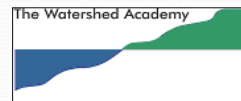


# *Conducting Effective Stormwater Outreach*

**Watershed Academy Webinar  
Thursday, October 27, 2011**



## Today's Webinar

### Presenters:

US EPA:

Don Waye, NPS Control Branch

Holly Galavotti, Water Permits, Stormwater

Maine Department of Environmental Protection:

Kathy Hoppe, Environmental Specialist

## Webinar Logistics

- **To Ask a Question** –Type your question in the 'Questions' box on the right side of your screen and click the 'Send' button.
- **To Obtain a Certificate** -Please use the URL at the end of the presentation to download and customize your own certificate(s).

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## 2001 NPS Outreach Focus Group Results

The term *Nonpoint Source Pollution*

- Very few have heard the term
- Even fewer have a clue what it means

*Stormwater Pollution*

- Few people know where the water goes once it hits the gutters.

[epa.gov/nps/outreach.html](http://epa.gov/nps/outreach.html)

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## 2001 NPS Outreach Focus Group Results

*“The ‘Mother Earth’ thing doesn’t work.”*

*“Bring it down to a health issue. A seal or two dying doesn’t do it for me.”*

*“Unless it happens to me it’s still someone else’s problem.”*

5

## Social Marketing

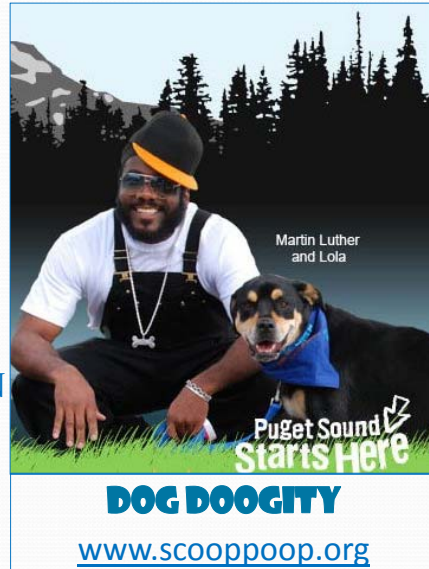
Source: Peter Mitchell  
and AED

- “Social marketing is the application of marketing technologies developed in the commercial sector to the solution of social problems where the **bottom line is behavior change**.” Alan Andreasen, *Marketing Social Change*
- Core Concept #1: To sell behavior change, there must be a fair exchange. Tip the scales in favor of making the right choice.

6

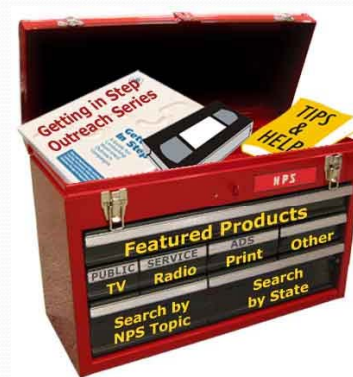
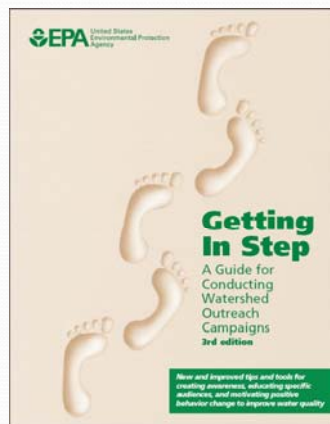
## Social Marketing (got behavior change?)

- **Core Concept #2:** Marketing is Audience-centered. Audience is tuned into WIIFM: (What's In It For Me?)
- **Core Concept #3:** Make it **FUN** (perceived consequences), **EASY** (self-efficacy) & **POPULAR** (social norms)



7

## EPA Created Tools to Assist Local Watershed Outreach



8



## Getting In Step Guide for Conducting Effective Watershed Outreach

- Training materials available through EPA's Watershed Academy ([www.epa.gov/watershedacademy](http://www.epa.gov/watershedacademy))
- Six (6) steps are presented:
  1. Define the driving forces, goals, and objectives
  2. Identify and analyze the target audience
  3. Create the message
  4. Package the message
  5. Distribute the message
  6. **Evaluate** the outreach campaign



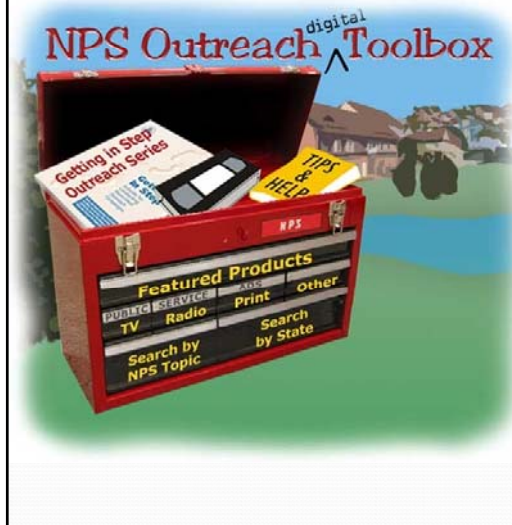
9

## Nonpoint Source Outreach Toolbox

[www.epa.gov/nps/toolbox](http://www.epa.gov/nps/toolbox)



# The Toolbox Metaphor



Tools designed to help local municipalities and watershed groups:

- plan,
- research,
- execute and
- evaluate

effective watershed outreach campaigns

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## What NPS Areas are Covered?

