



SECTION 3

PUBLIC INFORMATION/PARTICIPATION

3. PUBLIC INFORMATION/PARTICIPATION

INTRODUCTION

The goals of the PI/P element of the Program are to identify and change behaviors that adversely affect water quality, and to increase the understanding and appreciation of streams and the Bay. The Program's FY 02-03 PI/P Work Plan provided a strategy to achieve these education and public participation goals with specific projects funded in the Program's FY 02-03 budget.

A number of ad hoc task groups (AHTGs) and work groups, comprised of Co-permittee representatives and Program staff, continued to meet and communicate via email to implement PI/P projects. A summary of the work groups' accomplishments is provided in Table 3-1.

Highlights of the accomplishments of FY 02-03 PI/P projects and ongoing projects from previous years are described below, along with an evaluation of the effectiveness of activities and measures for continuous improvement. Table 3-2 presents a summary of the projects and the effectiveness evaluation.

FY 02-03 PI/P PROJECTS

FY 02-03 PI/P Work Plan

The FY 02-03 PI/P Work Plan focused significant resources on Year Three of the Watershed Education and Outreach Campaign and on other permit-required activities. The Management Committee approved the work plan and budget for specific projects, and the work plan was submitted as part of the Program's FY 02-03 Work Plan, submitted on March 1, 2002. The Program received Work Plan comments from the Regional Board on June 19, 2003 and submitted responses on September 13, 2002.

FY 02-03 PI/P projects included:

- Watershed Education and Outreach (WEO) Campaign (including funding for the Alviso Education Center, Don Edwards San Francisco Bay National Wildlife Refuge, as part of the WEO campaign budget)
- Pesticide User Outreach
- Mercury Pollution Prevention Outreach
- Schools and Youth Education Outreach
- Asian and Pacific Islander Audience Characterization Study
- Regional Coordination (participation in BASMAA PI/P Work Groups, described at the end of Section 3),
- Program Supplies/Materials Reprinting
- Watershed Management Initiative Support (discretionary project).

Scopes of work for these projects were included in Section 3 of the Program's FY 02-03 Work Plan. The FY 02-03 PI/P Work Plan also includes ongoing PI/P support activities, such as support of the toll-free information hotlines, mailing brochures and Watershed Watch kits on request, etc.

Watershed Education and Outreach (“Watershed Watch”) Campaign

Background

The Watershed Watch Campaign completed its third year of implementation (second year of advertising) in FY 02-03. The campaign focused on implementation of various outreach plans including the media advertising campaign.

The Watershed Watch Campaign developed a media strategy utilizing print, radio and transit advertising, which ran in two flights during FY 02-03: July-October 2002 and March-May 2003. Advertising for pesticide user outreach and mercury products disposal was also coordinated with the Watershed Watch Media Campaign.

A draft FY 02-03 Watershed Education and Outreach (WEO) Work Plan was submitted with the Program’s FY 02-03 Work Plan on March 1, 2002, and is attached as Appendix B-1. A separate Media Advertising Plan, completed in July 2002, is included in Appendix B-2. The work plan included \$ 72,800 for funding educational programs on urban runoff, watersheds, and pollution prevention at the San Francisco Bay National Wildlife Refuge Environmental Education Center in Alviso (“Wildlife Refuge”).

Accomplishments

The following describes tasks completed by the Program’s consultant, with assistance from Program staff, during FY 02-03:

- **Task 2 – Materials Development** – Developed and printed 5 new fliers for the Watershed Watch Kits. These promoted educational programs at the Wildlife Refuge, the IPM workshop, and ZunZun performances (example fliers are provided in Appendix B-3). Distributed a total of 33,150 English and 6,500 Spanish Watershed Watch kits through events, school outreach and web site and the hotline requests.
- **Task 3 - Partner Coordination** - Continued development of the partner database and conducted numerous meetings with potential partners (ongoing). 10 new partnerships were developed in FY 02-03. A list of current partners and the estimated value of resources provided by the partners is provided in Appendix B-4. The estimated total value added to the FY 02-03 campaign from partners is \$ 362,796.
- **Task 4 - School Education Outreach** –Funded performances by the entertainment troupe ZunZun at 40 assemblies at 22 schools in 6 cities, reaching a total of 12,051 students in grades K-5. Schools with high Hispanic populations were selected for outreach. This was based on the WE&O Conceptual Plan (dated January 3, 2001), which identifies school-aged children, and ethnic communities as primary audiences. The Program’s Schools and Youth Outreach Work Group researched demographics of Santa Clara County and generated a list of 85 schools for ZunZun to contact. The ZunZun performances educated teachers and children about watersheds and storm water pollution prevention, using physical comedy, audience participation, and musical instruments. Performances were evaluated using postage-paid evaluation cards that were distributed to all teachers present at the performances. A coupon (for the Refuge) was inserted into the Watershed Watch kits for distribution to students. The ZunZun final report and the teachers evaluation report are provided in Appendix B-5.
- **Task 5 – Donor Advised Fund** – A donor-advised fund was created in FY 01-02 with the Rose Foundation to allow charitable contributions from outside organizations to be used to fund campaign events or materials. SCVURPPP contributed \$5,000 of initial

funding. A disbursement of \$3,000 was used to fund performances by entertainment groups ZunZun and Lori & RJ at events at the Children's Discovery Museum and the Pumpkins in the Park festival. About 1000 people attended these events and filled out evaluations. A summary of the evaluations is provided in Appendix B-6. While partners made no cash contributions to the donor advised fund, many of them contributed by sponsoring free production of ads, workshops, donating free tickets to amusement parks, etc.

- **Task 7 – Events** – Developed and regularly updated an events calendar that was circulated to the Co-permittees. Organized and attended 10 events (6 events with the Watershed Watch display booth), and provided Watershed Watch kits for 63 media partner and other organizations' events. (See final events calendar in Appendix B-7.)
- **Task 8 – Media Advertising** – Conducted print, radio and transit advertising in two phases, July–October 2002 and March-May 2003. The target audience for print and radio advertising included the Latino community. The first phase of advertising utilized 35 print ads, 100 bus taillight posters and 1,042 radio ads. This included 8 print ads and 384 radio ads in Spanish. Advertising in the second phase utilized 28 print ads and 1,022 radio ads. This included 6 print ads and 384 radio ads in Spanish. The budget for advertising this year was \$158,000, while the media partners provided a total value-added package of benefits and resources of \$ 230,296. A Final Campaign and Media Report for FY 02-03 with more details on the accomplishments of the campaign, radio scripts, and print ads is provided in Appendix B-8.
- **Task 9 – Communications Networks** – Continued development of a communications database which now includes more than 137 organizations and agencies (see Appendix B-9). Developed five newsletter articles: mercury, litter, automotive and two articles for the San Jose Chamber of Commerce – a general information piece to promote business involvement and the other to promote free disposal of Diazinon and Dursban for businesses through the Santa Clara Household Hazardous Waste Program (Appendix B-9). Articles were completed and distributed to the network of associations, partners and nonprofit organizations.
- **Task 11 – Develop Web Site** – Continued to maintain and update web site. Total web page views increased from 16,550 in FY 01-02 to 59,130 in FY 02-03. More details on web site statistics are in the Final Campaign and Media Report (Appendix B-8).
- **Task 12 -- Reports and Meetings** – Conducted numerous meetings with WEO Ad Hoc Task Group and work groups, and submitted monthly campaign reports to the AHTG and Management Committee. Developed four Watershed Watch quarterly news updates to communicate with the SCVURPPP Co-permittees and the Santa Clara Basin Watershed Management Initiative (see Appendix B-10).
- **Task 13 -- FY 2002-2003 Work Plan** – The work plan was completed, approved by the WEO AHTG and Management Committee, and submitted to the Regional Board on March 1, 2003.
- **Activities at the Don Edwards San Francisco Bay Wildlife Refuge, Alviso (“Wildlife Refuge”)**– The Wildlife Refuge Environmental Education Center (EEC) offers trails and access to wildlife viewing for the public to gain first-hand knowledge of the value of Bay habitats. Visitors to the EEC can view a storm drain model and receive copies of Program materials, including the Watershed Watch kits and pesticide reduction brochures and fact sheets. As part of their “Watershed Watchers” Program, the staff at the EEC conducted 120 workshops on topics such as watershed protection, wildlife in the watershed, gardening without chemicals, and the public's role in urban

