



Good Neighbors Care About Clean Water Regional Water Quality Public Education Program Annual Report April 2004 - March 2005

Background

For the past two years MARC has convened a committee of representatives from local governments and environmental organizations to develop a regional watershed public education program. The committee's work responds to numerous requests from local governments for assistance in developing cooperative approaches to educate the public about water quality and to meet federal NPDES Phase Two regulatory requirements.

Program Details

The initiative is a comprehensive approach to raising public awareness of watershed issues and water quality. The program consists of seasonal campaigns guided by the theme "Good Neighbors Care About Clean Water." The campaign targets the general public with simple, high-profile messages designed to improve water quality awareness and change household behaviors that impact water quality. Campaign topics for the 2004-05 program included: *car washing, storm drain stewardship, backyard composting, and sediment pollution*. Supportive resources for these campaigns are posted at www.marc.org/water.

Accomplishments

- 175,000 brochures printed for distribution
- 40 Transit ads on KCATA and Johnson County Transit
- 168 public radio sponsorships on KCUR (20 second spots)
- 20 radio advertisements on KMBX 980 AM (60 second spots)
- Four resource pages on MARC's water quality Web site
- Quarterly news releases sent to over 90 area media outlets
- Distribution of give-away items with water quality messages: native wildflower and rain garden seeds
- Distribution of rain garden brochures
- Spring episode of Toby Tobin's lawn and garden radio show on KMBZ 980 AM featured committee members and covered recent campaign topics
- Educational displays at: Party for the Planet Earth Day Celebration, Olathe Aquafest, Lenexa Waterfest, Week of Water festival, and Kansas City Lawn and Garden Show
- Co-sponsored Missouri River Relief cleanup of 25 miles of the Kansas and Missouri Rivers, Clean Streams event and Week of Water festival

MARC supports participating governments and partners by providing logos, images, materials, and text of water quality messages as needed. Following are examples of how selected local governments have used this material:

- Belton included brochures in billing statements.
- Liberty regularly includes water quality messages in its "Good Morning Liberty" e-newsletter.
- Brochures are distributed at Missouri Department of Conservation Discovery Center and Lakeside Nature Center.

- Brochures are included in student and teacher packets developed by the Blue River Watershed Association.
- Numerous local governments include information in city newsletters and Web sites, and distribute materials at community events, city hall, and other public kiosks.

Funding

In January 2004 MARC submitted a request to local governments to fund the program budgeted at \$131,902. During the course of the year, 15 local governments contributed a total of \$72,684. That funding was leveraged towards grants awarded by the Missouri Department of Natural Resources and Kansas Department of Health and Environment.

Participating Governments:

Belton, Mo.	Lake Waukomis, Mo.
Blue Springs, Mo.	Liberty, Mo.
Cass County, Mo.	Lenexa, Kan.
Clay County, Mo.	Lee's Summit, Mo.
Jackson County, Mo.	Overland Park, Kan.
Johnson County, Kan.	North Kansas City, Mo.
Stormwater	Platte County, Mo.
Management(representing	Raymore, Mo.
all Johnson County cities	Sugar Creek, Mo.
and unincorporated areas)	

Contact

If you have any questions regarding the Water Quality Education Committee please contact Christopher Vukas at 816/701-8252, or e-mail cvukas@marc.org.