

Schools and Youth Education Outreach



ZunZun presentation at a community event.

During FY 04-05, ZunZun conducted 50 bilingual assemblies reaching approximately 16,000 students in grades K-5 at 27 schools in seven cities.

Since FY 02-03, the Program has sponsored educational assemblies at Santa Clara County elementary schools. These assemblies, which are presented by the musical entertainment group ZunZun, educate children about watersheds, pollutants and pollution prevention. During FY 04-05, ZunZun conducted 50 bilingual assemblies reaching approximately 16,000 students in grades K-5 at 27 schools in seven cities. Post-assembly evaluation cards indicate that the assemblies are very popular with students and teachers.

Watershed Watchers Program at Don Edwards San Francisco Bay National Wildlife Refuge Environmental Education Center (EEC)



Watershed display at the EEC.

During FY 04-05, EEC staff conducted 110 programs which attracted approximately 9,000 participants.

To support a full-time interpretive specialist position, the Program provides resources to the Watershed Watchers Program at the EEC. Watershed Watcher activities, which are conducted on-site and primarily on the weekends, focus on building watershed awareness and encourage stormwater pollution prevention behaviors among attendees (youth groups, Boy/Girl Scout Troops, families with children, etc.). During FY 04-05, EEC staff conducted 110 programs which attracted approximately 9,000 participants.

 SCVURPPP is an association of the thirteen cities and towns (Campbell, Cupertino, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, Sunnyvale) in the Santa Clara Valley, together with Santa Clara County and the Santa Clara Valley Water District. Program participants share a common permit to discharge stormwater to South San Francisco Bay.

For additional information, visit the Program's website at www.scvurppp.org or contact Jill Bicknell, P.E. at (408) 720-8811
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Santa Clara Valley Urban Runoff Pollution Prevention Program

WATERSHED EDUCATION AND OUTREACH

The goals of the Santa Clara Valley Urban Runoff Pollution Prevention Program's (SCVURPPP or Program) Watershed Education and Outreach element are to identify and change behaviors that adversely affect water quality; and to increase the understanding and appreciation of streams and San Francisco Bay. To accomplish these goals, Co-permittees conduct public outreach jointly through the Program, on a countywide basis, and individually within their own jurisdictions.

Each year, the Watershed Education and Outreach Ad Hoc Task Group, which consists of Program staff, Co-permittee representatives and consultants, identifies, prioritizes and selects countywide projects for implementation. For the past few years, the Program's Watershed Education and Outreach element has included the Watershed Watch Campaign, Schools and Youth Education Outreach and the Watershed Watchers Program at the San Francisco Bay National Wildlife Refuge Environmental Education Center in Alviso.

Watershed Watch Campaign

The Watershed Watch Campaign (Campaign) is the main focus of the Program's Watershed Education and Outreach element. The Campaign is a multi-year education and outreach effort designed to increase the public's awareness of watersheds and urban runoff issues including pollution prevention and pollutants of concern (e.g., pesticides, mercury, heavy metals and trash). The goals and objectives defined in the SCVURPPP Watershed Education and Outreach Strategy, developed in 1999 and revised in June 2004, direct campaign activities.

In June 2000, the Program launched the Campaign in cooperation with the Santa Clara Basin Watershed Management Initiative (SCBWMI). The SCBWMI is a collaborative, stakeholder driven effort between representatives from regional and local public agencies; civic, environmental, resource conservation and agricultural groups; professional and trade organizations; business and industrial sectors; and the general public. In December 2003, the Campaign was selected for an Outstanding Comprehensive Conservation and Management Plan (CCMP) Implementation Project award by the Friends of the San Francisco Estuary.



Campaign Goals

The Program has three main overarching Campaign goals:

- Goal 1:** Educate residents about the Santa Clara Basin watershed and how to protect it;
- Goal 2:** Change behaviors that negatively impact watersheds; and
- Goal 3:** Promote public involvement in watershed stewardship activities.

Campaign Activities

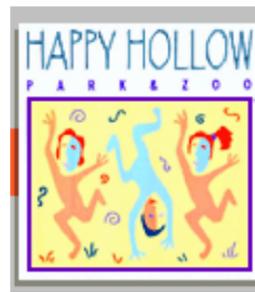
The Campaign conducts outreach through media advertising; partnering with businesses and community organizations; participating in community events; holding educational assemblies at schools; contributing newsletter articles; and maintaining the Watershed Watch web site and information hot line. Currently, the Campaign has developed partnerships with 32 organizations.



