

Clean air  
Clean water  
Clear thinking



## Oregon Environmental Council

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Rachel Fox  
Assistant Management Analyst  
Metro Regional Parks and Greenspaces  
600 NW Grand Avenue  
Portland, OR 97232-2736

28 June 2002

Dear Rachel,

Here is the final report and billing materials for the Oregon Environmental Council's "50 Ways to Love Your River" project, contract # 922549. If you have any questions about the report or the billing materials, please contact me by phone or email (see below).

Sincerely,

Karen Lewotsky, PhD, JD  
503.222.1963 x112  
klew@orcouncil.org

*1/2/02*  
*Copy in Metro file ✓*  
*Jennifer or*  
*Deb - FYI*  
*I'm processing the invoice*  
*Rachel*

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

Oregon Environmental Council  
contract number: 922549

## Summary of grant activities

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

OEC arranged for a third printing of the *50 Ways* booklet. The booklet then was distributed through a variety of channels, including

- Outreach to schools: OEC staff gave presentations to Aloha High School, Westview High School and Century High School. Two presentations were given at Tigard High School. In addition, a presentation was given at the Children's Clean Water Festival. A total of 399 of the *50 Ways to Love Your River* booklet were distributed in the course of these presentations.
- Outreach through Val-Pak Mailing: A sample tip was included with the May 2001 Val-Pak mailing, which reached 30,000 addresses in the Tualatin basin. The tip also explained how people can request copies of the booklet by calling a 800 number run by the Oregon Plan for Watershed Enhancement and Species Protection.
- Outreach through newspapers and newsletters: A variety of tips were published in 5 newspapers and newsletters throughout the basin. The tips also explained how people can request copies of the booklet by calling a 800 number run by the Oregon Plan for Watershed Enhancement and Species Protection.
- Outreach through television: A thirty-second animated public service announcement (PSA) has been completed, and distributed to local commercial television stations for review. Stations KPDX, KPXG and KPAX ran the PSA 5-10 times daily. People were able to request copies of

the booklet by calling a 800 number run by the Oregon Plan for Watershed Enhancement and Species Protection. (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.)

- Outreach through retail outlets and other outlets: Booklets have been provided for distribution by retail outlets and public libraries throughout the basin. Over 2040 of the booklets have been provided to the Washington County public library system, Powell's Books, REI, New Seasons Market, Dennis' Seven Dees Nursery, and Nature's food stores in Beaverton, Lake Oswego and Hillsdale.
- Outreach through workplace presentations: Although OEC staff contacted over 186 individual businesses in the Tualatin basin, offering to give a specially developed PowerPoint presentation and distribute free copies of the booklet, we had very few takers for the presentation. Three businesses accepted the offer and two others asked for copies of the booklet to distribute.
- Outreach through telephone canvassing and follow-up phone calls: OEC also conducted a telephone canvass and follow-up telephone survey in the metropolitan areas of the Tualatin basin. OEC contacted registered voters in those areas, and told them about the *50 Ways* program. The residents were then asked if they wanted a copy of the *50 Ways to Love Your River* booklet. Those that answered in the affirmative were sent a copy of the booklet. We called through a total of 8302 residents, talked to 6331, and sent booklets to 2123 people.

## Evaluation of project

OEC evaluated the effectiveness of our school outreach by surveying class instructors. Their responses indicate that the booklet and the presentations were effective. Teachers reported that

- the students were engaged by the presentations;
- the information was interesting and age appropriate;
- the *50 Ways* booklet reinforced the importance of individual activities in reducing nonpoint source pollution; and
- the presentation and booklet were likely to be somewhat effective in changing student behavior.



OEC evaluated the effectiveness of the *50 Ways* canvass by conducting a follow-up survey. We contacted a subgroup of those who had requested a booklet during the canvass telephone call. In the follow-up call, OEC confirmed the receipt of the booklet, asked what the residents thought of the booklet and asked what actions they would emulate as outlined in the booklet.

We got 163 responses to our follow-up survey. Overall, the canvass seemed to be an effective way to get the *50 Ways* booklet into peoples hands. The follow-up survey indicated that people were receptive to the messages in the booklet and felt the booklet delivered those messages in a clear, easy-to-understand, and colorful way. Although many people said that they were already acting to curb their contributions to pointless pollution, they also indicated that the booklet provided workable suggestions for alternatives to some of their current behaviors.

### **Lessons Learned**

*50 Ways to Love Your River* continues to be a well-received outreach tool. Supplying retailers, local and regional agencies and watershed councils with copies of the booklet was an effective means for reaching a wide variety of people throughout the valley. Watershed councils were also excellent partners for the distribution of the booklet.

