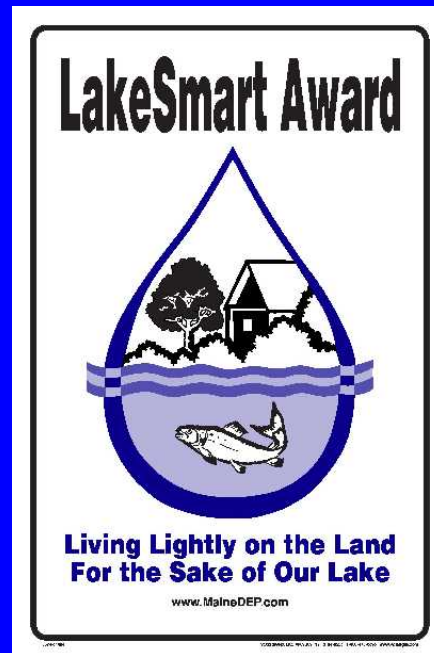


Using Social Indicators to Move Maine's LakeSmart from Pilot to Statewide



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Maine DEP





Social Marketing Process

1. Define driving forces, goals and objectives
2. Analyze target audience
3. Create tools
4. Package program
5. Distribute program
6. Evaluate outreach campaign
7. Tweak and implement



“Getting In Step”

Step 1. Define driving forces, goals and objectives

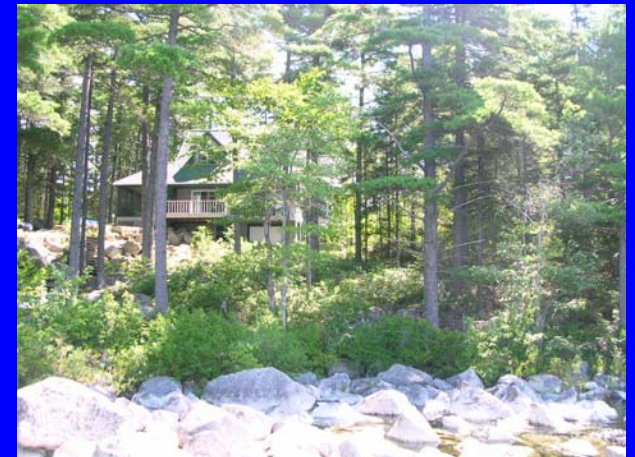
Driving Force

Declining water quality due to urban/suburban landscaping

Goal

Lake-friendly landuse practices statewide

Objectives wait for next steps



Step 2. Identify and analyze target audience (and the targeted behaviors)

- Target audience - lake shore residents
- Concerned, lacking knowledge on cause and effect, looking for easy fixes, retired
- McKenzie-Mohr's Behavior Change matrix

Table for the creation of an effective social marketing campaign

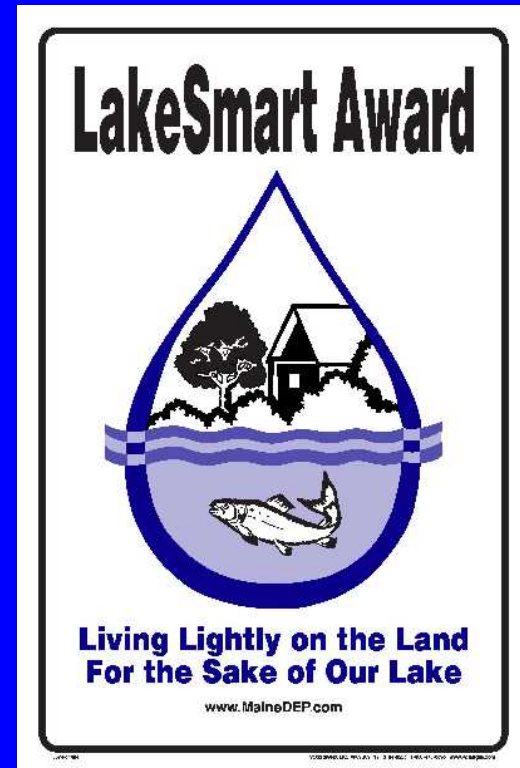
Describe area of concern?

