

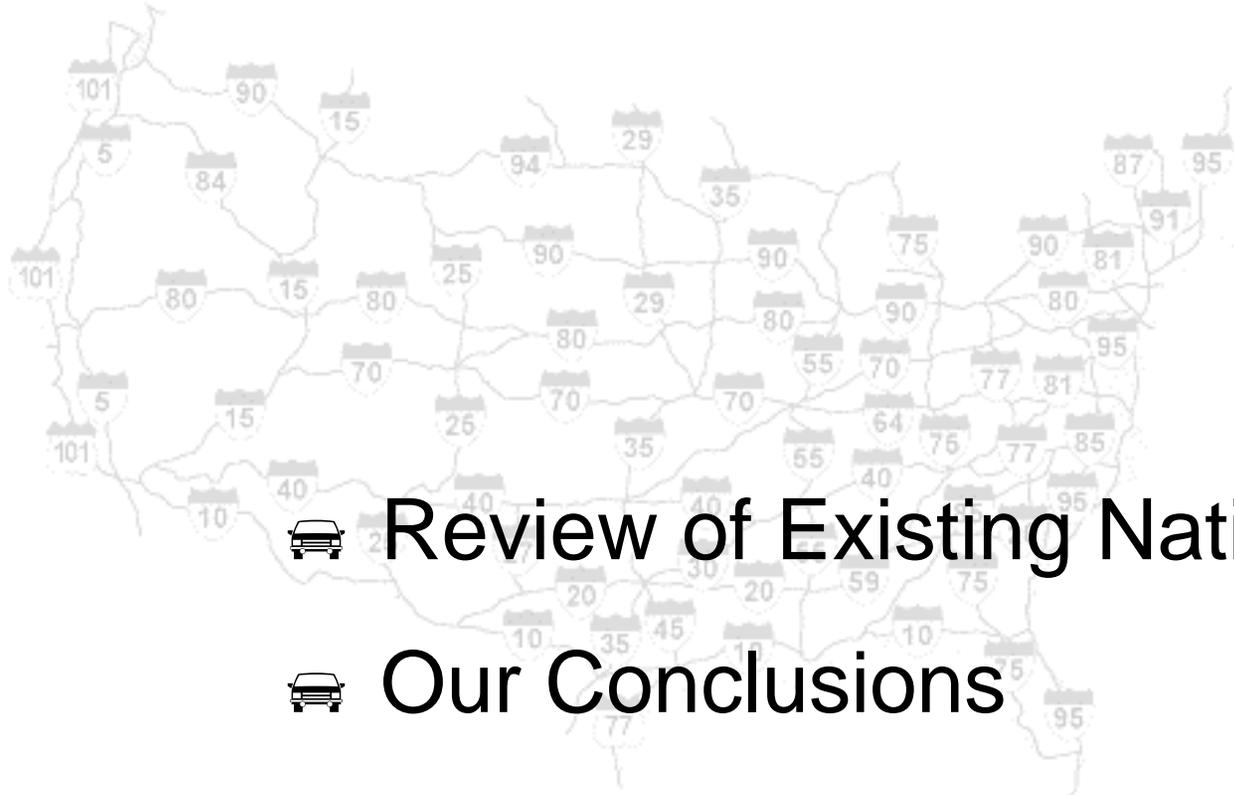
# A Review of National Stormwater Outreach Efforts



RI NEMO  
June 1, 2006

Advisory Committee Kick-Off

# Today's Road Trip



-  Review of Existing National Efforts
-  Our Conclusions
-  Back to Rhode Island

# Reviewing Existing National Efforts



With so much out there,  
where do we start?



# Check label for evaluation, before using!



Have I been formally  
evaluated?

What did the evaluation  
show?