Partnering with the Oregon Plan information line was another effective means for increasing the booklet's distribution. Because the callers specifically requested information about various pollution topics, it is very likely that they will be receptive to *50 Ways'* messages.

Bill inserts and newsletter articles presented good opportunities for reaching a wide variety of people. However, arranging for bill inserts and newsletter articles was occasionally problematic. For example, Clean Water Services, which services the entire Tualatin basin, bills by postcard, precluding bill inserts. Other utilities had insert topics planned many months in advance. Placing tips or articles in newsletters is contingent on space availability, which may end up delaying publication of the tip or article.

Both school and workplace presentations were more difficult to schedule than anticipated. We had hoped to integrate *50 Ways* into the current environmental curricula of Tualatin basin schools. However, feedback from most teachers indicated that, while they appreciated the message and format of the *50 Ways* booklet, they felt that there simply was not enough time in their day to add another segment to their lesson plan. Some suggested that it would be more effective to

present *50 Ways* in meetings of the science clubs, the environmental clubs and other extracurricular venues. However, because schools often establish their extra curricular activities as much as a year in advance, scheduling presentations requires appropriate lead time for contacting teachers and club leaders.

Although business people seemed generally receptive to the idea of a presentation, many of the businesses we contacted did not have a work schedule that allowed presentations, or did not allow outside people into their business facilities. Some of the businesses were in peak production mode, with no time for extra-curricula presentations. Of those businesses that did have both opportunities and schedules that permitted presentations, most had presentation schedules that were filled well in advance. Thus, while businesses and schools present excellent outreach opportunities, presentations must be scheduled at least nine months in advance.

## Jeff Allen

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**From:** Jeff Allen  
**Sent:** Tuesday, July 02, 2002 11:39 AM  
**To:** 'Angus Duncan (E-mail)'; 'Jerry Lidz (E-mail)'; 'Jim Whitty (E-mail)'; 'Jim Whitty (E-mail 2)'  
**Subject:** OEC board development

The call approaches...Angus will not be able to join us, alas. I'd really appreciate it if Jim & Jerry, if you could complete your assignments (see below) and email a short report around to us all by 9/10, depending on which we can decide whether we need to meet or can resolving things via email, etc.

Here's my report:

Henry Lorenzen. I left another mssg. Angus will also call.  
Mike McCalley. Interested, lunch set for 7/16.  
Jim Owens. I sent info & left a voice mail. Will fwp next week.  
Kitzhaber. I sent a letter & asked to talk. Will fwp with his scheduler nextweek.  
Greg Higgins. I met with him, he's possibly intersted but not before end of this year/ early 03. I'll fwp with him in a few weeks after he's reviewed our info.

-Jeff

-----Original Message-----

**From:** Jeff Allen  
**Sent:** Tuesday, June 18, 2002 1:20 PM  
**To:** Jeff Allen; 'Angus Duncan (E-mail)'; 'Jerry Lidz (E-mail)'; 'Jim Whitty (E-mail)'; 'Jim Whitty (E-mail 2)'  
**Subject:** NOTES FROM TODAY'S BOARD DEVT CALL

NEXT MEETING: JULY 16, 12-1 PM

### TO DO LIST

Jim call Martin W., ask re Rod Frederick, others in c. Oregon

Jerrycall Nik reSue Cameron, what doing now, where, etc; ifpromising we'll follow up

(also ask Nik about Norris, Bidwell, but they're lower priority as we have other Portland prospects we're further along with)  
check around re: Susie Smith, if promising we'll follow up  
email Bill Cook (if/when DOJ relents, we're interested)  
call Gil Sharp (check in, update, very exploratory call...)

Jeffcall Henry Lorenzen - is he ready & if not when?  
pursue Michael McCauley (Dr., OHSU, PSR board, former greenpeace board, wife is dean of med school)  
pursue Kitzhaber - write (w Jesse sig also) tell him we want him back, ask for a meeting/phone time to discuss  
pursue Jim Owens  
talk to Karen re Johnny Sundstrom (recruit for ag committee, membership first, get to know)

To keep cultivating for longer term:

Jon Carder (start with Forum sponsorship)

Greg Higgins (start with JA meeting later this month)

Keep cultivating (no real action needed before end of 2002)

David Bragdon - DEFINITELY INTERESTED but not until after November 2002 election, eg April 03. I think we should plan lunch in Nov/Dec 02.

Betsy Johnson. Interested in future for sure, no sooner than 4/03 but check back then.

Fred Hansen. HE IS DEFINITELY INTERESTED but no sooner than 4/03, maybe 10/03, due to other commitments.