



SECTION 3

PUBLIC INFORMATION/PARTICIPATION WORK PLAN

3. PUBLIC INFORMATION/PARTICIPATION WORK PLAN

INTRODUCTION

The goals of the Public Information/Participation (PI/P) element of the Program are to change specific behaviors which adversely affect water quality and to increase the understanding and appreciation of streams and the Bay, leading to a change in values. To accomplish these goals, Co-permittees pursue PI/P activities jointly through the Program, on a county-wide basis, and individually in their own jurisdictions. In order to identify the Program's joint PI/P activities, the Program developed a PI/P Strategy dated March 1, 1999 (later renamed "Operational Guidelines for Developing Work Plans" -- see *FY 00-01 Work Plan*, Section 3). In FY 03-04, a continuous improvement item for the Program staff will be to update the guidelines to reflect the new NPDES permit requirements.

Each year Program staff has worked with the PI/P Ad Hoc Task Group (AHTG) to identify, prioritize and select projects to be recommended for funding. Table 3-1 presents the updated Pollutant Matrix, developed as part of the Program's Operational Guidelines for Developing Work Plans, which links past, current, and future PI/P projects with pollutants of concern. The projects are developed and implemented each year by work groups consisting of Program staff, consultants, and the contributing Co-permittees.

FY 03-04 PI/P WORK PLAN

Program PI/P Projects

Program specific projects from FY 02-03 will continue to be funded in FY 03-04 (see Table 3-2). These include the Watershed Watch Campaign, and the Pesticide User Outreach and Mercury Pollution Prevention Outreach Projects.

The campaign continues to be the primary PI/P focus for the Program. The Watershed Watch Campaign will be in its fourth year during FY 03-04 (see Attachment 3-1). A survey and other forms of evaluation will be conducted by September 2003 to evaluate effectiveness of the Campaign. The feedback from these evaluation methods may be used to modify messages, advertising, promotions and other Campaign strategies. Campaign advertising and activities will be coordinated with pesticide and mercury outreach efforts. Messages used in outreach efforts by the campaign will include pesticide and mercury themes. The Program will also continue to participate in and contribute to BASMAA.

Collaborative PI/P Projects

Only one collaborative project was proposed for FY 03-04. It was the proposal for developing a "stream trash clean-up fact sheet", proposed by the Trash Ad Hoc Task Group. A description is included in Attachment 3-2.

Table 3-2 lists all of the PI/P projects to be funded in FY 03-04. Preliminary descriptions ("Development Review Checklists") of the projects (with the exception of the Watershed Watch Campaign) are provided in Attachment 3-2. The scopes of work will be finalized in more detail by Program staff and the contributing Co-permittees prior to implementation of the projects.

ATTACHMENTS

Attachment 3-1 Watershed Outreach and Education Campaign (Watershed Watch)
Fourth Year (FY 03-04) Work Plan, March 1, 2003

Attachment 3-2 Development Review Checklists (Project Descriptions for FY 03-04 PI/P
Projects)

**Table 3-1
Pollutant Matrix for FY 03-04 P/I/P Projects**

Pollutant of Concern¹	Primary Sources of Pollutant in Urban Runoff	Potential Target Audience(s)	FY 03-04 Projects and Continuing Projects	Existing Program P/I/P Materials and Programs
Diazinon and pesticides in general	Pesticides (residential, commercial and municipal use)	<ul style="list-style-type: none"> • Home gardeners • Pest control professionals • Landscapers • Municipal Employees • Residents who hire pest control professionals 	Watershed Education & Outreach Campaign (potential topic), IPM Store Partnership Program (regional and local), Pesticide User Outreach Project, Annual Workshop potential topic, Considering restaurant brochure "Don't set a Table for Pests".	"Backyard Bugs", "Pests Bugging You", "Grow It Guide", "When Ants Invade" Self-Mailer, "Landscaping, Gardening and Pool Maintenance" tri-fold, IPM Store Partnership Program Fact Sheets, "Clean It", HHW programs, BASMAA Media Relations Campaign topic
Sediment	Erosion from new construction, grading, road wear	<ul style="list-style-type: none"> • Construction companies/contractors • Architects/engineers • Municipal inspectors • Residents (home improvement projects, remodels) 	Watershed Education and Outreach Campaign (potential topic), BASMAA Media Relations Campaign (potential topic), Outreach to developers	Construction BMP Tri-folds, "Blueprint for a Clean Bay", "Start at the Source" Manual, Construction Site Management workshops;
Mercury	Tailpipe emissions (i.e., diesel-powered vehicles), consumer products (thermometers, fluorescent lighting)	<ul style="list-style-type: none"> • Residents (auto use, general awareness, proper selection and disposal of products) • Industry (fleet use) • Commercial (fleet use) 	Watershed Education and Outreach Campaign, BASMAA Media Relations Campaign topic, Mercury P2 Outreach (Residential fluorescent light recycling)	"Spare the Air and Water Too" campaign press release and public service announcements, bill stuffers, local co-permittee fact sheets (e.g., Palo Alto)