Homeowner purchases of lawn (turf) products that contain pesticides, fertilizers or both doubled from 1994 thru 1999.

<u>Activity</u> (Specific behaviors that people could do)	<u>Competing Behaviors</u> What do people currently do Use focus groups or observation	<u>Impact</u> quantify impact each has on water x % expected to adopt the behavior =cumulative impact	<u>Barriers</u> What will stand in our way of getting people to do what we would like them to do	<u>Benefits</u> From the new behavior or how to make competing behavior less desirable	<u>Tool or Action</u> Workshop, ad, door hanger, media coverage etc.
Use pesticides/fertilizers only when needed, amounts only as required.	~1/3 don't fertilize, 1/3 fertilizer 1-2 times/year and 1/3 fertilize 3-5 times/year.	Impact?	Habit, more is better, and risk not recognized	Safe for kids & pets, save consumers \$, reduce opportunity for accidents	Point of sale info, bag closure sticker

Step 3. Create the tool

- Training workshops
- Property evaluation
- Awards for incentive and to increase visibility



Step 3. Create the tool

Create method for evaluating properties

1. driveways & parking
2. structures & septic
3. yard & paths
4. shorefront

Gives scores and suggestions
for improvements

Use 3rd party – Soil & Water Districts to evaluate



Objectives

- Hold 5 workshops/year
- Measure workshop success
- Track number awards and recognitions/year
- Long term measurement by redoing watershed surveys

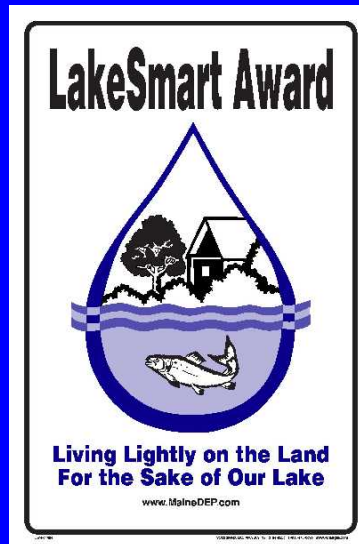
Step 4. Package Program

Develop by surveying audience

Name

LakeSmart Award

Logo

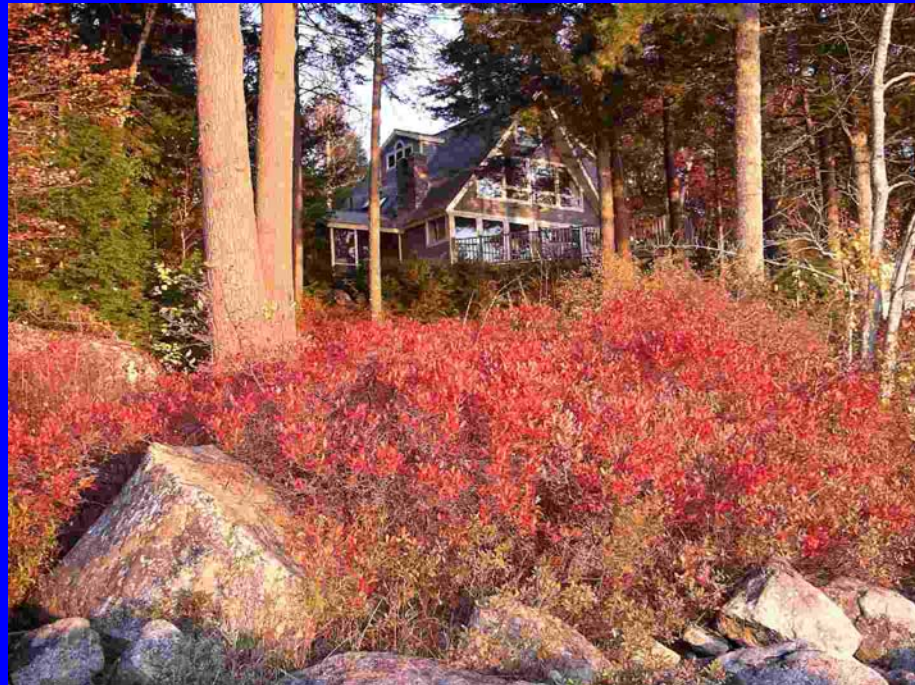


“Living lightly on the land
for the sake of our lake”

