

# Appendix K: Public Education Program

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## Table of Contents

“Protect Every Drop” Campaign Activities .....	1
Other Public Education Program Activities.....	4

## Tables<sup>1</sup>

Table K-1: Print Advertising Activities .....	1
Table K-2: Television and Radio Advertising Activities.....	1
Table K-3: Cleanup Days.....	2
Table K-4: County Fairs .....	4
Table K-5: School Events, Activities, and Festivals.....	5

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<sup>1</sup> Dashes (-) in this appendix’s tables indicate that data is not available.

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## “Protect Every Drop” Campaign Activities

*Table K-1: Print Advertising Activities*

District	Activities During Reporting Period	Estimated Number of Impressions*	Estimated Quantity of Trash Prevented Due to Activities
HQ-DEA	Mall Displays Statewide	16,398,876	-
HQ-DEA	Outdoor billboards statewide	78,815,878	-
HQ-DEA	Large Public Outreach Events	18,900	-
HQ-DEA	Segmented Public Outreach Events	36,978	-
HQ-DEA	Campaign Vinyl Outreach Banner	13	30 bags
HQ-DEA	Campaign Posters	864	-
HQ-DEA	Campaign Tip Cards	81,869	-
	<b>Total</b>	<b>95,353,378</b>	<b>30 bags</b>

\* An estimated quantity that describes the effect of alteration or improvement in the public's behavior as a result of the advertising activities.

*Table K-2: Television and Radio Advertising Activities*

District	Activities During Reporting Period	Estimated Number of Impressions*	Estimated Quantity of Trash Prevented Due to Activities
HQ-DEA	Radio Ads in English and Spanish Statewide	181,351,950	-
HQ-DEA	TV News Stories on the Campaign	1,121,341	-
HQ-DEA	Radio Stories on the Campaign	344,307	-
HQ-DEA	Social Media through Protect Every Drop	243,913	-
HQ-DEA	Social Media through CBS	600,000	-
HQ-DEA	Digital banner ads and billboards, streaming radio, digital pre-roll video displayed in English and Spanish Statewide	75,547,000	-
HQ-DEA	Online and print stories on the Campaign	359,170	-
HQ-DEA	Website	46,736	-
	<b>Total</b>	<b>259,614,417</b>	<b>-</b>

\* An estimated quantity that describes the effect of alteration or improvement in the public's behavior as a result of the advertising activities.

*Table K-3: Cleanup Days*

District	Activities During Reporting Period	Estimated Number of Bags Collected	Estimated Quantity of Trash Prevented Due to Activities (cubic yards, CY)
1	-	-	-
2	Maintenance participated in statewide trash collection day on 3/21/2016.	NR	68 CY
2	Protect Every Drop is placed on email, news release, web page presented to trucking association	-	-
3	South Yuba River Clean Up Day. Participated in the annual event on September 19th, 2015 by picking up trash at the South Yuba River State Park.	5	5 CY
3	Adopt-A-Highway groups participate in 2 specified Cleanup days:		
3	Coastal Cleanup Day - September 2015	1840	262.9 CY
3	Great American Cleanup - April 2016	2288	326.9 CY
4	East Bay: Caltrans/CHP Quarterly Cleanups -- The four Quarterly Cleanups took place on 9/16, 3/16 4/21, and 6/15 this past FY. On these days, Caltrans Maintenance, Storm Water, and A-A-H make a special effort to sweep and pick up trash while the California Highway Patrol (CHP) increases enforcement. Public Information Officer (PIO) attempted to secure extra media coverage.	1,677	368 CY
4	North Bay: Caltrans/CHP Quarterly Cleanups -- The four Quarterly Cleanups took place on 9/16, 12/16, 3/16, 4/21, and 6/15 this past FY. On these days, Caltrans Maintenance, Storm Water, and A-A-H make a special effort to sweep and pick up trash while the California Highway Patrol (CHP) increases enforcement. Public Information Officer (PIO) attempted to secure extra media coverage.	2,880	500 CY
4	Southwest Region: Southwest Region Caltrans/CHP Quarterly Cleanups for the Southwest Region of D04 -- The four Quarterly Cleanups took place on 9/16/15, 12/16/15, 3/16/16, 4/21/16 and 6/15/16 this past FY. On these days, Caltrans Maintenance, Storm Water, and A-A-H make a special effort to sweep and pick up trash while the California Highway Patrol (CHP) increases enforcement. Public Information Officer (PIO) attempted to secure extra media coverage. There were actually 5 cleanups in the last FY.	4,797	3,248 CY
5	Central Coast Caltrans District 5 Maintenance crews focused on litter and debris removal today for Caltrans Annual Anti-Litter Earth Day (April 21, 2016) along five counties from Santa Cruz to Santa Barbara.	Unknown	Unknown
6	None	-	-
7	Twitter outreach 10 times about the Protect Every Drop Campaign.	-	-
7	Public Outreach - District 7 distributed a news release on June 21, 2016 and fielded several phone calls from media and members of the public.	-	-
8	"Don't Trash the Mountain" was the theme of a multi-agency press conference held at the foot of Highway 330 as speakers urged visitors to the San Bernardino National Forest to help keep it beautiful by properly disposing of litter and debris. The California Department of Transportation (Caltrans), United States Forest Service (USFS), California Department of Forestry and Fire Protection (CALFIRE), California Highway Patrol and the San Bernardino County Sheriff's Department were the key agencies involved in the DON'T TRASH THE MOUNTAIN awareness campaign.	300	N/A