**Table 3-1, continued
Pollutant Matrix for Prioritizing PIP Projects**

Pollutant of Concern	Primary Sources of Pollutant in Urban Runoff	Potential Target Audience(s)	FY 03-04 Projects and Continuing Projects	Existing Program PIP Materials and Programs
Copper	Brake pads, industrial discharge, copper algaecides, coolant leaks, illegal dumping	<ul style="list-style-type: none"> • Industry (scrubbers, roofs, cooling towers, piping) • Residents (illegal dumping, pools and spas) • Commercial business (pool, spa, fountain maintenance) • Municipal maintenance staff 	BASMAA Media Relations Campaign (potential topic), Watershed Education and Outreach Campaign (potential topic), Residential Swimming Pool Outreach Project, support of Brake Pad partnership	Brake Pad Partnership, Pool and Spa Brochure, "Keeping It All In Tune", Industrial General Permit Compliance Handbook, Industrial BMPs, storm drain stencils, Pool BMP brochure and sticker
Nickel	Industrial discharges, tailpipe emissions, construction-related erosion	<ul style="list-style-type: none"> • See sediment and mercury target audiences 	See sediment and mercury projects	See sediment and mercury projects
Trash	Intentional littering (cigarette butts, throwing objects from automobiles, illegal dumping), trucks hauling poorly secured materials, uncovered or overflowing garbage cans	<ul style="list-style-type: none"> • General public • Children • Drivers • Smokers 	BASMAA media relations campaign potential topic, Watershed Education and Outreach Campaign (potential topic), Stream Trash Education brochure (proposed discretionary PIP project).	"The Bay Begins at Your Front Door" brochure, Watershed Watch magnets, Watershed Watch Kit brochure

¹ Per reissued SCVURPPP NPDES Permit, Order No. 01-024, with the exception of trash.

**Table 3-2
FY 03-04 PI/P Projects**

Project Title	Project Description	Budget	Comments
Program PI/P Projects			
1. Watershed Education and Outreach Campaign (Year 4)	Funding for approved multi-year watershed education and outreach campaign. Includes: <ul style="list-style-type: none"> Funding for educational programs at the Alviso Ed Center coordinated with the WE&O campaign; Funding for ZunZun to perform a watershed –themed show at 50 schools in Santa Clara Valley. 	\$455,000 ¹	Proposed Budget breakdown is as follows: <ul style="list-style-type: none"> Campaign budget - \$223,580² Alviso Ed Center - \$75,700 ZunZun Contract - \$25,000 Campaign Evaluation - \$ 43,900 EOA 10% Markup - \$36,818 Program staff support - \$50,000
2. Pesticide User (PU) Outreach (Year 3)	Project combines cost-effective elements of past IPM Store Partnership and Household Chemical Management Projects. Scope to include items in Program’s Pesticide Management Plan for outreach to residents, commercial businesses, and pest control operators.	\$40,000	SCVURPPP will continue to support the Regional IPM Partnership and consider supporting other pesticide related projects through its participation in BASMAA. Additional outreach will be made locally to pesticide users, potentially residential and commercial users, residents hiring pest control professionals, and/or other audiences.
3. Mercury Pollution Prevention Outreach (Year 2)	This project encompasses several tasks in the Program’s Mercury Pollution Prevention Plan (3/1/02). It involves public education regarding the effects of mercury on the environment, products containing mercury, and proper disposal of such products.	\$25,000	The proposed project is to be funded at \$25,000 per year for two years.
4. Regional Collaboration	Funding for SCVURPPP contribution to BASMAA’s baseline budget, including Regional IPM and Media Relations projects.	\$65,000	
5. Program Supplies	Estimated budget for reprints of materials for Program use and other Program supplies.	\$5,000	

¹ Part of the campaign budget will be funded as a discretionary PI/P project. (See next page)

² See FY 03-04 WE&O Work Plan

**Table 3-2
FY 03-04 PI/P Projects**

Project Title	Project Description	Budget	Comments
Total FY 03-04 Collaborative PI/P Project Budget		\$590,000	
<i>Collaborative PI/P Projects</i>			
1. Trash Fact Sheet	Develop a fact sheet for providing guidance on how to conduct a stream trash clean up.	\$ 8,000	Proposed by Trash Ad Hoc Task Group and approved by the PI/P Ad Hoc Task Group.
2. WEO Campaign	This project involves developing and conducting the Spring 2004 media advertising campaign.	\$125,300	The Watershed Watch media advertising campaign has been split into a Summer 2003 campaign (non-discretionary) and a Spring 2004 campaign (discretionary).
3. CASQA Dues	Payment of CASQA dues.	\$25,000	CASQA (formerly SWQTF) dues are now \$15,000 per year. This includes \$10,000 for FY 02-03 and \$15,000 for FY 03-04.
Total FY 03-04 Collaborative PI/P Project Budget		\$158,300	

Attachment 3-1



Santa Clara Valley Urban Runoff Pollution Prevention Program

Task 13 Watershed Watch Campaign Work Plan Year Four, FY 2003-2004

Prepared By: TRG & Associates

Introduction

The Santa Clara Valley Urban Runoff Pollution Prevention Program (Program), together with the Watershed Management Initiative (WMI) will be embarking on Year Four of the Watershed Education and Outreach (WE&O) campaign known as "Watershed Watch" at the start of FY 2003/2004. Year Three of the campaign, FY 2002-2003, in progress, is the second full year of implementation of the campaign. The first year (FY 00-01) involved development of the Three Year Plan, First Year Work Plan, the Latino Characterization Study and campaign materials. Year Two (FY 01-02) was launched in September 2001, with the media advertising campaign and other approved campaign elements.