# Maine



2003-2004 *Think Blue* TV and radio campaign

Borrowed from San Diego's *Fowl Water/Think Blue* campaign



# Maine



Primary Goal: Raise awareness and begin the move to action

## Results:

- 14.4% of Maine adults remembered the ads
- 8.7% of Maine adults said that the ads were related to stormwater runoff or pollutants in water
- 26% said that they have or are likely to take action to reduce stormwater pollution

Total cost: \$213,000



Home | College | Natural Resource Management and Engineering | UConn



University of  
Connecticut

College of Agriculture and Natural Resources



Scientific study:

Dietz, Michael E., John C. Clausen and Karen K. Filchak. (2004).  
Education and Changes in Residential Nonpoint Source Pollution.  
*Environmental Management*. Vol. 34, No. 5, pp. 684-690.

# Connecticut



Primary Goal: Improve stormwater quality

Results:

- Education efforts in the form of hands-on assistance and one-on-one consulting with homeowners led to significant adoption of BMPs
- No significant changes in measured behaviors such as lawn watering and fertilization, car washing, leaf disposal, or pet waste management

# Minnesota

- Newspaper ads
- Radio ads
- Shopping bag messages
- Fridge magnets
- Lawn care publications
- Press releases
- Water education workshops



# Minnesota



Primary Goals: Change behavior to keep leaves, grass clippings, and fertilizer off streets and driveways and use fertilizer with a “middle number” (phosphorus content) of 3 or lower

## Results:

- 13% of respondents reported that they purchased safer or different products
- 11% reported that they don't use or use less fertilizer
- 6% reported that they clean up grass clippings/leaves, yard debris, and trash
- 5% reported that they use fertilizer with little or no phosphate

Total cost: \$200,000

# Colorado



1998-9 Statewide Media Campaign (Phase 1):

- Bus signs
- Radio ads
- Television ads
- Newspaper ads
- Employee Outreach program
- Information Clearinghouse and website
- Public workshops; utility bill inserts; poster contest;
- Speaker's bureau

# Colorado



**Primary Goals:** Raise public awareness about 1.) what household-generated polluted runoff is, 2.) that individuals can prevent some of this, and 3.) how polluted runoff enters local water bodies

## Results:

Approximately 20% of respondents reported having seen or heard information about polluted runoff.

Increase from 44% in 1998 to 46.4% in 1999 of respondents who correctly answered that runoff from streets goes into local water bodies

No significant change in the mean value (4.35 on a scale of 1-10) that respondents reported, when asked how much household activities contribute to polluted runoff

Total cost: \$274,000

# California: San Diego

2002-2003 Regional Media Campaign:  
*Think Blue, San Diego*

*3 TV and radio Public Service Announcements  
TV ads aired more than 2,000 times*

*The ads won two Telly Awards and four local EMMY awards.*



# California: San Diego



**Primary Goals:** Inform about beach pollution and how the storm drain system operates; change some behaviors from those that pollute to those that don't; increase slogan awareness

## Results:

- 9% increase in the number of respondents who recycle leftover paint
- Increase (% not disclosed) in the number of respondents who recycle radiator fluid
- Awareness of what happens to things that go in the storm drains remained static.
- Awareness of the Think Blue slogan increased (% not disclosed).

# California: San Diego



Cost of developing PSAs: \$175,000

Cost of airing PSAs: \$253,615

Donated airing time: \$160,286

Ads that *might* have affected behavior: priceless?

We have to consider budget and effectiveness!



# California: Santa Clara



**Primary Goals:** Increase target audience's awareness about watershed stewardship and pollution prevention; influence behavior to protect watersheds

## Results:

Between 1999 and 2003, a 19% increase in watershed awareness, measured as someone having heard something about watersheds.

Increase in the percentages saying oil and grease enter storm drains (1991: 16%; 2003: 44%)

Increase in the percentage saying pesticides, herbicides, and fertilizers affect water quality (1991: 7%; 2003: 19%)

Increase in the percentage saying garbage affects water quality (1991: 5%; 2003: 16%)

Decrease in the percentage that recognize that various pollutants enter the storm drain (1999: 49%; 2002: 32%; 2003: 43%)

Decrease (percentage not disclosed) in the number of people who say that they take preventative actions to keep pollution out of storm drains.

