



# 2017 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.

Thank you,

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 2016, our partners distributed an estimated 3,000 brochures. In addition, materials were shared at community events and survey days.

The 2017 Keep Our Water's Clean Campaign was sponsored by: City of Folsom, City of Sacramento Department of Utilities, East Bay Municipal Utilities District, El Dorado Irrigation District, Golden State Water Company, City of Roseville, San Juan Water 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](http://www.kowc.org), features information for Sacramento-area boaters and recreationalists. The website was completely updated in 2015, offering a more user friendly and easy to navigate site. All of our written materials are made available online, which 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.



The KOWC Activity Book continued to be popular with children at our survey days, community events and other educational events. The Activity Book incorporates the 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
- Sunglasses
- Drawstring backpacks
- 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 2017, KOWC participated in the following spring events with our sponsors:

- Earth Fest at the Sacramento Zoo – April 22<sup>nd</sup>
- ECOS Earth Day at Southside Park – April 23<sup>rd</sup>
- Sutterville Elementary Science Night – April 27<sup>th</sup>



## Surveys

This summer, KOWC surveyed boaters and recreationalists at the Sacramento Marina, the Sacramento Aquatic Center and West Marine. Surveys were also done online through Survey Monkey. We surveyed approximately thirty 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.

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.





You can also complete the survey online, using the following link: <https://www.surveymonkey.com/r/KOWC2017>

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 2017 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 2018, KOWC hopes to:

- Include libraries and more marina partners to assist distributing materials
- Increase distribution of GIS Maps
- Explore additional opportunities to share our message with non-English language communities
- Explore opportunities to share our message with youth
- Expand our social media outreach through Facebook and Twitter