runoff pollution, attracting 1,645 participants. The EEC's Fourth Quarter Report, including a summary of FY 02-03 accomplishments, is provided in Appendix B-21.

- **Asian/Pacific Islander Characterization Study** - An additional task that was completed in 2003 was the Asian/Pacific Islander Characterization Study. The final study report is provided as Appendix B-11. This study was conducted to characterize the behaviors associated with various Asian and Pacific Islander audiences (e.g. Vietnamese, Chinese, Tagalog speakers) in Santa Clara Valley and recommend the best ways to reach them. The consultants researched various studies and surveys, reviewed census data, and conducted phone interviews with various Asian/Pacific Islander organizations to develop the information for the study. The Asian/ Pacific Islander population (which represents numerous nationalities) makes up 26 percent of the total population in the County. Recommendations from the study are as follows:
 - Further pursue partnerships with various Asian organizations in FY 03-04
 - Distribute Watershed Watch kits at various Asian-attended events.
 - Contact Asian newspapers with press releases
 - Include school districts with high Asian populations for Zun Zun performances
 - Promote events and information on the web site that attract the Asian population, perhaps through partners.

The WEO AHTG approved this study at its June 6, 2003 meeting and recommended that the consultants explore partnerships with the organizations identified in the study for conducting outreach to these groups.

Evaluation of Effectiveness

Many factors indicate that the Watershed Watch Campaign implementation during FY 02-03 was a success (see Media Report, Appendix B-8, and other documents in Appendix B). Some of these include:

- The large number of campaign partners (10 new partners) secured and the large dollar amount of value-added resources obtained from partners (\$ 362,796);
- The large number of kits distributed. In FY 02-03, 33,150 English kits and 6,500 Spanish kits were distributed as compared to 8,944 English kits and 2,778 Spanish kits distributed in FY 01-02;
- The large number of gross impressions ((i.e., number of people reached by the message) made by the radio advertisements (61,921,716);
- The positive response of school children and teachers to the ZunZun performances and their increase in knowledge about watersheds and pollution prevention;
- The rapidly increasing number of visitors to the Watershed Watch web page (162 average page views per day), including the Spanish speaking audience. Program staff and consultants received and responded to 73 queries posted on the website, and sent Watershed Watch kits to 146 requests made on the website. There were 59,130 page views in FY 02-03 as compared to 16,550 page views in FY 01-02;
- 305 calls were received on the hotline with requests for information as compared to 259 in FY 01-02. While this is not a significant increase, it can be observed that the web site visits have increased significantly.
- The completion of all tasks in the FY 02-03 scope of work, with active participation of Program staff and Co-permittees.
- The number of pledge cards returned increased from 31 in FY 01-02 to 60 in FY 02-03.

Campaign elements that have not been as useful and are being improved for FY 03-04 include:

- A Watershed Watch Campaign evaluation will be conducted in September 2003. If needed, the results of this survey will be used to refocus the Campaign. A WE&O Strategy and Messages Review Subgroup has been set up to discuss the need for making any changes to the overall campaign strategy. Input from this sub group will also be used to refocus Campaign messages
- A Watershed Definition Subgroup has been set up to look into the need for revising the watershed definition currently being used.
- The WE&O AHTG decided not to print any more WW Kits for FY 03-04. A decision on modifying and reprinting the kits will be taken after the results of the Campaign evaluation are obtained.
- Communication between the campaign staff (Program and consultant) and Co-permittees and SCBWMI needed improvement. During FY 02-03, efforts were made to increase communication by changing the structure of the WEO AHTG meetings to have a permanent agenda item for obtaining COS input.

Pesticide User Outreach

In FY 02-03, elements and funds from the Integrated Pest Management (IPM) Store Partnership Program, Household Chemical Management project and the Regional Ad Campaign were combined to implement the Pesticide User Outreach project. A detailed FY 02-03 Pesticide User Outreach Work Plan was developed by Program staff and approved by the Pesticide User Outreach Work Group. It was submitted to the Regional Board on September 13, 2002 and included the following tasks:

- IPM store partnership program
- Media advertising
- IPM outreach to businesses
- IPM outreach events
- IPM workshops

The accomplishments of this project are described below;

Integrated Pest Management (IPM) Store Partnership Program

Background

The IPM Store Partnership Program, also known as the Our Water Our World (OWOW) program, was in its fifth year in FY 02-03. The goal of the OWOW program is to reduce toxicity caused by pesticides in storm water, creeks and the Bay by:

- Developing partnerships with retailers who can educate the general public about water quality problems related to residential pesticide use while promoting the sales and use of less toxic alternatives; and
- Through the partnerships with retailers, educate the public about effective less-toxic pest control strategies, the value of the IPM approach to home and garden pest control and safe use and disposal of pesticides.

The Program contributes funding to and participates in the Regional IPM (OWOW) Program, which is administered through BASMAA. The Regional Program, with input from IPM experts and participating stormwater programs, has developed fact sheets, promotional materials,

training sessions, display materials for stores, and an alternative products list. The Program and Co-permittees are responsible for recruiting stores, arranging training sessions for store employees, in-store display set-up, display maintenance, and on-going contact with participating stores.

FY 02-03 Activities

In FY 02-03, eight new stores were recruited for the SCVURPPP IPM Store Partnership Program, increasing the total number of participants to 29. In January 2003, the Program contracted Ms. Annie Joseph, an experienced IPM consultant, to provide training to store employees on selling less-toxic products. She had been working with the Santa Clara County Household Hazardous Waste Program to recruit more stores into the OWOW Program.

