Think Blue!

Clean Water Begins With You, Let’s Think Blue
Welcome & Introductions

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Cumberland County Soil & Water Conservation District

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Massachusetts Statewide Municipal Stormwater Coalition

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Water Words That Work, LLC
Welcome & Introductions

Thanks to our sponsor!
Agenda

- History (And Future) of “Think Blue” and the Rubber Duck
- Think Blue Maine
  - DEP MS4 E&O Requirements
  - Current Program Structure
  - Looking Ahead
- Think Blue Massachusetts
  - EPA MS4 E&O Permit Requirements
  - Resident Survey Results
  - “Fowl Water” Campaign
  - Educational Materials
- Q&A (NEIWPCC)
Municipal stormwater management challenges

For most communities……

- No dedicated funding for stormwater – competing for general fund
- Overwhelmed by MS4 permit requirements
- Dispersed responsibilities amongst municipal management, technical & administrative staff
- Limited public knowledge of infrastructure or stormwater
The Duck

- Think Blue San Diego - 2001
- Think Blue Maine - 2003
- Think Blue Massachusetts - 2018
- Think Blue New England - ???
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Maine MS4 Permit Requirements

Permit is issued by Maine Department of Environmental Protection

Currently in permit year 7 of 2013-2018 permit

Have four education plans under MCM 1
Think Blue Maine program satisfies the “Stormwater Awareness Plan”
The Players

AVSWG
- 4 municipalities
- 5 nested

BASWG
- 7 municipalities

ISWG
- 14 municipalities
- 2 nested

SMSWG
- 5 municipalities
- 1 nested
Current Think Blue Maine Program

Target Audience
- Homeowners

Targeted Pollutants
- Household Hazardous Waste
- Vehicle Care
- Pet Waste
- Septic Systems
- Pesticides & Fertilizers
- Litter
- Erosion
- Pavement Sealant
Current Think Blue Maine Program

Delivery

- Print to digital
- Website & Facebook
- Community events
Outreach to Raise Awareness Campaign
“...introduce information that may be new or not well understood by the target audience.”

Target Audience: General Public
Delivered using at least 3 outreach tools
Moving Forward

- Update website - thinkbluemaime.org
- Create more video content
- Expand to more online platforms
- More community events
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  ○ Educational Materials
● Q&A
The Massachusetts Statewide Municipal Stormwater Coalition is made up of ten regional stormwater groups. We all joined forces in 2016 to help towns and cities meet their stormwater permit requirements. All together we represent 130 communities across the state.
Massachusetts MS4 Permit Requirements

Issued directly from EPA Region 1

Currently in permit year 2 of permit

Over 260 municipalities and non-traditional MS4s
The 2019 permit requires Massachusetts municipalities to "...implement an education program that includes educational goals based on stormwater issues of significance within the MS4 area."
The permit goes on to define the following four audiences for this required educational program:

1. Residents
2. Businesses, institutions (churches, hospitals), and commercial facilities
3. Developers (construction), and
4. Industrial facilities.
MS4 Permit Requirements

- The U.S. EPA explicitly allows you to "...use existing materials if they are appropriate for the message the permittee chooses to deliver."

- The permits states that you "... may partner with other MS4s, community groups or watershed associations to implement the education program to meet this permit requirement."

- Two educational messages over the permit term to each of these audiences, spaced at least a year apart.
Finally, you must "...show evidence of focused messages for specific audiences as well as evidence that progress toward the defined educational goals of the program has been achieved."
To inform our work, we surveyed 400 Massachusetts residents about stormwater in 2018.
What Residents Told Us

- Massachusetts residents tend to perceive water pollution as something that corporations cause and the federal government regulates, and are less likely to recognize they are part of the solution to a local problem.

- Residents display low knowledge of concepts and terminology for stormwater management, and most perceive stormwater as having “moderate” impact on waterways.

- About half of residents report seeing news and social media coverage of their local government, but only ~10% report picking up literature from government offices.
“Fowl Water” Highlights

Why Do We Care?

