

Promote a Healthy, Sustainable Watershed!

Inform the public on the major watershed issues – especially those they can help solve through lifestyle changes. The large outdoor displays help people identify and connect with their local watershed.

New Public Outreach Opportunity



SAMPLE ONLY

Mock-up of
Our Urban Watershed
on Page 2

20 YEARS EXPERIENCE
PUBLIC APPROVED

Public education – a great investment in watershed sustainability

- Easy method to partner with other agencies and NFPs in public outreach
- Cost and time effective • Focuses on a healthy, sustainable watershed
- Proven, positive, non-partisan, solution oriented

Content submitted and reviewed by multiple local and state agencies

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50 Watershed Locations

LOCATIONS THUS FAR:

- Center for Wooden Boats (Seattle)
- Agua Verde Paddle Club (Seattle)
- Ballard Locks (2)
- Bothell Regional Library
- Magnuson Park (Seattle)
- Matthews Beach Park (Seattle)
- South Park Community Center (Seattle)
- Rainier Community Center (Seattle)
- Green Lake Park (Seattle)
- Gas Works Park (Seattle)
- Meadowbrook Park (Seattle)
- Marra Farm (Seattle)
- Southwest Community Center (Seattle)
- Seacrest Park (Seattle)
- Seward Park (Seattle)
- Camp Long (Seattle)
- Discovery Park (Seattle)
- Issaquah Salmon Hatchery
- Red Hook Brewery (Woodinville)
- Beaver Lake Park (City of Sammamish)
- Pine Lake Park (City of Sammamish)
- Sammamish Landing (City of Sammamish)
- Evans Creek (City of Sammamish)
- Ebright Creek Park (City of Sammamish)
- City of Kirkland (5 locations)
- City of Auburn (5-6 locations)
- Soos Creek Salmon Hatchery

MORE TO COME!

People traveling and recreating
love to look at maps - they are
relaxed and open to new ideas

OUR URBAN WATERSHED

Pollution Prevention
 Pollution prevention is the most effective way to protect our water resources. It means taking steps to prevent pollution before it starts. This can be done by...
 • **COOL YOUR CAR** - Don't rev the engine. Turn off the engine if you're stuck in traffic for more than 10 minutes.
 • **WASH YOUR CAR** - Wash your car in a car wash or use a catchment basin to collect runoff.

Recreation
 The Puget Sound watershed offers a wide variety of recreational opportunities. From hiking and biking to fishing and boating, there's something for everyone. To help you find the best spots, we've created a map of...
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.

What is a Watershed?
 A watershed is the area of land that drains water into a single body of water. In the Puget Sound watershed, water flows from the mountains and hillsides into the Sound. This water can carry pollutants from...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...

Explore The Watershed
 Discover all the ways you can help protect our water resources. From...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...

GO GREEN!
 Make your home greener and your wallet happier. From...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...

Salmon Passage and Habitat
 Salmon are an important part of our ecosystem. To help them thrive, we need to protect their habitat. This means...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...

Flood Plains
 Flood plains are areas that are prone to flooding. To help protect these areas, we need to...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...

Near Shore Restoration
 Near shore restoration is a way to improve the health of our coastal ecosystems. This means...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...

Five Easy Ways To Help
 There are five simple ways you can help protect our water resources. From...
 • **WATERFRONT TRAILS** - Hike or bike along scenic waterfront trails.
 • **WATERFRONT PARKS** - Enjoy scenic views and waterfront recreation at parks like...

Logos: Ecology, MetroParks, Clean Water Kit/sap, ENVIROSTATS CERTIFIED, The Nature Conservancy, King County, Car Wash, PFI, and others.

50 locations • 23 months

\$4,600

- 2.75" tall by 3.5" wide ad • Up to 5 free display installations (while available)
- Map paragraph included (for first six sponsors) • Formatted ad space • Extra line of copy is \$200 • Installed early summer 2016
- "Explore The Watershed" and "GO GREEN" listings: \$1060 (includes 1 display installation)

Cost Effectiveness

Estimated viewers: 700,000* • Cost per viewer: less than a penny (.66 of a cent)
 (* based on an average of 20 viewers per display - per day)

Cost Comparison - to reach 700,000 viewers using flyers or brochures: \$105,000 (at 15cents each to produce and distribute)