Ms. Joseph is also a consultant to BASMAA for the Pesticide Distributor Outreach Project. The purpose of the Pesticide Distributor Project is to increase the amount and variety of less-toxic products on store shelves by working through the product distributors and educating the distributor sales force. This is a valuable complimentary program to the OWOW program as it helps to ensure that the products OWOW promotes will be available on the shelves to support consumer choices. Ms. Joseph's presence at the stores through this project made them more receptive to the local Store Partnership Program and to attending the trainings. A summary of the accomplishments of the Pesticide Distributor Project is provided in Appendix B-20.

Past Program experience with training stores indicated that employees were not amenable to attending off-site trainings. In FY 02-03, the trainings were provided either as in-the-aisle trainings during working hours or on-site after-hour trainings. In all, 123 employees at 16 stores were trained. Employees were also requested to fill out evaluations. The list of participating stores, report of the trainings and a summary of evaluations received are provided as Appendix B-12.

Past Program experience also indicated that many of the Co-permittees found it difficult to provide staff for regular upkeep and maintenance of stores in their Cities. In the absence of regular visits from City staff, many of the stores had moved the display racks around or started to use them for something else. For regular upkeep and maintenance of fact sheet display racks at stores, the Program employed the services of Mr. Anthony Palma, who was working on the OWOW Program for the Santa Clara County Household Hazardous Waste Program. Mr. Palma visited 22 of the participating 30 stores at regular intervals and updated the display racks and shelf talkers as needed. The City of Palo Alto provided staff for maintaining the remaining stores located in Palo Alto, Los Altos, Los Altos Hills and Mountain View.

Evaluation of Effectiveness

The IPM Store Partnership (OWOW) program was a success in FY 02-03 and much improved over the FY 01-02 program. The store managers and employees were enthusiastic about the program and extremely receptive to having the OWOW display in stores and attending trainings. Seven Orchard Supply Hardware stores and one other store joined the Program in FY 02-03. This was mainly due to Ms. Joseph's efforts and her presence at the stores as part of the Pesticide Distributors Project. Due to the delayed start of the program, all trainings could not be completed in FY 02-03. The remaining trainings will be completed later in 2003.

The store maintenance was also much better than in previous years, where upkeep of stores was dependent mainly on the interest of the participating stores and the resources available for Co-permittees to support the stores. The OWOW program requires significant staff resources to

maintain relationships with the stores, replenish fact sheets, and maintain displays. Using the services of Mr. Palma ensured regular maintenance of stores and helped build an ongoing relationship with the stores. Contracting with an individual to continue the store maintenance will be seriously considered in budgeting for the FY 03-04 program.

Media Advertising

The Budget Ad Hoc Task Group at its November 2, 2001 meeting approved using the Program's Regional Ad Campaign funds for pesticide outreach advertising (see FY 01-02 Annual Report for discussion). These funds were used for developing new transit, print and radio ads focusing on pest control using less-toxic methods (Appendix B-13). These ads ran from March through May 2003 utilizing 8 print ads, 100 bus taillight posters and 223 radio ads. Advertising was coordinated with Watershed Watch ads on litter, automotive and pesticides.

The Program customized video PSAs obtained from STOPPP and provided them to Co-permittees for use on local cable access stations or other events. These PSAs focus on raising awareness on pesticides, storm drain pollution and the proper disposal of mercury, household hazardous wastes, and used motor oil.

Evaluation of Effectiveness

The "Got Bugs?" transit, print and radio ads were well received, causing a sharp increase in the number of web page views and a higher number of hot line calls. More information is available in the Final Campaign and Media Report (Appendix B-8). The OWOW fact sheets were mailed to callers requesting information on less-toxic pest control. Because of the success of these ads, the Program will be reusing them as part of the Watershed Watch campaign in FY 03-04.

IPM Outreach to Businesses

The Program provided about 500 copies of the "Don't Lay a Table for Pests" poster to County Health inspectors for distribution to food facilities as a pilot. The posters were delivered to County health Inspectors in May 2003. They have been incorporated into their "Final Construction" packet of information that is distributed to new and remodeled food facilities. About 45 of these posters have been distributed so far. If this distribution mechanism proves successful, a request will be made to the WEO AHTG to approve reprinting this poster.

Evaluation of Effectiveness

The effectiveness of this task will be evaluated following completion of the pilot phase in FY 03-04.

IPM Outreach Events

Program staff and co-permittees staffed four events at which IPM outreach was conducted. The outreach events were coordinated with Watershed Watch outreach to reduce staffing requirements. The events were:

- Earth Day Pesticide Free Park Dedication, Ed Levin Park, Milpitas, April 22, 2003.
- Spring in Guadalupe Gardens, Columbus Park, San Jose – April 26, 2003
- International Migratory Bird Day, Don Edwards San Francisco Bay Wildlife Refuge, Alviso – May 10, 2003.

- San Jose Spring Home and Garden Show, San Jose Convention Center, San Jose – May 30 to June 1, 2003.

The Program's IPM / Pesticide Reduction display was set up at these events. In addition to talking to the general public about less-toxic pest control methods, event staff distributed fact sheets and other IPM related brochures. The beanbag game for children was also used at the Home Show.

In addition, Program staff and Co-permittees also staffed four customer education events at Orchard Supply Hardware stores as part of a regional effort for developing partnerships with this chain of stores.

Evaluation of Effectiveness

Overall, the four outreach events were successful in providing opportunities for educating the public about less-toxic pest control methods. Event staff interacted with about 900 people at these events and approximately 1,875 public information fact sheets and brochures and 965 promotional items were given to the public. In addition to the OWOW fact sheets, other brochures like the "Kids Guide to Backyard Bugs" and the WW kits were also distributed.

IPM Workshops

The Program contributed funds to the "Healthy Landscapes for Clean Water: Using Integrated Pest Management to Improve Water Quality" symposium, organized by the Alameda County-wide Clean Water Program on February 5, 2003. This symposium educated attendees about the link between pesticide use and water quality. It also highlighted alternative gardening, landscaping and maintenance techniques that minimize or avoid the use of pesticides, using California native plants in landscape design, and case studies of successful IPM projects.

The Watershed Watch Campaign conducted an IPM workshop for the Program in coordination with, United Neighborhoods for Santa Clara County, Guadalupe River Park and Gardens, and the Santa Clara County Household Hazardous Waste Program. Nancy Garrison and Bracey Tiede, both U.C. Cooperative Extension Master Gardeners, were the featured speakers. The presentations were very interactive and featured various examples of plants with pest problems and non-toxic or less-toxic remedies. More than 30 people attended this workshop. Each participant was given a goody bag filled with less-toxic pest control literature, the Watershed Watch kit and some promotional items.

Evaluation of Effectiveness

About 150 people attended the Healthy Landscapes symposium. A compilation of evaluation results is provided in Appendix B-14.

The Program's IPM workshop was very well received by all attendees. Participants filled out evaluation forms after the workshop. A compilation of evaluation results is provided in Appendix B-14. The Program is planning to organize one or more IPM workshops in FY 03-04.