### Catalog Focuses on Six Behavior Change Areas



Media Campaigns | Nonpoint Source Outreach Toolbox | US EPA - Windows Internet Explorer

http://cfpub.epa.gov/nps/outreach/NonpointSourceOutreachToolbox.cfm

Media Campaigns | Nonpoint Source Outreach Toolbox

**Nonpoint Source Outreach Toolbox**

You are here: EPA Home » Water » Wetlands, Oceans, & Watersheds » Polluted Runoff (Nonpoint Source Pollution) » NPS Outreach Toolbox » Media Campaigns

**Media Campaigns**

Click on a Media Campaign product in the Outreach Toolbox comprehensive list

AZ | CA | CO | CT |

AZ

- Clean Water State

CA

- Boating Clean Water
- City of Los Angeles
- City of Santa Rosa
- Dirty Words
- Erase the Wastewater
- Grassyleaf Campaign
- It All Flows to the Sea
- Less-Toxic Lawn Care
- Los Angeles County
- Orange County
- Pollution Free
- Project Clean Water

**Related Media Campaign Materials**

You will need the free Adobe Reader to view some of the files on this page. See EPA's PDF page to learn more.

<b>Campaign Evaluations:</b>	<a href="#">Chesapeake Bay Social Marketing Initiative 2004-2005 Final Report (PDF)</a> 16 pp, 71 KB - Baseline
<b>Name of Media Campaign:</b>	The Chesapeake Club Spring Media Campaign
<b>Organization:</b>	Chesapeake Bay Program
<b>Contact Information:</b>	Jane Ballentine 410 Severn Avenue, Suite 109 Annapolis, MD 21403 (410) 267 - 5758
<b>Website:</b>	<a href="http://www.chesapeakeclub.org/media.htm">www.chesapeakeclub.org/media.htm</a> <small>EXIT Disclaimer</small>
<b>TV Ads in the Toolbox:</b>	<a href="#">Appetizer (Fertilizer) (MPG)</a> (1701 KB) - 30 second PSA <a href="#">Delicious (Fertilizer) (MPG)</a> (1325 KB) - 30 second PSA <a href="#">Sud Sandwich (Fertilizer) (MPG)</a> (1325 KB) - 30 second PSA
<b>Radio Ads in the Toolbox:</b>	No Radio Ads Available in the Toolbox
<b>Print Ads in the Toolbox:</b>	<a href="#">No Appetizers Were Injured (Fertilizer) (JPG)</a> (151 KB) - Billboard <a href="#">Protect the Crabcake Population (Fertilizer) (JPG)</a> (82 KB) - Billboard <a href="#">Is the Grass Really Greener? (JPG)</a> (161 KB) - Billboard <a href="#">The Lunch You Save (Fertilizer) (JPG)</a> (101 KB) - Billboard <a href="#">Protect the Crabcake Population (Fertilizer) (GIF)</a> (75 KB) - Print Ad
<b>Other Materials in the Toolbox:</b>	No Other Materials Available in the Toolbox
<b>Logos, Slogans and Mascots in the Toolbox:</b>	No Logos, Slogans or Mascots Available in the Toolbox

Close

http://cfpub.epa.gov/nps/outreach/files/CBAY\_Bill\_Crabcake.jpg - Windows Internet Explorer

http://cfpub.epa.gov/nps/outreach/files/CBAY\_Bill\_Crabcake.jpg

File Edit View Favorites Tools Help

http://cfpub.epa.gov/nps/outreach/files/CBAY\_Bill\_Crabcake...

**PROTECT THE CRABCAKE POPULATION**



HOLD OFF ON THE LAWN FERTILIZER UNTIL FALL,  
BEFORE THERE ARE NO GENUINE MARYLAND CRABCAKES.



www.ChesapeakeClub.org

Done Local intranet 100%



Surveys & Evaluations | Nonpoint Source Outreach Toolbox | US EPA - Windows Internet Explorer

http://pub.epa.gov/nps/outreach/Surveys.dfm

Surveys & Evaluations | Nonpoint Source Outreach To...

## Nonpoint Source Outreach Toolbox

You are here: EPA Home » Water » Wetlands, Oceans, & Watersheds » Polluted Runoff (Nonpoint Source Pollution) » NPS Outreach Toolbox » Surveys & Evaluations

### Surveys & Evaluations

Strategic outreach campaigns gauge public attention to runoff water pollution, target the audience with appropriate messages, and measure the effectiveness of the outreach efforts. Here we provide a sample collection of baseline attitude surveys, stormwater program-related surveys, and evaluations of media campaigns from around the country.

You will need the free Adobe Reader to view some of the files on this page. See EPA's PDFs page to learn more.