Stormwater pollution fouls our lakes, rivers, and streams. That’s bad news for our water supplies and outdoor activities — and also for the fish and wildlife that live there.

www.ThinkBlueMassachusetts.org
The population of these areas is ~4 million, which is ~60% of the state’s population.

Our 2018 ad budget worked out to ~2.8 cents for each resident.

Our 2019 ad budget worked out to ~2.5 cents for each resident.
# 2019 “Fowl Water” Highlights

<table>
<thead>
<tr>
<th>Channel</th>
<th># of People Reached</th>
<th>Average # of Impressions Per Person</th>
<th>Total # of Impressions</th>
<th>Watched 10+ Seconds</th>
<th>Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>919,810</td>
<td>6.26</td>
<td>5,760,785</td>
<td>151,290</td>
<td>5,434</td>
</tr>
<tr>
<td>YouTube</td>
<td>957,986</td>
<td>2.37</td>
<td>2,285,410</td>
<td>783,669</td>
<td>3,199</td>
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<tr>
<td>Total:</td>
<td>1,877,796</td>
<td>4.3</td>
<td>8,046,195</td>
<td>934,959</td>
<td>8,633</td>
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</table>
Ad Campaign Results

Advertising Campaign Report

On behalf of the members of the Buzzards Bay Stormwater Collaborative, Think Blue Massachusetts ran an educational advertising campaign from June 23 to July 23, 2019. The "Fixed Waste" advertisement helps viewers visualize stormwater pollution from motor oil, pet waste, and trash become stormwater pollution.

We interested Facebook and Instagram sponsored video and YouTube pre-roll advertisements because these channels offer superior "staying for the back to table and beyond" service. They provide granular reporting that helps demonstrate what was accomplished.

This effort helped coalition members meet their requirements to "document in each annual report the messages for each audience, the method of distribution, the measure/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education program."

Advertising Budget

Our advertising budget for the campaign worked out to approximately 2.4 cents per resident, which divided evenly between Facebook/Instagram and YouTube.

Past Campaign Survey Highlights

At the close of the advertising campaign, we surveyed 400 Massachusetts residents using an online panel. The online survey format allowed us to share the actual video to survey takers and ask them if they recalled seeing it.

We surveyed residents where the campaign ran:
- Barnstable County, Bristol County, Essex County, Hampden County, Hampden County, Middlesex County, Norfolk County, Plymouth County, Suffolk County, and Worcester County.

- 23.25% of survey respondents recalled seeing the video.
- Those who recalled seeing the video were more likely to correctly answer that stormwater pollution ends up in local waterways.
- Those who recalled seeing the video rated polluted runoff as a more serious threat in waterways than those who didn’t recall seeing the video.

FY 2019 Campaign Performance

<table>
<thead>
<tr>
<th>Town</th>
<th>Facebook/Instagram 30-day Impressions</th>
<th>YouTube Ad Impressions</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acushnet</td>
<td>9,209</td>
<td>5,418</td>
<td>14,667</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>29,415</td>
<td>17,644</td>
<td>47,060</td>
</tr>
<tr>
<td>Fairhaven</td>
<td>9,546</td>
<td>8,250</td>
<td>17,796</td>
</tr>
<tr>
<td>Mattapoisett</td>
<td>3,764</td>
<td>3,263</td>
<td>7,027</td>
</tr>
<tr>
<td>Wareham</td>
<td>13,461</td>
<td>11,634</td>
<td>25,095</td>
</tr>
<tr>
<td>Regional Total</td>
<td>52,405</td>
<td>48,200</td>
<td>99,655</td>
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FY 2020 Campaign Performance

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<tr>
<td>Acushnet</td>
<td>13,176</td>
<td>5,600</td>
<td>18,776</td>
</tr>
<tr>
<td>Dartmouth</td>
<td>109,037</td>
<td>56,412</td>
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</tr>
<tr>
<td>Fairhaven</td>
<td>50,517</td>
<td>8,619</td>
<td>59,135</td>
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<tr>
<td>Mattapoisett</td>
<td>19,917</td>
<td>3,398</td>
<td>23,315</td>
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<tr>
<td>Wareham</td>
<td>71,236</td>
<td>12,554</td>
<td>83,790</td>
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<tr>
<td>Regional Total</td>
<td>262,484</td>
<td>48,263</td>
<td>310,777</td>
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Ad Campaign Results

Total impressions divided proportionately among each member town

Facebook and Google provided us with aggregate information for the region served by the stormwater coalition. We have allocated the impressions among each city on a proportional basis, using U.S. Census estimates of the population of each municipality.