Mercury Pollution Prevention Outreach Project

Background

The Program conducted mercury pollution prevention outreach in FY 02-03 with emphasis on recycling of fluorescent lamps, as identified in the Program's Mercury Pollution Prevention Plan. These outreach activities are described below:

- An article on safe disposal of mercury containing items was developed as part of the Watershed Watch Campaign and distributed to over 137 agencies for inserting in their newsletters (Appendix B-9).
- A fact sheet on proper disposal of fluorescent lamps and other mercury containing household items was developed and added to the Watershed Watch web site (Appendix B-15a).
- Radio and newspaper ads requesting people to dispose of their fluorescent lamps and other hazardous material by making an appointment at the Santa Clara County Household Hazardous Waste Program ran from mid April to mid May 2003 (Appendix B-15b), utilizing 8 print ads (including 2 in Spanish) and 223 radio ads. Tickets to the San Jose Saber Cats arena football game of May 5, 2003 were offered as incentives to people bringing in mercury containing wastes.
- A video public service announcement on proper disposal of mercury containing wastes was provided to Co-permittees for broadcasting on local city cable. This was obtained from the San Mateo County Stormwater Pollution Prevention Program (STOPPP) and customized for Program use.

Evaluation of Effectiveness

The Santa Clara County Household Hazardous Waste Program collected 5,636 pounds of fluorescent lamps in FY 02-03, which is a 37% increase from FY 01-02. Survey cards were developed for evaluating the success of the Program's media advertising. People bringing in mercury containing wastes to Santa Clara County Household Hazardous Waste disposal events from April – June 2003 were requested to fill out these surveys. The survey results are attached as Appendix B-15c. Survey results show that:

- 48.0% of the users bringing in mercury containing wastes to the HHW events were first time users of the facility.
- 86.4% of the people indicated that they were bringing in fluorescent lamps for the first time.
- 17.3% of the people indicated that they had read about safe disposal of mercury containing wastes in the San Jose Mercury News, 5.3% had heard about this on the radio and 1.4% had found out about it from the Watershed Watch website. Others indicated that they had found out about it from utility bill inserts, garbage companies, flyers, city publications, friends and relatives, internet etc.

Schools and Youth Education Outreach

The Watershed Action Fund Work Group was reformed as the Schools and Youth Education Outreach Work Group in FY 02-03 to oversee various projects related to outreach to school children. The following tasks were accomplished under this project:

General Outreach to Schools

The Program and its Co-permittees conduct various school outreach programs individually and through the Program. These activities are described in detail in the tables in Appendix B-16.

The Program sponsored 40 ZunZun school assemblies in FY 02-03. The final report from ZunZun and the teachers evaluation report are included in Appendix B-5. The work group also generated a new list of schools for ZunZun to contact in FY 03-04.

Evaluation of Effectiveness

Comments of the effectiveness of evaluation for Co-permittee schools outreach are included in the tables in Appendix B-16.

ZunZun performed at 40 schools in FY 02-03. The evaluations received from teachers have been very positive and indicate an increase in knowledge about watersheds and pollution prevention. The Schools Work Group will discuss the recommendations from teachers to improve ZunZun performances.

Schools Outreach Gap Analysis

The Program Co-permittees conduct a number of schools outreach activities individually and through the Program. The Program reports these activities in its Annual Report every year.

The Regional Board, in its review of the FY 00-01 Annual Report, requested that in future Annual Reports, the Program should “include a table of all Program and Co-permittee school outreach activities, with name of entity conducting the outreach, grade level(s) reached, school district reached, and focus (e.g., volunteer monitoring, creek protection, pollution prevention, watershed education, etc.)” The Program was also requested to “provide an initial evaluation of school outreach activities overall. Evaluation points could include assessing whether activities are spread across geographic areas, under-served communities, or grade levels and identifying if there was a reasonable progression of information over the grade levels.”

In response to this request, the Program compiled and included schools outreach data in the FY 01-02 Annual Report. Additionally, a study was initiated to identify gaps in school outreach activities conducted by the Program and its Co-permittees, based on data available from FY 01-02. The objective of the study was to conduct a detailed review and analysis of the data to guide further school outreach. Data collected from all Program Co-permittees was analyzed and GIS maps were developed to present this data. The final Schools Outreach Gap Analysis Report is attached as Appendix B-17. The study indicates that;

- The Program and its Co-permittees are conducting a wide range of outreach activities targeted at schools children. These include teacher trainings, classroom presentations, plant tours etc.
- The outreach is well spread geographically as well as across different grade levels. 47% of all schools in Santa Clara Valley received outreach from the Program and/or Co-permittees.

The study identified some geographic gaps in outreach as well as gaps at the middle school level, and recommended that the Program and Co-permittees should:

- Develop Program-wide outreach that targets the middle/ intermediate school level
- Standardize the reporting format for school outreach across the Program
- Increase outreach to underserved and underrepresented communities

Outreach to Middle Schools

The initial schools outreach data indicated a gap at the middle-school level. The work group evaluated various methods for targeting outreach to this grade level and identified a teachers training program as the best means of maximizing outreach with limited resources. After considering several options, the group decided to use the City of San Jose's South Bay Water Connections "Wacky Watersheds" teachers training workshop. The workshop is currently structured as a full day Saturday workshop, offered to all teachers in the San Jose POTW service area. The group decided to pilot this workshop in one or more school districts and later expand it to other school districts. It will be piloted with the following modifications:

- Make it available as a half-day workshop to teachers at their "in-service" training days.
- Customize it to include more information on storm water pollution prevention and watersheds.
- Correlate the curriculum material to State standards.
- Build an evaluation component into the training.

Schools outreach funds from FY 01-02 and FY 02-03 will be used to initiate the pilot by:

- Customizing the Wacky Watersheds binder to meet Program requirements. (The Work Group is presently working on finalizing lesson plans that could be incorporated in this binder).
- Purchasing training equipment if needed.
- Correlating selected lessons to State Standards.

Other Program PI/P Support Activities

Program's Toll-Free Telephone Numbers

The Program maintained two toll free telephone numbers, the Program's information number (800-794-2482) and the Watershed Watch hotline (866-WATERSHED), for calls from the general public and requests for information. Program staff responded to over 305 calls during FY 02-03 and provided materials to over 157 of the 305 callers, including individual residents, business owners, and local agency representatives.

PI/P Material Reprints and Supplies

The Program coordinated public information material reprints for OWOW Fact Sheets, "A Kid's Guide to Backyard Bugs," and "Grow it". Copies of the "Start at the Source" videos were also purchased for Co-permittee use. Shelf talkers and literature racks were purchased for the local IPM Store Partnership project.

Monthly Newsletter

The monthly PIP Update was discontinued. The WEO/ PI/P AHTG decided that a verbal exchange of information would work better than a newsletter. A permanent agenda item has been added to the WEO AHTG meetings to exchange PI/P information.

