

# Chico Urban Streams Alliance *Clean Creeks Project*

Education and Outreach Program  
Assessment and Evaluation Report



Sycamore Creek diversion in Chico, California. Photo by Gregg Payne.

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**For the Butte Environmental Council**

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## Table of Contents

<b>Introduction</b>	<b>Page 3</b>
<b>Chico USA EOP Purpose</b>	<b>Page 3</b>
<b>Partners</b>	<b>Page 4</b>
<b>Scope of Work</b>	<b>Page 5</b>
<b>EOP Goals</b>	<b>Page 6</b>
<b>Program Highlights</b>	<b>Page 6</b>
<b>Activities Completed</b>	<b>Page 7</b>
<b>Citizen Monitoring</b>	<b>Page 18</b>
<b>Techniques Used/Strategy</b>	<b>Page 21</b>
<b>Project Performance</b>	<b>Page 22</b>
<b>Leveraged Project Funds</b>	<b>Page 32</b>
<b>Follow-up Activities</b>	<b>Page 35</b>



The Storm Drain Gang mural in downtown Chico. Mural by Gregg Payne.

## Acknowledgements

Special thanks goes to the following people who assisted with the Chico USA Education and Outreach Program: brochures, Creekside Homeowners' Handbook, and CalWater insert design by Page One; murals, posters, magnets, and ads by Gregg Payne; television and radio commercials by Lindsay Buckley and Erik McClain; assistance with the public knowledge surveys provided by Dr. Diane Schmidt, Dr. James Fletcher, Professor Emeritus James Gregg, and California State University Chico; distribution of Clean Water Business Partner inserts provided by CalWater; distribution of the Creekside Homeowners' Handbook by the California Conservation Corps; wall space for the murals provided by downtown Chico business owners; and data collection by CSU Chico student volunteers.





## Introduction

As a partner in the multi-agency collaboration Chico Urban Streams Alliance, *Clean Creeks Project* (Chico USA), the Butte Environmental Council (BEC) developed and implemented the Chico USA Education and Outreach Project (EOP). Funding for Chico USA was provided through the Proposition 13 Watershed Protection Grant Program and the California Bay-Delta Program (CALFED). The project was managed by the California Regional Water Quality Control Board (CRWQCB).

Chico USA evolved out of concern for the water quality of Chico's creeks and streams. The project was designed to address urban runoff pollution issues in the area of Chico, California by conducting a public awareness multi-media campaign and one-on-one outreach to potentially polluting businesses; establishing a volunteer monitoring program through which Chico citizens are trained in stream assessment; and an assessment of the performance of two types of Best Management Practices (BMPs) used to update the City of Chico's criteria for facility siting, design and maintenance. (See Appendix I for Proposition 13 CALFED Watershed Protection Grant Program, Agreement between the State Water Resources Control Board and the City of Chico)



Big Chico Creek near One-Mile Recreation Area. Photo by Debra Moon.

## Chico USA EOP Purpose

Household and business-generated polluted runoff in the urban area of Chico is a significant contributor to the overall water pollution problem in Chico creeks and streams. Pollutants, such as nutrients from garden fertilizers, pesticides, herbicides and animal wastes – and behaviors, such as the improper disposal of cigarettes, trash, and toxic chemicals such as motor oil and anti-freeze – are negatively affecting the city's water quality. In order to address these water pollution issues the Chico USA EOP was developed to





## Chico USA EOP Purpose

convey educational messages to watershed residents and businesses about runoff pollution problems and solutions. Major goals were to: (1) instill public awareness and knowledge of runoff pollution prevention Best Management Practices (BMPs); (2) change public behavior consistent with educational messages; and (3) foster support for future water quality protection EOP efforts.

### Partners

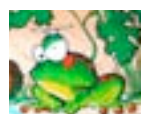
Chico USA is a coalition comprised of local environmental and professional groups: the City of Chico; the Butte Environmental Council (BEC); the Big Chico Creek Watershed Alliance (BCCWA); and Kennedy/Jenks Consultants.

The City of Chico provided fiscal management of the grant for the project and addressed urban runoff pollution issues in the urban area of Chico through collaboration and facility support for specific EOP events and development of EOP materials. The City of Chico will use the Kennedy/Jenks assessment of the performance of two types of Best Management Practices (BMPs) to update the City's criteria for facility siting, design and maintenance.

BEC addressed urban runoff pollution issues in Chico by conducting a public awareness multi-media campaign and one-on-one outreach to potentially polluting businesses.

BCCWA provided Project Management and addressed urban runoff pollution issues by establishing a volunteer monitoring program through which Chico citizens are trained in stream assessment.

Kennedy/Jenks Consultants provided an assessment of the performance of two types of Best Management Practices (BMPs) to update the City's criteria for facility siting, design and maintenance.



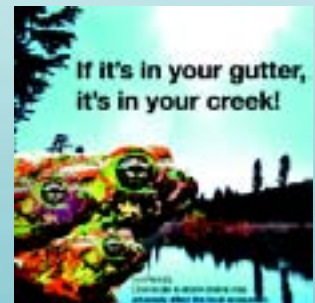


## Scope of Work

The Chico USA EOP was challenged to implement nine key strategies. For the full scope of work, please see Appendix I, Grant Program Agreement. The major tasks included:

- Attending Chico USA partner meetings and maintaining effective collaboration and communication
- Conducting an initial public knowledge survey on existing public knowledge of urban runoff pollution and methods used to gain environmental information
- Establishing and promoting a Creek Watch Hotline to provide information to the public on water quality regulation, violation reporting and urban runoff pollution prevention
- Developing brochures with effective messages based on the public knowledge survey results
- Developing an effective media outreach strategy based on the public knowledge survey results, including public service announcements in print, audio, and visual media, as well as posters, press packets, flyers, stickers, buttons, magnets, and billboards
- Developing presentation booth and conducting a minimum of 25 public presentations
- Conducting one-on-one outreach to potentially polluting businesses (e.g. carpet cleaners, landscape contractors)
- Document success of the program through quarterly reports and a final program evaluation and follow up public knowledge survey

### What's in Your Gutter?



**CHICO USA  
Chico  
Urban  
Streams  
Alliance**

Chico USA general program brochure





## EOP Goals

The goals of the 2006 EOP were to develop awareness, increase knowledge, modify attitudes, and change behavior related to water quality issues in Chico, California based on the results of a 2005 water quality needs assessment survey, and specifically targeting homeowners and potentially polluting businesses.

### Desired EOP Outcomes

- Increase knowledge and change behaviors regarding the sources of and solutions to urban runoff pollution exhibited by:
  1. Increasing knowledge of urban runoff pollution causes;
  2. Increasing knowledge of actions that individuals and businesses can take to reduce urban runoff pollution;
  3. Increasing use of BMPs by watershed residents and businesses; and
  4. Public support for the City's stormwater management program



Education and Outreach Coordinator  
Jennifer Oman educates the public  
with the Chico USA booth.

### Program Highlights

The Chico USA EOP exceeded all of its required activities, and implemented several other strategies that were not required. More than 1,300 public service announcements in English and Spanish were placed on local television and radio stations and in local newspapers. Program coordinator Jennifer Oman made more than 50 public presentations with the Chico USA booth at events such as the annual Endangered Species Faire, the Saturday Farmer's Markets, the Home and Garden Show, at local





## Program Highlights

schools and at CSU Chico, and many other venues. Five brochure designs were developed and 6,000 brochures were distributed. Posters were designed and placed. One thousand Creekside Homeowner's Handbooks were developed and disseminated. Several businesses were contacted and became Clean Water Business Partners. The initial and follow up public knowledge surveys were completed and analyzed. The Creekwatch Hotline was established, and a Chico USA website developed.

Not only was the project successful in achieving so many activities and wide-ranging community outreach over the two year program, but survey results and anecdotal evidence suggests that people actually heard or saw the messages about stormwater runoff pollution and what they can do to prevent this pollution. The results of the survey imply that the BEC Chico USA 2006 EOP is responsible for developing awareness, improving water quality protection knowledge, modifying attitudes, and change in behavior in types of respondents who already engage in water quality protection practices as well as those who indicated they did not do so prior to exposure to outreach materials.

### Activities Completed

Based upon the results of the 2005 public knowledge survey, the Chico USA EOP Media Strategy was developed and implemented. (See Appendix II for 2005 Public Knowledge Survey Executive Summary Report) (See Appendix III for Chico USA EOP Media Strategy) Messages and media used were determined by public media preferences for environmental and home maintenance information sources reported by respondents in the 2005 pre-project survey. The business outreach was modeled on the Sacramento Stormwater Program's Clean Water Business Partnership Program.

