

“50 Ways to Love Your River”: Metro Greenspaces Salmonid Education Enhancement Project Final Report

Oregon Environmental Council

contract number: 921694 funding period: 1 November 1999 — 1 June 2001

Summary of grant activities

With the support of a second Metro Greenspaces Salmonid Education Enhancement grant, the Oregon Environmental Council (OEC) stepped up its educational outreach campaign designed to promote water pollution prevention. The campaign, focused around OEC's *50 Ways to Love Your River* brochure, targets urban and suburban residents in the Willamette watershed. The tips provided help individuals understand how their behavior and their choices affect the rivers and the fish that live in them.

The 50 Ways to Love Your River project managers arranged for a second printing of the *50 Ways* booklet. The booklet then was distributed through a variety of channels, including the Tualatin Watershed Council and the Jewish Federation of Oregon. Many interested individuals requested the booklet directly from OEC, and one student requested enough for her Portland Community College biology class.

The Oregon Plan for Salmon and Watersheds has a toll-free number that people can call for information on a variety of watershed and salmon recovery issues. The *50 Ways* booklet has been included in three of the eight packets distributed by the Oregon Plan information line.

In addition to promoting the prevention of nonpoint source pollution through the distribution of the booklet, the messages promoted in *50 Ways* were presented to Willamette Valley residents through a variety of individual tips. The tips, which were adapted from the booklet for publication or use in other venues, were specifically developed for each “collaborator.” The tips were:

- included as sewer bill inserts by the city of Gresham;
- printed on Fred Meyer shopping bags distributed throughout the state;
- run as a series of ads in the Daily Journal of Commerce; and
- printed in the 2001 state fishing regulations.

OEC has also been moving ahead with negotiations with Fox 49 to produce a video based on the 50 ways booklet. Fox is interested in donating post-production

FRED MEYER STORES AND THE OREGON ENVIRONMENTAL COUNCIL INVITE YOU TO

SAVE NATIVE SALMON BY ENDING POINTLESS POLLUTION!

ANOTHER TIP FROM
"50 WAYS TO LOVE
YOUR RIVER"



TIP#1

Minimize pavement anywhere you have influence such as at home, at work, and in neighborhood parks.



Your landscaping choices make a difference to fish! When asphalt, concrete, and roof-tops prevent water from seeping into the ground, rainwater flows over the surface, picking up dirt and contaminants. That runoff drains into rivers, where it degrades water quality and makes it hard for fish to

breathe. You can help keep our rivers clean by letting rainwater soak into the ground.

JUST THE FACTS

Bricks, stones, or cinder blocks can be used for landscaping while also letting water seep in around them.



This is just one way that you can reduce pollution to our rivers and streams. For a **FREE** booklet with 49 more ways, call this toll-free number:

(888) 854-8377

or see it on the web at www.orcouncil.org

BROUGHT TO YOU BY THE OREGON ENVIRONMENTAL COUNCIL,
PROMOTING CLEAN AIR, CLEAN WATER, AND A SUSTAINABLE ECONOMY.

Community Relations Committee

March 6, 2001

Dear Karen,

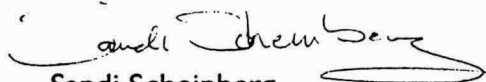
I want to thank you for providing the Jewish Federation of Portland and the Northwest Jewish Environmental Project with assistance and resources for our year-long campaign focusing on the Willamette River.

The "Our River Our Future" October 29 event was a great success that brought together over 130 parents and children in celebration of the river, while calling attention to the actions we all need to take in our day to day lives to improve the Willamette watershed. Having your staff present, in addition to the 80 copies of 50 Ways to Love Your River enhanced the action and advocacy components to the ritual event.

We additionally found the 150 copies of 50 Ways complementary to our March 11 Tu B'Shvat native plant restoration event at Oaks Bottom Wildlife Refuge. We had over 350 people attend the event!

Thank you for your great work, and we hope to continue to partner with you further as our campaign continues.

Sincerely,



Sandi Scheinberg
Chair, Oregon Jewish Environmental Coalition
A Subcommittee of the Jewish Federation of Portland

CRC CHAIR
Steven B. Ungar

CRC VICE CHAIR
Diane Solomon

CRC EXECUTIVE DIRECTOR
Robert Horenstein

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Lisa Klein
Priscilla Kostiner
Terry Reynolds
Michael H. Simon
Chuck Tauman

December 26, 2000

Karen Lewotsky
Oregon Environmental Council
520 SW 6th Ave, Ste 940
Portland, OR 97204-1535

Dear Karen,

I would like to thank you for sending me the brochure **50 ways to love your river**.