ONGOING PI/P PROJECTS

Creek Clean-ups

The Program helped plan and provided support (i.e., \$7,800 for each event for advertising) to the Creek Connection Action Group for two creek clean-up events: Coastal Clean-up Day on September 21, 2002, and National Rivers Clean-up Day on May 17, 2003. A total of 2,091 volunteers participated in cleaning 48 sites and removed almost 45,000 pounds of trash from the creeks during the two events. While the number of clean-up sites and number of volunteers increased compared to previous years, pounds of trash and recyclables collected reduced.

Results by clean-up event are as follows:

	Coastal Clean-up Day		National Rivers Clean-up Day		Total(s)	
	<u>FY 01-02</u>	<u>FY 02-03</u>	<u>FY 01-02</u>	<u>FY 02-03</u>	<u>FY 01-02</u>	<u>FY 02-03</u>
Number of sites	20	22	17	26	37	48
Number of volunteers	1,156	1,226	865	586	1,742	2,091
Pounds of recyclables	10,520	5,264	3,230	2,807	13,750	8,071
Pounds of trash	47,610	29,440	11,730	15,443	59,340	44,833

Evaluation of Effectiveness

The results of the creek clean-up events indicate the success of outreach being conducted to the general public about not dumping trash in creeks, rivers and storm drains and participating in clean-up events. It can be observed that;

- Both the number of sites and number of volunteers increased in FY 02-03, especially for National Rivers Clean-up Day.
- There is a significant decrease in pounds of trash and recyclables collected for Coastal Clean-up day and also a decrease in the average amount of trash per site for the National Rivers Clean-up day.

Outreach Campaign for NOI Filers

The goal of this project, funded solely by the City of San Jose, is to increase the level of knowledge among targeted businesses on the Industrial General Permit, Notice of Intent (NOI), and stormwater pollution prevention plan (SWPPP) requirements, so that businesses

understand requirements prior to permit application or inspection and comply with the General Permit. The targeted businesses are specific industries in the City of San Jose with potential to discharge copper and nickel (identified by SIC code) that are required to file an NOI and develop a SWPPP under the General Permit. This outreach project is being coordinated with San Jose's Industrial Storm Water Monitoring Pilot Program (Task "IND-2" from the Metals Control Measures Plan). In FY 01-02, City of San Jose staff prepared a sample compliance letter, and reviewed appropriate Program outreach materials.

In FY 02-03, the following tasks were accomplished for this project:

- NOI filing information has been provided to San Jose Watershed Enforcement inspectors at one of their staff trainings. They have been requested to provide this information to industries during regular inspections.
- NOI filing information was provided to industry representatives at the San Jose Industrial User Academy Trainings this year, on March 26 and 27, and April 30 and May 1. Information included: regulatory background and requirements, steps to come into compliance, and details on determining exposure.
- NOI filing information is available at the City of San Jose web site.
- An all-purpose BMP brochure, "Preventing Storm Drain Pollution", is currently in production. It details general storm water BMP information and will be distributed to all facilities as part of routine storm water facility inspections.

An updated list of industries requiring NOI filing was obtained from the Regional Board in June 2003. Mailing of NOI information to these industries will be done in August and September 2003.

Swimming Pool Outreach

The intent of this outreach project was to create and print a new brochure and self/adhesive pool pump sticker to provide a reminder of appropriate pool maintenance BMPs. Both are targeted to pool service company staff and do-it-yourself residents while they are performing maintenance work. The text and layout of this brochure titled *Keep Pool, Spa and Fountain Water Out of Storm Drains, Creeks and the Bay* was finalized in FY 02-03. Due to budget constraints, instead of a sticker, the brochure will have a reminder with the Watershed Watch phone number to call for assistance. Pool owners will be requested to cut-off this reminder and stick in on their pool pump with clear tape. The brochure is in MS Word so it can be easily customized and printed by individual Co-permittees. It will be distributed to Co-permittees and made available on the Watershed Watch website.

The distribution plan for this brochure will be implemented in FY 03-04. Distribution methods will likely include: mass mailing to pool owners (per County tax assessor's list); mailing to pool and spa service companies; handouts at public events; brochures at agency department counters and public places; and placement on Watershed Watch, SCVURPPP, and Co-permittee websites.

Restaurant BMP Materials

In FY 99-00, a work group comprised of Program staff, representatives of the California Restaurant Association and Santa Clara County Department of Environmental Health (DEH),

and Co-permittee stormwater inspectors developed a strategy of targeting food handling facility personnel with one simple message and continuously reinforcing the message over a three-year period. The focus for the first three-year period is on the improper discharge of wash water.

In FY 00-01, a restaurant wash water BMPs kit was created for County Health Inspectors to hand out to restaurant managers at the time of their inspections (see FY 00-01 Annual Report). The Santa Clara County Department of Environmental Health inspectors (Consumer Protection Division) have been distributing this kit to every newly constructed and remodeled food facility in the County. In FY 02-03, the BMPs and the Washwater poster were distributed to 619 such food facilities. One of the signatories of the cover letter being sent out with the packet changed in FY 02-03. The letter is being updated for distribution in FY 03-04.

Municipal Employee Training Modules

The goal of this project is to develop a municipal employee training curriculum with modules to address various municipal activities that have potential impacts to stormwater. The training curricula provide education on stormwater pollution, technical training on the use of BMPs, and examples of practical BMP application. Generic modules are being developed that can be customized for each agency. In addition, a "Train the Trainer" workshop will be held to introduce and explain the applicability of the training modules to designated trainers from each Co-permittee.

During FY 01-02, training topics were selected and developed into individual modules using Microsoft Power Point. Training modules relating to BMPs for corporation yards, storm drain operation and maintenance, streets, roads and highway maintenance and pest management were developed by Program staff. In FY 02-03, this project was put on hold due to work on higher priority items. A fifth training module will be developed in FY 03-04 on mercury pollution prevention. Upon completion and approval of the funding Co-permittees, planning will begin for the workshop (tentatively scheduled for spring 2004).

REGIONAL COLLABORATION

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

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

Media Relations Campaign

Program staff participated in the development and implementation of the fifth year of the joint Media Relations effort supported by BASMAA and the Bay Area Clean Water Association (BACWA). The primary goals of the campaign are to develop long-term relationships with the media and to generate media coverage that would encourage individuals to adopt behavior changes to prevent water pollution. The Program contributed funding (approximately \$7,750) to the campaign as part of its baseline budget contribution to BASMAA.

A copy of the Media Relations Campaign Final Report is included in Appendix B-18. Campaign accomplishments included the following:

- A media survey conducted mid-year by this group indicated that BASMAA and BACWA are firmly established as credible sources for information on the region's water quality issues with 80% of reporters indicating that they would contact the agencies for information if they were working on a water quality related story.
- Media placements reached an all-time high this year, with extensive coverage across all mediums on a variety of topics, including mercury, lindane, fats, oils and grease, and the 10th anniversary of the Regional Monitoring Program.
- Overall media coverage increased approximately 40% this year over last from 32 media placements to 44. Additionally, FY 02-03 resulted in a significant increase in the estimated dollar value of media coverage.
- Another notable achievement included the increase in collaboration with outside agencies on media pitches. BASMAA and BACWA partnered with CalTrans on a planned pitch on litter, that resulted in CalTrans using BASMAA/BACWA's press release in their newsletter which is circulated to 4,500 current and past employees. Additionally, BASMAA/BACWA teamed up with the San Francisco Estuary Institute on the Regional Monitoring Program pitch.
- Overall, 44 articles and broadcast stories were covered by the media in FY 02-03, including 18 print articles, 12 television stories, nine radio stories, and five web stories. Public service announcements (PSAs) on proper disposal of mercury-containing products also aired on five radio stations. Additionally, KCBS also ran the PSAs on its website—something new for this campaign. The value of this coverage is estimated to be \$122,125.

