

# Appendix K: Public Education Program

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

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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/3	Transit Center – Branch Center WS 435ft N/O Kiefer F/S	37,372	-
HQ/3	Transit Center – Madison Av SS 5ft W/O Illinois FN	462,740	-
HQ/3	Transit Center – Howe Av WS 5ft N/O Fair Oaks Blvd F/N	385,436	-
HQ/3	Transit Center – Arden Wy SS 5ft E/O Challenge Wy F/E	387,256	-
HQ/3	Transit Center – Fair Oaks Blvd WS 5ft N/O Landis Av F/S	296,416	-
HQ/3	Transit Center – Sunrise Blvd ES 5ft N/O Gold Express Dr F/S	897,536	-
HQ/3	Transit Center – Greenback Ln SS 5ft E/O Birdcage St FN	595,724	-
HQ/3	Transit Center – Greenhaven Dr ES 5ft S/O Florin Rd F/S	251,680	-
HQ/3	Transit Center – 29th St WS 5ft S/O R St F/N	-	-
HQ/3	Transit Center – 19th St WS 5ft S/O Capital Av F/S	75,320	-
HQ/3	Transit Center – Natomas Park Dr WS 500ft S/O West El Camino Ave F/S	59,608	-
HQ/3	Transit Center – Folsom Blvd SS 5ft E/O Paseo Rio Wy FN	229,108	-
HQ/3	Transit Center – 16th St ES 5ft S/O Q St F/S	347,524	-
HQ/3	Transit Center – J St SS 5ft E/O 21st St F/E	158,648	-
HQ/3	Transit Center – Broadway SS 5ft E/O 24th St FNJ	229,688	-
HQ/3	Transit Center – Truxel Rd ES 5ft N/O Gateway Park Blvd F/S	224,852	-
HQ/3	Transit Center – Stockton Blvd ES 230ft N/O 65th St F/S	245,808	-
HQ/3	Transit Center – Fulton Ave ES 0.21mi S/O Marconi Ave FIN	179,260	-
HQ/3	Transit Center – 21st St ES 83ft N/O Q St F/N	108,432	-
HQ/3	Transit Center – Watt Av ES 5ft N/O Edison Av F/S	621,676	-
HQ/3	Wildboard – 28th Street, East Line, 1/4 Mile North of Q Street	8,765	-

**Table K-1: Print Advertising Activities**

District	Activities During Reporting Period	Estimated Number of Impressions*	Estimated Quantity of Trash Prevented Due to Activities
HQ/3	Wildboard – Dillard Road, North Line, 1/2 Miles East of US 99	17,332	-
HQ/3	Wildboard – Elkhorn Road, North Line, at 32nd Street	38,907	-
HQ/3	Wildboard – Elsie Avenue, South Line, at Power Inn Rd.	35,679	-
HQ/3	Wildboard – Gerber, North Line, at Power Inn Rd.	23,451	-
HQ/3	Wildboard – Hedge Lane, East Line, S/O Jackson Highway	5,432	-
HQ/3	Wildboard – Mack Road at La Mancha, North Line	56,111	-
HQ/3	Wildboard – Madison Avenue, North Line, at Harrison	47,885	-
HQ/3	Wildboard – South Watt at Elder Creek, East Line	38,554	-
HQ/3	Wildboard – Marconi Avenue, North Line, 1/4 Mile E/O Wright	31,906	-
HQ/3	Wildboard – Sunrise Blvd., West Line N/O Howard	76,468	-
HQ/3	Wildboard – Florin Road, South Line, 500' E/O Power Inn	36,990	-
HQ/3	Wildboard – Sunrise at Fair Oaks, North Face	76,468	-
HQ/3	Wildboard – 47th Avenue, at Martin Luther King, North Line	41,322	-
HQ/3	Wildboard – Howe Avenue at Wyda Way, West Line	68,777	-
HQ/3	Wildboard – Stockton Blvd., West Line, S/O 13th Avenue	32,112	-
HQ/3	Wildboard – Fruitridge Blvd., North Line, .5 Miles E/O US 99	43,667	-
HQ/3	Wildboard – Florin Road, North Line at East Parkway	37,659	-
HQ/3	Wildboard – Watt Avenue, East Line, N/O Whitney	63,239	-
HQ/3	Wildboard – Auburn at Garfield, East Line	44,531	-
HQ/3	Wildboard – Garfield at Auburn, East Line	38,906	-
HQ/3	Wildboard – Roseville Road, West Line, 1/2 Miles S/O Antelope	32,176	-
HQ/3	Wildboard – Roseville Road, West Line, at Diablo	32,871	-
HQ/3	Wildboard – 44th Avenue, South Line, West of 39th	3,233	-
HQ/3	Wildboard – Watt Avenue, West Line. 1/4 Mile N/O Don Julio	54,998	-