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<td>5,418</td>
<td>11,687</td>
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<td>20,415</td>
<td>17,644</td>
<td>38,060</td>
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<td>5,660</td>
<td>38,837</td>
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<tr>
<td>Dartmouth</td>
<td>108,037</td>
<td>18,432</td>
<td>126,470</td>
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<tr>
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<td>50,517</td>
<td>8,619</td>
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<td>Wareham</td>
<td>71,236</td>
<td>12,154</td>
<td>83,390</td>
</tr>
<tr>
<td><strong>Regional Total</strong></td>
<td><strong>282,684</strong></td>
<td><strong>40,263</strong></td>
<td><strong>321,147</strong></td>
</tr>
</tbody>
</table>
More residents in the target area recall the 2019 campaign than the 2018 campaign:
Post Campaign Survey

Those who recall the video are more likely to recognize the seriousness of stormwater pollution.
Those who recall the video show a better understanding of where stormwater goes.
Educational Materials

This page is a library of materials for members to use to meet your MS4 permit requirements.
Educational Materials

Materials for the Four Audiences Identified in the Permit

Residential Program
Residents Pet Waste Flyer
A one-page flyer you can print and distribute at your office and public events. Click here.

Residents Pet Waste Social Media Post
Share this post about pet waste disposal practices from Think Blue Massachusetts’ Facebook page on your town’s Facebook page, and measure the results! Click here.

Residents Pet Waste Press Release
A sample press release you can send to your public information officer to edit and distribute. Click here.

Business/Commercial/Institution Program
Business Waste Disposal Flyer
A one-page flyer you can print and distribute at your office and public events. Click here.

Business Waste Disposal Social Media Post
Share this post about waste disposal practices from Think Blue Massachusetts’ Facebook page on your town’s Facebook page.

Business Waste Disposal Press Release
A sample press release you can send to your public information officer to edit and distribute. Click here.

Developers and Construction Program
Developers Sediment Control Flyer
A one-page flyer you can print and distribute at your office and public events. Click here.

Developers Sediment Control Social Media Post
Share this post about sediment and erosion control practices from Think Blue Massachusetts’ Facebook page on your town’s Facebook page, and measure the results! Click here.

Developers Sediment Control Press Release
A sample press release you can send to your public information officer to edit and distribute. Click here.

Industrial Program
Fleet Maintenance Flyer
A one-page flyer you can print and distribute at your office and public events. Click here.

Fleet Maintenance Social Media Post
Share this post about fleet maintenance practices from Think Blue Massachusetts’ Facebook page on your town’s Facebook page, and measure the results! Click here.

Fleet Maintenance Press Release
A sample press release you can send to your public information officer to edit and distribute. Click here.
Educational Materials

Most materials prepared in Microsoft Office so you can customize and add your logo.
Educational Materials

Flyers & infographics
Clean water begins with **you**.
Let's Think Blue.

If stormwater pollution was rubber duckies, we would see it polluting our waters whenever it rains. But stormwater pollution is actually pet waste, motor oil, trash, and lawn chemicals flowing unnoticed and untreated into Massachusetts’ waterways and water supplies.

But there’s hope! If we all do your part, we can make a difference and keep enjoying clean healthy waterways.

Visit our website for tips on what to do at home and at work.
www.thinkbluemassachusetts.org
Educational Materials

Clean water begins with you. Let’s Think Blue.

Learn more at www.thinkbluemassachusetts.org

Digital Think Blue billboard in Boston, vicinity of Kneeland St/Harrison Ave, Advertised for several months
Towns often conduct education and outreach at Earth Day, County Fairs, and other public events.
Q&A
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Statewide Coalition  
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508-532-6015

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Thanks for Your Time!