In this current fiscal year, the campaign continues to focus on media advertising, a presence at numerous events, school education outreach assemblies, developing and implementing partner resources, and other tasks described below.

FY 02-03 Progress to Date

The following is a list of tasks completed to date (or ongoing where noted) during the first half of Year Three (FY 2002-2003).

- **Task 2 - Develop Materials** – Coupons have been printed and inserted into Watershed Watch Kits distributed through the school education assembly program. Coupons for admission to programs at the Don Edwards San Francisco Bay National Wildlife Refuge and for the Guadalupe River Park & Gardens have been inserted and are being distributed to students. (Ongoing)
- **Task 3 - Partner Coordination** - Continued development of the partner database and conducted numerous meetings with new potential partners. New partners this fiscal year include Guadalupe River Park & Gardens, United Neighborhoods of Santa Clara County, County Household Hazardous Waste, San Jose Chamber of Commerce, Hispanic Chamber of Commerce, Aquatic Outreach Institute, MEEA and RAFT. (Ongoing)
- **Task 4 - School Education Outreach** – Forty ZunZun assemblies have been funded for this fiscal year and 36 assemblies have been scheduled to date. The assembly program has been revised 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. Twenty-eight teacher surveys have been returned. A mid-point and year-end evaluation will be submitted during the year. (Ongoing)

- **Task 5 – Donor Advised Fund** – The Donor Advised Fund was established through the Rose Foundation. A “wish list” of potential funded activities has been submitted to the Program for review and approval. A packet of materials has also been developed. (Ongoing)
- **Task 7 – Events** – 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** – Launched radio, print and transit advertising campaign with media partners that will run in two flights during the year; developed scripts for English and Spanish radio commercials; designed transit and print ads (both English and Spanish); continuing to assist media partners with potential third party sponsor promotions. Developed draft mercury advertising campaign plan and submitted to the Program for review and approval. (Ongoing)
- **Task 9 – Communications Networks** – Continued development of communications database and have submitted to the Program for review, three articles related to the campaign (mercury, automotive and litter). Another article was developed specifically for the San Jose Chamber of Commerce. (Ongoing)
- **Task 11 – Develop Web Site** – Continued to maintain, revise and add information to the web site, including IPM pages, Spanish translations and partner links. (Ongoing)
- **Task 12 - Reports and Meetings** – Attended meetings with WEO PI/P Ad Hoc Task Group and other committees; submitted monthly reports; developed Watershed Watch Campaign Update (one completed and second in production); frequent communication with Program staff. (Ongoing)
- **Task 13 - Develop 2003-2004 Work Plan** – Submitted draft work plan outline to Program on November 8th for review and received comments on November 25th.
- **Latino Focus Groups** – Selected a Latino focus group firm to organize, facilitate and make recommendations regarding the media campaign, Watershed Watch materials and general public outreach. Two focus groups were held and a final report was submitted. TRG & Associates utilized recommendations to modify media messages and to help target Latino communities through partnerships and the school education program. (Final)
- **Asian/Pacific Islander Characterization Study** –The study has been initiated in December after approval from the Ad Hoc Work Group. (Ongoing)

FY 2003-2004 Campaign Strategy Summary

Year Four 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, events, school education, web site, material distribution, newsletter articles and the information hot line. Use of the Watershed Watch pledge card and discount card has been minimal – through some new efforts with media partners in FY 2002-3, the consultants are hoping to increase the use through new promotions. A public opinion survey and/or other means of evaluating the campaign will occur in Fall 2003. The feedback from these evaluation methods may be used to modify messages, advertising, promotions and other campaign strategies.

These tactics will be broadened and built upon through strategies such as adding new partners, finding grant funding for the donor-advised fund; increasing the number of school assemblies to include new schools; broadening the web site; and creating new promotions and activities through the media and partners. It is recommended that messages in the media and other communications begin focusing on very specific behaviors and perhaps an emphasis that “it’s the law”.

Some new avenues are currently in development, and if proven successful, can be continued and expanded in Year Four. These include:

- Development of a community workshop with partners to educate the public about nontoxic gardening, pest control (IPM methods), and safe disposal of household hazardous wastes. The consultants are currently in discussion with Guadalupe River Park & Gardens and other partners to implement a Spring 2003 workshop. If successful, it is recommended that another workshop or workshops be conducted in FY 03-04. Efforts will be coordinated with Master Gardeners and individual co-permittees
- Another tactic in development is working with other IPM efforts in local hardware stores to set up tables and displays promoting pollution prevention in gardening, household activities and automotive care. Through IPM meetings, this concept will be further pursued.
- An environmental educators' roundtable at Children's Discovery Museum is being discussed for Spring 2003. The purpose of the roundtable is to better coordinate and share resources so that watershed messages are integrated into other science-based programs, and to more efficiently promote these programs. If there is interest, new partnerships may develop that can expand the Watershed Watch school program or other elements of the campaign.
- The consultants are working with the Alviso Education Center to broaden the scope of International Migratory Bird Day and help attract more visitors to the event. If successful, the effort to further expand and promote the event in FY 03-04 would be worthwhile.