### Chico USA Creek Side Homeowners' Handbook



LOOK INSIDE FOR  
A Complete Guide For Chico Homeowners  
To Keep Our Creeks Clean  
Contact Information/List of Do's and Don'ts

Nearly 1,000 Creek Side Homeowners' Handbooks were distributed to Chico residents.





## Activities Completed

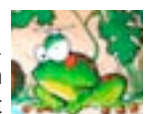
Barbara Vlamis, Program Task Manager, and Jennifer Oman, Program Coordinator, attended all Chico USA Team meetings, and EOP updates were provided. The Program Coordinator, Jennifer Oman, attended Big Chico Creek Watershed Alliance meetings regularly and EOP updates were provided. All EOP materials, public service announcements, and press releases were submitted to the Grant Manager and CALFED for review and approval prior to release to the public.

The initial public knowledge survey was conducted in September 2005 at the City of Chico's Fire Training/ Homeland Security Call Center, by telephone, utilizing a random, scientifically valid telephone list purchased from Survey Sampling International. 350 respondents participated in the survey, thereby providing a sample size adequate for representation of the City of Chico's population size. The results were utilized as the EOP needs assessment tool, and to determine the EOP media outreach strategy based upon reported public media preferences for environmental and home maintenance information sources. (See Appendices II and III)



Children using the EnviroScape model to learn about stormwater runoff.

The CreekWatch Hotline was established in Fall 2005 to provide information to the public on water quality regulation, violation reporting and urban runoff pollution prevention. It has been continuously listed in the Yellow Pages, and the online Yellow Pages. [www.yellowpages.com/sp/yellowpages/ypresults.jsp?t=0&v=3&s=2&q=Environmental+Organizations&ci=Chico&st=CA&\\_requestid=65238](http://www.yellowpages.com/sp/yellowpages/ypresults.jsp?t=0&v=3&s=2&q=Environmental+Organizations&ci=Chico&st=CA&_requestid=65238). The hotline was announced in the newspaper, publicized on the 4x7 magnets, in flyers handed out at the Chico USA booth, in the Chico USA brochures and handbook, and posted on the Chico USA website. [www.becnet.org/nodes/issues/water/chicousa/](http://www.becnet.org/nodes/issues/water/chicousa/)





## Activities Completed

Five brochure designs totaling 6,000 brochures, targeted to the following audiences, were developed, printed and disseminated to the public: Home Owners; Landscape Contractors; Carpet Cleaners; Kids; and the General Public. PDF files of each of the brochures is posted on the Chico USA website. Brochure content was based upon 2005 survey results. Some major findings included:

- Only one-third of the survey respondents knew that stormwater runs into local creeks and streams without being treated by conventional treatment methods. Although 82% of the survey respondents knew that urban runoff pollution is carried to local creeks and streams, they did not know how it happens.
- Only half of the survey respondents were aware that cigarette butts on the ground contribute to pollution of local creeks and streams.
- An overwhelming majority of survey respondents, who wash their cars at home, do so in their driveways or in the street. Only five percent wash their cars on the lawn.
- One-fourth of survey respondents apply pesticides to their lawns and gardens.
- While many respondents knew that home lawn and garden fertilizers and pesticides are polluting creeks and streams, one-third of them did not associate pet waste with water contamination, and nearly half of the survey respondents were not aware that soil and green waste are harmful to local creeks and streams.

Based upon 2005 survey results Chico USA partners concluded that the EOP should educate the public about the contribution of automobile products, and emphasize the harmful impact of yard and garden chemicals, cigarette

### CreekWatch Hotline

Callers receive the following information when they call the CreekWatch Hotline at (530)891-6459:

Report polluted runoff from construction site erosion, illegal dumping, and dumping in areas that drain to storm drains (e.g., parking lots)

City of Chico Storm Water Management Program; Rich Burgi; website; 879-6950; after hours: City of Chico Fire Department; 897-4900

Butte County Storm Water Program; Tom Blixt; website; 538-7266 Ext 2009

**Report significant hazardous material spills; Governor's Office of Emergency Services; California State Warning Center; 1-800-852-7550; [www.oes.ca.gov](http://www.oes.ca.gov)**

Report poaching and pollution in the State's waterways; CalTIP (Californians Turn In Poachers and Polluters) hotline: 1-888-334-2258

Report water quality concerns; Central Valley Regional Water Quality Control Board Redding; 530-224-4845



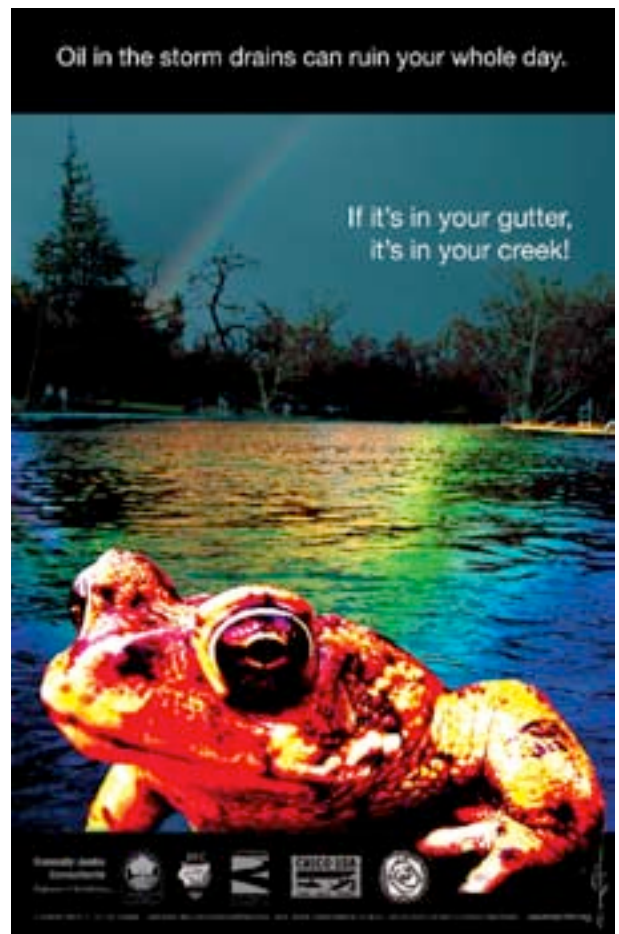


## Activities Completed

litter, pet waste, soil and green waste runoff; that Best management practices of car washing behaviors should be emphasized; and the importance of washing cars at a commercial car wash, or if at home, on the lawn.

Brochure content included the following information:

- Never pour anything into a gutter or storm drain.
- Recycle used oil.
- Clean up after your pets. Dispose of pet waste in a bag, and dump it in the garbage.
- Don't litter. Cigarette Butts and trash drain from the streets directly into our creeks.
- Wash your car on your lawn or at a car wash.
- Use environmentally friendly soaps and household cleaners.
- Limit the amount of fertilizer you use on your lawn or garden.
- Don't fertilize when rain is forecast.
- If you must use pesticides, or herbicides, never use them in wet weather.
- Use Integrated Pest Management (IPM), rather than pesticides.
- (Find out about IPM at [www.ipm.ucdavis.edu](http://www.ipm.ucdavis.edu))
- Choose Clean Water Business Partners to clean your carpets and landscape your yard.
- Runoff water from driveways, streets, sidewalks and lawns, flows directly into our creeks and streams without being treated.



Chico USA poster. Design by Gregg Payne.





## Activities Completed

Additionally, 1,000 Creekside Homeowners' Handbooks were developed, printed and disseminated to the public. 500 handbooks were distributed door-to-door (by California Conservation Corps members) to Little Chico Creek and Lindo Channel residents on 3/16/07. Remaining handbooks were distributed at the 2007 Home and Garden Show and other various public events. The handbook provides information and resources in layperson's terms on how to prevent pollution of our waterways to homeowners who reside along the banks of Chico's creeks and streams. Images from Chico USA EOP materials and products were integrated into the design to provide a connection between the Chico USA outreach that was implemented (TV PSAs, murals, posters, booth materials, brochures, web page info, etc.) and the homeowner outreach effort. A list of references included in the handbook provides additional information sources that are applicable to prevention of runoff pollution by creek side homeowners.



Children at the Endangered Species Faire learn how stormwater and potential pollutants move through the urban environment with a watershed model.

