

## Examples of Chico USA EOP Materials and Events

### I. Broadcast Media

- A. Three 30-second television broadcast public service announcements (PSAs), in Spanish and English, on the Fox 30 network – airing for 5 weeks in Fall 2006, in primetime and non-profit matched time-slots.

View the broadcasts online at

<http://www.becnet.org/nodes/issues/water/chicousa/media.htm>

- B. A 60 second radio broadcast in Spanish and English, aired for 4 weeks in Spring 2006 and 4 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. Listen to the broadcast online at

<http://www.becnet.org/nodes/issues/water/chicousa/media.htm>

Read the Radio Broadcast Script:

CHICO USA RADIO PSA

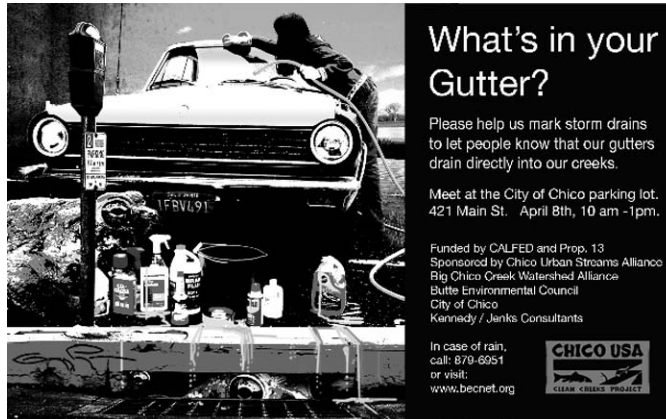
- 1: Eww, what's that in the creek?!
- 2: It looks like cigarette butts; that's gross! Don't people know that what's in your gutter is in your creek?
- 1: No way! I thought that gutter water was treated before it flows to the creek.
- 2: Most of us don't know gutters are meant to be storm drains. So gutter water and everything that's in it goes directly to our local creeks untreated.
- 1: Everything? Even trash that you see in the creek could have flowed from someone's gutter?
- 2: That's right and it gets worse. Car wash suds, spilled oil, pesticides, fertilizers, even pet waste that's not cleaned up can make it's way down the gutter and into our creeks. Prevention is easy though, everyone just needs to keep their mind on the gutter because what's in your gutter is in your creek!

A: For more information on ways you can help please visit [www.becnet.org](http://www.becnet.org) or call 891-6424. This message is brought to you by the Chico Urban Streams Alliance, or Chico USA. Chico USA partners include: the City of Chico, the Butte Environmental Council, Big Chico Creek Watershed Alliance, and Kennedy/Jenks Consultants.

Chico USA is funded by CALFED and Proposition 13.

II. Print Media

A. Newspaper Ads (Chico USA EOP ads were printed weekly in the Enterprise Record and Chico News & Review during 4/06)



Local Daily Newspaper Ad, printed in the Enterprise Record in 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 Business Partnership meetings in 8/06, and announcements of initial public knowledge survey in 9/05 and follow-up survey in 3/07)

The minimum requirement of public service announcements, of 60, was exceeded 1,300, including all Chico USA TV, radio and newspaper PSAs.

III. 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)



Chico USA booth and promotional materials (posters, buttons, brochures, magnets, etc.)

IV. Events (e.g. City-wide storm drain marking event, Clean Water Business Partners events, etc.)



City-wide Storm Drain Marking Event  
Chico volunteers waiting in line for  
Storm drain maps and markers 4/06



Chico Citizen marking storm-  
drain 4/06

V. Program representation at public events

The Chico USA Education and Outreach Coordinator, Jennifer Oman, provided one-on-one outreach with the Chico USA booth and outreach materials, at 51 public events, exceeding the required number of 25 (e.g. Thursday Night Market events in Downtown Chico, Public School Classrooms, CSUC and Butte Community College events, Home and Garden Show, Chico Mall events, Endangered Species Faire, etc.)



Chico USA booth @ Chico Mall Event '06



Chico USA EnviroScape Model  
Interactive Demonstration at the  
Endangered Species Faire, 2006

VI. 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.



Jennifer Oman, Chico USA EOP Coordinator giving television interview with KHSL for City-wide storm drain marking event 4/06

B. Newspaper articles

Chico USA received extensive newspaper press coverage:

**Enterprise Record articles:** 7/05 Program Kick-off and Creek Watch Hotline announcement; 9/05 Survey Announcement; 10/05 Survey results; 4/06 Storm Drain Marking Event ; 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 – 3 articles (Runoff pollution prevention news and Clean Water Business Partnership program promotion)

Example Newspaper Article:

### **Artist's murals with a message about storm drains are complete**

By HEATHER HACKING - Staff Writer

People who frequent downtown have likely been watching the progress of two murals which have just been completed to help remind people that garbage, gunk and goo that runs through Chico gutters goes directly into creeks.

Artist Gregg Payne created the murals for the Chico Urban Streams Alliance's Clean Creeks Project, a collaboration of Butte Environmental Council, the city of Chico and Kennedy/Jenks Consultants. The project is funded by the California Bay-Delta Program and from Proposition 13.

Payne chose to paint whimsical, cartoonish animals that are found along creeks -- frogs, birds and fish with bulbous eyes.

Rather than harp on people that throwing chemicals, garbage and cigarette butts in the gutter harms wildlife, the message is one of thanks. One mural, on the corner of Fourth and Main streets, on the side of Ital Imports, has the message "Thank you Chico!! for keeping your crud, chemicals and cigarette butts out of the gutters that flow into the creeks where we live."

Signed: "The storm drain gang."

The other mural, between Main and Broadway on Third Street, on the wall of Attic Antiques, reads: "Thanks Chico for keeping the creeks clean."

The murals took the artist about three weeks to complete.

The Chico Urban Streams Alliance's Clean Creeks Project has the goal of raising awareness about local waterways with the hope that people will take preventative steps not to pollute them.

In an urban setting some people don't think about how mindless discarding items will affect habitat downstream.

*This article original appeared in the August 27, 2006 [Chico Enterprise-Record](#).*

VII. Billboards/ Murals

Rather than produce billboards, the Chico USA EOP produced two murals with the runoff pollution prevention message. The murals were designed to convey a positive message and instill public support for runoff pollution prevention efforts. The murals remain intact at both locations and were a cost-effective alternative to billboards due to the length of time that the messages and images remain in the public realm. The strategy of using murals also garnered much more press coverage, making the impacts of the message greater.



One of two Chico USA murals in downtown Chico  
"Storm Drain Gang I" 5/06

VIII. CreekWatch Hotline

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.

<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.

<http://www.becnet.org/nodes/issues/water/chicousa/>

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

**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