education events and efforts. TRG will suggest and facilitate these partnerships.

Work with the Alviso Education Center will continue. TRG is already in discussions with Laurie McEwen, Interpretive Specialist, to discuss opportunities for FY 03-04, and will try to forecast any new activities for FY 04-05. Alviso develops an Annual Work Plan and TRG will coordinate with their planned activities.

**Targeted Audiences:**

Community Leaders/Nonprofits  
Business and Industry  
Co-permittees  
Other Regulatory Agencies

**Goal:**

To secure partners who can bring additional resources to the campaign.

**Co-permittee/Program Staff Responsibilities:**

Co-permittees and staff may be asked to attend some partner meetings if there is a need for more technical/regulatory information.

**Budget:**

\$16,500

**Deliverables:**

- 20 partner meetings, and coordination of activities with existing and new partners
- Promote activities at the Alviso Education Center and with other partners (Creek Clean ups, Children's Discovery Museum, Pick Up San Jose, IPM workshop, etc.)
- Partner matrix updated on a monthly basis with value of partnership and description of activities
- Two new campaign partners

**Completion Date:**

June 30, 2005

## **Task 4 School Education Outreach**

### **Purpose:**

The purpose of school outreach is to reach school aged children, one of the targeted audiences, with messages about watersheds and how to protect them; to promote watershed stewardship; and change behaviors that negatively impact creeks and the Bay.

### **Description of Tasks:**

The past school education program has consisted of assemblies presented by ZunZun, a post-assembly teacher evaluation; distribution of the Watershed Watch Kits to all participating schools; developing, printing and distributing teacher evaluations; ongoing coordination with ZunZun; and mid and final reports. In FY 04-05, TRG's activities will be limited to primarily ongoing coordination with ZunZun, due to the limited budget. Program staff will take over the responsibility of printing and tallying evaluations, and developing the mid-year and final school education reports.

During FY 03-04 the web site will be expanded to include activities for students and resources for teachers. Partnerships with other environmental education programs may also result in additional activities and means of promoting Watershed Watch messages in the schools. We recommend that these resources be promoted so that teachers will utilize them from the web site. Funding for a flyer would have to come from other sources since Task 2 Develop Materials has been eliminated from the campaign budget.

### **Targeted Audiences:**

- School Aged Children
- Educators
- Latino Communities (schools residing in predominantly ethnic communities)
- Asian Communities (schools residing in predominantly ethnic communities)

### **Goal:**

To build long-term understanding of watersheds and teach students how to prevent pollution.

### **Co-permittee/Program Staff Responsibilities:**

Print teacher evaluation post cards and develop the mid-point and end of the year evaluation of surveys. The Schools Work Group will be involved in this evaluation, and provide direction for the ZunZun assemblies.

### **Budget:**

\$1,960

**Deliverables:**

- Fifty (50) ZunZun assemblies (funding is separate from TRG budget)
- Ongoing coordination with Zun Zun

**Completion Date:**

June 30, 2005

**Task 7 Events Calendar/Planning & Coordination****Purpose:**

To reach wide audiences at various events to build watershed awareness, promote campaign messages and disseminate information and materials.

**Description of Tasks:**

Development of the events calendar, with TRG-staffed events and partner events will continue. It is also recommended that the concept of community workshops dealing with gardening, composting and pesticides reduction be continued with partnerships developed in FY 03-04. TRG will continue to seek partners (media and others) who will distribute Watershed Watch Kits at events. TRG will meet and work with the Alviso Education Center staff to help promote and expand center events. Events developed during the year with partners will also be coordinated and implemented.

**Targeted Audiences:**

Santa Clara Valley Adults  
School Aged Children  
Latino Communities

**Goal:**

To reach out to large groups of people in order to disseminate information and educate about watersheds and watershed issues.

**Co-permittee/Program staff responsibilities:**

Co-permittees will inform TRG of events occurring within their jurisdictions and request materials as needed. Program staff and Co-permittees will work with TRG to develop new events and staff events as necessary.

**Budget:**

\$27,660

**Deliverables:**

- Coordination of materials distribution and related promotions at a minimum of 12 events
- Staffing, coordination and planning at four events (in addition to the 12)
- Coordination of a community IPM workshop as budget allows
- Brief listing of attended and upcoming events as part of the monthly campaign reports
- For each event attended by TRG and/or Program staff, an event summary sheet will be completed with the types and numbers of materials distributed, target audiences reached, and approximate number of attendees.

**Task 8 Media Advertising Campaign****Purpose:**

Implement a media advertising campaign that provides high visibility to the watershed message, increases awareness and eventually influences behavior change with the targeted audiences.

**Description of Tasks:**

With a recommended net advertising budget of \$100,000 for the year, it is recommended that the funds available be used entirely for a longer Fall 2004 campaign. A Spring 2005 advertising campaign would be eliminated. This would allow TRG and the media buyer to utilize \$100,000 for a three-four month campaign that would provide more leverage to purchase media at lower rates for a longer period of time, and would bring more value added resources. Utilizing the entire budget for a Fall 2004 campaign would also allow TRG to leverage the funding spent in the Spring 2004 campaign (funded in FY 03-04) along with the Fall 2004 flight and negotiate more value added as well as better rates.

TRG will continue to request "value added" resources from media partners and work to bring in third party sponsors. It is recommended that the campaign stay the course by reusing the Got Paint, Got Bugs print, radio and transit ads to eliminate graphic design expenditures and continue specific pollution prevention messages. TRG will use just the instrumental portion of the Watershed Watch song under the radio ads and try to find another voice talent to record the spots. A small design budget is funded in case of any new promotional activities with media partners where design is needed or if any small changes are required to the existing ads. A budget for production costs and promotions is reserved to fund any media-related events, flyers and promotions.

