

Metro Greenspaces Salmonid Education Enhancement Project

Oregon Environmental Council

SPAWNS

grant number: 921066 funding year: 1998-9

1. **Project Area Map:** n/a:
2. **Project site map:** n/a
3. **a. Photos and slides:** n/a
b. Materials: Copies of booklet and SPAWNS, as described below.

4. Project Description:

The Oregon Environmental Council is engaged in an advertising campaign aimed to promote water pollution prevention, and to distribute copies of our booklet, *50 Ways to Love Your River*. We have attempted to get private and public agencies with "advertising" opportunities to partner with us to promote water pollution prevention. The successful partnerships executed in the Metro area have been with Safeway and Fred Meyer grocery stores, the city of Oregon City, and the Unified Sewerage Agency. The grocery stores both printed ads on the grocery bags used in the state of Oregon; Fred Meyer has committed to do two more printings at a later date. Oregon City printed an article promoting water pollution prevention in their municipal newsletter, and USA enclosed a bill insert in their sewer bills.

Our outreach and promotion has caused many organizations to request copies of the booklets, as well as private individuals. Between individuals, partnering agencies, and other organizations, we have distributed over 5000 copies of *50 Ways to Love Your River* in the Metro region. Some of the recipients have included:

- Johnson Creek and Sandy River Basin Watershed Councils
- Headwaters to Ocean
- Student Watershed Education Research Project (SWERP) of OGI Saturday Academy
- Friends of Tryon Creek State Park
- Clackamas County 4-H
- John Inskeep Environmental Learning Center at Clackamas Community College

5. Goals and Benefits of Project:

The goal of this campaign has been to educate urban residents about the ways in which their actions affect local water quality. The booklet *50 Ways to Love Your River* was written to make the subject of water pollution prevention lighthearted and understandable. However, the booklet can not change anyone's behavior unless they see it, and the Oregon Environmental Council has limited distribution channels. This advertising campaign has been intended to expose a wide audience to the message of water pollution prevention, and to offer copies of the whole booklet to individuals who are interested.

We believe that people want to do what they can to help the threatened fish, but have not known how; this booklet was developed to solve that problem. We are very happy with the amount of publicity and advertising which we have received and for which we have secured commitments. The number of copies of the booklet distributed greatly

exceeded our projections. We believe that this campaign increased public awareness of water quality, and contributed to the large-scale change in public thought and behavior that will be necessary to save the salmon.:

6. Project Timeline and Description:

- a. November, 1998 through February, 1999: Finish booklet text, work on illustration and design. Develop prototype of "advertisement," to shop around to prospective partners.
- b. January through March, 1999: Volunteer Francie Royce contacts a variety of media outlets to discuss the possibility of donated advertising space; Kasandra contacts municipal governments and other potential partners.
- c. February, 1999: Willamette Restoration Initiative agrees to distribute booklets through the Willamette Hotline, saving OEC time and money.
- d. March, 1999: Booklet printed: 2,100 copies.
- e. April, 1999: Governor John Kitzhaber signs letter of support for the booklet, and congratulates the Oregon Environmental Council for producing such an effective product.
- f. April, 1999: Public Service Announcements (PSA's) about preventing water pollution, and offering copies of *50 Ways to Love Your River*, air on KINK radio station, 101.9FM.
- g. April, 1999: Safeway grocery stores in Oregon and Southwest Washington use paper bags that have SPAWNS on the side; approximately 1.3 million bags are used.
- h. June, 1999: Second printing: 12,000 copies.
- i. June, 1999: Oregon City agrees to put an "ad" in their municipal newsletter, *Trail News*, which goes to all residences in the city of 23,000.
- j. July and August, 1999: OEC works with Oregon City public works staff to produce a full-page "ad" for *Trail News*. They choose to use the same tip as was used by Safeway, despite OEC's desire to use a different tip for opportunity.
- k. June & July, 1999: Volunteer Katey Jessen contacts neighborhood associations, local newspapers and recreational clubs, asking them to run SPAWNS or articles in their newspapers promoting the pollution prevention message.
- l. June, 1999: Volunteer Meredith Hirschfeld sends information to local 4-H clubs, one of which follows up and gets 100 copies of "50 Ways" for environmental education projects.
- m. July, 1999: Fred Meyer Stores commit to printing 3 different SPAWNS on paper grocery bags for use in Oregon in three months: November 1999, February and June, 2000.
- n. July, 1999: As a result of contact made through the June 10 Metro grants recipients meeting, OEC and the Unified Sewerage Agency (USA) agree to do SPAWNS bill inserts to approximately 40,000 households.
- o. August, 1999: Fox 49 Television expresses interest in helping to produce and air television public service announcements based on "50 Ways." Project underway; OEC still seeking additional funding before we can commit.
- p. October, 1999: USA prints and begins to circulate bill inserts.
- q. November, 1999: Oregon City (finally) prints an offer for "50 Ways" in their municipal newsletter. Original designed ad, and final article both enclosed.