Baseline | Educational | Evaluation | Collections of Surveys |

#### Baseline

Details	Title	State
[Find Out More]	2001 Residential Public Opinion Survey (PDF) (49 pp, 135 KB)	California
[Find Out More]	2002 Omnibus Phone Survey (PDF) (3 pp, 42 KB)	Maine
[Find Out More]	A Survey of Residential Nutrient Behavior in the Chesapeake Bay (PDF) (56 pp, 302 KB)	Maryland, Pennsylvania
[Find Out More]	Chesapeake Bay Social Marketing Initiative 2004-2005 Final Report (PDF) (6 pp, 71 KB)	Maryland
[Find Out More]	Clean Water Campaign Combined Poll Results (PDF) (23 pp, 97 KB)	Georgia
[Find Out More]	Clean Water Survey - A Telephone Survey Among O'ahu Residents (PDF) (7 pp, 44 KB)	Hawaii
[Find Out More]	Delaware Residents' Attitudes Toward and Behaviors that Affect Water Quality (PDF) (318 pp, 1128 KB)	Delaware
[Find Out More]	Do Clean Rivers Begin at Home? Exploring the Obstacles and Motivations of Homeowner Behavior (PDF) (82 pp, 1048 KB)	Oregon

Catalog Search | Nonpoint Source Outreach Toolbox | US EPA - Windows Internet Explorer

http://pub.epa.gov/nps/outreach/index.dfm

Catalog Search | Nonpoint Source Outreach Toolbox

## Nonpoint Source Outreach Toolbox

You are here: EPA Home » Water » Wetlands, Oceans, & Watersheds » Polluted Runoff (Nonpoint Source Pollution) » NPS Outreach Toolbox » Search the NPS Outreach Toolbox

### Search the NPS Outreach Toolbox

There are several ways to search the NPS Outreach Toolbox. Use the keyword search or the topic and media search below, or use the links to the right to view print materials, radio and TV ads, and other products or search for outreach materials by state.

**Note:** The EPA search box in the upper right corner of this page will not search the contents of the toolbox. Choosing "This Area" results in a search of all Web pages with "epa.gov/nps" in the URL but will not find specific items within the toolbox.

#### Keyword Search

Search the material available within the toolbox by entering one or more keywords in the search box. Click the "Search" button to view the results of your search.

Search box:

[Show help for Keyword Search](#)

#### Topic and Media Search

To search for specific topics or media types, you must specify at least one NPS topic in **Step 1** and at least one media format in **Step 2**. For example, to see all Print Ads on Lawn and Garden Care, check the "Lawn and Garden Care" box under **Step 1: Select an NPS Topic(s)** and check the "Print Materials" box under **Step 2: Media Format(s)**, then click the "Search" button. To see the entire catalog select "Show All Categories" and "Show All Media Formats".

**Step 1: Select an NPS Topic(s)** - You must select at least one for the search to execute properly.

- Show All Categories
- General Stormwater and Storm Drain Awareness
- Household Chemicals and Waste
- Lawn and Garden Care
- Motor Vehicle Care
- Pet Care
- Septic System Care

