



Watershed Watch Lessons Learned from Seven Years of Implementation



Mary Morse, Environmental Specialist
City of San José – Watershed Protection

5th National Conference for Nonpoint Source
and Stormwater Outreach
May 12, 2009



Watershed Watch Campaign





Litter Is Water Pollution




Watch Out For Toxic Pesticides



Control unwanted pests and care for your lawn and garden without dangerous chemicals. It's healthier for you, and will prevent polluted runoff from entering our creeks and Bay. To find less toxic alternatives, look for this symbol at your local store.




www.MyWatershedWatch.org
1-866-WATERSHED (928-3774)

Sponsored by Santa Clara Valley Urban Runoff Pollution Prevention Program - a coalition of local government agencies.







Watershed Watch Campaign





Litter Is Water Pollution






Report Illegal Dumping





Watershed Watch Campaign

Watershed Watch
Protect Our Creeks And Bays

Watershed Watch
Protect Our Creeks And Bays



In The Beginning...

- Brochures for every behavior and pollutant under the sun
- Expensive grants
- Multiple permittees, multiple versions
- Uncoordinated efforts



Lesson #1
Take a good hard look
at your program
No Sacred Cows!



Lesson #1

- What are you trying to do?
- Why are you trying to do it?
- Successes? Strengths?
- Weaknesses? Areas of improvement?
- Future opportunities? Future obstacles?



Lesson 1

How to get unstuck?

- Create a framework to work in
- Defined roles, responsibilities, deliverables
- Include a review process
- Give yourself time to do things right






Lesson #2



CONSULTING


IF YOU'RE NOT A PART OF THE SOLUTION,
THERE'S GOOD MONEY TO BE MADE IN PROLONGING THE PROBLEM.




Lesson #2

Benefits of outside consultant:


- Dedicated program management
- Specialized skills
- Fresh perspective







Lesson #3 Aim High... Reasonably



Lesson #3

- Have specific objectives with firm targets to achieve
- Objectives should:
 - Be measurable
 - have a baseline
 - be clear enough to guide strategic planning
 - be attainable with your budget and timeline

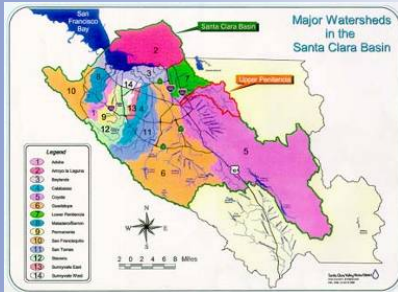






Lesson #3

- Reasonable goals and objectives
- Keep things in perspective





Lesson #4

- You have to plan for things not going as planned
- Shift tactics to deal with changes in audience, message, and funding

How do you rate as a watershed watcher?

Take a quick quiz to learn your

Water Pollution Personality Profile

[CLICK HERE TO TAKE THE QUIZ](#)



Lesson #5 Measure What Counts



Lesson #5

- What question will your measure answer?
- Will that answer tell you what you need to know?
- Measures should fit the tactic they're measuring
- Don't overanalyze



Lesson 5

Our Measures that worked

- Survey
- Focus Group
- Counting Visits

Our Measures that didn't work

- Counting brochures
- Pledge card mail-ins





Got Bugs?

Learn to control pests the less-toxic way.
Visit WatershedWatch.net
or call 1-866-WATERSHED.



Got Bulbs?

Dispose of fluorescent bulbs properly and prevent mercury pollution.
For drop-off locations, visit www.hhw.org or call 408-299-7300.



and the Recycling & Waste Reduction Commission of Santa Clara County and your City





Lesson #6

Know Your Audience, and Craft Your Messages Accordingly



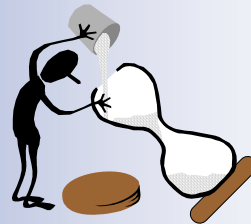
Lesson #6

- Measure your audience
- Audiences change
- Check for barriers and benefits
- Need to shift tactics to continue reaching a shifting audience



Lesson #6

- Old strategy: Awareness begets behavior change begets stewardship...
- New strategy: Behavior change begets stewardship begets awareness...
- New tactic: Target groups likely to change with behavior change messages
- Long-term audiences and long-term messages



Lesson #7
Procure Partners for
Pollution Prevention

La Preciosa
92.3 FM
Area de la Bahia

Metro
Newspapers

95.3 KRTY
SAN JOSE HOT COUNTRY!

98.5 KFMX
the classic rock experience

Classic
CAR WASH

Watershed Watch
Protect Our Creeks And Bays

Watershed Watch
Protect Our Creeks And Bays

CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Watch Out for Water Pollution!

