



RIVERSIDE COUNTY WATERSHED PROTECTION

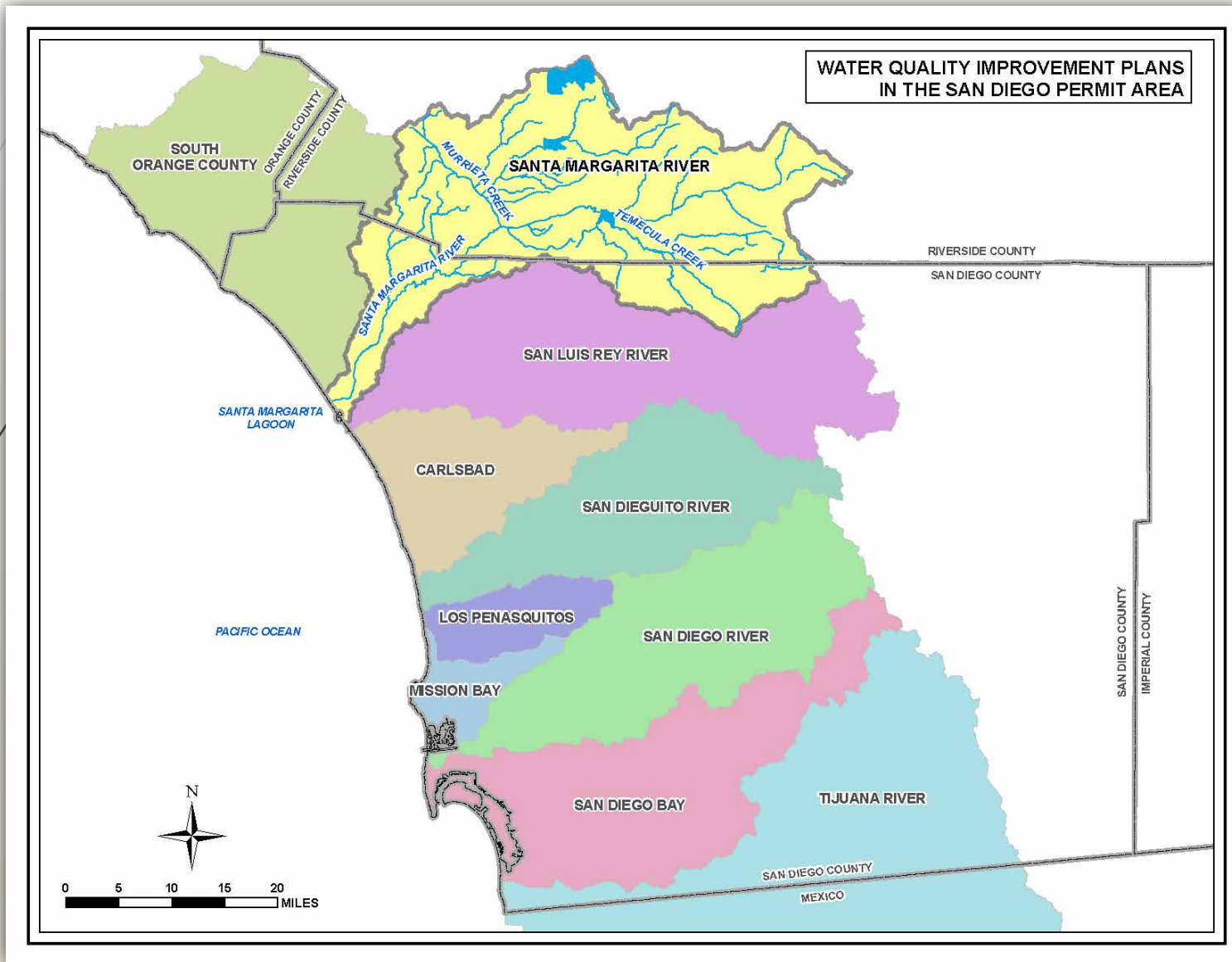
Presentation to:
San Diego Regional Water Quality Control Board
Region 9
March 15, 2017



Public Education Program

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Riverside County Flood Control and Water Conservation District

Our Watershed



Program History

- Brochures
- E-Newsletter
- Website
- School Presentations
- Community Events
- Pollution Prevention Hotline
- Home Improvement Store Training
- Rebranding
- Social Media



What's Changing?