Campaign Messages

The Watershed Watch campaign will continue to utilize the key messages adopted in the Watershed Education and Outreach Strategy. Messages will focus on four pollutants: automotive fluids, litter, mercury and pesticides, and will include more specific information about what the public can do to reduce these pollutants. Through the Latino focus groups, it was recommended there also be a message stating that "it's the law", to prevent pollutants from entering storm drains.

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. [Provide information regarding opportunities].
- 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!

The consultants 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. The consultants will also continue to coordinate with BASMAA's regional advertising campaign and its media relations efforts.

FY 2003-2004 Work Plan Tasks

The FY 2003-2004 campaign includes the following tasks:

- Task 2 – Develop Materials
- Task 3 – Partner Coordination and Promotions
- Task 4 – School Education and Outreach
- Task 5 – Donor Advised Fund
- Task 7 – Events and Event Calendar

- Task 8 - Media Advertising
- Task 11 - Web Site
- Task 12 - Reports and Meetings
- Task 13 - Develop 04-05 Work Plan
- Task 14 - Plan For Public Opinion Survey

Description of Tasks

Task 2 Develop Materials

Purpose:

The purpose of creating collateral materials is to have adequate tools that help communicate the WE & O messages.

Description of Tasks:

At its January 13, 2003 meeting, the WEO/PIP AHTG decided to eliminate the budget under this task for developing and printing new Watershed Watch brochures and kits. The remaining budget for this task will be used for development and insertion of coupons and/or flyers into the Watershed Watch Kits.

Targeted Audiences:

Santa Clara Basin Adults
School Aged Children
Latino Community

Goal:

To provide information about other resources that support the campaign messages.

Co-permittee/Program Staff Responsibilities:

Review and approve copy of coupons/flyers according to the review process developed by the Program.

Budget:

\$3,825

Deliverables:

- Two coupons/flyers for insertion into WW Kits

Completion Date:

June 30, 2004

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 successful to augment campaign resources. Partners have published newsletter articles, distributed Watershed Watch Kits through educational and promotional activities and events, offered web site links and shared other resources. It is recommended that partner development continue, with further emphasis on businesses, other government programs and nonprofits, especially in the Latino and Asian communities and with youth. The consultants will seek new publicity and promotional opportunities (discount cards, contests, etc.) that will occur as partners are secured. The consultant will identify new potential partners, arrange meetings and coordinate any resulting partnership arrangements. The consultant will also continue to work with past and existing partners so that the list of partners continues to grow each year.

Work with the Alviso Education Center will continue. Activities and events related to the 'Watershed Watchers: Keeping Our Waterways Clean' project will be promoted. This project is being implemented in cooperation with the U.S. Fish and Wildlife Environmental Education Center (EEC) in Alviso. The general focus of the project is to increase public awareness of urban runoff pollution and how to reduce its harmful effects through behavior changes. Sharon Miyako, Interpretive Specialist for the San Francisco Bay Wildlife Society, implements this project with funding from the Program. Work plan for FY 03-04 is yet to developed. It will be similar to the FY 02-03 work plan and will implement the programs/ activities described in Attachment A.

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:

\$18,950

Deliverables:

- 20 partner meetings, ongoing promotions with existing partners
- Seven new partners
- Implement new promotions as they occur
- Continue working with Alviso Education Center
- Partner matrix updated on a monthly basis with value of partnership and description of activities

Completion Date:

June 30, 2004

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 school education program consists of assemblies presented by ZunZun, a post-assembly teacher evaluation; distribution of the Watershed Watch Kits to all participating schools; insertions of coupons to Don Edwards National Wildlife Sanctuary and Guadalupe River Park & Gardens into the Kits; developing, printing and distributing teacher evaluations; ongoing coordination with ZunZun; and mid and final reports. The coupons invite families to visit both locations and participate in workshops and events. If more opportunities arise to promote environmental education, the consultants will develop new coupons for insertion into the Kits. It is recommended and budgeted to increase ZunZun assemblies to 50 performances.

It is recommended that the web site be expanded to include activities for students and resources for teachers. As mentioned in the Summary, partnerships with other environmental education programs may result in additional activities and means of promoting Watershed Watch messages in the schools. In addition, outside funding sources will be investigated to fund specific field trips for the classes that view the ZunZun assembly, either as an incentive for returning their evaluation or to reinforce watershed education.

To continue to expand the Watershed Watch campaign into schools, the consultant will look into watershed-related class video projects for students. Several high schools have televisions in every room that can broadcast video. We can develop a letter that outlines a video project idea and through discussions with partners, the consultants may be able to find funding for this project.

