



THE CITY OF SAN DIEGO

## Water Department Watershed Sign Program Fact Sheet

### Goal and Purpose

The overall goal of the Watershed Sign Program is to create opportunities for the public to learn about the importance of San Diego's watersheds and encourage environmental stewardship of the watersheds by members of our community. The sign's purpose is twofold: to serve as a reminder to motorists that they are traveling through a watershed, and to serve as a tool to increase overall awareness that the responsibility of preserving the cleanliness of our watersheds rests on the entire community. By taking care of our watersheds, we also protecting the water quality of our drinking source water reservoirs.

### Locations of Signs

Interstate 8 near Dunbar Lane and East Victoria Dr.  
State Route 67 near Scripps Poway Pkwy.  
Interstate 15 near Auto Parkway and Camino Del Norte



### Benefits

#### Local Benefits:

- Advances the City's storm water pollution prevention goals
- Implements the San Diego Water Department's Watershed Sanitary Survey recommendations for public education on source water protection
- Fosters cross-jurisdictional coordination

#### Regional Benefits:

- Supports protection of water quality in drinking source water reservoirs. These reservoirs are part of the regional water supply infrastructure, supplying drinking water to 1.5 million people in the City of San Diego and neighboring cities and communities.
- Supplements the San Diego Regional Water Quality Control Board's efforts to better control urban runoff

#### State Benefits:

- Creates a recognizable and uniform sign design throughout the state
- Supplements Caltrans's "Don't Trash California" anti-litter campaign, because it helps decrease trash or pollutants on roadways

#### Federal Benefits:

- Supplements the U.S. Environmental Protection Agency's efforts to increase awareness and education of the importance of preserving our natural resources; and the USEPA's drinking source water protection program.

*For more information on this program or to submit a letter of support, please visit [www.sandiego.gov/water](http://www.sandiego.gov/water) or contact the Program Coordinator, Destree Lazo at (619) 232-2112 ext. 104 or via email: [DestreeL@CollaborativeServices.biz](mailto:DestreeL@CollaborativeServices.biz).*