- ▶ Water Quality Improvement Plan(WQIP) – IN PROCESS
 - Identify Highest Priority Water Quality Conditions
 - Develop Goals & Strategies
- ▶ Public Ed Strategic Plan Development
 - Baseline Surveys
 - Target Audiences
 - Key Messages
 - Communication Tools

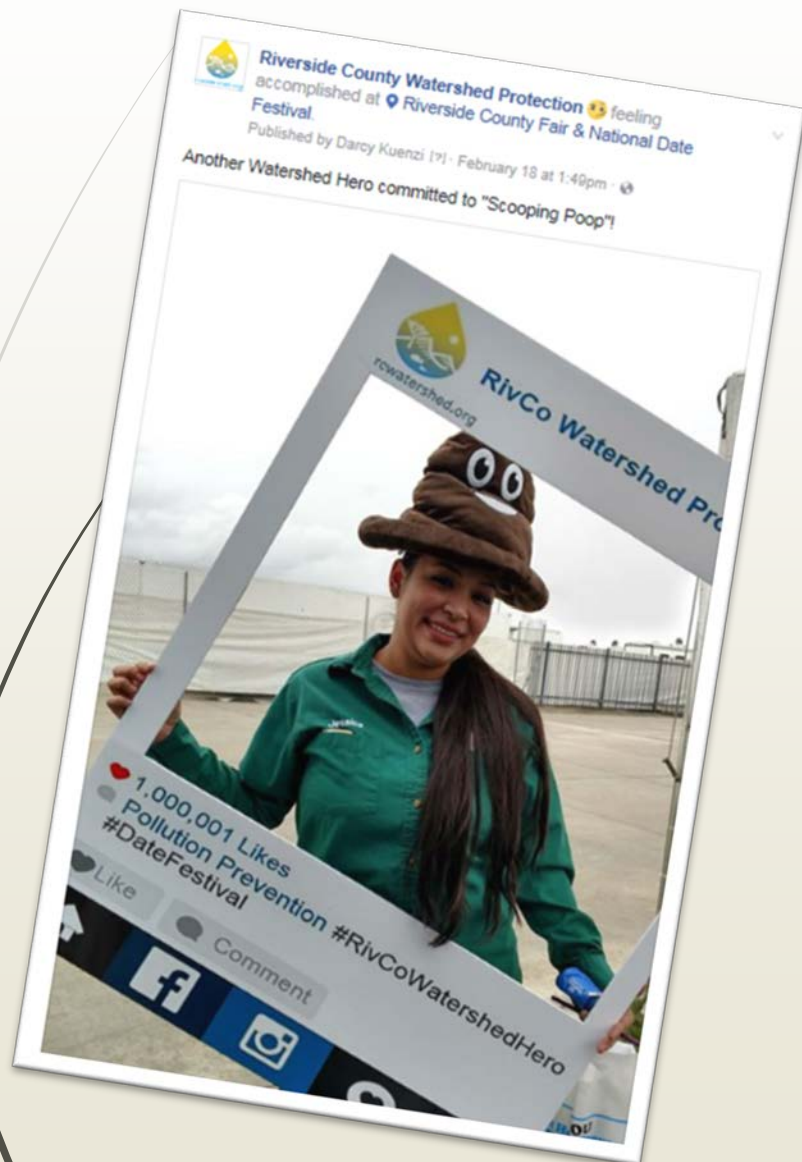


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Going "Social"



- Focus on Priorities
- Identify behaviors
- Target your audience
- Develop Campaigns
- Change behavior
- Measure results



@RivCo Watershed

Measuring Success



- ▶ Measuring the effectiveness of public education is an emerging field of research with great opportunities to make an impact.
- ▶ Behavior change campaigns tailored specifically to people that are performing specific/negative behaviors are more effective than a scattershot approach to everyone.
- ▶ We know we are successful when:

The Target Audience is engaged on specific behavior.

The behavior has been measured and may result in benefits to the overall health of the watershed or sub-watershed.



Making it Count

- ▶ Making a difference in the overall goals of the watershed
- ▶ Out-of-the-box instead of checking boxes
- ▶ Committed to forming new partnerships
- ▶ If at first you don't succeed....adapt your program



Thank You!

Regional Permit Partners

San Diego County

City of San Diego

Orange County

Riverside County

Questions?

