

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.

Public Outreach Opportunity



25 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*

- Green Lake Park (Seattle)
- Gas Works Park (Seattle)
- Ballard Locks (2) (Seattle)
- South Park Community Center (Seattle)
- NW Outdoor Center (Seattle)
- Seacrest Park (Seattle)
- Alki Kayak Company (Seattle)
- Matthews Beach Park (Seattle)
- Magnuson Park Boat Launch (Seattle)
- Mt Baker Rowing/Sailing Center (Seattle)
- Seward Park (Seattle)
- Center For Wooden Boats (Seattle)
- Agua Verde Paddle Club/Cafe (Seattle)
- Shilshole Marina (Seattle)
- Seattle Yacht Club
- Kenmore Air (Lake Union)
- Sail Sandpoint (Seattle)
- Marina Park (Kirkland)
- Juanita Bay Park (Kirkland)
- Juanita Beach Park (Kirkland)
- St Edwards State Park (Kenmore)
- Bothell Library
- Sammamish River Trail (Bothell)
- Burke Gilman Trail (Lake Forest Park)
- Snoqualmie Ice Cream (Snohomish)
- North Creek Park (Snohomish Co. Parks)
- Martha Lake Park (Snohomish Co. Parks)
- Tambark Creek Park (Snohomish Co. Parks)
- McCollum Creek Park (Snohomish Co. Parks)
- Lynndale Dog Park (Lynnwood)
- Lake Ballinger Park (Mount Lake Terrace)
- Issaquah Salmon Hatchery
- Mercer Slough Env. Center (Bellevue)
- Lake Sammamish State Park Boat Launch
- Pickering Trail (Issaquah)
- The Grange (Issaquah)
- Sammamish River Trail (Woodinville)
- Marymoor Connector Trail (Redmond)
- East Lake Sammamish Trail (Issaquah)
- Beaver Lake Park (Sammamish)
- Pine Lake Park (Sammamish)
- Lower Commons Park (Sammamish)
- Ebright Creek Park (Sammamish)
- Evans Creek Park (Sammamish)
- Mercer Island Boat Launch
- Luther Burbank Park (Mercer Island)
- Cedar River Trail (Renton)
- Interurban Trail (Tukwila)
- Green River College (Auburn)
- Soos Creek Hatchery (Auburn)
- Soos Creek Trail (2) (Kent)
- Auburn Sports and Marine
- Black Diamond Antiques
- Salt Water State Park
- Dash Point State Park
- Flaming Geyser State Park

* Individual locations not guaranteed

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

OUR URBAN WATERSHED

What is a Watershed?
A watershed is an area of land on which rain and snow fall and ultimately collect and drains into a single larger body of water, such as a river, lake, or ocean. The watershed consists of all surface water including lakes, streams, reservoirs and wetlands. Watersheds supply us with water for drinking, agriculture, industry and power generation, offer opportunities for recreation, and habitat for fish and wildlife. An urban watershed requires diverse interest groups to collaborate and work together toward a sustainable watershed future.

Invasive Species
Invasive species are harming our natural resources. These introduced plants, animals, insects and other organisms lack environmental controls in their new environment, allowing them to spread at alarming rates. Public agencies and organizations work hard to detect and control these organisms. You can help!
• Clean boats, boats and bikes to avoid carrying a hitchhiker
• Don't dump aquariums, live bait, science kits or pond waste
• Don't move firewood; buy it where you'll burn it
• Plant only non-invasive or native plants in your garden
• Volunteer to help remove noxious weeds & report outbreaks

Salmon Habitat
Salmon need a steady flow of clean, cool, oxygen-rich water to survive. They require loose, clean gravel and a mix of fast running water and still pools to rest in. Riparian bushes and trees help keep the water cool and stabilize stream banks minimizing erosion and muddy water which are harmful to salmon. Young salmon are very sensitive to pollutants in the water. Bleach, oil, soap and paint dumped down storm drains or into streams can kill salmon.