**Table K-1: Print Advertising Activities**

District	Activities During Reporting Period	Estimated Number of Impressions*	Estimated Quantity of Trash Prevented Due to Activities
HQ/3	Wildboard – Fair Oaks at New York	56,009	-
3	Printed ads in mailed Park Guides – City of Roseville	71,000	-
3	Printed ads in Green Living Guide – City of Roseville	5,000	-
4	Out of Home – Mall Media	2,412,320	-
4	Gas pump toppers – Contra Costa County	4,188,150	-
7	Out of Home – Mall Media	11,054,208	-
<b>Total</b>		<b>24,568,210</b>	

\* An estimated quantity that describes the effect of alteration or improvement in the public’s behavior as a result of the advertising activities. All the Wildboard by HQ/3 activities are daily impressions.

**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	Moment Scoring Banners – Statewide	35,080,938	-
HQ	Native Ads – Statewide	1,475,163	-
HQ	Campaign Pre-Roll Video – Statewide	900,010	-
HQ	Return of Site – Statewide	19,267,048	-
HQ	Streaming Videos – Statewide	3,201,470	-
HQ	Rapid Deployment Solutions – Statewide	351,200	-
HQ	Social Media (Facebook, Twitter) – Statewide	3,227,123	-
HQ	Pre-Roll Video at 82 DMV Offices – Statewide	29,520	-
3	Radio in the Sacramento Market	4,730,400	-
3	Digital Banner Ads – City of Roseville	283,203	-
3	Digital Banner Ads – Sacramento County	788,814	-
3	Pandora Audio English with accompanying digital banner ads – City of Roseville	23,577	-
4	Radio in the San Francisco Market	10,667,100	-
4	Digital Banner Ads – San Mateo, Contra Costa, and Santa Clara Counties	1,530,646	-
4	Digital Display Ads – Contra County	3,023,580	-
4	Pandora Audio English	555,556	-
4	Digital Banner – Santa Clara County	55,703	-
7	Radio in the Los Angeles Market	29,994,100	-
7	Digital Banner Ads – Los Angeles County	2,519,774	-
8	Radio in the Riverside Market	2,754,300	-
9	Adopt A Highway Newsflash posted Statewide to highlight Annual Trash Pickup Day	-	300
11	Radio in the San Diego Market	4,142,600	-
<b>Total</b>		<b>124,601,825</b>	<b>300</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**

<b>District</b>	<b>Activities During Reporting Period</b>	<b>Estimated Number of Bags Collected</b>	<b>Estimated Quantity of Trash Prevented Due to Activities (cubic yards, CY)</b>
1	None	-	-
2	None	-	-
3	None	-	-
4	Protect Every Drop co-led a coastal cleanup event held in Martinez with the Contra Costa Clean Water Program on April 28, 2018	-	30
5	None	-	-
6	District spoke at the Keep America Beautiful Great American Clean Up Press Conference (Litter Day) on April 10, 2018 at the CSU Bakersfield	-	-
7	Removed litter on 'Earth Day' April 20th, 2018	200	30
8	None	-	-
9	Caltrans Annual Trash Cleanup Day-cleanup took place on April 17,2018. Caltrans crews picked up trash in their respected areas.	50	100
9	Adopt A Highway volunteers participated in Annual Trash Pickup day by picking up trash in their sections.	152	300
9	Adopt A Highway News Flash that was posted Statewide promoted the Adopt A Highway programs and highlighted the Annual Trash Pickup Day.	-	15,000
9	The Tehachapi and Mojave Maintenance Station crews scheduled a full day of trash pickup on State Route 202 for a major cleanup in October 2017. PIO posted to social media.	50	300
9	Facebook and Twitter Posts created for public education on Stormwater, Trash, and Pet Waste	-	15,000
10	None	-	-
11	Annual California Cleanup Day/Caltrans Adopt-A-Highway Program	7,525	1075
11	Local cleanup efforts (San Diego River Clean Up Day)	-	208
12	None	-	-
<b>Total</b>		<b>7,977</b>	<b>32,043</b>