Regional IPM Store Partnership Program

The IPM Store Partnership Program, also known as the Our Water Our World (OWOW) program, completed its fifth year in FY 02-03. The Program contributed funding to and participates in the Regional Program, which is administered through BASMAA (the Program's contribution for FY 02-03 was approximately \$6,200). The Regional Program, with input from IPM experts and participating stormwater programs, provides fact sheets, promotional materials, training sessions, display materials for stores, and an alternative products list. The Program and Co-permittees are responsible for recruiting stores, arranging training sessions for store employees, in-store display set-up, display maintenance, and on-going contact with participating stores.

The Regional Program printed store display materials and pest-specific fact sheets with regional (BASMAA and the Bay Area Pollution Prevention Group) and local funding. Two new fact sheets, *Mosquitoes* and *How to Choose a Company that can Prevent Pest Problems* were developed in FY 02-03. The Program's local IPM Store Partnership Program was described earlier in Section 3. More details on the evaluation of this Program are provided in the Regional Evaluation Report provided as Appendix B-19.

Pesticide Distributors Outreach Project

During FY 02-03, the Program contributed \$5,000 to a BASMAA Task of Regional Benefit known as the Pesticide Distributors Outreach Program, an expansion of the IPM Store Partnership concept to target distributors of pesticide products to retail stores. The purpose of the program is to increase the amount and variety of less-toxic products on store shelves by working through the product distributors and educating the distributor sales force. This is a valuable complimentary program to the OWOW program as it helps to ensure that the products OWOW promotes will be available on the shelves to support consumer choices and makes stores more willing to participate in the OWOW program. The Distributors Outreach Program

achieved significant success and translated into more stores wanting to participate in the OWOW program in the future. A brief summary of this project for FY 02-03 is provided in Appendix B-20. The final report for this project will be available in September 2003.

Evaluation of Effectiveness

The Distributors Outreach Program has achieved significant success and translated into more stores wanting to participate in the OWOW program in the future.

Ms. Joseph has collected sales data from the distributors in order to evaluate the effectiveness of the Distributors Outreach Program, and it is available in the Regional Evaluation Report (Appendix B-19). As a result of Ms. Joseph's frequent contact with the distributors and stores, she has been able to raise their awareness of the need to reduce pesticide use and increase their interest in promoting and selling less toxic products.

The Program will continue to fund the Pesticide Distributor Outreach Program through BASMAA in FY 03-04.

Other External Coordination

Program staff tracked PI/P activities and attended meetings (as needed) conducted by the following local and regional programs in FY 03-04:

- California State Stormwater Quality Task Force, PIPP Forum
- Santa Clara County Household Hazardous Waste Program
- Bay Area Pollution Prevention Group
- Watershed Management Initiative's Outreach Subgroup.

Continuous Improvement

The status of PI/P continuous improvement tasks, identified during the evaluation of projects in previous years, is presented in Table 2-6 (Section 2). Program staff will obtain input from Co-permittees on continuous improvement items for FY 03-04 and document any agreed upon items in the Program's FY 04-05 Work Plan submittal (March 1, 2004).

Future Tasks

Section 3 of the Program's FY 03-04 Work Plan (submitted March 1, 2003) describes the PI/P activities planned for FY 03-04. Responses to Regional Board staff comments on the PI/P Work Plan were included with responses to other Work Plan comments in a separate submittal to the Regional Board on August 5, 2003.

**Table 3-1
FY 02-03 PI/P Work Groups and Accomplishments**

inmgNAME/PURPOSE	MEMBERS	ACCOMPLISHMENTS
Watershed Education and Outreach AHTG	Refer to Table 2-2 of this report	Refer to Table 2-2 of this report
Public Information and Participation AHTG	Refer to Table 2-2 of this report	Refer to Table 2-2 of this report
<p>Pesticide User Outreach Work Group This project combines elements of the IPM Store partnership Work Group and the Household Chemical Management Work Group. It builds on the relationships developed with independent nurseries and hardware stores developed during the previous three years of the IPM Store Partnership project. The work group also reviews Program's work plan for pesticide outreach and participates in outreach events.</p>	Stephanie Hughes, Palo Alto Rosemary Lombard, Palo Alto Mary Morse, San Jose Kate Slama, SCVWD Rob D'Arcy, SCC HHW Program Larry Lind, Los Altos Pam Ledesma, Cupertino Gail Glen, Sunnyvale Bruce Frisbey, San Jose Eric Anderson, Mountain View Paramjit Uppal, Milpitas Cindy Hom, Milpitas JoAnne Johnson, Milpitas Karin Hickey, Santa Clara Cheri Donnelly, West Valley Vishakha Atre, Program staff	Work group members reviewed and approved FY 02-03 work plan; reviewed and approved IPM media campaign, provided input to Program staff on Regional IPM issues; and conducted outreach to stores including display rack setup.

Table 3-1, Continued
FY 02-03 PI/P Work Groups and Accomplishments

inmgNAME/PURPOSE	MEMBERS	ACCOMPLISHMENTS
<p>Mercury Outreach Work Group This work group implements the outreach component of the Program’s Mercury Pollution Prevention Plan. It was formed in FY 02-03.</p>	<p>Stephanie Hughes, Palo Alto Julie Weiss, Palo Alto Mary Morse, San Jose Kate Slama, SCVWD Rob D’Arcy, SCC HHW Program Pam Ledesma, Cupertino Gail Glen, Sunnyvale Bruce Frisbey, San Jose Marilyn Nickel, Milpitas Karin Hickey, Santa Clara Cheri Donnelly, West Valley Vishakha Atre, Program staff</p>	<p>The work group reviewed and approved the FY 02-03 work plan; reviewed and approved the mercury ad campaign and ad scripts; reviewed and approved an article on proper disposal of fluorescent lamps.</p>
<p>Pool Pump Magnet/Sticker Work Group – Develop and print a pool pump magnet or sticker to educate pool owners and commercial pool cleaners on the discharge requirements for pool/spa water and filter backwash water. Develop a distribution strategy and determine whether the pool BMP brochures should be updated and reprinted.</p>	<p>Larry Lind, Los Altos Pam Ledesma, Cupertino Mary Morse, San Jose Bruce Frisbey, San Jose Pascal Roubineau, San Jose Gail Glen, Sunnyvale Kate Slama, SCVWD Stephanie Hughes, Palo Alto Julie Weiss, Palo Alto Vishakha Atre, Program Staff</p>	<p>The work group conducted research on the feasibility of the work plan, and decided to update and reprint pool BMP brochures containing a cut-off reminder to put on the pool pump. The group worked on major revisions to the brochure text, approved the final draft text, and received input from a representative of the Independent Pool and Spa Service Association. The group is preparing for a print run in early FY 03-04.</p>
<p>Schools and Youth Outreach Work Group – Coordinate Co-permittee school outreach efforts and identify gaps in outreach for watershed/stormwater education. Identify a program for conducting outreach at the middle-school level.</p>	<p>Pamela Ledesma, Cupertino Stephanie Hughes, Palo Alto Mary Morse, San Jose Bruce Frisbey, San Jose Cheri Donnelly, WVCWP Gail Glen, Sunnyvale Roxan Nasiri, Sunnyvale Jo Anne Johnson, Milpitas Kate Slama, SCVWD</p>	<p>Provided input for conducting 40 ZunZun school assemblies.</p> <p>The group conducted an analysis to identify gaps in outreach to schools.</p> <p>The group identified the “Wacky Watersheds” teachers training workshop as the most efficient mechanism for addressing gaps in outreach. The group is presently</p>