**Step 2: Select a Media Format(s)** - You must select at least one for the search to execute properly.

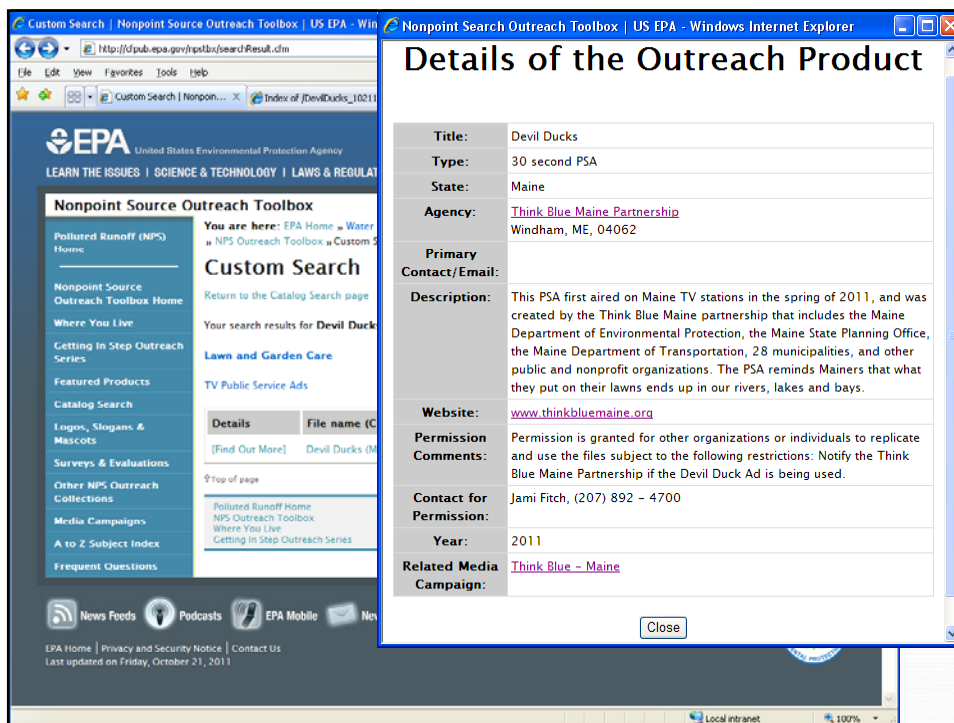
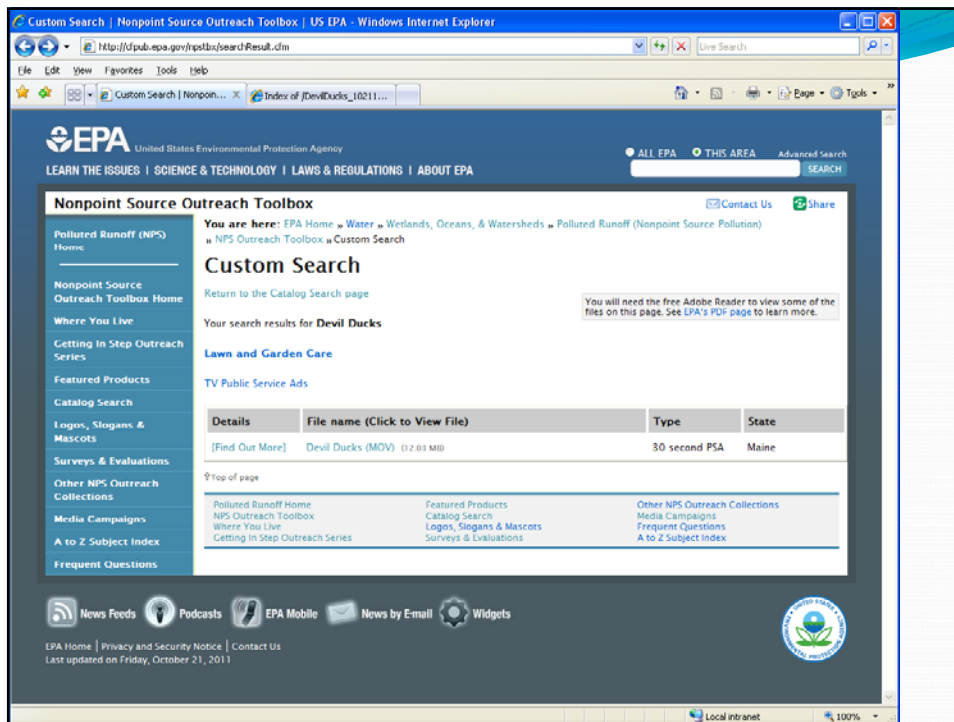
- Show All Media Formats
- Other Products
- Print Materials
- Radio Public Service Ads
- TV Public Service Ads

#### Additional Searches

- View All Logos, Slogans and Mascots
- View All Other Products
- View All Print Materials
- View All Radio Public Service Ads
- View All Surveys and Evaluations
- View All TV Public Service Ads

Select a state from the dropdown menu to view outreach materials by state:

Not State-Specific



Related Media Campaign Materials | Nonpoint Source Outreach Toolbox | US EPA - Window...

## Related Media Campaign Materials

You will need the free Adobe Reader to view some of the files on this page. See [EPA's PDF page](#) to learn more.

<b>Campaign Evaluations:</b>	<a href="#">Maine: Feedback Survey (Think Blue Campaign) (PDF)</a> (2 pp, 107 KB) - Baseline <a href="#">Maine: Feedback Survey (Think Blue Campaign) (PDF)</a> (2 pp, 107 KB) - Baseline
<b>Name of Media Campaign:</b>	Think Blue - Maine
<b>Organization:</b>	Maine Department of Environmental Protection - Bureau of Land and Water Quality
<b>Contact Information:</b>	<a href="#">Norm Marcotte</a> 1235 Central Drive Presque Isle, ME 04769 (207) 287 - 3901
<b>Website:</b>	<a href="http://www.thinkbluemaine.org">www.thinkbluemaine.org</a> <a href="#">[EXIT Disclaimer]</a>
<b>TV Ads in the Toolbox:</b>	<a href="#">Think Blue Maine: Fowl Water (MPG)</a> (3,093 KB) - 30 second PSA <a href="#">Think Blue Maine: Fowl Water (MPG)</a> (3,093 KB) - 30 second PSA
<b>Radio Ads in the Toolbox:</b>	<a href="#">Car Wash (MP3)</a> (909 KB) - 60 second PSA <a href="#">Fish Story (MP3)</a> (917 KB) - 60 second PSA <a href="#">Why (MP3)</a> (935 KB) - 60 second PSA <a href="#">Car Wash (MP3)</a> (909 KB) - 60 second PSA <a href="#">Rainstorm (MP3)</a> (1896 KB) - 60 second PSA <a href="#">Car Wash (MP3)</a> (909 KB) - 60 second PSA <a href="#">Fish Story (MP3)</a> (917 KB) - 60 second PSA <a href="#">Why (MP3)</a> (935 KB) - 60 second PSA <a href="#">Car Wash (MP3)</a> (909 KB) - 60 second PSA <a href="#">Rainstorm (MP3)</a> (1896 KB) - 60 second PSA
<b>Print Ads in the Toolbox:</b>	No Print Materials Available in the Toolbox
<b>Other Materials in the Toolbox:</b>	No Other Materials Available in the Toolbox
<b>Logos, Slogans and Mascots in the Toolbox:</b>	No Logos, Slogans or Mascots Available in the Toolbox