A media strategy was developed based upon the results of the 2005 initial survey (See Appendix III) Results indicated that television, local newspapers, magazines, radio and the Internet are the public's media preferences through which to receive information on local environmental issues and home maintenance. The majority of outreach was planned for television, the daily newspaper (articles, PSAs and ads), radio PSAs, billboards/murals, the Internet and promotional items. The following results provided direction for the EOP media strategy:

- From a list of fourteen options for the best way to receive information about both local environmental issues and home maintenance care, television was the top choice. The daily newspaper was the second choice for information on local environmental issues, followed by the radio as





## Activities Completed

the third choice, the Internet as the fourth and the weekly newspaper as the fifth. Magazines, the Internet, books, and the daily newspaper are within the top five choices of information sources for home maintenance.

Although Chico USA was only required to place 60 public service announcements, the project ultimately placed 1,300, using TV, radio, and newspaper, due to their potential for high impact. (See Appendix IV for EOP Materials, media, events, PR examples.)

The following EOP materials and broadcast media were produced, and other outreach strategies were implemented:

### Broadcast Media

- A. Three 30-second television broadcast public service announcements (PSAs), in Spanish and English, were aired on the Fox 30 network for five weeks in fall 2006, in primetime and non-profit matched time-slots.
- B. A 60 second radio broadcast in Spanish and English, aired for four weeks in spring 2006 and four weeks in Fall 2006; on KPAY talk radio, on The Mix easy listening station, and Radio Recuerdos, in primetime and non-profit matched time-slots.

The broadcasts are posted online at [www.becnet.org/nodes/issues/water/chicousa/media.htm](http://www.becnet.org/nodes/issues/water/chicousa/media.htm)

### Print Media

- A. Five (5) newspaper ads (Chico USA EOP ads were printed weekly in the *Enterprise Record* and *Chico News & Review* during 4/06)
- B. Newspaper press releases (Press releases were disseminated for program kick-off, announcement of storm drain marking event in 4/06, announcement of Clean Water

## Media Preferences

Cross tabulations of survey data indicate that the best media sources through which to convey information to the following groups of people are as follows:

- Full-time employees (which make up nearly half of survey respondents) – Television and radio
- Retired, Disabled, Unemployed, and Stay-at-home parents – Newspaper
- Students – Internet



Approximately 450 storm drain markers were placed on sidewalks throughout Chico.





## Activities Completed

Business Partnership meetings in 8/06, and announcements of initial public knowledge survey in 9/05 and follow-up survey in 3/07)

### Ancillaries disseminated

6,000 pieces of promotional materials (3,000 4 x7 magnets, 2,000 buttons “Smart Butts Use Ashtrays, Not Waterways”, 1,000 reusable shopping bags); 6,000 brochures; 1,000 Creekside Homeowners’ Handbook (disseminated door-to-door by California Conservation Corps members to Little Chico Creek and Lindo Channel residents 3/07); and 250 Posters (5 different designs)



Jennifer Oman is interviewed by KHSL TV about the Chico USA program.

### Events

In addition to the numerous events at which the Chico USA booth was located, the EOP developed two additional events: the city-wide storm drain marking event, and a Clean Water Business Partner event.

### Press Coverage

#### A. Television coverage

Chico USA received Television coverage for the program kick-off in 7/05; the storm drain marking event at Chico City Hall in 4/06, and for the Storm Drain Gang murals completion in 5/06.

#### B. Newspaper articles

Chico USA received extensive newspaper press coverage:

***Enterprise Record* articles: 7/05**  
Program Kick-off and Creek Watch





# Activities Completed

Hotline announcement; 9/05 Survey Announcement; 10/05 Survey results; 4/06 Storm Drain Marking Event ; two (2) Storm Drain Gang articles 5/06 and 8/06; Clean Water Business Partner Program 8/06; and 3/07 Follow-up survey announcement

**Chico News & Review article:** 8/06 "Queen of the Creeks" article (runoff pollution prevention solutions and completion of Storm Drain Gang murals.)

**Quarterly countywide Environmental Newsletter articles:** Winter 2005 (Survey Results); Spring 2006 (Business Outreach); Summer 2006 (Storm Drain Gang murals); Winter 2006 (Clean Water Business Partners); Spring 2007 – three (3) articles (Runoff pollution prevention news and Clean Water Business Partnership program promotion)


## Billboards/ Murals

Rather than produce billboards, the Chico USA EOP produced two murals with the runoff pollution prevention message. The murals remain intact and are located in downtown Chico on 3<sup>rd</sup> Street, between Broadway and Main Streets, and on 4<sup>th</sup> Street, at the corner of Main Street, on exterior walls. The murals were designed to convey a positive message and instill public support for runoff pollution prevention efforts.

A presentation booth highlighting Chico USA and urban runoff problems/solutions was developed, and 52 presentations were conducted, far exceeding the minimum requirement of twenty five (25). (See Appendix V for Booth Presentation Details) Booth presentations were conducted at various public events, public forums and schools. (e.g. Downtown Chico Thursday Night Markets; Home and

## EDUCATION

### Storm Drain Gang Murals Completed



Storm Drain Gang Chico USA mural on 4<sup>th</sup> St. at the corner of Main St. in downtown Chico. Another great location. Great artwork the runoff completion mural!

Two Chico USA storm drain gang murals are now completed, and you can find them in downtown Chico at the corner of 4<sup>th</sup> St. and Main St., and on 3<sup>rd</sup> Street between Main and Broadway. Local artist, Gregg Payne has produced the two murals that include a thank you letter from your favorite creek critters, a.k.a. the Storm Drain Gang. The letter reads: "Thank you Chico!! for keeping your creek, stream and cigarette butts out of the gutter that flow into the creeks where we live." Signed "the Storm Drain Gang".

These creek critters, a.k.a., "The Storm Drain Gang" have a message for YOU! How can you help local wildlife? Remember that whatever drains into our gutters, ends up in our creeks, rivers and eventually oceans.

### Clean Carpets, Clean Yard, Clean Creeks

After holding two breakfast meetings in August for landscape contractors and carpet cleaners at the City Hall, Chico USA has formed a special Clean Water Business Partnership (CWBP) with the following local carpet cleaners and landscape contractor-related businesses.

**Carpet Cleaners**

- Sunrise Carpet Cleaners
- S&S Carpet Cleaning
- Dean's Upholstery and Carpet Care
- Clean King by DeMat

**Landscape Contractors**

- Landi Creative Performance
- K&L Custom Landscapes
- Santa Landscapes & Maintenance Inc.
- Gary Whelan Diving Irrigation

*(Each Irrigation is an irrigation supplier committed to providing Clean Water Business opportunities to landscape contractors.)*

So, now you know which businesses to use to get your carpets cleaned or landscape your yard. Let's support them and get the message out to local businesses that clean water business practices can pay off.

Other types of businesses are encouraged to join as a CWBP. For example: nurseries, power washers, lawn maintenance, etc. may qualify to become Chico USA Clean Water Business Partners.

Visit [www.bccwa.org](http://www.bccwa.org) and click on the Chico USA logo to learn more about the program, and download the Clean Water Business Partnership Application, or call 891-6424.

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### 10 Things You Can Do to Make a Difference:


- Use fertilizers sparingly and sweep up driveways, sidewalks, and roads.
- Never dump anything down storm drains.
- Vegetate bare spots in your yard
- Cleanpet your yard waste.
- Avoid pesticides; learn about Integrated Pest Management (IPM).
- If you smoke, use ashtrays
- Take your car to the car wash instead of washing it in your driveway
- Check car for leaks, and recycle motor oil
- Pick up after your pet
- Hire a Clean Water Business Partner for landscape year yard and clean your carpets.

12 Fall 2006 Environmental News

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## EDUCATION


### Chico USA is Famous!



Listen for the Chico USA radio announcement on KRFR this month. California State University Chico students, Brock Melain and Lindsay Buckley produced it, and it is catchy and informational! Check it out online in Spanish too! [www.bccwa.org](http://www.bccwa.org) (Click on the Chico USA logo and then the media tab.)

Remember that Creek Watch information is available 24 hours a day on our Hotline (530) 891-6429 and online on the BCCWA website, [www.bccwa.org](http://www.bccwa.org) (just click on the Chico USA logo). If you see anyone dumping illegally in our creeks, streams or ponds, please call the Hotline!

### Thank you Chico USA Citizen Monitors!




Volunteers for the Big Chico Creek Watershed Alliance, a part of the Chico USA project just finished another season of collecting data on what is making its way into our Big Chico Creek. Thank you! The data helps us understand which urban pollutants are causing problems for water quality, and collecting the data is a really fun. The Alliance provides training in methods that are specifically needed for citizen volunteers. Recent data will be made available on the Chico USA web page by January, 2007.

