

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 and are one of the easiest and most cost-effective ways to educate the public.

Over 1 Million Viewers! *



Bolsa Chica

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, non-partisan, solution oriented

Content submitted and reviewed by multiple local and state agencies

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Now in 75 prime locations*
throughout the watershed

Riverside County

Rancho Jurupa Park (Riverside County)
Hidden Valley Park Overlooks (2) (Riverside County)
Carlson Dog Park (City of Riverside)
Land Use Learning Center (RCD-Riverside)
Riverside Co. Flood Control**
Higher Grounds Coffee House (Idyllwild)
Idyllwild Library
Mile High Restaurant (Idyllwild)
Lake Hemet Campground
Lake Perris State Park
San Jacinto Fish and Wildlife
Cottonwood Golf Course (Menifee)
SAWPA (Riverside)*
Skyline Trailhead (Corona)*
Noble Creek Park (Beaumont)
Jurupa Mountain Discovery Center
Norco Horsemen's Association/Corydon Staging Area
Santa Ana River Trail (2) (Eastvale)
UC Riverside
Caltrans Rest Area (East Bound) (I-10) (Calimesa)
Caltrans Whitewater Rest Area (West Bound) (I-10)

Orange County

Centennial Park (Santa Ana)
Civic Center (Santa Ana)
Santiago Creek Nature Center (Santa Ana)
Santa Ana Public Utilities
Carl Thornton Park (Santa Ana)
Grijalva Park (Orange)
Santa Ana River Trail at Moon Park (Costa Mesa)
Fairview Park Santa Ana River Overlook (Costa Mesa)
Life Guard HQ Building (Huntington Beach SP)
Huntington Beach State Park (2)
Huntington Beach Pier Area
Heritage Museum of Orange County (Santa Ana)
Balboa Fun Zone (Newport Beach)
Newport Dunes Boat Launch (Newport Beach)
Newport Dunes Beach Area (Newport Beach)
Back Bay Science Center (Newport Beach)
Back Bay Gazebo (Newport Beach)*
West Marine (Newport Beach)
Newport Aquatic Center (2)
OCC School of Sailing & Seamanship (2)
Buck Gully Reserve (City of Newport Beach)
Bolsa Chica Conservancy
Rivers End Park (Seal Beach)*
McFadden Pier (Newport Beach)*
Acacia Park (City of Fullerton)
Yorba Linda Water District*

San Bernardino County

Momyer Trailhead (USFS) (Forest Falls)
Thurman Flats Picnic Area (USFS) (Yucaipa)
Mary Vagle Nature Center (City of Fontana)
Mill Creek Ranger Station
Lytle Creek Ranger Station
Apple White Campground
Big Falls Picnic Area
Scotland Store (Lytle Creek)
Meadow Park (Big Bear)
Stanfield Marsh Gazebo (Big Bear)*
Big Bear Alpine Zoo (Big Bear)
Boulder Bay Park (Big Bear)
Elkhorn General Store (Forest Falls)*
Oaks Restaurant (Angelus Oaks)
Sylvan Park (Redlands)
San Timoteo Nature Sanctuary
Cal State San Bernardino
Wildwood Canyon Park (Yucaipa)
Riley's at Los Rios Ranchos (Oak Glen)
Mom's Country Orchards (Yucaipa)
El Dorado Ranch Park (City of Yucaipa)
Yucaipa Regional Park
Chino Creek Wetlands and Educational Park
Victoria Arbors Park (Rancho Cucamonga)
Environmental Learning Center (CWD)
Cucamonga-Guasti Regional Park (Ontario)
Maclin Open Air Market (Ontario)

* New since 2025

Mock-up Only
Actual Size: 36" x 36"

Help educate the public on their watershed

Santa Ana River Watershed

EXPLORATION • CONSERVATION • RESTORATION

Protect Yourself from Mosquitoes
Mosquitoes are especially active in summer months. Larvae develop in standing and slow-moving water. It takes as little as five days for eggs to develop into biting adults. Wear light-colored long-sleeve shirts/pants. Avoid areas with heavy vegetation and remember the peak biting times are dusk and dawn. Repellents with DEET, Picaridin, Oil of Lemon Eucalyptus, and IR3535 are proven to be most effective against mosquitoes.