Targeted Audiences:

School Aged Children
Educators
Latino 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:

Review and comment on 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:

\$12,050

Deliverables:

- Fifty (50) ZunZun assemblies (funding is directly from Program)
- Mid-point and end of year evaluations based on teacher evaluation post cards
- Field trip investigation and recommendations
- Develop school web pages as resources for teachers and students
- Identify a watershed-related class video project and try to obtain funding for one through partners

Completion Date:

June 2004

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 would continue and potentially be expanded. It is also recommended that the concept of community workshops dealing with gardening and pesticides reduction be further pursued, depending on the outcome of the consultant's effort in FY 02-03. The consultants will continue to seek partners (media and others) who will distribute Watershed Watch Kits at events. The consultants will meet and work with the Alviso Education Center staff to help promote and expand center events.

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 consultant of events occurring within their jurisdictions and request materials as needed. Program staff will work with consultant to develop new events and staff events as necessary.

Budget:

\$34,600

Deliverables:

- Coordination of materials distribution and related promotions at a minimum of 20 events
- Staffing, coordination and planning at four events (out of the 20)
- 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 the consultant 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:

Due to budget considerations, \$117,000 of the media budget has been moved into the "discretionary" budget for FY 03-04. The remaining budget, \$100,475 will be utilized to develop a Summer 2003 media advertising campaign. This will be followed by an evaluation (public opinion survey and/or other evaluation methods) of the campaign by a selected market research firm. Co-permittees will decide whether to participate in a Spring 2004 media advertising campaign based on the evaluations and other criteria.

The Summer 2003 media advertising campaign will be developed at the end of FY 02-03 and will most likely be a mix of radio and print (English and Spanish).

The consultants will continue to request "value added" resources from media partners and work to bring in third party sponsors; however these resources will be less than in previous years because the consultants will not be able to negotiate for more than one quarter of advertising.

Media relations in the form of press releases, interviews and stories will continue to be pursued through media partners. A Request for Proposal (in FY 02-03) will be distributed to appropriate media outlets to determine optimal schedules, coverage, and value-added resources. The consultant will work with the media buyer to recommend media for FY 03-04, and will continue to track invoices, meet with media partners as necessary and provide mid and end of the year media evaluations. The FY 03-04 media plan will be completed at the end of FY 02-03.

Tasks:

- Develop creative, scripts and graphic design of advertising (Summer '03)
- Monitor invoices for accuracy of billing and evaluate value-added resources
- Meet as necessary with media partners to encourage and develop third party sponsors and other 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 04-05 Media Plan

Targeted Audiences:

Santa Clara Basin 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 and approve all scripts and print advertising prior to publication, and review the mid-year and final media reports.

Budget:

\$100,475 (includes media buys) – the remaining \$117,000 will be placed in a discretionary budget

Deliverables:

- Scripts, print advertising and any other materials needed to support the media advertising campaign
- Mid-year and final media reports
- Implementation of third party promotions
- FY 04-05 Media Plan by June 2004

Completion Date:

June 30, 2004

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 has continued to draw strong numbers of viewers seeking more information about watersheds, therefore it is recommended that consultants continue to modify and add new information to the site to attract repeat viewers. As mentioned in Task 4, it is recommended that a kids' page and teacher resources page be fully developed and promoted through the assembly program. A Public Participation Opportunities page will also be developed and posted. Community workshops and other events will be promoted, and partners will continue to be added. The web site will also be expanded to include information on best management practices for restaurants and other types of businesses with specific information that can be easily downloaded. A Plan for updating the site will be submitted to the WEO PI/P AHTG for review and approval before new pages are added.

Targeted Audiences:

Santa Clara Basin Adults
School Aged Children
Latino Communities

Goal:

To provide additional and more detailed resources and information, and to continue to develop new resources to maintain viewer interest.

Co-permittee and Program Staff Responsibilities:

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

Budget:

\$24,050

Deliverables:

- Development of a minimum of 10 new pages and ongoing upkeep and maintenance
- Monthly reporting of web statistics

- Web Site Update Plan

Completion Date:

June 30, 2004

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:

Monthly activity, partner and event reports will continue to be produced monthly, and the Campaign Update will be published quarterly as an internal document to keep co-permittees and various committees informed. The consultants will participate in 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 the consultants.

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:

\$11,950

Deliverables:

- 12 monthly reports
- Three Campaign Updates
- Meetings with WEO PI/P Ad Hoc Task Group and Program staff
- Three 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, 2004
Final Report – June 30, 2004

Task 13 Develop 2004-2005 Work Plan

Purpose:

To have a Work Plan that describes tasks, activities, budgets and timeline for FY 2004-2005.

Description of Tasks:

The consultant will develop a FY 2004-2005 Work Plan that includes target audiences, key messages, media advertising strategies, event participation, partner participation, and other activities and tasks. The Plan will also include a budget and timeline, and methods for evaluating effectiveness, such as a public opinion survey.

Targeted Audiences:

WEO PI/P AHTG
Budget Ad Hoc Task Group
Management Committee

Goal:

To develop a 2004-2005 Work Plan that meets the WE & O campaign goals and objectives

Co-permittee and Program Staff Responsibilities:

Program staff, WEO PI/P Ad Hoc Task Group and Management Committee will review and approve the Work Plan.

