

Final Progress and Financial Reports – Jenkintown EAC GRANT 2008-2009

Julie Kollar

WREN Program Director

Narrative The project, as revised, entailed two main activities:

(1) JENKINTOWN'S GREENFEST-RELATED ACTIVITIES

- In conjunction with Jenkintown's Greenfest, organized by the EAC and held in the town square on April 19, the DVD Gimme Green was shown at a local coffee shop, Jenkintown Java, also located on the town square. The DVD was shown to raise awareness about lawns and their impact on the environment, and was advertised on the Borough's website. Jenkintown Java kindly allowed 8 back-to-back screenings, resulting in approximately 200 coffee shop patrons incidentally seeing all or part of the film; several dozen individuals intentionally sat to watch the entire DVD throughout the day. An informational sheet which explained the connection between lawn care and the waterways was on one side, and a list of 7 simple actions which residents can do or refrain from doing (and why) was on the other. The specific actions for residents to undertake or refrain from doing were: get your soil tested; when using fertilizer, use it sparingly; don't apply fertilizer before rain storms, and never apply to frozen ground; don't fertilize your sidewalk and driveways; reduce your lawn area and go native; mow high (3 inches); let grass clippings lay. About a dozen appeared to have been taken.
- The Tookany/Tacony-Frankford Watershed Partnership (TTF), as an in-kind donation to this project, hosted a rain barrel display at the Jenkintown GreenFest. TTF displayed a large informational poster about rain barrels as well as an actual barrel, handed out approx 100 educational pamphlets about rain barrels and how to get one for free from the City of Philadelphia, and Executive Director Sarah RobbGrieco spoke personally with about 50 people about their questions, concerns and interest in rain barrels and the watershed. The display barrel was a raffle item, which was sent home with a festival attendee.

(2) POST CARD

- A large educational postcard measuring 8.5 x 5.5 inches was sent to all Jenkintown Borough residents in July 2009. The front of the postcard contained a disturbing image of a kiddie pool filled with typical household-generated pollutants that can end up in the stormwater system (pet waste, trash, yard waste, motor oil, etc.). The card's main text said, "Take a Dip ... in Stormwater" (image provided courtesy of Dickinson College's Alliance for Aquatic Resources Monitoring). The back of the postcard had text identifying the watershed in which Jenkintown is located, the basic message that the waterways depend on residents to be healthy and unpolluted, an attractive photograph of the Tacony Creek where it runs through Jenkintown to serve as a positive contrast from the kiddie pool image and message, and the funding credit statement. In addition, the card encouraged residents encouraged to learn more about their watershed, and provided the web address of the Tookany/Tacony-Frankford Watershed Partnership. The hope is that the card will not only raise awareness of Jenkintown's location within the watershed, but also inspire residents' to engage in area activities organized or advertised by the TTF Partnership.

Evaluation

The project assumed that citizen awareness is the foundation of community stewardship. Since this was the first major outreach regarding watershed awareness in the Borough, residents were targeted to increase their basic awareness of the watershed's existence and to provide easy-to-understand information to encourage residents to engage in or refrain from engaging in certain actions in order to protect the watershed.

Although Jenkintown residents generally demonstrate that they want to do the right thing regarding the environment, once they know what to do, it is difficult to evaluate whether this project met its objective. At the very least, the photograph of the local park through which the Tacony Creek runs will likely instill a sense of basic awareness of, and personal connection with, the local watershed, and the kiddie pool image. It is difficult to know whether any specific behavioral changes will result from the project. So far, one Jenkintown resident

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contacted the TTF Partnership directly as a result of the postcard, to request that TTF come and work with students of Cheltenham Elementary School, where the resident is a teacher. Jenkintown Borough also received an email from another resident who specifically noted the postcard’s “arresting” image and applauded the message reminding residents about protecting the watershed.

Financial Record and Report

ORIGINALLY PROPOSED BUDGET	
	Printing/Copying:
	\$2,050.00
Postage/Distribution	\$ 10.00
	Meetings: theatre rental
	\$ 250.00
	Educ Equipment Gimme Green Film

APPROVED CHANGED BUDGET	
	Printing/Copying: (2,500 5.5”x8.5” postcards)
	\$ 245.00
	Postage/Distribution 44¢ x 2,000
	\$ 880.00
	Meetings: theatre rental

FINAL BUDGET	
Printing/copying (2,500 5.5”x8.5” postcards, including S&H)	\$291.04
Postage: (44¢ x 1,100) Note: balance of postcards were hand-distributed to condo complex residents so no postage needed	\$484.00
Educational equipment (Gimme Green DVD)	\$ 22.42
Total expended (\$349.94 less than revised budget)	\$797.46
Total received from WREN (November 2008)	\$632.50
Total outstanding	\$164.96

Attached/included with this submission are:

- SIGNATURE PAGE WITH 3 PARTNERS’ SIGNATURES (E-SIGNATURE FOR SARAH ROBB-GREICO ON THIS FINAL REPORT DOCUMENT)
- RECEIPT FOR PRINTING
- RECEIPT FOR POSTAGE
- RECEIPT FOR DVD
- ANNOUNCEMENT OF DVD SCREENING
- INFORMATIONAL SHEET ON LAWN CARE
- POSTCARD IMAGES (BACK AND FRONT)
- FEEDBACK FROM POSTCARD (2)

SIGNATURES

Elizabeth Boyd, Project Leader

Michael English, Borough Manager, Jenkintown
Borough (partner, and fiscal officer)

Sarah RobbGrieco, Executive Director,
Tookany/Tacony-Frankford Watershed
Partnership (grant partner)

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are needed to see this picture.

Paul Racette, Watershed Programs Manager,
Pennsylvania Environmental Council(grant
partner)