Over time, this information will be used to observe changes resulting from natural trends and human activities, including both land use changes and restoration projects, and it takes a snapshot of creek health from the mountains to the river on our creek each month. Timotee Hamill is the Citizen Monitoring Coordinator for BCCWA. Please contact her if you are interested in volunteering next season.

Timotee Hamill  
BCCWA Monitoring Coordinator  
hamillt@bigchicocreek.org  
342-6420

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### The Chico Urban Streams Alliance (Chico USA)



The Chico USA Clean Creeks Project is a collaborative effort of the City of Chico, the State Environmental Council, the Big Chico Creek Watershed Alliance, and Kennedy/Jenks Consultants. It is a project that includes a public awareness campaign on urban runoff pollution, citizen monitoring of our local creeks and streams, and a study of urban runoff pollution control structures for the City of Chico.

Chico USA formed with funding from a grant under the Proposition 13 Watershed Protection Grant Program. Funding support has been provided by the California Bay-Delta Program (CALFED) which has an objective to restore ecological health and improve water management by working with the community at a watershed level. The State Water Resources Council Board awarded the grant to the City of Chico.

13 Fall 2006 Environmental News

## Chico USA pages in the Environmental News

Chico USA Education & Outreach  
Final Program Report

14



## Activities Completed

Garden Show; Chico Mall, etc.) Booth materials included the EOP ancillary products (posters, buttons, reusable shopping bags, brochures, magnets) and information on each of the Chico USA collaborative partners' contributions to the Chico USA work plan, and progress.

The EnviroScope model was used for school presentations, and at public forums, such as the Endangered Species Faire, where children were present. It was highly effective due to its visual, interactive design. All participants were able to contribute to the demonstration. The model includes: Nonpoint source landscape top (topographical map) with storm drain pipe, clear base, houses, barn, factory, drain pipe, treatment plant, trees, golf flags, cows, cars and best management practices such as buffer strips, clay berms, manure container, soil, oils and chemicals (cocoa, drink mixes and oil mix), bridges, watercatcher, and rainmaker. It teaches participants that water pollution comes from many sources that contribute a great deal to the pollution in our water bodies, and that the combined effect of pollution from many small sources can have a real impact on the quality of our shared water resources. Pollution and runoff are visually apparent when rain falling over the landscape top carries soil (cocoa), chemicals (colored drink mixes) and oil (cocoa and water mixture) through a watershed to a body of water. Stormwater runoff and storm drain function, and the steps everyone can take to help prevent environmental contamination are also addressed.



Students received Chico USA reusable shopping bags for participating in the program.





## Activities Completed

The Chico USA Clean Water Business Partnership Program (CWBP) is modeled after the Sacramento Clean Water Business Partnership Program, accessed at [www.sacstormwater.org/CleanWaterBusinessPartners/CleanWaterBusinessPartners.htm](http://www.sacstormwater.org/CleanWaterBusinessPartners/CleanWaterBusinessPartners.htm) This program is based on incentives and membership is granted based upon business pledges of compliance with Best Management Practices.

The Chico USA CWBP was developed through outreach to potentially polluting businesses (e.g. carpet cleaners, landscape contractors, nurseries, and general contractors) by telephone and email contact, door-to-door material distribution, press releases, CalWater insert mass mailings, newspaper articles, and public meetings and workshops. CWBPs completed business survey forms to determine eligibility for partnership. (See Appendix VI for CWBP survey and pledge form examples) The partnerships were formed by the CWBP pledge to adhere to appropriate Best Management Practices. An example of BMPs for carpet cleaners include: (1) Reduce the amount of pollutants and chemicals that enter the storm drain system; (2) Educate customers about how they can help to reduce runoff pollution; (3) Dispose of waste water properly; and (4) Use non-toxic carpet cleaners whenever possible. Landscape Contractors BMPs: (1) Reduce the amount of pollutants and chemicals that enter the storm drain system; (2) Install and set irrigation systems to reduce excess irrigation; (3) Maintain landscapes so that soil erosion is limited; and (4) Educate customers about how they can help to reduce runoff pollution.

**CLEAN WATER BUSINESS PARTNERS**  
**are the SOLUTION TO POLLUTION**

Stormdrains in Chico flow to the creek without water treatment. Clean Water Business Partners will help keep Chico's water clean.

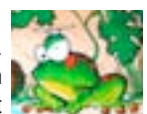
**Support your community!**  
**Keep Chico Creeks Clean!**  
**Call a Clean Water Business Partner**  
**for services at your home or business.**

Insert Design by Page One

Funded by CALFED and Proposition 13

contact BEC [www.becnet.org](http://www.becnet.org) 891-6424 City of Chico [RBURGI@ci.chico.ca.us](mailto:RBURGI@ci.chico.ca.us) 879-6950

Second of two inserts placed in Chico customers' water bills.





## Activities Completed

Success of the Chico USA EOP was evaluated at the end of the third quarter 2007, and is included in this report. The program success was based on comparison of the data collected from the 2005 and 2007 surveys, and analysis of the data collected from the 2007 survey to determine EOP Impacts (See Appendix VII for 2007 Final Survey Results and EOP Impact Report), feedback from workshops and one-on-one outreach, website visit and hotline call patterns following outreach activities, level of multi-agency collaboration, and anecdotal evaluation.

**Mid-Project Evaluation** – A Mail Survey was conducted in October 2006, following the fall media blitz, to evaluate the effectiveness of the EOP media and message content. The survey received a low response rate, which is typical for mail surveys; hence the data collected was not conclusive. However, the mail survey served as an additional outreach tool and provided survey respondents with an opportunity to participate in the program. It also provided some information on which newspaper media to focus EOP efforts. Inference from the mail survey results was that most weekly newspaper readers are already aware of runoff pollution issues. This information provided direction for the EOP as to which newspaper genre to select for different program goals: When seeking to reach the target audience of those who are already aware of runoff pollution issues, in order to increase the saliency of the educational messages to affect behavior change, the weekly newspaper is the optimum media avenue; When seeking to reach the target audience of those who are not aware of runoff pollution prevention issues, in order to increase public awareness and create a positive public attitude for the EOP, the daily newspaper is the optimum media avenue. (See Appendix VIII for 2006 Chico USA EOP Mail Survey Report)

A public knowledge survey was conducted in March 2007 on urban runoff knowledge and changes in Best Management Practices (BMP) use resulting from the EOP. (See Appendix VII for 2007 Final Survey Results and EOP Impact Report) The survey was conducted at the

## Clean Water Business Partners

After CWBPs complete pledge forms, they receive the following benefits:

- Business contact information is posted on the Chico USA website and publicized in CalWater inserts and newspaper articles.
- Use of the Chico USA CWBP logo for business promotion.
- Use of the Chico USA brochures, flyers, and handbook for distribution to business customers.





## Citizen Monitoring

CSU Chico campus, by telephone (using the Voice Over Internet Phone system) utilizing a random, scientifically valid telephone list purchased from Survey Sampling International. A total of 304 respondents participated in the survey, thereby providing a sample size adequate for representation of the City of Chico's population size. An online survey questionnaire was used, and Dr. Diane Schmidt's CSU Chico Public Policy students volunteered for the collection of data. (See Leveraged Project Funds section of this report for details.)

Gary Bess Associates worked on contract to produce a first draft comparison and impact report based upon the results of the initial 2005 fall survey and follow-up 2007 spring survey. Dr. Schmidt, who is an expert in the field of data analysis, produced the final report.

In addition to the public education and outreach completed by BEC, the Big Chico Creek Watershed Alliance conducted volunteer citizen water monitoring as part of the Chico USA program.

### Looking Behind...

#### **The Big Chico Creek Watershed Volunteer Monitoring Program in Review**

By Timmarie Hamill

The Big Chico Creek Watershed Volunteer Monitoring Program has seen expanded citizen participation. Permanent monitoring sites are established with a range of monitoring objectives including water chemistry, physical habitat assessments, and biological surveys tracking aquatic insect populations, which are useful indicators of watershed health.

One of the primary goals of the Big Chico Creek Volunteer monitoring program is to provide education and training to the stakeholders of Big Chico Creek watershed interested



Student Stream Team members head out to track insect populations.





## Citizen Monitoring

in participating in Assessment and protection efforts. More than 1,000 people have joined the ranks of citizen volunteer monitors over the past three years and have contributed close to 12,000 hours of important service.

From young students to retired professionals, interest and involvement in water and habitat quality of the watershed has increased. The many different perspectives, insights and energies brought by Stream Team volunteers served to enhance everyone's experience while out working in the creek. The list of participants represents a dynamic cross-section of people from our community, each with a commonality of enthusiasm for the protection and enhancement of the Big Chico Creek Watershed.

