



2014 Annual Report





Greetings! It is with great pleasure and gratitude that we are able to provide you with another annual report for the Keep Our Waters Clean Campaign (KOWC). The campaign works with Sacramento water agencies as well as other city, county, and state agencies that value our water quality and vow to maintain clean water at its best for its consumers. Our partnership actively educates boaters, recreationalists, and community members about the value of our drinking water sources and of keeping our waters clean.

KOWC focuses on working with our partners and sponsors to distribute information and educate the community about the importance of keeping our local water ways free of pollution. We also encourage our audience to take an active role in our community and share our message to preserve our waterways for future generations.

We would like to thank the community, our partners, and our sponsors for allowing us to share our message through materials, waterway surveys, attendance at community events, and educational presentations.

With sincerest gratitude,

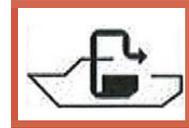
Jessica McCabe

KOWC Program Manager

Introduction

Keep Our Waters Clean (KOWC) was originally called the Pumpout Public Education Campaign, created in 2000. The campaign focused on the Sacramento River, distributing literature and flags designating public pump out stations. Waterway survey events were conducted in order to gather information about the habits of local boaters and recreationalists to assess their level of knowledge regarding ways to protect source water quality.

With the help of various water agencies, such as the California Department of State Parks, the County of Sacramento Department of Regional Parks, the campaign was expanded to Folsom Lake as well as the Lower American River in 2001. The campaign also broadened its message to include the use of public restrooms while recreating along the waterways.



Each year, KOWC comes up with new ideas in order to expand the message to people of all ages in the Sacramento area about source water protection. We partner with boat stores and marinas to distribute our promotional materials to customers and members in order to ensure our target audience receives our message. In 2014, our partners distributed an estimated 2,000 brochures. In addition, materials were shared at community events and survey days.

The 2014 Keep Our Water's Clean Campaign was sponsored by: City of Folsom, City of Roseville, City of Sacramento Department of Utilities, City of West Sacramento, El Dorado Irrigation District, and Sacramento County Department of Water Resources.

Outreach Tools

Because public outreach remains as the biggest focus of our program, we rely heavily on our public outreach tools that people can access or use to remember our community goal to preserve our waterways.

Website

The KOWC website, www.kowc.org, features information for Sacramento-area boaters and recreationalists. By placing all of our written materials online, our website allows boaters and recreationalists to access information as they need it. It also allows those who cannot attend our events or distribution centers to quickly and easily find information.

Materials

Every year, KOWC partners with local boat stores and marinas to distribute materials to boaters and recreationalists. This year, KOWC distributed materials through boat stores, marinas, the Sacramento Public Library, and at community events held throughout the Sacramento region.

importance of keeping our waters clean through activities such as crossword puzzles, mazes and games.



In addition to our Waterways Map and Activity Book, KOWC uses other promotional items to share its message. This year KOWC also distributed:

- Floating Key Chains
- Rally Towels
- Collapsible Water Bottles
- Recycled Newspaper Pencils

Community Outreach

KOWC utilizes grassroots community outreach efforts to talk to those who are most impacted by our message: boaters and recreationalists and children. By attending and contributing to community events of local, cultural, and environmental celebrations, we reach as diverse a group as possible within the Sacramento area regarding water source protection.

In 2014, KOWC participated in the following spring events with our sponsors:

- Earth Fest at the Sacramento Zoo – April 5th
- Earth Day at Sacramento State – April 17th
- Earth Day at Southside Park – April 19th
- Mayor’s Earth Day – April 22nd
- Earth Week at Sacramento City College – April 23rd

This fall, we also participated in the Sacramento Marina’s Vessels and Vines event, which took place on October 4, 2014. Approximately 300 people participated in the event. KOWC outreach staff set up a booth at the event, which provided an opportunity for information about the program to be shared and promotional items to be distributed to boaters, recreationalists and children.



Surveys

This summer, KOWC surveyed boaters and recreationalists at the Sacramento River American River, and West Marine in Sacramento. Surveys were also done online through Survey Monkey. We surveyed approximately forty people of all different ages to find out their habits on the water and their knowledge about preventing water pollution. We offered the recreationalists and boaters useful KOWC promotional items and provided GIS based waterways maps to survey participants. Two lucky participants were randomly selected in a drawing at the end of our season to win a fifty dollar gift certificate to a restaurant of their choice located in Old Sacramento, Old Folsom, or Roseville.

The survey questions covered topics from boat cleaning and storage to recreational habits. By conducting the surveys, KOWC obtains a better understanding of community needs and tendencies and can better plan for the future of the program.



Win a FREE dinner in Old Sacramento, Old Roseville, or Folsom (Up to \$50 Total)
 Survey and contact information must be completely filled out in order to be eligible for drawing
 You can also complete the survey online, using the following link: <https://www.surveymonkey.com/s/KZF8XJD>

Name _____ Date _____

Phone Number (____) _____ Email _____ Age _____

Address _____

Have you heard about "Keep Our Waters Clean"?

Yes No

Where do you receive boating information?

Marine Supply Stores Television Keep Our Waters Clean
 Internet Word of Mouth Other _____

Where do you usually use your boat?

Sacramento River American River Folsom Lake
 Do not own a boat Other _____

What kind of recreational activities do you participate in most often?

Swimming Fishing Boating Skiing/Wakeboarding
 Hiking Other _____

Are you familiar with using pumpout facilities?

Yes No

How would you clean oil that has spilled into the bottom of your boat or bilge?

Absorbent Pads Bilge Cleaning Products Soap or Detergent
 Bilge Pump Rinse With Water Do Nothing
 Do not own a boat Other _____

While enjoying your local waterways, do you make it a point to use the public restrooms?

Yes No

Where do you usually recreate?

Local Parks Sacramento River American River
 Folsom Lake Other _____

Where do you dock your boat?

Store at home Do Not Own a Boat Marina _____

Other comments and suggestions: _____



Summary

Each year KOWC is able to learn and grow from the boaters, recreationalists, and young students, and 2014 was no exception. Thanks to their aid and cooperation, KOWC continues to strive to find new ways and ideas to help reduce pollution, protect our drinking water, and keep our local lakes and rivers beautiful. According to the feedback we receive from our community and peers, KOWC has contributed to a positive effect on our waterways, but we still have a lot of work to do together as a community before accomplishing our ultimate goals.

In 2015, KOWC hopes to:

- Include more boat stores and marina partners to assist distributing materials
- Increase distribution of GIS Maps
- Explore additional opportunities to share our message with non-English language communities
- Redesign and update the KOWC web site
- Use more online surveys on the KOWC site
- Expand our social media outreach through Facebook and Twitter