Step 5. Distribute program

3 year pilot 2003-2005

Success Stories



Step 6. Evaluate



Process Indicators ("bean count"):

- 6 workshops well received (but expensive)
- 68 property evaluations
- 27 awards, 39 recognitions on 17+ lakes

Step 6. Evaluate

Impact Evaluation Questions:

- the number of people who actually did something as a result of the program
- the number of recognitions and awards related to workshops

Step 6. Evaluate

Context Evaluation Questions:

- who is getting awards
- why others are not
- what support is need
- why are some lakes successful and others not



Market Research to Answer Impact and Context Questions

- Phone Survey of workshop participants
- Paper survey to lake associations
- Interview 3rd party evaluators and lake association contacts
- Mail survey to property owners who had evaluations



Results of Market Research: Workshop Phone Survey

- 61% who signed up – showed up
- 72% learned something new
- 37% had a property evaluation in 2004 and more waiting for one
- 83% took action (planting, diversions,..)
- But actions not directly tied to workshop

Results of Market Research

Informal Interviews

People who took action – our Audience:

- Specifically year-round or summer-long lake shore residents
- Lake or watershed association members



Results of Market Research: Informal Interviews

- Successful LakeSmart areas had associations with sparkplug, leaders, and incentives
- Size matters, for large lakes, target geographically or road associations
- Property evaluator crucial



Results of Market Research

Mail Survey of BMPS

Most likely to fix:

Septic systems 70%

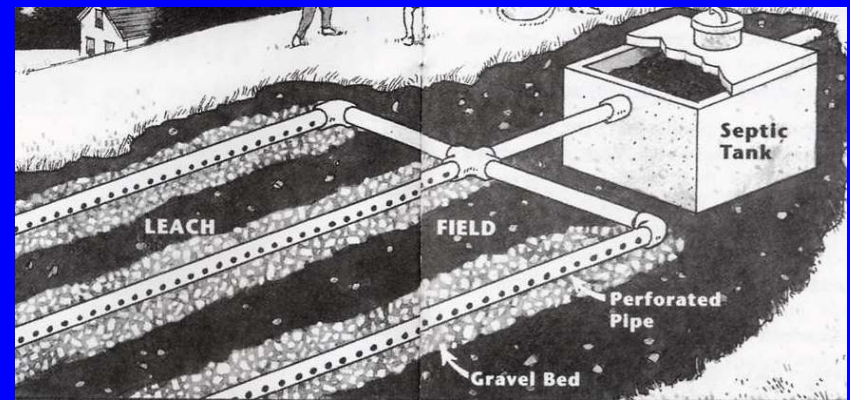
Erosion 68%

Least likely:

Reducing lawn only 40%

Stabilizing shoreline only 17%

Needs: \$, Technical Assist., materials



Step 7. Lessons Learned and Applied

We have to narrow our focus to concentrate on fewer lakes and increase the commitment from the lake associations