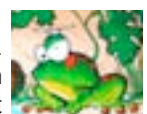
From training sessions provided on the proper use of monitoring equipment and standardized protocols through the implementation of field monitoring, volunteers brought a level of dedication that reflects a growing understanding of the importance of taking care of our waterways.

During 2004 four sites were monitored and in 2005 - 2007 10 sites were monitored including: Highway 32 bridge crossing, Higgin's Hole, Ecological Reserve, Brown's Hole, Bear Hole, Five-Mile, One-Mile, Warner Street, Rose Avenue, and the mouth at River Road. These 10 sites within the three regions of Big Chico Creek (mountain, foothill and valley) allow for a more comprehensive look at the health of the watershed.

With support and funding from the Sierra Nevada Alliance, and the State Water Resources Control Board, our efforts were expanded through the formation of the Chico Urban Streams Alliance, a collaborative urban run-off prevention program involving Butte Environmental Council, Kennedy-Jinks, and the City of Chico. With this additional support we



Learning the science of monitoring.





## Citizen Monitoring

were able to increase our monitoring objectives to include nutrient and bacterial testing and conduct aquatic insect surveys.

Thanks to the conscientiousness of our volunteers the data we have collected will be shared and used to understand the overall health and trends of the Big Chico Creek watershed for years to come

The past three years have been a huge success for the Big Chico Creek volunteer monitoring program. New things were learned, awareness was raised, and new friends were met.

### Looking Ahead...

The 2007 monitoring season is well on its way and we are already looking forward to the 2008 Season. We will continue to meet the second Saturday of each month, with training sessions scheduled for March and April. Look for a schedule on our website and view our annual data Report highlighting some of our latest findings.

There are additional opportunities for you to participate through our "Youth Stream Team" Program linking ongoing watershed monitoring and research efforts with the educational needs of local youth through the formation of school-base teams. Activities are standards-based to support educational learning needs using the environment as an integrating factor encouraging students to develop an understanding of watershed ecology, their role within their environment, and gain the skills and interest to participate in resource management decisions.

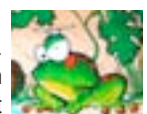


Chico USA Citizen Monitor volunteers.

### **Please Join Us!**

For more information contact:  
Watershed Assessment /  
Education

Program Coordinator  
thamill@bigchicocreek.org  
(530) 342-6620



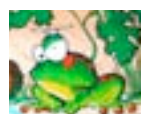


## Techniques Used Strategy

1. Multi-agency collaboration was used to more effectively implement the EOP. BEC worked closely with the City of Chico and the BCCWA to accomplish specific tasks (See Project Performance and Leveraged Project Funds sections of this report.)
2. Multi-media sources were used as outreach avenues to reach the widest audience possible. (See Activities section of this report) (See Appendix III for Chico USA EOP Media Strategy)
3. A pre-project public knowledge survey was used as a needs assessment tool to determine most effective media sources and EOP content. A post-project public knowledge survey was used as an EOP Impact evaluation tool.
4. EOP materials were designed to multi-task to achieve multiple EOP goals (e.g. increase public knowledge of runoff pollution prevention BMPs and create a positive public attitude toward the EOP efforts.)
5. EOP promotional materials were selected based upon their practicality and usability (e.g. magnets included the Creek Watch Hotline phone number and the Chico USA website url for informational use; and the reusable shopping bags were both a practical and an educational item.)



One of two Chico USA magnet designs.





## Project Performance

**Success of the Chico USA EOP is determined by evaluating the following:**

**1. Multi-Agency Collaboration** – BEC achieved a high level of multi-agency collaboration throughout the scope of the EOP.

BEC collaborated with the City of Chico to plan and implement a citywide storm drain marking event and two Clean Water Business Partnership meetings. Program Coordinator, Jennifer Oman, met often with the City of Chico team to brainstorm education and outreach materials and discuss future plans for continuing the runoff pollution prevention education and outreach efforts post-grant.



BEC collaborated with the Big Chico Creek Watershed Alliance by attending monthly meetings regularly to give EOP updates, and coordinating with the BCCWA Citizen Monitoring Coordinator to provide runoff pollution prevention instruction to three public school classes. Instruction included watershed protection learning activities, Enviroscape model interactive demonstrations, and monitoring water quality testing activities. Program Coordinator, Jennifer Oman, participated in three Citizen Monitoring events for collaborative purposes. BEC also collaborated with CSU Chico to implement and analyze the public knowledge surveys.

Chico USA in the schools.

**2. Completion of Assigned Tasks** – (See Activities Completed Section of this report for details) BEC completed all required EOP tasks for the Chico USA project. In many cases minimum requirements were far exceeded:





## Project Performance

The minimum requirement of public service announcements (60), was exceeded. A total of 1,300 were placed, including all Chico USA TV, radio and newspaper PSAs.

The minimum requirement of 25 Chico USA booth presentations was exceeded by 27, for a total of 52 presentations.

Additional tasks not required by the grant that were completed:

- Creekside Homeowners' Handbook was produced and disseminated
- A storm drain marking event, and two CWBP meetings were held
- Content for a 2008 runoff pollution prevention calendar was produced.
- Three (3) school presentations were conducted.



Storm drain marking.

**3. 2007 Final Survey Results / EOP Impact** – (See Appendix VII) The purpose of the report was to compare direct and indirect indicators of impact and outcomes of the BEC Chico USA 2006 EOP based on reported and observed differences in awareness, knowledge, attitudes, and behavior regarding urban run-off and best management practices (BMPs) for addressing water quality issues in Chico, CA. The analysis first examines differences between answers to a 2005 Public Knowledge of Water Quality Survey, designed as a needs assessment, to answers on the same questions in a 2007 Public Knowledge of Water Quality Survey. Second, the analysis examines the 2007 Survey questions designed as direct and indirect indicators of changes in respondent attitudes and behavior as a result of various activities in the EOP intended to develop awareness, improve knowledge, modify attitudes, and





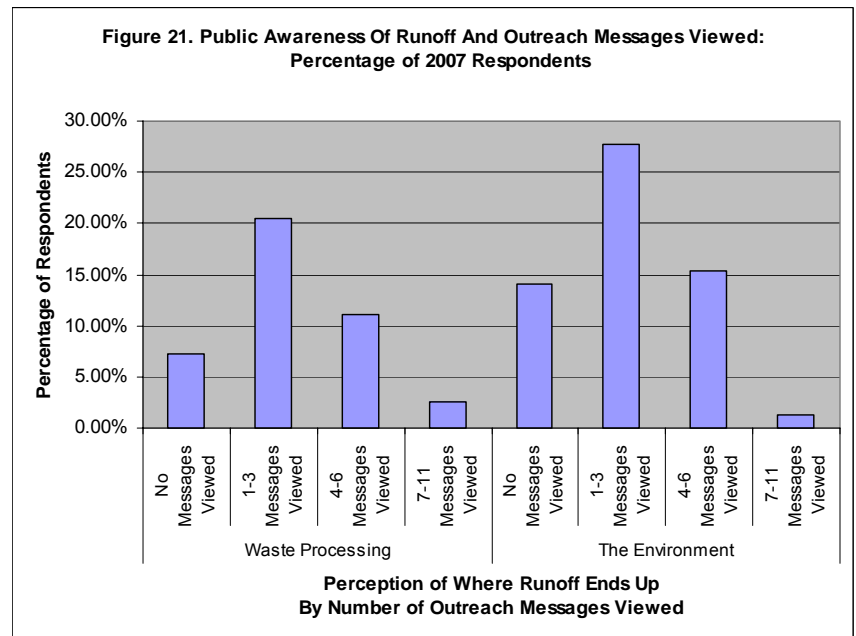
## Project Performance

change behavior related to water quality issues. The results of the survey imply that the BEC Chico USA 2006 EOP is responsible for developing awareness, improving water quality protection knowledge, modifying attitudes, and change in behavior in types of respondents who already engage in water quality protection practices as well as those who indicated they did not do so prior to exposure to outreach materials.

### I. **Has the Chico USA, *Clean Creeks Project*, increased awareness of what “urban runoff pollution” is and polluted runoff enters local creeks and streams?**

According to the 2007 *BEC CUSA Final Survey/ EOP Impact Report*, by Dr. Schmidt:

The survey had two main questions on general public awareness about water quality issues for streams and creeks. Q16 asks respondents where they think runoff ends up and q30 asks them to rate their own knowledge of local water issues. By cross-tabbing q16 with Outreach Cat (recoded q31), Figure 21 shows the relationship between where respondents think runoff ends up (either waste processing or the environment) and their exposure to outreach program products.



