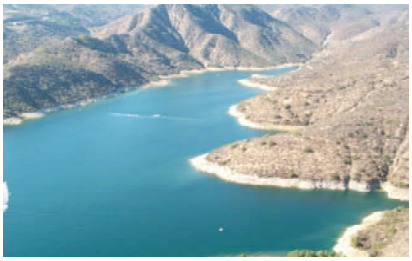
Our Drinking Water
Our Watersheds
Our Responsibility

Issue 1

El Capitan Reservoir



San Vicente Reservoir

Hodges Reservoir

Watershed Sign

Watershed Sign Program (WSP)

Welcome to the first issue of the Watershed Sign Program e-Newsletter. This newsletter is sent to keep you up to date on our efforts to help the community learn about the importance of watersheds and encourage stewardship to protect our source waters.

Where We've Been - Phase 1 Recap

From July 2005 to February 2006, we met with the State of California Department of Transportation's (Caltrans) subcommittee, California Traffic Control Device Committee 3 times to:

- Introduce the WSP
- Present sign design templates
- Gain approval for the pilot program

Where We Are - Phase 2 Update

With our approval by Caltrans secured in Phase 1, we are now preparing to launch the pilot sign program by installing six signs throughout the San Diego region. The signs will be placed at:

- Interstate 8 near El Capitan Reservoir
- State Route 67 near San Vicente Reservoir
- Interstate15 near Hodges Reservoir

Where We Are Going - Phase 2 Public Outreach Campaign

We are launching a public outreach and media campaign to supplement the Watershed Sign Program. This media campaign will introduce the new watershed signs, as well as provide a platform to inform the community about the importance of our watersheds and the protection of source waters. The media campaign will include items such as television and radio public service announcements, and print advertisements throughout the San Diego region. The key message is to communicate that the responsibility for protecting our water quality, and keeping it clean rests on the entire community. For more information or to find out ways to partner with this program please contact:

Destree Lazo at 619-232-2112 ext. 104 or visit:
www.sandiego.gov/water/operations/environment/watershedsigns.shtml