*Table K-3: Cleanup Days*

District	Activities During Reporting Period	Estimated Number of Bags Collected	Estimated Quantity of Trash Prevented Due to Activities (cubic yards, CY)
9	Caltrans District 9 Annual Cleanup took place on 4/21/2016. On this day, Caltrans Maintenance, Storm Water, and A-A-H made a special effort to sweep and pick up trash while the California Highway Patrol (CHP) increased enforcement. The Public Information Officer (PIO) attempted to secure extra media coverage. On 4/21, the overhead Changeable Message Signs (CMS) were used to broadcast "Protect Every Drop".	-	N/A
10	-	-	-
11	D11 participated in the Annual California Cleanup Day/Caltrans Adopt-A-Highway program	1470	210 CY
12	None	-	-
<b>Total</b>		15,257	4,989 CY

## Other Public Education Program Activities

*Table K-4: County Fairs*

District	Activities During Reporting Period	Estimated Number of Impressions*	Estimated Quantity of Trash Prevented Due to Activities (cubic yards)
1	-	-	-
2	-	-	-
3	None	-	-
4	None	-	-
5	None	-	-
6	Monthly Adopt A Highway Groups pick up trash along various routes in District 6	700	56
7	None	-	-
8	None	-	-
9	None	-	-
10	-	-	-
11	None	-	-
12	None	-	-
<b>Total</b>		<b>700</b>	<b>56</b>

\* An estimated quantity that describes the effect of alteration or improvement in the public's behavior as a result of the advertising activities.

*Table K-5: School Events, Activities, and Festivals*

District	Activities During Reporting Period	Estimated Number of Impressions*	Estimated Quantity of Trash Prevented Due to Activities (cubic yards)
1	-	-	-
2	The District attended 5 career days/fairs where Protect Every Drop Campaign posters were displayed and questions answered.	500	Undetermined
2	Posters for the Protect Every Drop and Don't Trash California Campaigns are posted at the 17 Safety Roadside Rest Areas in the District	>10,000	Undetermined
3	Bring Your Child to Work Day, Water Quality Presentation. How trash enters water bodies from highways.	80	10
3	4/24/16 – Sacramento Earth Day Event – Handed out Adopt-A-Highway pamphlets and explained the Adopt-A-Highway program.	100	Undetermined
3	4/26/16 – Spoke at the Greenwood Civic Organization monthly meeting about the Adopt-A-Highway program.	15	Undetermined
4	None	-	-
5	None	-	-
6	Environmental Division Kids Day -- Stormwater presentation dealing with keeping trash and spills from entering waterways/storm drains.	20	10
7	Litter day awareness at District 7 – The Litter Day Awareness took place on April 2016 this past FY. Caltrans distributed reusable bags, t-shirts, orange cones, raindrop figures, activity books for kids to help inform the children and the general public to sweep and pick up trash and be aware of the trash around them.	250	-
7	Earth Day celebration at Leal Elementary School – The Earth Day celebration took place at Leal Elementary School on April 2016 this past FY. Caltrans distributed hand braces, pencils, pens, orange cones, t-shirts, raindrop figures, stickers, brochures, and activity books for kids in kindergarten and 1st grade. These materials will help inform the children to be aware of trash in the surroundings and to conserve recycle water.	450	-
7	Public Outreach – District 7 distributed a news release on June 21, 2016 and fielded several phone calls from media and members of the public.	Unknown	-
7	Twitter outreach 10 times about the Protect Every Drop Campaign.	Unknown	-
8	April 28, 2016, Bring Your Child to Work Day. Thirty-eight children of D8 employees in the kindergarten through 6th grade age group attended a 40-minute interactive presentation by the Office of Stormwater Quality, entitled "Transportation "AHA" Moments." 5 groups of 6-8 children participated in discussion about how plants and soil filter out pollutants, how runoff differs under various land uses, what can pollute storm water on its way to streams, rivers, and the ocean, and how people can prevent water pollution. Concepts were reinforced through hands-on activities using an EnviroScape watershed model and samples of BMPs that Caltrans uses during construction and maintenance.	65	N/A
9	The District continued the Safety Rest Area "Don't Trash California" and implemented the "Protect Every Drop" poster campaign at five Safety Rest Areas in conjunction with the "How to Prevent Water Pollution" poster information campaign.	N/A	N/A

*Table K-5: School Events, Activities, and Festivals*

<b>District</b>	<b>Activities During Reporting Period</b>	<b>Estimated Number of Impressions*</b>	<b>Estimated Quantity of Trash Prevented Due to Activities (cubic yards)</b>
9	Posted on Caltrans District 9 Twitter and Facebook pages the "Protect Every Drop" infographic and a link to <a href="http://www.protecteverydrop.com">http://www.protecteverydrop.com</a> .	7,500	N/A
9	Press Releases for "Protect Every Drop" Campaign were sent to local radio and newspaper media outlets in Inyo, Mono, and eastern Kern Counties.	N/A	N/A
10	-	-	-
11	CT had a station at the National Chili Cook off Day in the City of Ocean Beach.	-	-
12	On March 23rd and 24th, the District hosted an activity for the 2016 Children's Water Education Festival at UC Irvine. Over 300 students participated in an activity where the children were taught the effects of litter on our water resources. The students were also informed of various methods Caltrans uses to filter/clean storm water runoff. The kids and teachers were informed of the Department's Don't Trash California campaign to help keep California clean and throwing their litter in the trash.	600	N/A
<b>Total</b>		19,580	20

\* An estimated quantity that describes the effect of alteration or improvement in the public's behavior as a result of the advertising activities.