As Figure 21 indicates, a greater percentage of respondents who have viewed the outreach messages answered “correctly” that runoff ends up in the environment. Yet, the percentage of respondents answering “the environment” that saw or heard no messages at all is nearly the same as the percentage that have seen or heard 4-6 messages.





## Project Performance

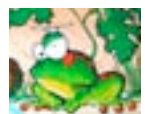
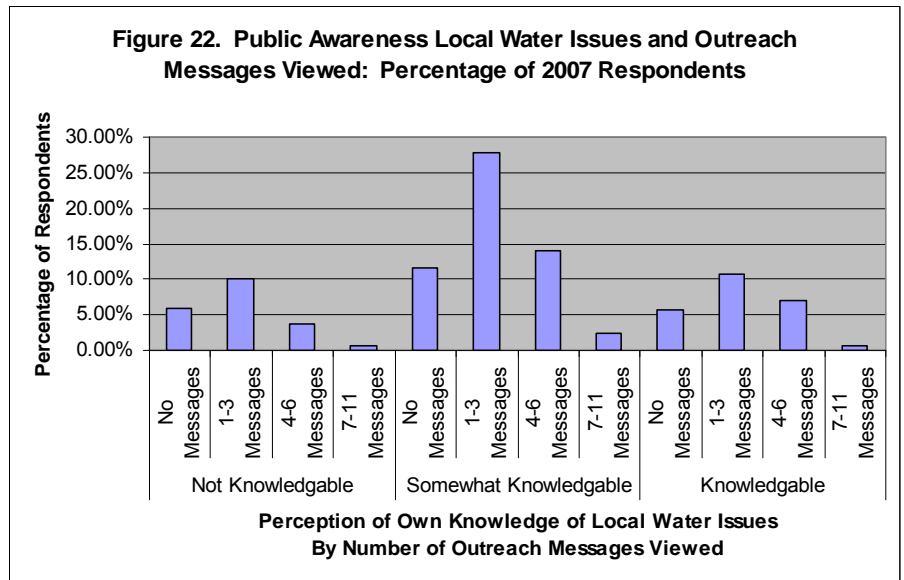
This may be due to the high level of knowledge about environmental issues that already existed in the community. Figure 22 supports this suggestion by illustrating the relationship between the respondents' perception of their own knowledge of water issues and the number of outreach messages viewed.

As Figure 22 shows, the percentage of respondents who consider themselves not knowledgeable is less than 10% of the respondents regardless of their exposure to the outreach messages. The percentage of respondents that are somewhat knowledgeable who were not exposed to outreach messages is slightly over 10% but those who viewed 1-3 messages and considered themselves somewhat knowledgeable comprised 28% of the respondents. This suggests

that there are a greater percentage of respondents who viewed or heard outreach messages who reported they are knowledgeable or somewhat knowledgeable about local water issues than those who did not view any messages.

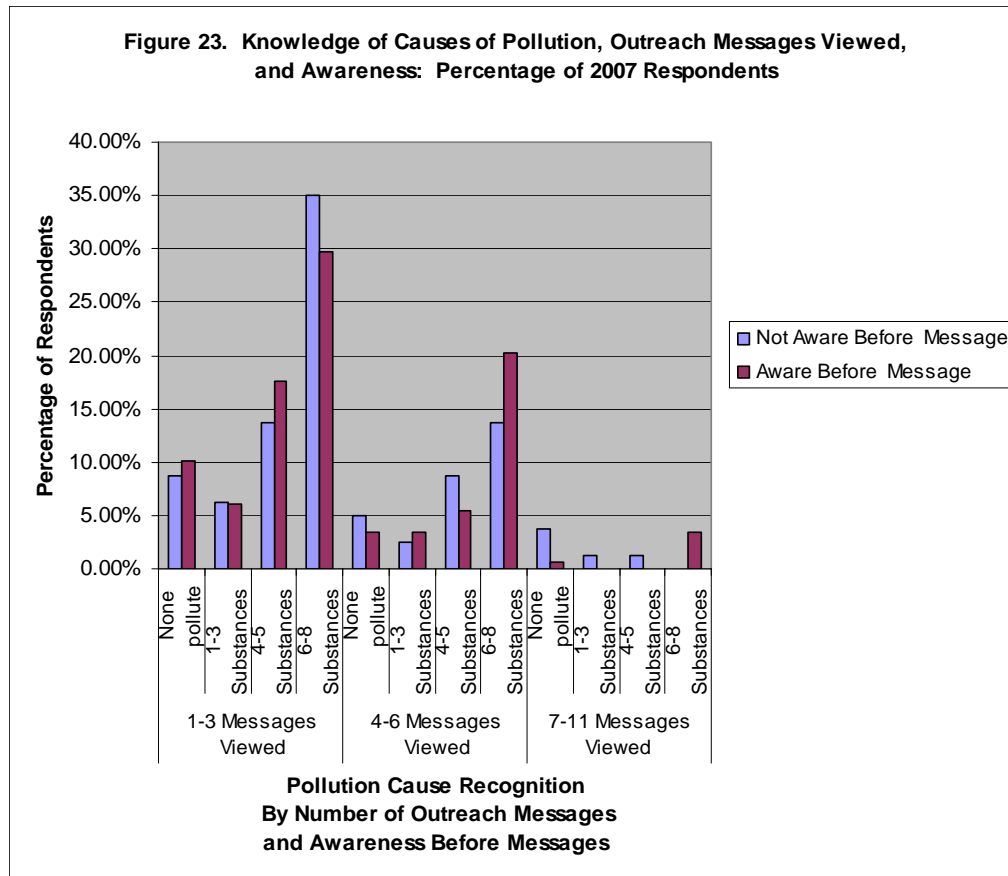
Figure 23 shows, the largest percentage of those who recognized most if not all of the substances as pollutants viewed 1-3 messages with those who were aware of the issues comprising 30% of the respondents and those who were not aware comprising 35%.

Those who recognized the most number of pollutants also were the highest percentage of respondents who viewed 4-6 messages. This suggests the outreach messages may have sensitized both those who were aware of the issues as well as those who were not.





# Project Performance



## II.

**Has the project increased awareness that individuals and businesses can prevent urban runoff pollution through changed behavior and “better management practices (BMPs).”**

According to the 2007 *BEC CUSA Final Survey/EOP Impact Report* (Schmidt):

Figure 25 shows that the highest percentage of respondents who correctly identified 1-3 best ways and 4-5 best ways also viewed or heard 1-3 messages and reported they were not aware of runoff issues prior to viewing or hearing the messages.

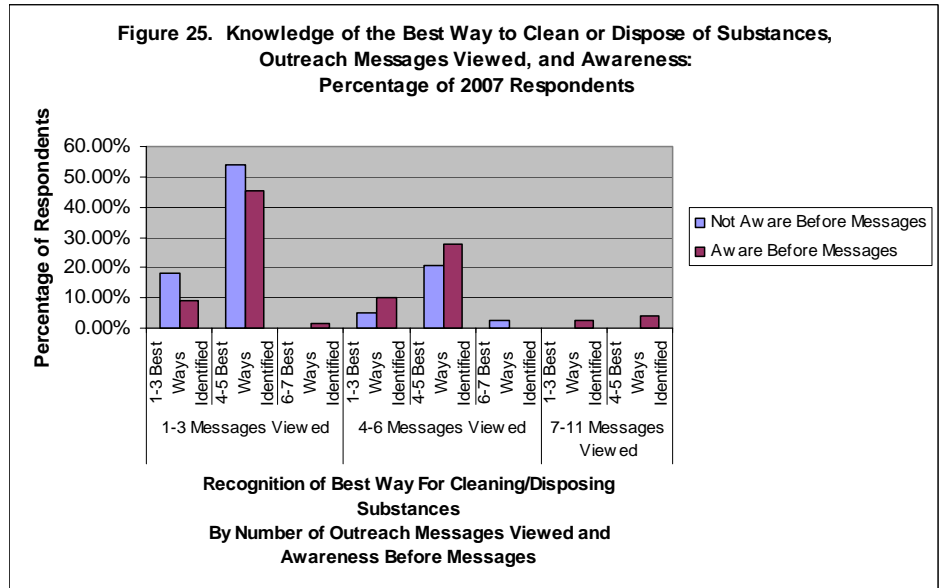
Although the percentage of respondents correctly identifying 6-7 best ways is small, the percentage of respondents





# Project Performance

correctly identifying 4-5 best ways to clean or dispose of substances is 21% for those who were not aware and 28% for those who were aware of the issues prior to exposure to 4-6 of the outreach messages. For those who were exposed to 1-3 outreach messages, 54% of those who were unaware of the issues prior to the messages correctly identified 4-5 of the best ways. Those who were aware of the issues and viewed 1-3 messages correctly identified 4-5 of the best ways. These results provide further support for suggesting that the outreach messages were effective in creating not only an awareness of the issues, but an understanding of how to address these issues in practice.