Close

Custom Search | Nonpoint Source Outreach Toolbox | US EPA - Windows Internet Explorer

http://cfpub.epa.gov/npstbx/search/Result.cfm

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Custom Search | Nonpoint Source Outreach Toolbox

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**Nonpoint Source Outreach Toolbox**

You are here: EPA Home > NPS Outreach Toolbox > Custom Search

Return to the Catalog

Your search results for: **Lawn and Garden Care**

TV Public Service Ads

**Details**

[Find Out More]


↑ Top of page

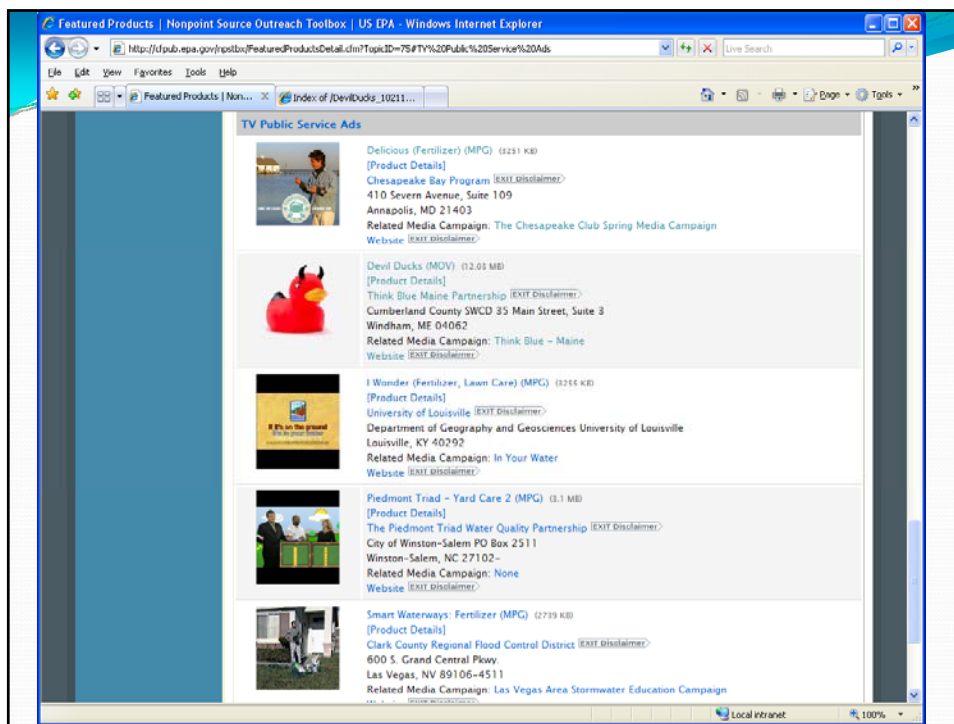
Polluted Runoff Home  
NPS Outreach Toolbox  
Where You Live  
Getting In Step Outreach Series

News Feeds Podcasts EPA Mobile

EPA Home | Privacy and Security Notice | Contact Us  
Last updated on Friday, October 21, 2011

Done Local intranet 100%





## Web Stats & Accolades

- 134,000 downloads of multimedia files and Web pages viewed on the Toolbox site during the first month online (May 2007); 70,000 average monthly downloads for the first 6 months
- 18 pages of positive comments. Samples:

**"I thought the website was awesome. Some of those ideas are HOT!"**  
- City of Benica, CA

**"I am too excited about this site. It is easy to use and clearly useful."**  
- NYS Dept of Environmental Conservation

**"My overall evaluation is 'WOW!' This toolbox will be a fantastic resource."**  
- Outreach Director, New Hampshire Lakes Association

**"This is amazing."** -Stormwater Program Manager, City of Fort Oglethorpe, GA  
"The Toolbox is going to save my butt!" -Canon City, CO



# Questions?



## EPA's Stormwater Program

Holly Galavotti, Environmental Protection  
Specialist

EPA's Office of Water's Water Permit Division



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## EPA's Stormwater Program

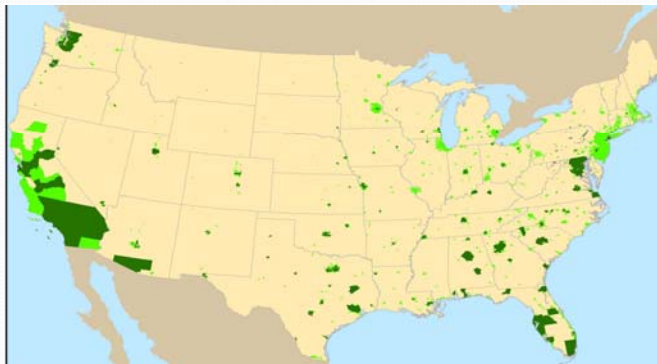


Under Clean Water Act Section 402(p), EPA regulates three main types of stormwater discharges as part of the National Pollutant Discharge Elimination System (NPDES) permit program:

- Industrial operations
- Construction activity disturbing 1 acre or more
- Municipal separate storm sewer systems (MS4s) that serve 100,000 people or more or are located in an urbanized area (defined by the Census)

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Currently regulated MS4s are primarily located in urbanized area (shown in green)



There are about 7500 regulated MS4s that include: cities, towns, villages, departments of transportation, universities, hospitals and other publically-owned conveyance systems.