Table 3-1, Continued
FY 02-03 PI/P Work Groups and Accomplishments

inmgNAME/PURPOSE	MEMBERS	ACCOMPLISHMENTS
	Lois Humphreys, TRG Vishakha Atre, Program Staff	working on developing a curriculum for this workshop.
Script/Web Site Review Work Group – Review advertising and PSA scripts and newsletter articles, and oversee development of the Watershed Watch web site and review page content.	Gail Glen, Sunnyvale (Chair) Bruce Frisbey, San Jose Pamela Ledesma, Cupertino Stephanie Hughes, Palo Alto Kristine Roselius, TRG Lois Humphreys, TRG Nicole Alyanakian, TRG Cheri Donnelly, WVCWP Kate Slama, SCVWD Mary Morse, San Jose Vishakha Atre, Program staff	The group provided input on a number of scripts and articles with a short turnaround time.

**Table 3-2
Evaluation of PI/P Projects Conducted During FY 02-03 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
Watershed Education and Outreach Campaign	Conduct year three of an approved multi-year watershed education and outreach campaign. Project includes funding for educational programs at the Alviso Ed Center (San Francisco Bay Wildlife Refuge) coordinated with the WE&O campaign.	G,T,P,C	<p><u>Effective:</u> An evaluation will be conducted in September 2003. Positive measures of success for FY 02-03 include: number of new campaign partners in (10), value-added resources from partners (\$362,796); Watershed Watch events (10), partner events (63), gross impressions from advertising (61,921,716), ZunZun performances to children (40 at 22 schools reaching 12,051 children), average 162 page views per day at the Watershed Watch website.</p> <p><u>Needs Improvement:</u> Watershed stewardship pledge cards, publicizing use of discount cards, communication with Co-permittees and WMI (already being improved).</p>
Pesticide User Outreach – “Household Chemical Management” and “Local IPM Store Partnership Program”	Implementation of the following tasks: <ul style="list-style-type: none"> • conduct media advertising on less-toxic pest control methods • implement the local store partnership program • conduct IPM outreach at events • conduct IPM workshops • conduct IPM outreach to businesses 	G,T,P,C	<ul style="list-style-type: none"> • Media advertising conducted in spring of 2003 with print, radio and transit ads. The advertising campaign was a success based on number of requests for information received on the hotline and website. The page views on the web site increased to 335 per day during this campaign. • The Program customized video PSAs obtained from STOPPP and provided them to Co-permittees for use on local cable access stations or at other outreach events. These PSAs focus on raising awareness on storm drain pollution and the proper disposal of pesticides, mercury, household hazardous wastes, and used motor oil.

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

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

³ **Please refer to text in Section 3 for more detailed effectiveness evaluations and recommendations for improvement.**

**Table 3-2
Evaluation of PI/P Projects Conducted During FY 02-03 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<ul style="list-style-type: none"> • The local IPM store partnership program was a great success in FY 02-03. Ms. Annie Joseph, who is also a consultant to BASMAA on the Pesticide Distributors Outreach project, was contracted to provide training on selling less-toxic products to store employees. Ms. Joseph's presence at the stores through the Pesticide Distributors project made them more receptive to the local Store Partnership Program and to attending the trainings. She helped recruit 8 new stores into the Program and trained 123 employees at 16 stores. Mr. Anthony Palma was contracted to maintain stores (set-up, restocking of fact sheets). This ensured regular maintenance of stores and helped build an ongoing relationship with the stores. • IPM outreach was conducted at 4 events reaching approximately 900 people. About 1,875 public information fact sheets and brochures and 965 promotional items were distributed to the public, • The Program contributed to an IPM symposium conducted by the Alameda Countywide Clean Water Program. About 150 people attended this symposium. • An IPM workshop was conducted in coordination with Watershed Watch. United Neighborhoods and Guadalupe River Park and Gardens co-sponsored this workshop. Master Gardeners presented information on less-toxic pest control at this workshop. The workshop was well received. The Program plans to conduct one or more such workshops

**Table 3-2
Evaluation of PI/P Projects Conducted During FY 02-03 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<p>in FY 03-04.</p> <ul style="list-style-type: none"> The Program provided about 500 copies of the “Don’t Lay a Table for Pests” poster to County Health Inspectors for distribution to newly constructed or remodeled food facilities in May 2003. So far about 45 of these posters have been distributed. Based on feedback, more copies of this poster will be reprinted for distribution.
Mercury Pollution Prevention Outreach Project	<p>Implementation of the following tasks</p> <ul style="list-style-type: none"> Develop a fact sheet on proper disposal of fluorescent lamps and other mercury containing household items for posting on the Watershed Watch web site Conduct a media campaign of print and radio ads focusing on safe disposal of mercury containing items. Develop an article on disposal of mercury containing items. 		<p><u>Effective</u> – The Santa Clara County Household Hazardous Waste Program collected 5,636 pounds of fluorescent lamps in FY 02-03, which is a 62% increase from FY 01-02.</p> <p>The article on safe disposal of mercury was distributed to over 137 agencies and used by many of them in newsletters or in other ways (e.g. customized as utility bill inserts). Radio and print ads requesting people to dispose of their fluorescent lamps and other hazardous material by making an appointment at the Santa Clara County Household Hazardous Waste Program ran from mid April to mid May 2003. People bringing in mercury containing wastes were surveyed at HHW events from April – June 2003. The survey results indicate that:</p> <ul style="list-style-type: none"> 48.0% of the users bringing in mercury containing wastes to the HHW events were first time users of the facility. 86.4% of the people indicated that they were bringing in fluorescent lamps for the first time 17.3% of the people indicated that they had read about safe disposal of mercury