### III. Has the project contributed to behavior changes consistent with educational messages?

According to the 2007 *BEC CUSA Final Survey/ EOP Impact Report* (Schmidt):

Nearly 20% of respondents who did not know about the issues prior to the outreach have made 4-6 changes consistent with the outreach program goals. Ironically, most of the changes in behavior were made by those respondents reporting that they were aware of the issues prior to experiencing the outreach messages. This kind of responsiveness is greater than anticipated in the outreach program. Ideally, the outreach program goal was to stimulate



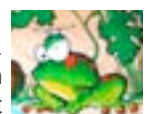
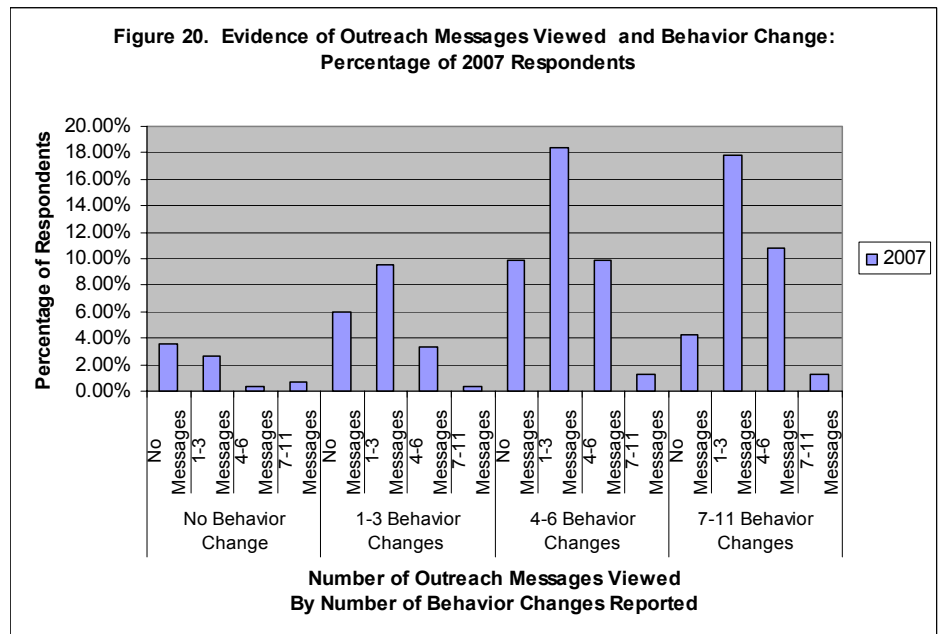


# Project Performance

1-3 changes, yet in both aware and unaware respondents, nearly 20% made 4-6 changes. To achieve 7-11 changes, some of the changes required possessing cars, having lawns, owning pets, or smoking cigarettes. This suggests that the outreach had a greater than intended impact on environmentally friendly behavior targeted by the outreach messages.

As Figure 20 suggests, the highest percentages of respondents reporting the highest number of changes are those that have viewed 1-3 or 4-6 outreach messages.

This suggests that the outreach messages had a greater impact on behavior change than expected. Notice, there is a very small percentage of respondents reporting no change, and, as many as 10% of the respondents with 4-6 changes report having viewed no messages at all. Thus, although behavior changes were not necessarily related to the outreach messages, that those who saw or heard 1-6 messages made changes in the direct of the outreach messages, suggests the outreach program achieved success in changing individual behavior.





## Project Performance

Respondents who viewed or heard the outreach messages are engaging in environmentally friendly activities consistent with the outreach messages, such as:

- Never pour anything into a gutter or storm drain.
- Recycle used oil.
- Clean up after your pets. Dispose of pet waste in a bag, and dump it in the garbage.
- Don't litter. Cigarette Butts and trash drain from the streets directly into our creeks.
- Wash your car on your lawn or at a car wash.
- Use environmentally friendly soaps and household cleaners.
- Limit the amount of fertilizer you use on your lawn or garden.
- Don't fertilize when rain is forecast.
- If you must use pesticides, or herbicides, never use them in wet weather.
- Use Integrated Pest Management (IPM), rather than pesticides. (Find out about IPM at [www.ipm.ucdavis.edu](http://www.ipm.ucdavis.edu))
- Choose Clean Water Business Partners to clean your carpets and landscape your yard.

#### **IV. Has the project increased support and fostered a positive public attitude for Environmental EOP efforts?**

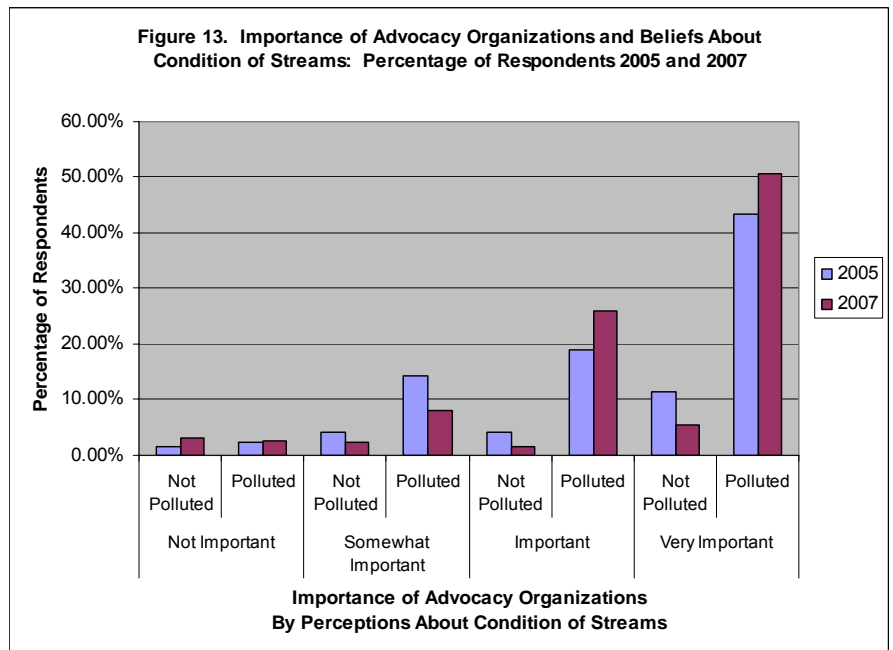
Comparison of 2005 and 2007 data suggests that a larger percentage of respondents in 2007 would pay at most a \$50 annual tax for protecting water quality. This implies that support for protecting water quality materially has increased since 2005. This too may be a result of the heightened saliency of water issues due to the outreach promotions. (Schmidt, BEC CUSA Final Survey/ EOP Impact Report)





## Project Performance

In addition to material support, the survey results also provide data on public attitudes toward environmental organizations (q 33.34). Figure 13 shows that public support for environmental advocacy organizations is higher and more important among respondents who perceive the creeks and streams to be polluted (q1). This relationship exists in both the 2005 and 2007, but the percentage of respondents who believe that environmental advocacy organizations are important or very important is much higher in 2007.



#### 4. Website visits and Creek Watch Hotline Call Patterns –

A. Creek Watch Hotline: Calls to the hotline were 39 in the Fall 2005 and reached a high of 68 in the 4<sup>th</sup> Quarter of 2006 following the EOP media blast. The calls have remained constant at approximately 60 per quarter indicating consistent public use of this resource.

B. Chico USA website visits were at 256 in the 4<sup>th</sup> Qtr of 2005, and increased to a high of approximately 530 in the 3<sup>rd</sup> Qtr of 2006 during the fall media blast. The number of website visits has remained constant at the high of approximately 530, which indicates a consistent public awareness and use of the site resources.





## Project Performance

### 5. Anecdotal Information –

Feedback from one-on-one contact with CWBPs includes:

1. Landscape Contractors:
  - Business owners are pleased to be recognized for their BMPs
  - Compliance would be easier for them if they could receive better customer service from the Waste Management's green waste operation. (The City responded well to this request, and will investigate this issue.)
2. Carpet Cleaners:
  - Business owners are pleased to be recognized for their BMPs
  - Compliance would be easier for them if they had access to a map of the Chico urban area that includes legal sewage drainage system dumping sites. (The City responded to this request, and will research this possibility.)
  - Outreach by Chico USA to car wash businesses, in order to promote assistance with the dumping of waste water at their sites, would be helpful. (Chico USA, Project Coordinator, Jennifer Oman, responded to this request and provided outreach to car washes in the urban area. CWBPs are made available to car washes that assist carpet cleaners with legal disposal of their waste water.)