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## MS4 Program: Six Minimum Control Measures

- General Permits - most small MS4s submit a notice of intent to their state (or EPA region in 4 states) for coverage under a statewide MS4 general permit
  - Large MS4s are covered by individual permits
- The permit requires regulated MS4s to implement a Stormwater Management Program that has 6 Minimum Control Measures:
  - *Public Education and Outreach*
  - *Public Participation*
  - *Illicit Discharge Detection and Elimination*
  - *Construction Program*
  - *Post Construction Program*
  - *Pollution Prevention/Good Housekeeping*

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## Stormwater Public Education Programs are Producing Results

- The goal is to inform the public about activities that increase pollutants and increase volumes of stormwater flowing to community waterbodies.
- The program focuses on stormwater impacts from:
  - *Lawn fertilization*
  - *Littering*
  - *Car fluid recycling*
  - *Car washing*
  - *Pesticide use*
  - *Septic system maintenance*
  - *Pet waste*
  - *Illegal dumping and other activities*



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## Measuring Success

- Regulated cities develop stormwater public education and outreach programs and report their progress and results in Annual Reports to the state (or EPA in 4 states).
  - Wentzville, Missouri reported that 176 volunteers removed 181 tires from local waterways and 28,370 pounds of trash from 11 separate cleanup sites.
  - In Hamilton, Ohio civic groups from around the city installed 400+ labels on storm drains to inform the public on where their runoff discharges are released.

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## Measuring Success

One way to measure the effectiveness of a public education program is through surveys that assesses both public awareness and behaviors.

### **Hanover County, VA (2009) conducted citizen surveys**

- Found an increase in public perceptions regarding the cleanliness of the county, from 51% in 2005 to 80% in 2009.
- A total of 170 tons of material was removed from county roadways through street sweeping and other efforts during the first year of the permit.

### **Salt Lake County, Utah surveyed 500 residents in 2010.**

- Five out of eight residents think that all (9%) or some (53%) of Salt Lake County's stormwater goes to a treatment plant. Just 15% declare that none of the stormwater gets treated and the remaining residents (22%) admit they don't know.
- Three-quarters of county residents (77%) say they have heard ads or promotions about stormwater, primarily from television ads.

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## New Stormwater Educational DVD: *Reduce Runoff: Slow it Down, Spread it Out, Soak it In!*

- Available from the National Service Center for Environmental Publications (NSCEP)
- Email: [nscep@bep-lmit.com](mailto:nscep@bep-lmit.com) or call: 800-490-9198.
- Be sure to include document number: EPA 842-11-001
- EPA Web site includes link to High Resolution files (FTP site): [water.epa.gov/polwaste/green/video.cfm](http://water.epa.gov/polwaste/green/video.cfm)



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## Questions?



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# ThinkBlue Maine

Kathy Hoppe, Environmental Specialist  
Maine Department of Environmental Protection



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## This is a story about

Collaboration

Research



& Strategic planning

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## Stormwater Phase II

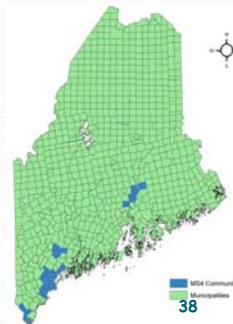
- 28 regulated municipalities + nesteds (*Universities, Federal Facilities, Turnpike, Interstate*)
- Minimum Control Measures 1 & 2
- General Permit
  - First 5 yr General Permit – goal of behavior change
  - Second 5 year permit – awareness & behavior change plan



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## We shouldn't do this alone ...

- 28 municipalities sorted out to basically 4 groups
  - Bangor Area Stormwater Group – 7 communities + nested MS4s
  - Inter-local Stormwater Group – 13 communities
  - Southern Maine – 5
  - Lewiston/Auburn – 3
- Nested (*Universities, Federal Facilities, Turnpike, Interstate*)
- Cooperative Extension, Soil & Water Conservation Districts, NGOs



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## Need to get up to speed ..

- Research:
  - Focus groups – stormwater (13K, 2 locations)
    - Need for basic awareness
    - Tested 3 totally different Public Service Announcements from Toolbox, San Diego's played very well
    - Consultant recommended using San Diego ad (Thank you San Diego!)
  - Municipal employee survey
- Tetra Tech *Getting In Step* workshop\*



\* EPA sponsored

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## ThinkBlueMaine.org

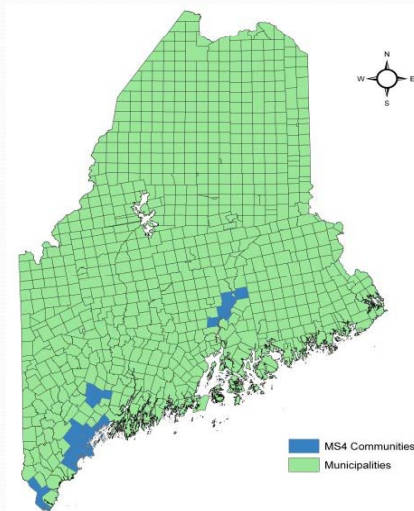
- Work together – save \$, message consistent, effort appears big
- Developed common identity, web site\* and common URL
- DEP paid for voiceover of original San Diego ad, with new ending (\$2,500 in 2004)
- Purchase of air time (radio & TV but will only report TV)
  - Cumberland County Soil & Water Conservation District fiscal agent
  - All chipped in, aired statewide (\$110K 2004, 72K 2005, 67.5K 2006, 58K 2007, 60.6K 2009 )