# California: Los Angeles



2003-2005 Los Angeles Media Campaign: Erase the Waste  
TV, radio, print ads



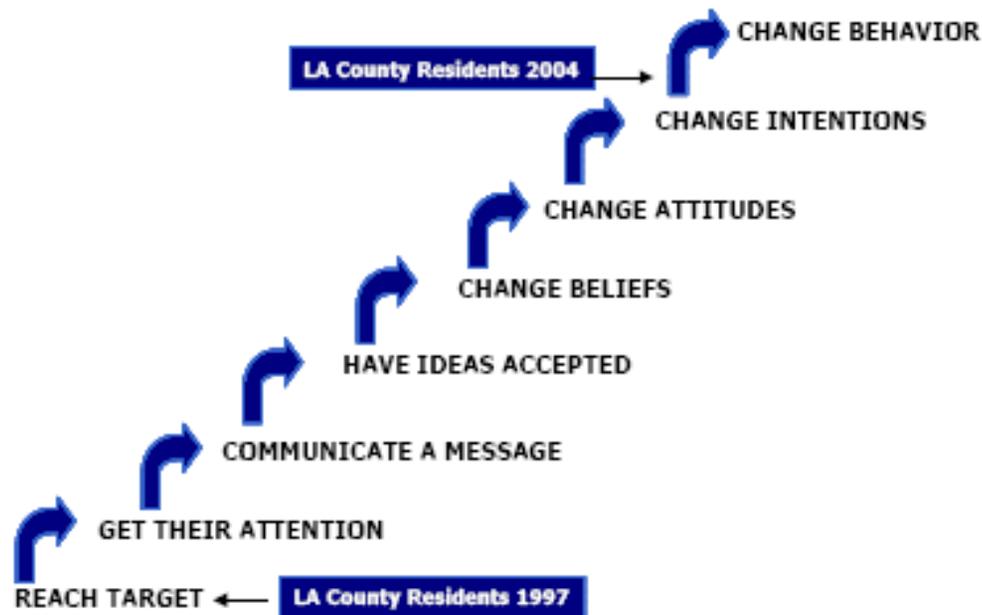
Okay, we've shown you the problem. Now here's the solution. 1: Prevent pollution before it happens to ensure your family's health. 2: Put your butts in the ashtray every time you smoke. 3: Erase the waste in your neighborhood first. That way, it can't find its way to the river or beaches, either. It's that simple, that healthy, that responsible. Want more tips? Call 1-888-CLEAN-LA today. Or visit [www.erasethewaste.com](http://www.erasethewaste.com). We'll fill you in.

**Erase the  
waste**

# California: Los Angeles

**Primary Goals:** Encourage Los Angeles County residents to reduce stormwater pollution by adopting simple, everyday actions such as throwing trash in a can or recycling bin, cleaning dog waste consistently, putting cigarette butts in ashtrays, joining or organizing community clean ups, and reducing, reusing, and recycling materials; **focus was on potential health problems**

**Results:**



Total cost: \$5 million

# Washington, Puget Sound

Beginning in 1995, the Puget Sound Action Team and Water Quality Consortium used television and newspaper advertising.

WHEN YOU'RE FERTILIZING THE LAWN,  
REMEMBER YOU'RE NOT JUST  
FERTILIZING THE LAWN.

WATER  
QUALITY  
CONSORTIUM

You fertilize the lawn. Then it rains. The rain washes the fertilizer along the curb, into the storm drain, and directly into our lakes, streams and Puget Sound. This causes algae to grow, which uses up oxygen that fish need to survive. So if you fertilize, please follow directions and use sparingly.

A cooperative venture between the Puget Sound Action Team, Department of Ecology, King County and the cities of Bellevue, Seattle and Tacoma.

# Washington, Puget Sound



Primary Goal: Increase awareness and encourage change of four individual behaviors, contributing to pollution in Puget Sound – lawn fertilizing, leaking oil from cars, disposing of pet waste, and car washing

## Results:

Residents are growing more conscious of environmental issues, but those issues are secondary to crime and education in their region.

When asked to identify environmental issues of greatest importance in the region, the percent of respondents answering “water pollution” increased from 24% in 1995 to 39% at the end of the one-year campaign in 1996.

Industrial waste was still considered the leading cause of water pollution by residents. However, boating, driving cars, fertilizing lawns, and pet waste all received increased ratings in terms of perception of their contribution to the area’s water pollution.