I took a Biology 101 course at Portland Community College this fall. We had to do a presentation on environmental impacts in the northwest. My first thought was of the Willamette River and the impact society is making on the natural resources (fish, drinking water, native plants, etc.). The brochures helped educate my family, my classmates and myself. They also gave us something we could take home and use in our personal lives. My classmates seemed appalled by the state of our beautiful river and while it is impossible to follow up with every classmate, I am taking responsibility for my own actions and your information was the catalyst!

Thank you again for your help with my project.

Thank you,

A handwritten signature in cursive script that reads "Mindy Proctor". The signature is written in black ink and is positioned above the printed name.

Mindy Proctor

1225 LINN AVENUE
OREGON CITY, OR 97045

FRED MEYER STORES AND THE OREGON ENVIRONMENTAL COUNCIL INVITE YOU TO

STOP POINTLESS POLLUTION!



ANOTHER TIP FROM "50 WAYS TO LOVE YOUR RIVER"

TIP#25 Keep your car in good condition and fix any leaks promptly!

People don't want to swim in motor oil and coolant, and neither do fish. However,



contaminants on roads find their way into rivers, where they degrade water quality and make it hard for fish to breathe. You can help keep our rivers clean by keeping chemicals off the roads.

Remember: Nearly everything you do affects water quality!



This is just one way that you can reduce

FREE booklet with 49 more ways, call this toll-free number:

(888) 854-8377

or see it on the web at www.orcouncil.org

BROUGHT TO YOU BY THE OREGON ENVIRONMENTAL COUNCIL, PROMOTING CLEAN AIR, CLEAN WATER, AND A SUSTAINABLE ECONOMY

50 Ways to Love Your River Summary

presented by Melissa Coogan, Oregon Environmental Council

50 Ways To Love Your River is an educational booklet featuring 50 tips on how we can help protect the Willamette River through our daily habits and behaviors. We work with communities to inform residents on water quality issues. These efforts raised awareness about clean water issues, fish habitat and gave residents information on how their personal behavior affects the quality of the Willamette River.

This year we built on the accomplishments we established under the 1998-1999 grant we received from Metro. For example, last year we developed collaborative partnerships with Salem, Oregon City, Newberg and with the Unified Sewage Agency. Under this year's 1999-2000 grant we have extended our partnerships to Gresham, Portland, Eugene and Albany.

Accomplishments

- Fred Meyer's printed 250,000 bags statewide in November, featuring Tip #1 to minimize pavement. In February they printed 250,000 bags featuring tip # 25 to keep your car in good condition. A final tip will be featured on their June 2000 grocery bags.
- City of Gresham used our "Pet Waste" tip as a bill insert in May
- School District 4J of Eugene used 50 Ways in their classroom for their energy and environment curriculum
- Eugene Wastewater Treatment Division used 500 copies for a public works day
- Yamhill Watershed Council bought 500 copies for distribution and education
- Albany Public Works purchased and distributed 200 copies
- OEC contributed 150 copies of booklet to Hewlett Packard's Earth Day celebration
- OEC contributed 150 copies of booklet to Naturescaping spring workshops
- Toyota Logistic Services supported our brown bag slide show presentation on the Willamette watershed and distributed copies of 50 Ways
- WRI continued to host our 800 distribution phone line and seeks to expand our collaboration

Metro's generous support allowed us to get 50 Ways to Love Your River into local communities. We have been able to reach many people we otherwise would not have and these contacts have allowed OEC to initiate possible support from other sources to continue our outreach work in the future. For example, we particularly hope to increase our outreach efforts in the Tualatin basin. Without Metro's support we would not have penetrated many communities with 50 Ways to Love Your River, established the vital partnerships we now have or found so many avenues in reaching varied groups of people. Working from the foundation the grant has provided, we seek to continue our education outreach through the following means:

- re-printing 50 Ways
- an animated, 30 second PSA with Fox
- create a bill insert with Portland, working with BES
- get a tip in the Oregon 2001 fishing regulations

- explore possible educational inroads to the residents of the Tualatin Valley
- continue to establish collaborative relationships across Oregon