Projects currently underway: The City of Portland expressed interest in running SPAWNS at the start of this project, and is still interested now. We have delayed implementation because OEC staff wanted to do bill inserts with several smaller communities as "test cases" before doing the large city of Portland. The smaller communities – Salem and Corvallis, in addition to Oregon

City and USA — have all been slower than anticipated. We currently have a tentative agreement to do an article or ad for Portland's public works newsletter in the early spring of 2000. We are happy to have waited because there have, indeed, been many kinks to work out.

Fox 49 television has committed to help us produce a public service announcement (PSA) for television, which they would then run on their own station, AND help distribute to other stations. We are currently seeking funding for the OEC staff time and professional services (chiefly illustration) necessary to complete this project. We are VERY excited about this opportunity.

7. Project Budget:

A reimbursement request is included with this report. It requests a total of \$5000 from Metro for expenses including staff coordination, printing, and professional services (graphic design.) It details a total of \$17,757.55 in expenses, which shows an even higher leverage value for Metro's investment than projected. In fact, the budget shown does not account for several large in-kind contributions, and thus the total value of the project is much higher. We did not assess the market value of the printing or advertising space provided to us by USA, or Oregon City. Additionally, the costs of postage, which we expected to be significant, were covered in full by the Willamette Restoration Initiative, which also hosted the toll-free request line.

8. Project Staff:

Kasandra Griffin is Project Manager for Willamette Outreach at the Oregon Environmental Council and was responsible for this project and grant.

Jeff Allen is Executive Director at the Oregon Environmental Council and provided direction and advice, and also helped secure partners.

Francie Royce is a professional who works part time, and who spent time in the winter volunteering for OEC.

Katey Jessen and Meredith Hirshfeld are college students who interned for OEC during 1999 and spent time on this project, primarily in doing research and mailings.

9. How Project Relates to the Greenspaces Program:

This project has helped spread the message that our actions affect water quality, and that we can save fish by changing some of our behavior. It has made people more aware that the Metro region is part of a living ecosystem, and that they are part of it.

10. What worked, what didn't, helpful hints:

Successes:

Our most successful donated advertising was grocery bags. Safeway agreed to do an ad, and ran it in April. Fred Meyer has agreed to run a series of THREE grocery bag ads, highlighting different tips in different months. Those ads will run November of 1999, February 2000, and June, 2000. Natures Northwest expressed interest in running ads on bags as well, but their change in ownership caused discussion to be suspended.

Radio stations were willing to do some promotion of the booklet and the message at their own convenience, but we were neither able to "control" that, nor keep track of what is announced and when.

Water providers were very enthusiastic about working with us to promote the message of water quality protection to their residents. The two vehicles we used were messages in city newsletters, and messages as water bill inserts. In both cases, OEC worked with the water provider to develop an advertisement or article based on the "50 Ways" booklet. We were happy to work with them and appreciated the broad audience we were able to reach through them – that is, ALL residents, not just specific sub-groups – but we were frustrated by how slow and bureaucratic the collaboration was.

Frustrations:

We had hoped to secure donated advertising for a variety of traditional media spaces, and found the owners of those media resistant to the idea. Obie Media, which does the advertising on the in and outside of Tri-Met buses, offered us a discounted non-profit rate, but not a donation of advertising space. McMennamins declined to run a promotion for anything but themselves at the start of their movies at several theaters around the Metro area.

We were less successful than we had hoped at getting articles or ads into local newspapers. We did a mailing to all small newspapers in the Willamette Valley, asking them to run articles about the booklet to help promote the message of pollution prevention to their customers. As far as we know, that effort resulted in only three small articles, none of which were in the metro region.

We were also surprised at the slowness of working with communities, which prevented us from engaging more municipal partners in the first year. We wanted to use several cities as test cases before doing more ambitious marketing of the "bill insert/municipal newsletter" opportunity throughout the basin. The test cases were each complicated in their own way, took longer than anticipated both in OEC coordination, and in time necessary to go from idea to finished product. In the case of Oregon City, we made an agreement in the spring, developed an attractive, designed ad in the early summer, and an adapted article ran in November. In the end, the text was used but our designed version of the "ad" was not, due to a decision that it was not appropriate to have "ads" in the city newsletter. Although I respect that decision, it was inconvenient that the newspaper editor didn't know it in advance.

11. **Advice for other project managers:** Contact prospective partners by phone, and offer or request something specific, and ambitious. In the case of grocery bags: Safeway did one bag ad, because that's what we asked for, whereas Fred Meyer is doing a series of three, because that is what we asked for! Aim high!
12. **Monitoring and maintenance plan:** With the help of a second year grant from Metro, we will continue to work with a variety of partners to promote the message of water pollution prevention!
13. **Accurate Count Numbers of Trees and Shrubs Planted:** n/a