\* Partnership - design by USM students, DEP hosted, now moving to Cumberland Co. SWCD

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# Maine's MS 4 Communities and Municipalities



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Maine Air National Guard purchased ducks



Brewer WWTP & others built model, all communities staff



Cumberland County SWCD also built a model.



Eagle Scout project included storm drain stenciling.



Public works tied their outfall signs into the outreach effort.

Cumberland County SWCD developed fact sheets and they maintain the web site.

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## Evaluation ....

- Statewide Phone Survey  
(Pre-survey 2004: \$1,200; post-survey 2004: \$4,500;  
? 2005; \$4,400: 2006; \$3,900: 2011)
- 52% said they had seen or heard an advertisement regarding water pollution, 50% of those identified our ad. (top of the mind question 2006)
- 73% recall seeing an ad about stormwater that featured rubber ducks accumulating and flowing down stream. (aided question 2006)

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## Second 5-year General Permit

- Awareness Plan (Collaborated on a statewide plan, written by Cumberland Co. SWCD)
- Behavior Change Plan
  - Lawn care (Do-it-Yourselfers)
  - Synergy (Yippee more partners) – P-free, YardScaping, LakeSmart, NPS program, MS4s, Cooperative Extension, Pesticide Control Board



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## Stated Objective in Plan:

As a result of our efforts, at the end of this permit cycle, 50% of homeowners, aged 35-55, in the 28 regulated small MS4 municipalities will understand:

That water does run off their property, not all is absorbed, and it will carry with it pollutants, such as lawn chemicals, pet waste and oil drops.

This polluted water will enter the storm drains system, and discharge, untreated, directly to waterbodies used for drinking, fishing and swimming.

45

## Awareness & Behavior Change Plans

- Plans identified local efforts
  - Storm drain stenciling
  - Door hangers
  - Point-of-sale
  - Adult Ed
  - Booth/display
  - Newspaper articles
  - Web site
  - Stream clean up
  - Etc
  - And TV ad



<http://www.baswg.org/toolbox/toolbox.htm>

<http://www.cumberlandswcd.org/yardscape/index.htm>

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## More Research

- Lawn care focus groups (Safe for Kids & Pets) (\$13,000)
- Phone survey questions regarding lawn care (\$4,800)
- New England Cooperative Extension Lawn Care Project\*
- Norming Message research project\*

Most of your neighbors don't use lawn chemicals, such as fertilizers, weed and bug killers on their lawns.

The use of these lawn chemicals threatens Bangor's water quality and the health of our children and pets.



\* Social marketing research data contact Dr. Brian Eisenhauer  
[bweisenhauer@plymouth.edu](mailto:bweisenhauer@plymouth.edu)

\* Partnership - Plymouth State College in NH grad student.

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## Free Research

- Studies by other organizations available on the internet.
- Message testing on the cheap (book club, child dance class, HS basketball game,...) We listened for emotional descriptions (how it made them feel, spoke to them)

### FOLLOW THE FLOW Where does water go?

Not all water that falls on your property soaks into the ground. As water flows off your property, it can wash pollutants such as soil, lawn chemicals and pet waste into where we fish, what we drink and where we swim.

It's up to all of us to protect our local rivers, lakes and bay from polluted runoff.

Learn how at  
[www.ThinkBlueMaine.org](http://www.ThinkBlueMaine.org)



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## Making of Stormwater Awareness Lawn Care PSA

- Funding (\$30K):
  - Maine Dept. Of Ag Board of Pesticide Control
  - Casco Bay Partnership
  - Maine DEP
- Steering Committee:

Cooperative Extension/BASWG, Casco Bay Partnership, Cumberland Co SWCD/ISWG, Maine Dept. of Ag Pesticide Control Board, Maine DEP (P-free/LakeSmart, Commissioners Office, NPS/Stormwater)

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## Making of Ducky II

- Request For Proposals
- Consultants – plethora of evaluation data
- Stuck with the duck
- Story boards, scripts ...
- Filming – more complicated than you think
- Voice, music ...
- and don't forget closed captioning



50

## Airing of Ducky II

- In the Awareness Plan for the Stormwater General Permit
- Cumberland County SWCD fiscal agent
- Media buy (target audience 35-55 year olds, higher education & income)

***ThinkBlueMaine Partners raised \$79,400 for 3 week staggered statewide buy.***

***The 13 Portland communities bought a 4<sup>th</sup> week.***



51

## Evaluation

BASWG Intercept Survey – July 2011\*

48% have heard or read an advertisement about water pollution. (unaided)

What have you heard?

“Anything that drops on the ground goes right into the storm drains.”

