



Watershed Sign Program

Water Department



Project Clean Water Outreach Workgroup and Ed TAC: January 17, 2007

**Presented By:
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Watershed Sign Program

Overview



Goals and Actions

Messages

Summary of Benefits

Where We've Been

Where We Are

Where We Are Going



Watershed Sign Program

Goals

Short and Long Term Goals

- Create awareness of watershed
- Educate the public on the importance of protecting our watersheds and drinking water
- Encourage community stewardship of watersheds





Watershed Sign Program

Actions

Short and Long Term Actions

- Short Term: Design, produce, and install six watershed signs along highway/interstate in San Diego
- Long Term: Establish statewide watershed sign program





Watershed Sign Program

Messages



Messages

- What a watershed is
- Protect the water quality of our drinking source water reservoirs
- Keep it clean



Watershed Sign Program

Summary of Benefits



Summary of Benefits

- Meets storm water pollution prevention goals
- Fosters cross-jurisdictional coordination
- Supports the education and watershed protection efforts of Project Clean Water
- Supplements Caltrans's Don't Trash California anti-litter campaign
- Creates uniform sign design throughout the state



Watershed Sign Program

Summary of Benefits



Summary of Benefits cont'd.

- Supplements the USEPA efforts to increase awareness and education of preserving our natural resources
- Supplements the San Diego Regional Water Quality Control Board's efforts to better control urban runoff



Watershed Sign Program

Where We've Been

Our Drinking Water, Our Watersheds, Our Responsibility
Watershed Newsletter 2006

Watersheds and Reservoirs
Watersheds and reservoirs are integral parts of our regional water supply system. A watershed is an area of land that drains local runoff (and everything collected in the runoff) into reservoirs. Reservoirs, more commonly known as lakes, capture local runoff and store imported water, and then supply this water to nearby water treatment plants. In this newsletter, we want to inform you about our efforts to protect water quality and also provide you with resources you can use.

Protecting Water Quality
While it helps to keep bugs and weeds out of your garden or landscape, using pesticides and herbicides can affect water quality. In a collaborative effort between City Departments, a new resource is available for protecting water quality. The Water, Environmental Services, Fire-Rescue, and Park and Recreation Departments in coordination with the City's Storm Water Program created a guide about limiting contamination by keeping pesticides, herbicides, and irrigation runoff out of our waterways.

Get your brochure today at local community service centers, libraries, or online at www.sandiego.gov/water/operations/environment.

2005 Annual Water Quality Report

New Signs Ahead!
The City of San Diego Water Department is launching a "Pilot Watershed Boundary Sign Program" (WBSPP) in San Diego County. The goals of WBSPP are to increase public awareness of San Diego's watersheds and encourage environmental stewardship by our community members. This program will bring attention to motorists that they are entering a watershed where a drinking water reservoir is located.

In 2006, the CalTrans Traffic Control Division Committee unanimously approved our pilot program and Metropolitan Water District of Southern California (MWD) awarded grant funding to assist with the production and installation of signs and to initiate a public awareness campaign.

The sign design is simple enough to use for designated drinking water reservoirs, groundwater basins, and other environmentally sensitive areas near source waters. We are working to make this sign available to our numerous partners such as the California Watershed Network, San Diego River Park Foundation, MWD, and other water agencies and environmental organizations.

Thank you to everyone who supported our program efforts. For information about how you can become involved, please call 619-527-3121.

SAN DIEGO RIVER WATERSHED
KEEP IT CLEAN

Right to the Source
Protecting our water supply is a tremendous challenge. Why? Much of our watershed lands are outside of the City's limits, therefore they are also outside of our jurisdictional sphere of authority for land use planning, zoning, and building codes. To assist other jurisdictions that control land use decisions in areas that affect water quality and watersheds, the Water Department established "Source Water Protection Guidelines for New Development Projects." The goal of the Guidelines is to help protect local source waters as new residential and commercial developments are designed, planned, and built in the watersheds.

The Guidelines establish water quality control measures that are specific to drinking water sources, for construction and new development, and also include recommendations for long-term maintenance of the control measures.

The Guidelines can be downloaded at www.sandiego.gov/water, or you can receive a complimentary version on CD-ROM by calling 619-527-3121 or emailing a request to watersops@sandiego.gov.

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Phase 1: Process for Pilot Program

- Researched existing and similar signs and organizations
- Met with Caltrans 3 times
- Received approval for pilot program in March 2006
- Included pilot sign program in last year's Annual Drinking Water Quality Report (Consumer Confidence Report) and watershed newsletter

Funding

- Worked with City's Government Relations Department
- Received MWD Community Partnership Grants for Phase 1



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Where We Are



Phase 2:

Sign Production and Locations

- Work with local Caltrans office for design, production, and installation of signs
- Each sign measures approximately 48" x 54"
- Proposed locations are at :
 - a) Hodges Watershed at I-15
 - b) San Vicente Watershed at SR 67
 - c) El Capitan Watershed at I-8



Watershed Sign Program

Where We Are



Phase 2: Pilot Program Kick-Off

- Work with KGTV-10 news, an ABC local news station, to promote campaign and supplement their efforts to encourage viewers to keep the community clean
- Media Packets
- Radio PSAs
- Billboards
- Movie Ads
- Internet Ads
- City/County Cable Access TV
- Program Webpage





Watershed Sign Program

Where We Are



Phase 2: Pilot Program Kick-Off Cont'd

- Online Survey to gather input about the level of sign awareness
- Update supporters on progress
- Unveiling of the sign ceremony

Funding

- Received MWD Community Partnership Grants for Phase 2
- Apply for SDCWA JPIC grant to assist in media and publicity costs



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Where We Are



Date: June 28, 2005
Subject: Letter of Support for City of San Diego Water Department Watershed Boundary Signage Program

To Whom It May Concern:

California Watershed Network is in support of the City of San Diego Water Department's efforts to develop a watershed boundary signage program as a way to create opportunities to learn about the importance of watersheds and encourage community stewardship. We support their collaboration with Caltrans to create a design template and sign specifications for watershed boundary signage that could be utilized and implemented throughout the region.

We support this program because it brings attention to the motoring public that they are entering a watershed where a drinking water reservoir is located. Furthermore, the project would assist the region's water utilities in meeting their storm water pollution prevention goals and would supplement the Environmental Protection Agency's efforts to increase awareness and education of the importance of natural resources.

We also believe that this program will assist the California Watershed Network by helping promote improved water quality for the San Diego region. And lastly, it will serve as a model for the rest of the State.

Sincerely,

Mary Lee Knecht
Vice President
California Watershed Network

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Letters of Support

We are still gathering more support and developing partnerships. To date, we have received over 30 letters of support.

Included in our list of supporters is the California Watershed Network, a non-profit organization that works to develop a coordinated network of community-based watershed management in California.



Watershed Sign Program



Where We Are Going

Next Steps

- Work with supportive organizations and agencies to involve their volunteer members in outreach effort as well as post links to the program webpage on their website
- Continue efforts to educate the community about "What is a watershed?" using 3-min. video
- Collect community feedback
- Seek other opportunities for additional grant funding



Watershed Sign Program

Where We Are Going



Next Steps :

Develop TAC Partnership

- Letters of support
- Research speaking opportunities at conferences/symposiums
- Research process to post watershed signs on public roads and streets



Watershed Sign Program



Questions?