

1999 Groundwater Research and Development Fund Grant
Final Report
"Partners for Clean Water" Information Campaign, Category 2

A grant in the amount of \$17,691.00 provided the means to incorporate groundwater protection messages into the successful "Partners for Clean Water" public awareness program to reduce nonpoint source pollution in the Tualatin River watershed. The "Partners for Clean Water" messages target home and yard issues such as fertilizer and pesticide use, management of pet and livestock waste, and septic systems. Research indicates the "Partners" campaign has been an effective investment of resources, but more education is needed to motivate the general public, agricultural producers and businesses to protect both ground and surface water.

Completed Project Activities

The grant funded new, more comprehensive messages in a series of four ads that were shown in movie theaters, published in newspapers serving the Tualatin basin, and translated into Spanish for newspapers serving Hispanic communities.

Movie Theater Ads

Ads ran in all major movie theater complexes in the Tualatin River watershed through the summer (June 5 to August 27), and were shown in 61 auditoriums to a potential audience of 1,407,000 moviegoers.

Spanish Newspaper Display Ads

Display ads translated into Spanish ran in newspapers serving the Spanish-speaking residents of the Tualatin basin, reaching a total circulation of 134,500, as listed below.

- El Hispanic News, 1/3 page ad in special editions 9/15 and 10/6 (total circ. 40,000)
- Forest Grove News Times, _ page ad in special Hispanic edition in Aug. (circ. 5,500)
- Hillsboro Argus, two 8" x 6" ads on 8/12 and 8/19 (circ. 44,500 x 2 = 89,000)

Newspaper Display Ads (English)

Display ads (8" x 6") ran in all newspapers serving the Tualatin basin, reaching a total paid circulation of 1,576,647 in August and September, as listed below.

- Forest Grove News Times 8/16, 8/25, 9/1 (Circ. 5625 x 3 = 16,875)
- West Linn, Beaverton, Tigard and Lake Oswego Times 8/19, 8/26, 9/2, 9/9 (Circ. 30,685 x 4 = 122,740)
- The Oregonian, West Zone 8/19, 8/26, 9/2, 9/9 (Circ. 357,333 x 4 = 1,429,332)
- Sherwood Gazette 9/1 (Circ. 7,700)

Summary of Project Results

The audiences who received information on how to protect groundwater included:

- More than 1.4 million moviegoers
- Nearly 1.6 million newspaper readers
- More than 134,500 newspaper readers saw ads in Spanish
- More than 100,000 annual visitors to the THPRD Nature Park
- More than 5,000 visitors to Washington County Fair

The ads supported outreach activities by all of the “Partners for Clean Water” including the Oregon Department of Agriculture, Washington County Soil and Water Conservation District, Oregon Department of Forestry, Unified Sewerage Agency and the 12 cities within its district, Washington County, Multnomah County, Clackamas County, the cities of Portland, Lake Oswego, and West Linn, Tualatin Hills Park and Recreation District (THPRD) and the Tualatin River Watershed Council.

The campaign is augmented by the Regional Coalition for Clean Rivers & Streams investment of \$45,000 annually for water quality messages on mass transit, radio, newspaper and movie theater ads, and a widely distributed video.

General Accounting of Grant Funds Expended

Final Project Budget

	GRANT	MATCH
Materials/Supplies		\$45,000 (interpretive exhibits) \$42,400 (watershed signs*) \$8,084 (newspaper ads) \$1,060 (Spanish ads) \$8,813 (movie ads) \$4,803 (brochures) \$3,375 (Naturescaping workshops)
Travel		\$50 (Salem conference)
Services	\$10,957.90 (movie ads) \$1,349.42 (Spanish ads) \$5,383.68 (newspaper ads)	
<i>Subtotals</i>	<i>\$17,691.00</i>	<i>\$ 113,585.00</i>

TOTAL \$131,276.00

* 800 signs/\$23 ea/\$18,400 plus in-kind installation/\$30 ea/\$24,000

Conclusion

The project is completed. This project exemplifies how partnership and collaboration can optimize resource expenditures. The “Partners for Clean Water” messages that have focused on surface water for the past five years were expanded to include groundwater protection. This logical connection makes sense to the general public and will increase the impact and effectiveness of efforts to protect water resources. The “Partners for Clean Water” greatly appreciate the support of the Groundwater Research and Development grant administered by the Oregon Department of Agriculture.

Contact: Sheri Wantland, Public Involvement Coordinator
Unified Sewerage Agency
155 N. First Ave. #270
Hillsboro OR 97124
(503) 648-8621 e-mail wantlans@usa-cleanwater.org