“Directed at lawn care. That’s something a lot of people don’t realize. Emphasis on personal responsibility.”

“Everything that goes in the drain goes to rivers, oceans and lakes.”

\* Partnership - University of Maine PHD candidate conducted study.

52

54% said they had heard of efforts by local organizations to reduce stormwater run-off.

What have you heard?

“Heard Alan talk about stormwater at meetings.”

“Ads by BASWG”

“City of Brewer – ducks on the roads.”

“School painted storm drains.”

“Stream clean-up”

“Hardware stores, retail stores.”



Most of your neighbors don't use lawn chemicals, such as fertilizers and pesticides, on their lawns.

Join your neighbors in helping to protect our families and community by reducing your use of lawn chemicals.



**Early Fall Tips For a Healthy Lawn**  
August - September  
(Recommendations from the University of Maine Cooperative Extension)

- Set your mower blade to its highest setting about 3" is ideal.
- Use your soil test recommendations to determine if your lawn needs fertilizer, now is the best time to apply.
- No soil test? Apply no more than 2 lbs of nitrogen per 1000 square feet of lawn, and use phosphorus-free fertilizer. [www.baswg.org](http://www.baswg.org) can help.

53

59% recall seeing an ad about stormwater pollution that featured red rubber ducks. (aided question)



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## More Evaluation

### Statewide Phone Survey

34% recall an ad about water pollution, of those 70% specifically recall the *ThinkBlue* ad (top of the mind question)

### What have you seen or heard?

“TV ad, bunch of ducks going out in the river I think, so rubber ducks, minimize fertilizer, leave lawn clippings, that’s all I can remember.”

“It’s the one of the little rubber duckies. The message was waste and it’s being washed in through the storm drains into the rivers and oceans, it was **pet waste** and other waste.”

55

“The Think Blue campaign .. Making people aware that anything on the sidewalk or driveways gets drained into drains and goes to lakes.”

“Yes, the one with the ducks. Well that they had the lawn fertilizer and it ran into the storm drain and it turned from a yellow duck to a red duck with horns. The message was to reduce the amount of lawn chemicals you use, cut your grass higher, watch where your **dogs poop\*** and all that stuff.”

\* **Ducky 1 featured dog poop and was last run in Aug 2009.**

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“When people have pets they make messes that go down the drains, and the people smoking the cigarettes and the **marijuana** it goes down the drain ...”



57

65% recall seeing an advertisement about stormwater pollution that featured rubber ducks. (Aided question)



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## We hit our target audience!

Those with a college degree or more (72%) were more likely than those with a high school education or less (56%) to indicate they saw an advertisement about stormwater pollution.

Those ages 30-39 (71%), 50-59 (76%) and 60+ (72%) were more likely than those ages 18-29 (43%) to indicate they saw an advertisement about stormwater.

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## Keys

1. Collaborate whenever, wherever possible. You would be amazed at how many people are trying to do the same thing you are.
2. With collaboration each can take a small piece of the pie and do their part to make something bigger.
3. Identify your target audience, develop a plan, do your research, test or pilot, and evaluate!

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Cities:

- Auburn
- Bangor
- Biddeford
- Brewer
- Lewiston
- Old Town
- Portland
- Saco
- South Portland
- Westbrook

Towns:

- Berwick
- Cape Elizabeth
- Cumberland
- Eliot
- Falmouth
- Freeport
- Gorham
- Hampden
- Kittery
- Milford
- Old Orchard Beach
- Orono
- Sabattus
- Scarborough
- South Berwick
- Veazie
- Windham
- Yarmouth



Other Partners

- Bangor Air National Guard
- Casco Bay Estuary Partnership
- Cumberland County Commissioners
- Cumberland County Emergency Management
- Cumberland County Soil & Water Conservation District
- Maine Dept. of Agriculture
- Maine Department of Environmental Protection
- Maine Department of Transportation
- Maine State Planning Office
- Maine Turnpike Authority
- Penobscot County Soil & Water Conservation District
- Portland Area Comprehensive Transportation System
- Portsmouth Naval Shipyard
- Southern Maine Community College
- University College of Bangor
- University of Maine Cooperative Extension
- University of Maine, Orono
- University of Southern Maine

[www.ThinkBlueMaine.org](http://www.ThinkBlueMaine.org)

## Questions?



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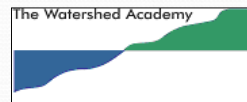
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## Next Watershed Academy Webcast [epa.gov/watershedwebcasts](http://epa.gov/watershedwebcasts)

*EPA's Nitrogen and Phosphorus Pollution  
Data Access Tool (NPDAT)*

Wednesday,  
November 30, 2011  
1- 3 pm EST



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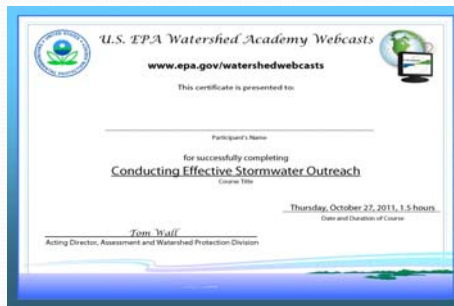


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You can type each of the attendees names in and print the certificates



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