Classic Car Wash is helping you watch out for water pollution.

Get 50% off
all car wash services at these special Watershed Watch Events, Wednesdays, 7-9 a.m.

May 9 Robertsville Classic Car Wash on Almaden Expressway in San Jose

May 16 Delta Queen Classic Car Wash on Hamilton Avenue in Campbell

May 23 Robertsville Classic Car Wash on Almaden Expressway in San Jose

May 30 Westgate Classic Car Wash on Prospect Avenue in Saratoga, 7:30-9:30 a.m.

For details visit www.MyWatershedWatch.org
(offer excludes gasoline purchases)



Lesson #8

Media; more than buying ad time!



Lesson #8

Media:

- Informs and educates
- Helps us reach our audiences
- Adds value to our campaigns







Preparing Media Partners

They want to help you

- Help their audience
- Improve their community



Help them to help you

- Educate them
- Share your goals
- Be patient and persistent



94.5 K-BAY Cares About...
Your Community



Getting the Most from Media

Ask for added-value

- PSAs are just the beginning
- Always ask for more
- Leverage your annual budget for maximum returns





Lesson #8

Know what you want

- Events - Theirs
 - Be a sponsor
 - Exhibit
 - Don't rely on them for your grassroots outreach
- Events - Yours
 - Use their promotional services and strengths



Event That Worked

Car Wash Promotion

- Promotional announcements
- Onsite promotional buzz
- 150 quality interactions
- 30+ monthly follow up actions





Event That Didn't Work

OIL CHANGE EVENT

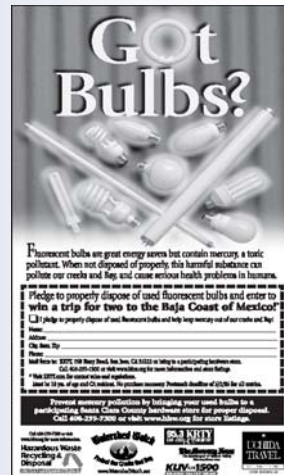
- Short event didn't match long lead time for decision/action
- Disappointing results
- Consider the consumer
 - Desired action
 - Lead time
 - Appropriate media and expectations



Lesson #8

Know what you want

- Sponsorships
- News or featured content
- Internet media
- Upgrades to paid space
- Bonus rotation
- Third-party partnerships





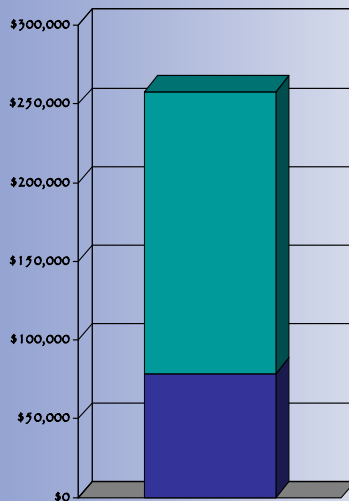
Lesson #8

Be discriminating

- Targeted
- Tactical
- Valuable



The Value of Added Value



- FY 07-08 media budget: \$78,584
- Discounts, events, additional media value: \$178,907
- Total media and added-value: \$256,681





Lesson #9

Learn From Your Successes As Well As Your Mistakes



Lesson #9

- Celebrate your successes
- Analyze your mistakes
- Both successes and mistakes are learning experiences

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Looking to the Future

- "Green" is cool
- Good campaigns are dynamic
- Have clear goals and objectives
- Don't be afraid to change



Thank You!



Mary Morse

mary.morse@sanjoseca.gov

408-945-3000

www.MyWatershedWatch.org

www.sanjoseca.gov/esd/stormwater