Budget:

\$11,330

Deliverables:

- FY 04-05 Work Plan, Budget and Timeline

Completion Date:

Draft Work Plan: December 15, 2003

Final Draft: February 15, 2004

Final Work Plan: July 1, 2004

Task 14 Plan for Public Opinion Survey

Purpose:

To help measure campaign effectiveness at creating understanding of watersheds and gauge the public's willingness to utilize pollution prevention measures.

Description of Tasks:

The consultant will work with the selected market research firm to help to develop an approach to conducting a follow-up survey to the survey conducted in 1999 and other evaluation tools and help to evaluate the effectiveness of the campaign. The survey will be conducted in Fall 2003. The consultant will meet with the selected firm to determine the format, questions asked and select the most effective period of time to conduct the survey.

Targeted Audiences:

N/A

Goal:

To effectively measure campaign effectiveness and to adjust campaign tactics if necessary.

Co-permittee and Program Staff Responsibilities:

Program staff and the WEO PI/P Ad Hoc Task Group will be responsible for preparation of the Request for Proposal, and the selection process. Funding for a public research firm will be the responsibility of the Program.

Budget:

\$6,350 (does not include market research firm)

Deliverables:

- Consultant assistance with survey and evaluation tool development, reporting of evaluation results, and application of results to campaign.

Completion Date:

December 2003

Campaign Budget Summary:

TRG/Vendor Budget	\$ 223,580
Alviso Education Center Funding	\$75,700
ZunZun Funding	\$25,000
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Campaign Survey (new consultant)	\$ 43,900
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Subtotal	368,180
EOA markup (10%)	\$36,818
EOA Staff Support	\$50,000
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Total Campaign Budget	\$454,998
Value Added Resources	TBD
Total Campaign Resources	TBD

Attachment A: "Watershed Watchers: Keeping Our Waterways Clean" Program with the U.S. Fish and Wildlife Environmental Education Center (EEC) in Alviso.

Funding from SCVURPPP supports an interpretive specialist position at the Alviso Education Center to conduct the Watershed Watchers Program. The program includes the following elements:

Watershed Watchers: Puppet show introducing the concept of watershed and urban runoff performed on-site and off-site (typically 4 times per year).

Watershed Watchers Off-Site: Puppet show introducing the concept of watershed and urban runoff performed off-site.

Watershed Watchers Map Adventure: Visitors trace the path of a storm drain to the Alviso Marina, returning to the storm drain to stencil with "No Dumping, Flows to the Bay."

Wildlife in Our Watershed Depends On You: Interpretive programs focusing on how individual behaviors cause urban runoff pollution and affect wildlife habitat in our watershed. Examples include children's bird walks, salt marsh mud studies, twilight walks, and general nature hikes followed by chemical demonstration of eutrophication.

Gardening Without Chemicals Workdays: Garden work days emphasizing chemical-free gardening techniques.

Gardening Without Chemicals Workshops: Workshops guiding visitors through various native plants in EEC demonstration gardens while discussing chemical-free gardening techniques used in the gardens and implementation methods for the home garden.

Help Save the Bay This Holiday: Guided nature tours in Bay habitats based on a holiday theme. The program addresses how individual behaviors cause urban runoff pollution affecting wildlife habitat in the watershed.

Our Role in Preventing Urban Runoff: Presentation and walk focusing on each individual's role in preventing urban runoff pollution, including examples of alternative behaviors. Usually done with groups that make reservations, like Scouts and Lyceum.

Special Events: These events are designed to attract at least 200 people to the EEC for various activities including games and crafts educating about urban runoff pollution prevention.

Watershed Clean-Up: A concentrated effort to remove litter from watershed areas like creeks and sloughs.

Informal Indoor Visitor Contact: Includes interaction at the Center, answering visitor questions over phone.

Distribution of Specified Programs to Local Media: Includes contacting Bay Area Parent, Mercury News, and Metro and creating appropriate descriptions/press releases.

Developing and Maintaining Partnerships with Local Community Organizations: phone calls and e-mails to groups such as San Jose Community Gardens, the San Francisco Bay Bird Observatory, volunteer coordinators at local companies such as Intel and Sony, etc.

Coordinating Refuge Volunteers for Interpretive Programs/Gardens: Contacting volunteers to lead programs, training, and maintaining relationships with volunteers. Scheduling volunteers for special events.

Alviso Summer Camp: This includes acting as a leader and assisting in program planning for the one-week annual camp targeting Alviso residents.