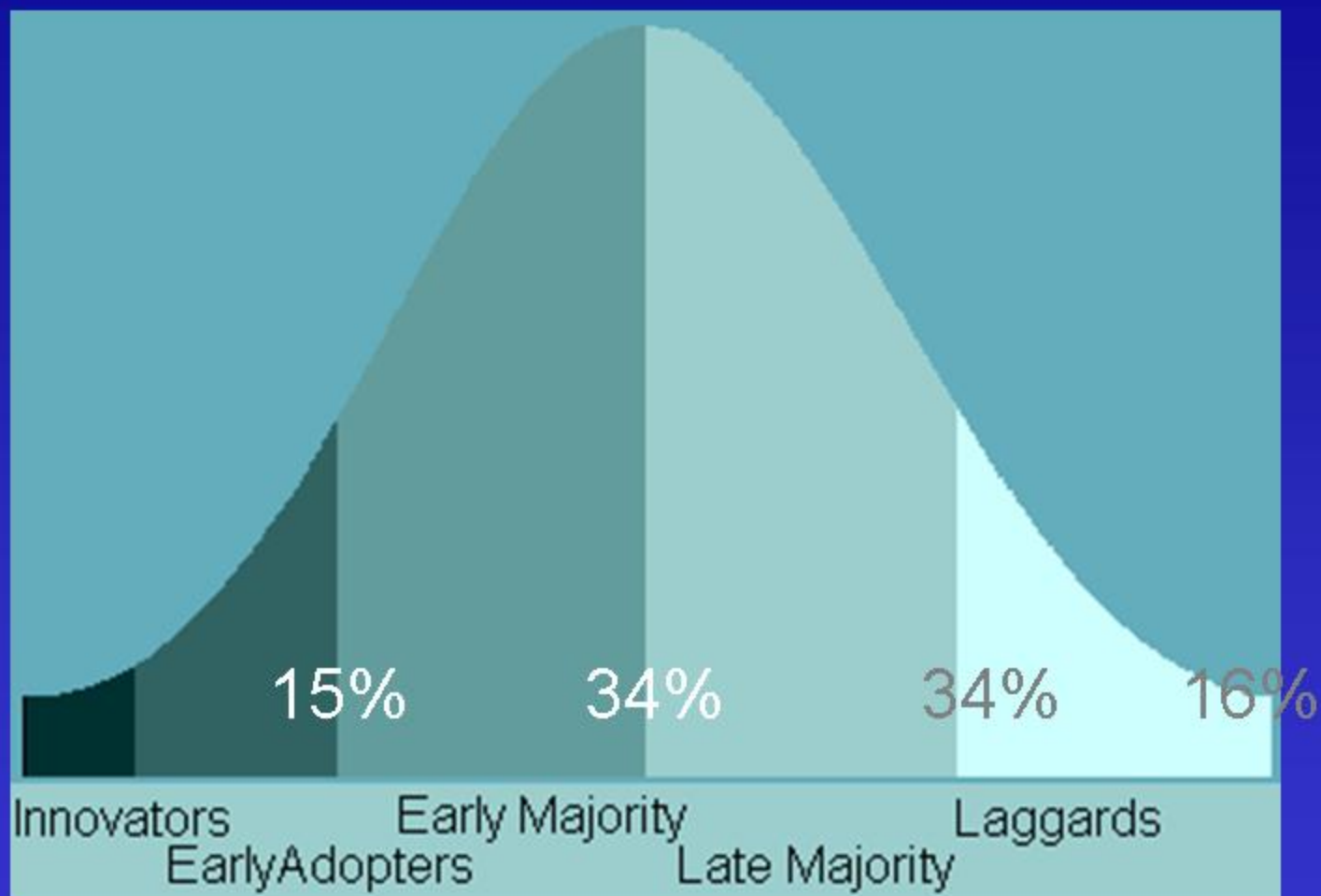
- Commit to working with lake associations for several years
- Offer shorter workshops, if any are needed
- Apply social marketing to get bigger bang
- Keep an eye on the lakes for new social norm

New Objectives

- 15% of properties on project lakes are LakeSmart in 3 years
- Two lakes will achieve goal each year



Social Diffusion Theory*



Once **15%** of a community's population has adopted a new idea, it has the critical mass to spread on its own momentum.

Step 7. Lessons Learned and Applied

New requirements for Project lakes

- Active Lake Association
- Local "Spark Plug"
- Offer incentives/support
- A minimum 3 year commitment to work toward 15% in 3 years
- No competing projects or activities for association's attention and energy



Step 7. Lessons Learned and Applied

New requirements for Project lakes (continued)

- High % of year-round and summer-long residences
- High % of property owners members of lake association.
- Geographic targeting for large lakes

So Far...

Changes paying off:

Lake associations
willing to make 3 year
commitment and
staying active toward
the 15% goal





LakeSmart
*creating lake
friendly
landscapes*

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