**Table 3-2
Evaluation of PI/P Projects Conducted During FY 02-03 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			<p>containing wastes in the San Jose Mercury News, 5.3% had heard about this on the radio and 1.4% had found out about it from the Watershed Watch website. Others indicated that they had found about it from utility bill inserts, garbage companies, flyers, city publications, friends and relatives, internet etc.</p>
<p>Schools and Youth Outreach Work Group</p>	<p>In FY 02-03 the Watershed Action Fund was reformed as the Schools and Youth Outreach Work Group. The group aimed to accomplish the following tasks:</p> <ul style="list-style-type: none"> • Provide input for conducting 40 ZunZun school assemblies and report on activities conducted individually by Co-permittees. • Conduct a study for identifying gaps in outreach conducted by the Program and Co-permittees. • Identify a program for increasing outreach to middle schools 	<p>T,P,C</p>	<p><u>Effective</u>: ZunZun performed at 22 schools reaching 12,051 children in FY 02-03. The work group finalized a format for reporting school outreach activities. An analysis will be conducted in FY 03-04 to identify gaps in outreach.</p> <p>The work group collected data on outreach conducted in FY 01-02 from all Co-permittees and completed the gap analysis study. The study indicated that the outreach is well spread with 47% of all schools in Santa Clara Valley receiving outreach from the Program and/or Co-permittees. The study identified a gap in outreach at the middle school level and recommended targeting outreach at this level.</p> <p>The work group identified an existing teachers training program at the City of San Jose for addressing gaps in outreach. This training program will be modified to include more information on watersheds and made available to teachers at their “in-service” training days. The training will initially be piloted at two school districts in FY 03-04 and later expanded to others. Surveys have been developed to gauge the effectiveness of this training.</p>

**Table 3-2
Evaluation of PI/P Projects Conducted During FY 02-03 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
Program Supplies	Conduct reprints of materials for Program use and order supplies as necessary.	G,T,P,C	Effective: The Program supplies budget was used towards purchasing public information material reprints for OWOW Fact Sheets, "A Kid's Guide to Backyard Bugs," and "Grow it". Copies of the "Start at the Source" videos were also purchased for Co-permittee use. Shelf talkers and literature racks were purchased for the local IPM Store Partnership project.
Program Toll Free Number	Answer the Program's toll free number (1-800-794-2482) and the Watershed Watch Campaign's toll free number, 1-866-WATERSHED, and respond to requests for information.	G,P	<u>Effective</u> : Both phone numbers are being used to contact the Program and request materials. Phones are answered and messages are checked daily. Program staff responded to over 305 calls during FY 02-03 and provided materials to over 157 of the 305 callers, including individual residents, business owners, and local agency representatives
Monthly PIP Newsletter	The monthly PIP Update was discontinued. The WEO/ PIP AHTG decided that a verbal exchange of information would work better than a newsletter. A permanent agenda item has been added to the WEO AHTG meetings to exchange PI/P information.	T,P	<u>Effective</u> : This agenda item has proved effective in exchanging information.
Creek Cleanup Events	Work with Creek Connections Action Group to organize and fund two creek cleanup events per year.	G,C	<u>Effective</u> : Provided support for two events. A total of 2,091 volunteers participated in cleaning 48 sites and removed nearly 45,000 pounds of trash. Coordinated with Watershed Watch campaign – got coverage on two radio stations and giveaway items from Keep California Beautiful. While the number of clean-up sites and number of volunteers increased compared to previous years, pounds of trash and recyclables collected reduced. This indicates the success of

**Table 3-2
Evaluation of PI/P Projects Conducted During FY 02-03 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			outreach being conducted to the general public about not dumping trash in creeks, rivers and storm drains and participating in clean-up events.
Industrial Outreach to NOI Filers	Increase the knowledge among targeted businesses of the Industrial General Permit, NOI, and SWPPP requirements. Continue work on industrial business data base and implementing outreach and evaluation plan. (Conducted with City of San Jose).	T,P	Outreach efforts not completed – too early to evaluate. Database completed and effective for use by City of San Jose in tracking which businesses need to file NOIs (or not). Mailing of NOI information to businesses will be done in 2003.
Swimming Pool Outreach	Coordinate the work group's efforts in redesigning and reprinting the current swimming pool BMP brochures into one brochure.	T,P	<p>The text and layout of an updated brochure titled <i>Keep Pool, Spa and Fountain Water Out of Storm Drains, Creeks and the Bay</i> was finalized in FY 02-03. Due to budget constraints, instead of a sticker (as originally planned), the brochure will have a reminder with the Watershed Watch phone number to call for assistance. Pool owners will be requested to cut-off this reminder and stick in on their pool pump with clear tape. The brochure is in MS Word so it can be easily customized and printed by individual Co-permittees. It will be distributed to Co-permittees and made available on the Watershed Watch website.</p> <p>The distribution plan for this brochure will be implemented in FY 03-04. Distribution methods will likely include: mass mailing to pool owners (per County tax assessor's list); mailing to pool and spa service companies; handouts at public events; brochures at agency department counters and public places; and placement on Watershed Watch, SCVURPPP, and Co-permittee websites.</p>
Restaurant BMP	Distribute a restaurant wash water BMP packet for County Health Inspectors to hand out to restaurant managers via County Health Inspectors at the time of their inspections	T,P	In FY 02-03 County Health inspectors distributed the wash water BMPs and the poster to 619 newly constructed and remodeled food facilities in the County.

**Table 3-2
Evaluation of PI/P Projects Conducted During FY 02-03 (New and Ongoing)**

Project Title	Project Description ¹	Type of Outreach ²	Summary of Evaluation of Effectiveness ³
			One of the signatories of the cover letter being sent out with the packet changed in FY 02-03. The letter is being updated for distribution in FY 03-04.
Municipal Employee Training Modules	<p>Develop a municipal employee training curriculum with modules to address various municipal activities that have potential impacts to stormwater.</p> <p>Conduct a “Train the Trainer” workshop to introduce and explain the applicability of the training modules to designated trainers from each Co-permittee.</p>	T,P	Four Power Point presentations developed in FY 01-02 on BMPs for corporation yards, storm drain O&M, road maintenance, and pest management. In FY 02-03, this project was put on hold due to work on higher priority items. A fifth training module will be developed in FY 03-04 on mercury pollution prevention. Upon completion and approval of the funding Co-permittees, planning will begin for the workshop (tentatively scheduled for spring 2004).
Regional Collaboration	<p>Participate in the following BASMAA PI/P work groups and tasks of regional benefit. Attend meetings as needed, participate in review of products, and obtain input from Co-permittee representatives.</p> <ul style="list-style-type: none"> • Media Relations Work Group • Regional IPM Store Partnership Program Work Group • Pesticide Distributors Outreach Project 	<p>G,P</p> <p>G,P</p> <p>G,P</p> <p>T</p>	<ul style="list-style-type: none"> • <u>Effective:</u> See final report in Appendix B-18. • <u>Effective:</u> See Regional Evaluation Report in Appendix B-19. Contributions to BASMAA helped fund fact sheet reprints and development of new fact sheets. • <u>Effective:</u> See update in Appendix B-20 – Ms. Joseph’s presence at the stores through this project made them more receptive to the local Store Partnership Program and to attending the trainings