Watershed outreach activity.

Outreach Materials: To educate the general public about watersheds, the Program developed a Watershed Watch Kit during the first year of the Campaign. The Kit contains an educational brochure, a card pledging to protect their watershed, and a discount card. Residents who take the watershed pledge are eligible to win monthly prizes. The discount card can be used at various Watershed Watch partner locations.

Media Advertising: The media campaign uses print, radio and transit advertising. Advertisements are aimed at preventing urban runoff pollution while educating residents about storm drains and watersheds. All advertisements encourage residents to call the Watershed Watch hotline or visit the Watershed Watch website (www.watershedwatch.net) for additional information. The number of calls and website visits are used to track the effectiveness of the media campaign. During FY 04-05, the web site had an average of 342 page views per day compared to 162 page views per day in FY 02-03. The Campaign has also encouraged media companies to become Program partners. As partners, they have provided additional services at no extra cost, adding value to money spent on advertising. Value added resources include free production of ads, free spots and Public Service Announcements, distribution of materials at numerous well-attended events, live remotes and promotion of creek cleanup events, and third party sponsorships. Over the past few years, value-added resources have nearly doubled the amount of advertising purchased by Program funds.



Major Campaign accomplishments during the past five years include:

- **Development of partnerships with 32 community, business and media organizations;**
- **An increase in average website views from 162 page views per day in FY 02-03 to 342 page views per day in FY 04-05; and**
- **Selection for an Outstanding Comprehensive Conservation and Management Plan (CCMP) Implementation Project award by the Friends of the San Francisco Estuary in December 2003.**

Campaign Partners: The Campaign has focused on developing partnerships with other organizations and businesses. It has succeeded in attracting partners from business, environmental, government, media and community/nonprofit sectors. This participation helps augment Campaign funding and resources while creating widespread community support. Current partners include community organizations (e.g., the San Jose Chamber of Commerce), Children's Discovery Museum, Aquatic Outreach Institute, Guadalupe River Park and Gardens, and Happy Hollow Park and Zoo. The Campaign's business partners include a commercial car wash company, an automobile maintenance chain and a retail paint chain. These partnerships help educate residents on the importance of keeping pollutants (e.g., car wash water, automotive fluids and paints) out of storm drains. Campaign partners offer service and product discounts to customers using the Watershed Watch discount card. During FY 04-05, the discount card was downloaded from the Watershed Watch web site 456 times and used at the commercial car wash 357 times. Watershed Watch Kits and other educational material are distributed by partners. Media partners help augment promotions by running free advertisements and conducting live-remote broadcasts at the business locations.



Watershed Watch displays at community events.

Outreach Events: The Campaign has participated at numerous outreach events in Santa Clara County. At several events, a Watershed Watch booth is set up for distributing material to visitors. At other events, Watershed Watch materials are distributed through Campaign partners or Co-permittees.

Watershed Watch Web Site: The Program created a web site (www.watershedwatch.net) to provide detailed information about watersheds and watershed protection. The web site also includes information on the control of specific pollutants (e.g., pesticides and mercury), educational material for children, and coupons offering admission discounts to amusement parks and services offered by partner businesses. Web site pages are also available in Spanish. Visitors have the opportunity to download materials, request information, provide feedback and ask questions.

Evaluation of Effectiveness

The Program conducted an evaluation of the Campaign in September 2003. The evaluation consisted of a telephone survey of Santa Clara Valley residents, two focus groups and feedback from current Watershed Watch partners. The evaluation indicated the Program's efforts have been largely effective and successful. For example:

- Awareness of watersheds has increased 19 percentage points compared to 1999 survey results.
- Awareness of the overall types of pollutants impacting storm drains has increased by 7 percentage points;
- Awareness of specific pollutants entering storm drains has significantly increased (i.e., 18 percent increase for oil and grease, 12 percent increase for pesticides, herbicides and fertilizers and 11 percent increase for garbage); and
- Awareness that private residents are the major contributors to storm water pollution has increased.

Awareness of watersheds has increased 19 percentage points compared to 1999 survey results.

The findings and recommendations of the 2003 evaluation were used to revise the WEO Strategy developed in 1999. The Campaign is now using specific "actions" in its advertising and other outreach to educate people about integrating pollution prevention behaviors in their daily lives.