Attachment 3-2

FY 03-04 Development Strategy Checklist Pesticide User Outreach

1. **Project Title:** Pesticide User (PU) Outreach
2. **Proposer:** Program Staff
3. **Specific Pollutant or Behavior Project Addresses:**
Toxicity due to organophosphate pesticides (diazinon and chlorpyrifos) in local creeks and San Francisco Bay. Selection, use and disposal of pesticides by residential and commercial users, pest control operators, and pesticide retailers.
4. **General Project Description:**
This project combines the best elements of the previous IPM Store Partnership and Household Chemical Management Projects to focus on the outreach requirements in the SCVURPPP NPDES permit. The approach will be coordinated with other pollution prevention programs funded by co-permittees, such as the County's Household Hazardous Waste Program. Scope to be developed based on the Program's Pesticide Management Work Plan and the results of the FY 02-03 outreach work. Activities may include: continued outreach to retailers and point-of sale promotion of less toxic pest control methods; outreach to PCOs/landscapers; and coordination with County programs in outreach to the public on proper disposal of pesticides. SCVURPPP will continue to support the regional IPM Partnership effort and some outreach to pest control operators through its participation in BASMAA.
5. **Outreach/Activity Areas and Communication Goals:**
PI/P Outreach/Area to be further determined. PI/P Communication Goal will include Increasing Awareness and Changing Behavior, particularly with respect to pesticide use and disposal.
6. **Target Audience:** To be determined, may include:
(X) Residential, (X) General Public, () Industrial, (X) Commercial, () Schools,
() Municipal Employee Training, () Public Officials, () Multi-cultural Education,
() Other _____
7. **Distribution Strategy:**
To be determined.
8. **Describe how the success of the project will be measured:**
To be determined.
9. **Have similar projects been done by other agencies?**
To be determined.
10. **Schedule:**
FY 03-04
11. **Budget:**
\$40,000

FY 03-04 Development Strategy Checklist Pesticide User Outreach

12. Identify the evaluation criteria that the project meets:

- (X) The project addresses a pollutant or behavior identified by the Management Committee as a priority.
- (X) Contemplated messages of the project are consistent with Program goals and can be effectively communicated.
- (X) County-wide implementation will be more cost-effective than local implementation.
- (X) The project supplements a regional project and/or program.
- (X) The success of the project is measurable.
- (X) The targeted audience is consistent with targeted PI/P activities and audiences.

13. Implementer(s): (X) Work Group, (X) Program Staff, () Consultant,
() Other: _____

FY 03-04 Development Strategy Checklist Mercury Outreach

1. **Title:** Mercury Pollution Prevention

2. **Project Proposer:** SCVURPPP Mercury Pollution Prevention Ad Hoc Task Group

3. **Specific Pollutant or Behavior Project Addresses:** Mercury

4. **General Project Description:** The reissued NPDES permit states that municipal stormwater discharges may be causing or contributing to exceedance of water quality standards for mercury.

Mercury has been found in sediment from the South San Francisco Bay and the Guadalupe River Watershed. Some types of fish caught in the Bay contain mercury and other pollutants at concentrations that may threaten the health of humans consuming those fish. In response, the California Office of Environmental Health and Hazard Assessment issued an interim fish consumption advisory. The U.S. Environmental Protection Agency (EPA) has listed the Bay and the Guadalupe River Watershed (including the Guadalupe River, Alamos Creek, Guadalupe Creek, Calero Reservoir, and Guadalupe Reservoir) as impaired by mercury under Section 303(d) of the Clean Water Act. In accordance with Section 303(d), the Regional Board is required to establish a Total Maximum Daily Load (TMDL) for mercury in the South San Francisco Bay and the Guadalupe River Watershed.

Permit Provision C.9.c. requires a mercury pollution prevention plan that includes public education regarding mercury, products containing mercury and proper disposal. The Program completed a Mercury Pollution Prevention Plan and submitted it to the Regional Board on March 1, 2002. The outreach tasks in this Plan are the basis for the FY 02-03 (Phase I) and FY 03-04 (Phase II) work plans. The focus of outreach in FY 02-03 was residential fluorescent lamps disposal. In FY 03-04, this outreach will be extended to small businesses and conditionally exempt small quantity generators. It will also be coordinated with municipal inspectors for integrating mercury outreach to industrial businesses into their existing routine pretreatment, source control, and/or hazardous materials inspection processes.

5. **Outreach/Activity Areas and Communication Goal:** Develop a fluorescent light recycling outreach program to educate commercial users and coordinate efforts with municipal inspectors

6. **Target Audience:**

(X) Residential, (X) General Public, () Industrial, (X) Commercial, () Schools, () Municipal Employee Training, () Public Officials, () Multi-cultural Education, () Other _____

7. **Distribution Strategy:** To be determined.

8. **Describe how the success of the project will be measured:** Survey of public bringing in mercury wastes to household hazardous waste collection events, number or amount of mercury-containing products (i.e. fluorescent lamps, thermometers) collected by household hazardous waste facilities; description of outreach methods used; number of outreach materials distributed.

9. **Have similar projects been done by other agencies?** City of Palo Alto has conducted a FLT recycling program. Smaller projects (i.e. thermometer take-back programs) have been conducted by other agencies.

10. **Schedule:** FY 03-04 (Phase II)

11. **Budget:** \$25,000 for FY 03-04

FY 03-04 Development Strategy Checklist Mercury Outreach

12. Identify the evaluation criteria that the project meets:

- (X) The project addresses a pollutant or behavior identified by the Management Committee as a priority.
- (X) Contemplated messages of the project are consistent with Program goals and can be effectively communicated.
- (X) County-wide implementation will be more cost-effective than local implementation.
- () The project supplements a regional project and/or program.
- (X) The success of the project is measurable.
- (X) The targeted audience is consistent with targeted PI/P activities and audiences.