Clean water business partners can use this logo in their advertising and outreach materials.

Program Coordinator, Jennifer Oman, witnessed an increase in public knowledge during the fall media blast at various public forums during booth presentations. An increased number of individuals stopping by the Chico USA booth were able to answer correctly when asked to where the water in the gutters flows. They were better able to offer ideas for BMPs that they could implement, and behavior changes that they could make to protect water quality.





## Project Performance

### Lessons Learned – What we can expect based upon what we have experienced

Future EOP efforts should continue to offer a multi-faceted, multi-media campaign designed to not only heighten the salience of run-off pollution issues, but to provide practical information and advice to the public. It is important that the terminology be made as clear as possible to reduce the ambiguity and complexity involved in run-off pollution issues. For example, lawn clippings and soil run-off are pollutants of local waterways; yet as organic matter present a complicated outreach message. In addition, future EOP should provide low-cost options for privately as well as publicly common sources of run-off pollution.

According to the 2007 BEC Chico USA Final Survey/ EOP Impact Report, the majority of respondents who saw or heard an educational message, reported seeing the storm drain markers, followed by the murals, newspaper, and television messages. This indicates that these media sources are the most effective outreach avenues, and should be utilized in ongoing EOP efforts.

### Leveraged Project Funds

BEC leveraged Chico USA EOP funds considerably in various ways:

1. **Volunteer Hours** - A total of 1,020.5 volunteer hours were contributed through city wide volunteer events (e.g. the Storm Drain Marking Event on 4/29/06) and Butte College and California State University, Chico (CSU Chico) student assistance with outreach at various public events, promotional materials dissemination, etc. (See Appendix IX for Chico USA EOP Volunteer Hours details) The majority of the volunteer hours were contributed by CSU Chico Political Science students through the avenue provided by the Chico USA EOP and CSU Chico faculty for volunteer educational service-learning. These students participated in the collection and analysis of data for assessment of public

According to the 2007 BEC Chico USA Final Survey/ EOP Impact Report, the majority of respondents who saw or heard an educational message, reported seeing:

1. The storm drain markers
2. The murals
3. Newspaper articles
4. Television messages

This indicates that these media sources are the most effective outreach avenues, and should be utilized in ongoing EOP efforts.





## Leveraged Project Funds

knowledge on runoff pollution prevention in both the initial 2005 and follow-up 2007 surveys, and received extra credit in Dr. Diane Schmidt's Public Policy course and a letter of recognition from the City of Chico for their contribution.

- 2. Pro Bono and In-Kind Services** – A total approximate monetary value of \$9,000 in pro bono services was contributed and \$4,000 in facility, equipment use and technical support was provided by California State University Chico. A partnership between Chico USA and CSU Chico was formed through collaboration on the Chico USA public knowledge surveys. CSU Chico faculty and administration have provided professional survey research consultation services, facilities, and technological support.

The following services and support were provided for the initial survey: James Gregg, Professor Emeritus Political Science, CSU Chico, provided pro bono consultation services for the development of the initial pre-project survey questionnaire; training of CSU Chico student volunteers for data collection; and survey results report editing services. The survey data schematic / coding and data analysis were provided by Dr. James Fletcher, Director of the CSU Chico Applied Research Program. The CSUC College of Business provided use of their computer lab facility for data entry.

The following services and support were provided for the follow-up survey: James Gregg provided pro bono consultation services for the development of the follow-up survey questionnaire, designed for the purposes of analysis of the EOP impacts and effectiveness; and data analysis. Dr. Fletcher provided the survey software and data extraction. Dr. Schmidt, Professor Political Science and former Assistant Director of the CSU Chico Survey Research Center, provided the data schematic, coding and analysis. Dr. Schmidt also contributed considerable pro bono hours to the Final Survey Impact Report. The CSUC College of Business provided the Chico USA follow-





## Leveraged Project Funds

up survey team with the use of their computer lab facility, Voice Over Internet Phone (VOIP) system equipment, and technological support with the online voice system.

- 3. Project Funds** – A considerable amount of EOP Task Management Personnel funds were redistributed and applied toward Project Coordination, and Outreach Media and Materials. This was a more efficient use of taxpayer monies, and allowed more of the EOP funds to be spent on direct outreach and education. Additional outreach materials produced with these funds that were not required in the grant agreement include: A Creekside Homeowners' Handbook, and Beginning Design and Content Development for Runoff Pollution Prevention 2008 Calendar (This project will be completed with City funding post-grant.) Redistributed funds were also applied toward additional broadcast media spots, and public event registration fees for program representation.

Paid broadcast media (television and radio) PSAs time slots were matched. The Fox 30 network matched the three Spanish and English 30-second PSAs one-to-one. The 60-second radio PSA in Spanish and English were matched two-to-one.

The two "Storm Drain Gang" murals that were created as part of the EOP were a cost-effective alternative to billboards due to the length of time that the messages and images remain in the public realm relative to the cost of production. The strategy of using murals also garnered much more press coverage, creating additional outreach at no additional cost.

### **How will results of the project be disseminated to encourage further implementation?**

- 1. Internet** – The final Chico USA EOP Evaluation report and 2007 Survey Impact Report are posted on the Chico USA web pages online at [www.becnet.org/nodes/issues/water/chicousa/](http://www.becnet.org/nodes/issues/water/chicousa/) All Chico USA





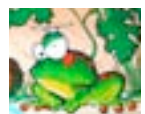
## Follow-up Activities

EOP brochures, media and reports are currently posted on the site as well, along with the handbook, posters, all press coverage received, and links to Clean Water Business Partners.

- 2. Multi-agency Collaboration** – The final Chico USA EOP Evaluation report and 2007 Survey / EOP Impact Report will be shared with the project partners and the Butte County Public Works Department for further implementation purposes and information sharing for general public education.
- 3. Public Presentation** – A public presentation will be given by Jennifer Oman, Program Coordinator, and Dr. Diane Schmidt, at the November 13, 2007 BCCWA meeting at Chico City Hall chambers.
- 4. Publication** – Jennifer Oman, Program Coordinator and Dr. Diane Schmidt will collaboratively pursue publication of an article on the 2007 Final Survey Impact Report in various water quality education journals.
- 5. Press Release** – A press release, publicizing the program results will be disseminated by the Butte Environmental Council.

## Planned / Potential Follow-up Activities

- 1. Multi-agency Collaboration** – The City of Chico and the Butte Environmental Council have held planning meetings to continue Storm Water Education and Outreach for the Chico urban area. Collaborative plans have been made to provide outreach to public school students; to continue providing program representation and outreach at various public events; to complete and disseminate the Runoff Pollution Prevention 2008 Calendar; and to continue to build the Clean Water Business Partnership program. This work has been planned to be carried out on a contract basis, and will be finalized in the coming months.





## Follow-up Activities

- 2. Information sharing with other groups** – In June 2006, Jennifer Oman, Program Coordinator, met with a group of Upward Bound students at CSU Chico. She provided the students with materials, information, and a lengthy recorded interview for the purposes of supporting this group's effort to produce a runoff pollution prevention website. The students utilized the Chico USA EOP resources that were provided and produced an excellent website that is now available to the public. The students will continue to improve the site, and provide interaction with the public and answer runoff pollution prevention questions via their site email link. The site can be accessed at: [csucub.csuchico.edu/services/sum07/tq/waterpollution/index.htm](http://csucub.csuchico.edu/services/sum07/tq/waterpollution/index.htm)



- 3. Creek Watch Hotline and Chico USA web pages** – The Creek Watch Hotline and Chico USA web pages will be maintained by the Butte Environmental Council.
- 4. Dissemination of remaining Creekside Homeowners' Handbook and Chico USA brochures** – The small number of remaining brochures and handbooks will be available to the public at the BEC office, the City of Chico main offices, and through BCCWA meetings and representation at public events. BEC will also hand out remaining ancillary products at public events as is appropriate.

Big Chico Creek flowing over the dam at Chico's One-Mile Recreation Area.  
Photo by Gregg Payne



# Chico Urban Streams Alliance *Clean Creeks Project*



The Storm Drain Gang mural in downtown Chico  
Mural by Gregg Payne.

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Education and Outreach Program  
[www.becnet.org/nodes/issues/water/chicousa/](http://www.becnet.org/nodes/issues/water/chicousa/)