## Other Public Education Program Activities

*Table K-4: School Events, Activities, and Festivals*

District	Activities During Reporting Period	Estimated Number of Impressions*	Estimated Quantity of Trash Prevented Due to Activities (cubic yards)
HQ	In partnership with DMV, campaign tip cards were distributed at their outreach events statewide.	1,500	-
HQ	In partnership with Keep California Beautiful, Clean Water Activity Books were distributed at their K-12 recycling challenge.	980	-
HQ	In partnership with California State Parks, Areas of Special Biological Significance (ASBS) signage is being revised to include campaign.	-	-
1	None	-	-
2	None	-	-
3	In partnership with the Girl Scouts, a stormwater event was held on March 18, 2018 to teach the troops about watersheds, storm drain systems and pollution prevention. Participants received a certificate in addition to a water badge.	-	-
3	Campaign participated at the American River Parkway Foundation's Annual Ride the Parkway event on May 20, 2018.	-	-
3	Alt-J Concert on April 23, 2018.	1,600	-
3	Concerts in The Park #1 on May 11, 2018.	2,500	-
3	Andrew MacMahon Concert on May 18, 2018.	1,000	-
3	Concerts in The Park #2 on May 25, 2018.	2,500	-
3	Concerts in The Park #3 on June 1, 2018.	3,000	-
3	Concerts in the Park #4 on June 8, 2018.	6,000	-
3	Rock the Quarry on June 23, 2018.	1,500	-
4	Co-led a "Tarp your Load" Press event on May 24, 2018 – live demonstration on how to properly secure a truck load with multiple media outlets in attendance.	145,333	-
4	Campaign hosted outreach booths at the Save the Bay's Redwood City's Port Fest and in Jack London Square on October 2, 2017.	-	-
4	In partnership with the Santa Clara Valley Urban Runoff Prevention Program – co-hosted an outreach booth at the San Jose Pumpkins in the Park event in October 2017.	-	-
4	Distributed campaign tip cards, pledges, and Clean Water Activity Books at Santa Clara Valley Transit's World Water Day Event.	300	-



**Table K-4: 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>
4	Distributed campaign tip cards, pledges, and Clean Water Activity Books at Grace Cooperative Preschool's Annual Community Earth Day event in April 2017.	300	-
4	Oakland Museum Block Party on May 4, 2018 and June 15, 2018.	600	-
4	Moving Day on May 6, 2018.	1,000	-
4	Beach Clean Up Surfrider Foundation on May 20, 2018 and June 10, 2018.	500	-
4	Cherry Festival on June 2, 2018.	20,000	-
4	San Mateo County Fair on June 10, 2018.	12,000	-
4	North Beach Festival on June 16-17, 2018.	50,000	-
4	Fillmore Jazz Festival on June 30, 2018.	25,000	-
5	The District attended the Dia del Niño at Pacheco Elementary School in San Luis Obispo on Friday April 27, 2018. 600 copies of the Protect Every Drop Campaign's Clean Water Activity books were distributed.	600	-
6	The District hosted Kid's Day on July 20, 2017 and handed out Protect Every Drop Clean Water Activity books. Kids were also shown an Enviroscape model to convey how storm water impacts communities.	75	40
7	District 7 Adopt-A-Highway staff managed a booth promoting litter removal awareness.	Estimated 120 Visits	-
7	Adoptions as part of a Landscape Expo Show at the Long Beach Arena on October 4th and 5th 2018.	-	-
7	World's Largest Pet on April 28, 2018.	300	-
7	Fiesta Broadway on April 29, 2018.	100,000	-
7	EAT SEE HEAR on May 5, 2018 and May 19, 2018.	4,000	-
7	Long Beach Prix on April 13-14, 2018.	1,000	-
7	Campaign hosted a booth and spoke at Environmental Charter Middle School's ribbon cutting ceremony in November 2017.	-	-
8	District stormwater Coordinator is "mentor" at Cal Poly Pomona, School of Engineering directing students focus on the integration of water quality into highway design. Students have every quarter presented their senior projects to Caltrans at quarterly "All Design Meetings". Students have been questioned on the application of stormwater as it relates to Highway Design. District Stormwater Coordinator has participated as mentor every quarter for the past two years.	60 (20 students per quarter)	Ongoing weekly participation

**Table K-4: 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>
8	Office of Storm Water Quality (OSWQ) has participated yearly in the “Bring Your Child to Work Day”. OSWQ has had a presentation demonstrating the importance of water quality to the health of California’s environment.	50	-
8	Norco Horseweek on April 21, 2018.	100	-
8	Inland Empire Police Canine Show on June 2, 2018.	55	-
8	Touch A Truck on June 9, 2018.	100	-
9	3/5/18-Bring your Child to Work Day-discussed stormwater program on construction projects. On-site demonstration of construction site BMPs (e.g., Fiber Roll and Silt Fence application).	25	50
10	None	-	-
11	None	-	-
12	The District hosted an activity for the 2018 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 Protect Every Drop campaign to help keep California clean and throwing their litter in the trash.	300	-
<b>Total</b>		<b>382,398</b>	<b>90</b>

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