Task 8 budget includes funding for Buy Right Media Service's (media buyer for the Campaign) commission on the Watershed Watch Campaign and the BASMAA Regional Ad Campaign (RAC). The funding of \$50,000 to BASMAA is directly from the Program and separate from the Watershed Watch Campaign Budget. The commission on the BASMAA RAC is subject to BASMAA agreeing to let Buy Right Media Service to pursue direct negotiations with the \$50,000 from SCVURPPP. The plan is to let Buy Right Media Service directly negotiate with a San Francisco area television station on behalf of the South Bay (although the reach will be regional) because the media is trying to "court" new business in the largest designated market area in the region (South Bay). This will allow Buy Right Media Service to have excellent negotiating power while also being able to obtain value added resources that will benefit the South Bay and the region as a whole. This plan will be discussed with the BASMAA RAC committee as they develop their Work Plan for FY 04-05.

Media relations in the form of press releases, interviews and stories will continue to be pursued through media partners. A Request for Proposal will be distributed to appropriate media outlets to determine optimal schedules, coverage, and value-added resources, leveraging the Spring 2004 funds along with the FY 04-05 funds. TRG will work with the media buyer to recommend the selected media for FY 04-05, and will continue to track invoices, meet with media partners as necessary and provide mid and end of the year media evaluations.

#### **Tasks:**

- Coordinate production changes to print ads and radio spots (music, voice talent, potentially adding more mercury items)
- Coordinate print, transit and radio ad placement with media partners
- Monitor invoices for accuracy of billing and evaluate value-added resources
- Meet with media partners to encourage and develop third party sponsors and other promotions and coordinate those promotions
- Track and report responses to the hot line, web site, and other promotional calls to action and report in mid and final media reports
- Coordinate with BASMAA and co-permittees as opportunities arise with media relations and advertising
- Develop any promotional pieces as needed

#### **Targeted Audiences:**

Santa Clara Valley Adults  
School Aged Children  
Latino Communities

#### **Goal:**

Continue to implement media advertising that increases watershed awareness and educates the public about specific pollution prevention actions they can take.

**Co-permittee/Program staff Responsibilities:**

Co-permittees and Program staff will review the media strategy and the mid-year and final media reports.

**Budget:**

\$146,000 (includes media buys)

**Deliverables:**

- Coordination of the Fall 2004 advertising campaign and value added resources
- Revisions to radio spots and potential revisions to print ads
- Mid-year and final media reports
- Implementation of third party promotions

**Completion Date:**

June 30, 2005

**Task 11 Web Site Development****Purpose:**

To provide up-to-date information in an easily accessible format regarding the campaign, watersheds, pollution prevention practices, upcoming events, promotions and contests and partner-related activities. To encourage and increase public participation in activities and behaviors that protect, preserve, and improve the watershed.

**Description of Tasks:**

The web site will be expanded in FY 03-04 in accordance with the approved web site plan. Because of the smaller budget in FY 04-05, it is recommended that any modifications or additions be in response to any new media or partner promotions, contests or information, or event announcements provided by the co-permittees.

**Targeted Audiences:**

Santa Clara Valley Adults  
School Aged Children  
Latino Communities

**Goal:**

To provide additional resources and information in response to media and partner events and promotions.

**Co-permittee and Program Staff Responsibilities:**

Program staff and a small work group of co-permittees will review any new web site content. Co-permittees may suggest links and other resources.

**Budget:**

\$9,880

**Deliverables:**

- Development of a minimum of four new pages (for promotions, events, etc.)
- Ongoing upkeep and maintenance and removal of outdated materials
- Monthly reporting of web statistics

**Completion Date:**

June 30, 2005

**Task 12 Reports & Meetings****Purpose:**

To maintain and improve ongoing communications with Program staff and WEO PI/P Ad Hoc Task Group members regarding campaign progress.

**Description of Tasks:**

Activity, partner, web stats and event reports will continue to be produced monthly. TRG will participate in quarterly WEO PI/P Ad Hoc Task Group meetings and other presentations as requested.

**Targeted Audiences:**

Program Staff  
Co-Permittees  
WEO PI/P Ad Hoc Task Group

**Goal:**

To ensure smooth communications between Program staff, the WEO PI/P Ad Hoc Task Group and TRG.

**Co-permittee and Program Staff Responsibilities:**

Attendance at WEO PI/P Ad Hoc Task Group meetings, Program staff review of progress reports, invoices and progress with deliverables.

**Budget:**

\$8,000

**Deliverables:**

- Twelve monthly reports
- Quarterly meetings with WEO PI/P Ad Hoc Task Group and Program staff
- Presentations (as requested by Program staff and the WEO PI/P Ad Hoc Task Group)
- Mid-year and end of year reports on the effectiveness of the campaign, including Kits distributed, hot line calls, web site hits, events attended and other relevant statistics

**Completion Date:**

Mid-year Report – January 15, 2005

Final Report – June 30, 2005

## Campaign Budget Summary:

<b>TRG Budget</b>	<b>\$ 110,000</b>
Media Buys	\$ 100,000
Watershed Watch Campaign Subtotal	\$ 210,000

Alviso Education Center Funding	\$ 75,700
BASMAA Funding	\$ 50,000
ZunZun Funding	\$ 25,000

EOA markup on TRG Contract (10%)	\$ 11,000
EOA Staff Support	\$ 50,000
<b>Total Campaign Budget</b>	<b>\$ 421,700</b>