Simple ways to help
The best care products (sprays, lotions, and repellents) that protect your skin are those that contain DEET, Picaridin, Oil of Lemon Eucalyptus, and IR3535.

One Water One Watershed
The Santa Ana River Watershed is home to the concept and plan called "One Water One Watershed" or "OWOW." OWOW reflects a comprehensive view of the watershed and water resources. It is an integral view encompassing all agencies and organizations in the watershed that looks at all types of water (local surface and groundwater, imported, storm water, wastewater) as components of a single water resource. Inevitably linked to land use and habitat, and a part of the watershed's natural hydrology. By this view, new water solutions can be developed that are integrated, multi-beneficial and collaborative.

Groundwater Recharge
The Santa Ana River and its tributaries provide winter stream flow which are diverted to percolation basins to recharge the groundwater and aquifers throughout the watershed. This water, stored underground, serves as a major source of drinking water and other urban needs. These critical recharge facilities have improved water levels and water quality for more than 100 years. Imported water, piped in from outside the watershed, is also used to recharge our local aquifers.

What is a Watershed?
A watershed is an area of land on which rain and snow falls and ultimately collects and drains into a single larger body of water, such as a river, lake, or ocean. Watersheds come in all sizes and are separated by ridges and hills that are called the drainage divide. These drainage basins consist of all surface water including rivers, lakes, streams, reservoirs and wetlands as well as all the underlying groundwater. Watersheds supply us with water for drinking, agriculture, industry, power generation, recreation, and habitat for fish and wildlife. The Santa Ana River Watershed drains a 2,550 square-mile area and includes portions of Orange, Riverside, San Bernardino, and Los Angeles counties. It is home to more than 6 million people. The Santa Ana River flows more than 100 miles and drains the largest coastal stream system in Southern California.

Every Drop Counts
Your water takes an extraordinary journey to get to you — from sources high in the Rockies and the Sierra Nevada, through critical purification processes, to homes and businesses across southern California. Yet drought and climate change continue to impact our precious water supply, which is why making conservation a way of life is essential. We can all do our part to conserve, from taking shorter showers to switching out lawns for beautiful, water-efficient gardens. This is how we save water.

Water Recycling
Water recycling reclaims water from a variety of sources and then treats and reuses it for beneficial purposes such as agriculture, seawater intrusion or groundwater replenishment. Water recycling provides an alternative to existing water supplies and enhances water sustainability. Groundwater replenishment systems takes treated wastewater from sanitation districts that would otherwise be sent to the Pacific Ocean and purifier and recycles it for beneficial reuse and to offset imported water supplies. This produces millions of gallons a day of purified water for some residents of the Santa Ana Watershed.

Wastewater Management
Sewer systems that collect and treat wastewater are essential to the health of our watershed. These systems protect public health, the environment, and wildlife found in creeks and rivers. More and more wastewater is now being recycled and turned into a valuable water resource.

Pollution Prevention
When water from rain and irrigation washes over yards, driveways and streets, it collects fertilizers, pesticides, oil, pet waste and other pollutants. This water, called runoff, can be harmful to human health and wildlife as it flows untreated into storm drains and ultimately the Pacific Ocean. Although it may seem small, the pollution from individuals accumulates and can have a large impact on the health of our watershed. Help protect our water resources by preventing pollution at its source:

- Don't flush unused medications — instead find a collection site or take back event.
- Avoid sewer backups — keep fats, oils and grease out of the kitchen drain.
- "Flushable" wipes don't break down like toilet paper — only pee, poop and paper down the toilet!
- Properly dispose of trash, litter and recyclables.
- Scoop pet waste, bag it, and put it in the garbage.
- Follow package instructions for pesticides and herbicides to avoid overuse.
- Maintain your vehicle and have oil leaks fixed.
- Check your irrigation system for leaks and redesign sprinkler heads.

75 locations • 23 months • 1,050,000 viewers*

(* estimated - based on an average of 20 viewers per display - per day)

\$9,600

• 3" by 3" formatted ad space (11 spaces maximum) • Installed 2025

Listing and locator: \$2,360

Cost Effectiveness (main sponsors)

• Cost per month \$417 • Cost per viewer: 1 penny

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