13. Implementer(s): SCVURPPP Mercury Pollution Prevention Outreach Work Group for FLT recycling in coordination with the Watershed Watch campaign and the SCVURPPP PIP Ad Hoc Task Group

FY 03-04 Development Strategy Checklist Program Supplies

1. **Project Title:** Program Supplies
2. **Proposer:** Program Staff
3. **Specific Pollutant or Behavior Project Addresses:** Varies
4. **General Project Description:**
To provide a budget to support requests by the public and co-permittees for Program materials and supplies. This budget allows Program staff to reprint materials and reorder supplies as needed.
5. **Outreach/Activity Areas and Communication Goal:** N/A
6. **Target Audience:** To be determined, as needed.
(X) Residential, (X) General Public, (X) Industrial, (X) Commercial, (X) Schools, (X) Municipal Employee Training, (X) Public Officials, (X) Multi-cultural Education, (X)
Other _____
7. **Distribution Strategy:**
Program staff will coordinate material reprints, reordering supplies and distribution to co-permittees as appropriate. Program staff distributes materials at public events and in response to telephone, e-mail or web site requests.
8. **Describe how the success of the project will be measured:** The Program logs all requests for materials and tracks the amount of materials distributed. The need for reprints is based on successful distribution of existing stock.
9. **Have similar projects been done by other agencies?** N/A
10. **Schedule:** As needed.
11. **Budget:** \$5,000
12. **Identify the evaluation criteria that the project meets:** N/A
 - (X) The project addresses a pollutant or behavior identified by the Management Committee as a priority.
 - () Contemplated messages of the project are consistent with Program goals and can be effectively communicated.
 - (X) County-wide implementation will be more cost-effective than local implementation.
 - () The project supplements a regional project and/or program.
 - (X) The success of the project is measurable.
 - (X) The targeted audience is consistent with targeted PI/P activities and audiences.
13. **Implementer(s):** Program Staff

FY 03-04 Development Strategy Checklist Stream Trash Clean-up Fact Sheet

1. **Project Title:** Stream Trash Clean-up Fact Sheet
2. **Proposer:** SCVURPPP Trash AHTG
3. **Specific Pollutant or Behavior Project Addresses:** Litter and/or illegal dumping in creeks.
4. **General Project Description:** Develop a fact sheet for providing guidance on how to conduct a stream trash clean-up.
5. **Background:** Citizen groups have had difficulty obtaining guidance on how to conduct trash clean up events in local streams, especially for sites that are not owned by SCVWD or are not in the District's right of way. Additionally, the Program's "pollutant matrix" for planning PI/P projects (Table 3-1 in PI/P Work Plan) identifies trash as a pollutant of concern. The Program does not have any existing PI/P materials that focus on how to clean up trash in streams.
6. **Scope of Work:**
 - Review existing outreach materials available from SCVURPPP agencies like the District's "Why do people dump trash in creeks", "Adopt a Creek ", "Adopt a creek permit application", and materials being developed by San Jose and the Creek Connection Action Group.
 - Identify and provide the following information in the fact sheet
 - Contacts at the Water District and all other public agencies including CDFG for obtaining permits and guidance on clean up events.
 - Information on stream trash cleaning procedures. This will include information on permits, liability, safety, access, jurisdiction, disposal issues, useful equipment, publicity, volunteer recruitment, event day supplies and site supervision.
 - Guidance on removal of large items that exceed volunteer capability.
 - Other existing clean up events, responsible organizations and contact information.
 - Design fact sheet. Develop a web-version that can be downloaded and printed for use. Print a limited number of copies for Program use.
7. **Outreach/Activity Areas and Communication Goal:** General outreach to public for increasing awareness about procedures involved in conducting stream trash clean ups. Targeted outreach to citizen group, individuals, schools and other organizations that are interested in conducting trash cleanup.
8. **Target Audience:**
(X) Residential, (X) General Public, () Industrial, () Commercial, (X) Schools, () Municipal Employee Training, () Public Officials, () Multi-cultural Education, (X) Other Citizen Groups
9. **Distribution Strategy:** The fact sheet will be made available in electronic format on the Watershed Watch website and individual co-permittee websites. It will also be distributed to local agencies for providing to individuals, organizations, and schools that are interested in conducting stream trash clean up.
10. **Describe how the success of the project will be measured:** The number of participants involved in stream trash clean-up events (other than the events sponsored by CCAG), that referred to the fact sheet as a source of information will be tracked. Page views/ downloads of the fact sheet on the websites will also be tracked.

FY 03-04 Development Strategy Checklist Stream Trash Clean-up Fact Sheet

11. Have similar projects been done by other agencies: SCVWD Adopt-a-Creek brochure, "Why do People Dump Trash in Creeks" brochure, "Pick-Up San Jose" anti-litter program, CCAG.

12. Schedule: July 2003 – June 2004

13. Budget: \$8,000

14. Identify the evaluation criteria that the project meets:

(X) The project addresses a pollutant or behavior identified by the Management Committee as a priority.

(X) Contemplated messages of the project are consistent with Program goals and can be effectively communicated.

(X) County-wide implementation will be more cost-effective than local implementation.

() The project supplements a regional project and/or program

(X) The success of the project is measurable.

(X) The targeted audience is consistent with targeted PI/P activities and audiences.

15. Implementer(s): Work group consisting of Trash AHTG and PI/P AHTG representatives, Program Staff.