Rural Landowners Can Help
Protecting water quality and enhancing fish and wildlife habitat on private land is critical to improving the health of our watersheds. Land stewardship on small lands and rural areas along upland streams and rivers and marine shorelines will go a long way in helping to restore our water.
• Fence livestock from aquatic areas and restore shorelines
• Manage livestock manure to prevent water pollution

Pollution Prevention
When water from irrigation and rain washes over yards, driveways and streets, it collects fertilizers, pesticides, oil, pet waste and other pollutants. This runoff flows untreated into storm drains. The waterways from all the cities within the watershed merge and make their way into Puget Sound. The small, accumulative amounts of pollution from individuals can have a large impact on the health of our watershed. Help protect our water resources by preventing pollution at its source.

Floodplains
More than 10,000 rivers and streams flow into Puget Sound, and each has its own floodplain, an area of low-lying ground along the river, formed of rich river sediment and subject to flooding after rains and heavy snowmelt. Puget Sound's floodplains are filled with homes, farms, highways, cities and important buildings like schools, hospitals and factories as well as important habitat for salmon and other wildlife. Working together, we can develop projects that improve flood protection for people, restore salmon habitat, improve water quality and enhance recreation.

Treating Wastewater
Throughout our watershed, people and businesses use millions of gallons of water everyday and send it down the drain. Wastewater treatment plants are constantly working to clean this water and protect our rivers, lakes and Puget Sound. Treatment plants use natural processes to clean water. But these processes cannot break down all chemicals. You can help keep our water clean.
• Choose simple, natural cleaning products & use less water.
• Human waste and toilet paper are the only things that belong in the toilet.
• Don't flush medicines, tooth oil, grease, diapers, hair or "flushable" wipes.

Explore The Watershed

- Agua Verde Cafe & Paddle Club**
Paddle, fish & barbecue on Terrace Bay
Resale - Trout - Cuts - Cafe - Agave/tequila
Habitat - Trails - Shelter - Camps
www.aguaverde.com • 206-272-2909
- Merer Island Falls & Recreation**
Habitat - Trails - Shelter - Camps
www.mererisland.com • 206-272-2909
- Friends of Issaquah Salmon Hatchery**
Fish Ladder, Trout, Salmon Viewing
425-392-1118 • www.issaquahfish.org
- Auburn Environmental Park**
Fish Viewing Tower & Wetland Boardwalk
253-288-4318 • auburnma.gov/REP
- Friends of Issaquah Salmon Hatchery**
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Partners in Sustainability

- Merer Island Sustainability Program**
Helping protect & restore the environment
www.mererisland.org/sustainability
- Seattle Compost Supply**
Sustainable and All-Natural Compost Materials
Visit Us at: 1305E 4th • compostsupply.com

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Snohomish County
Puget Sound Starts Here
425-288-8646 • www.sno.wa.gov

The Nature Conservancy
Protecting nature. Preserving life.
Learn about our work
Washington.nature.org

Seattle Public Utilities PROTECT OUR WATERS
Seattle Public Utilities
www.seattle.gov/protectwaters

City of Snohomish
Puget Sound Starts Here
425-295-0590 • www.sno.wa.gov

King County
Fighting back against noxious weeds
206-477-0933 • kingcountycwa.org

KOD LETTER GROUND
Local Food, Healthy Forests, Clean Water
www.kod.org

UNITED STATES EARTH CORPS
Volunteers for Puget Sound
206-322-9256 • earthcorps.org

Washington Department of Fish and Wildlife
Be Shore Friendly
wildfish.gov • 360-902-2200

Five Easy Ways to Help

- Use yard care products sparingly**
Use few chemical lawn treatments. Control herbicides and pesticides clean into the waterways and cause harm.
- Dig in and volunteer**
Find a volunteer event in your neighborhood and help clean up a local creek, pond, or stream.
- Maintain your car**
Leaking oil, gasoline, coolant & antifreeze end up in storm drains going untreated to nearby lakes or streams.
- Scoop your dog's poop**
Bacterial feces help create contaminants, waterways and make the water unsafe for swimming or drinking.
- Teach the next generation**
Educate your children on the wonders of a watershed and provide opportunities to get involved.

50 locations • 23 months

\$4,600

• 2.75" tall by 3.5" wide ad

• Formatted ad space • Extra line of copy is \$300 • Installed early summer/fall 2020

"Explore The Watershed" and "Partners in Sustainability" listings: \$1,460

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)

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