On an overall basis, practice of listed environmentally-friendly habits (e.g. recycling motor oil, avoid using pesticides/fertilizers when there’s chance of rain) **decreased slightly** after the campaign.

# Maryland, Chesapeake Bay

A photograph of a large, two-story white house with a dark roof and black shutters. The house is set on a green lawn with a paved path leading to the front. The background is a clear blue sky.

**NO APPETIZERS WERE INJURED  
IN THE  
MAKING  
OF THIS  
LAWN**

EXCESS FERTILIZER WASHES TO THE BAY,  
WHERE BLUE CRABS ARE RAPIDLY DISAPPEARING.

The logo for the Chesapeake Club, featuring a green crab in the center of a circular emblem with the text "CHESAPEAKE CLUB" around it.

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

# Maryland, Chesapeake Bay



The Chesapeake Bay Program initiated a public-private partnership, called the Chesapeake Club, to conduct a media campaign addressing Bay pollution.

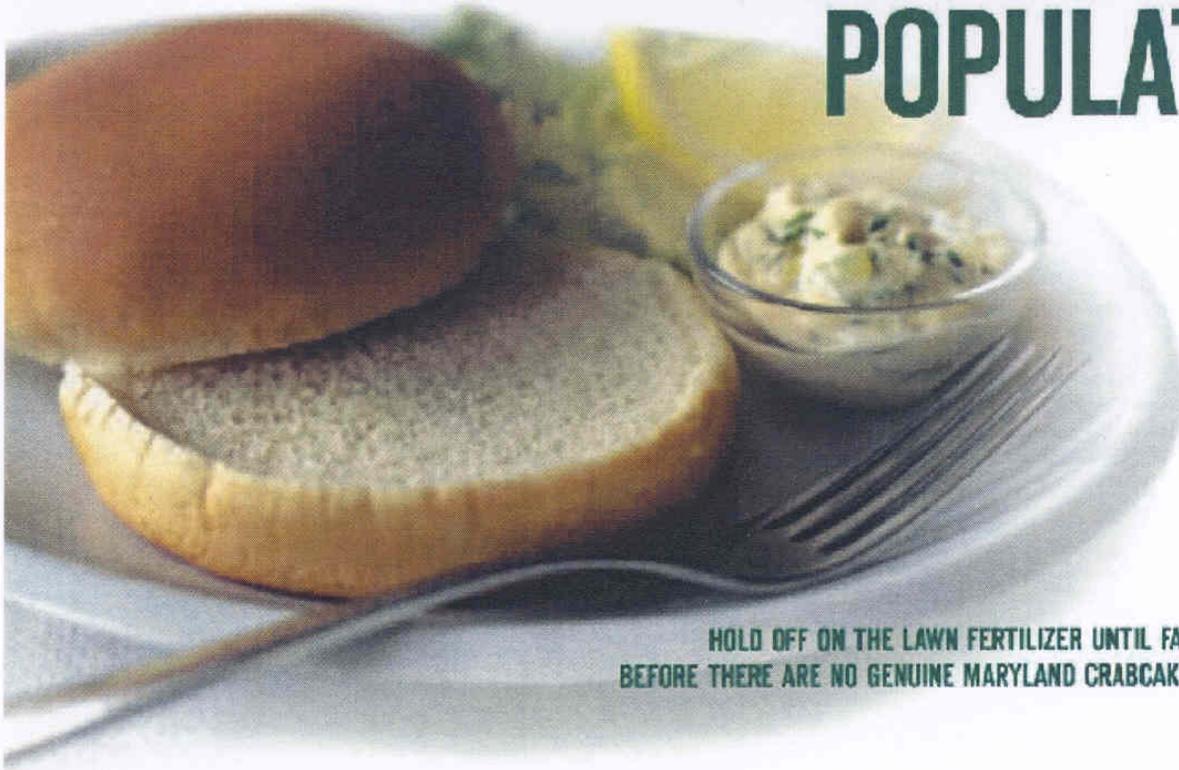
The 2004-2005 campaign used TV, newspaper, and Metro Station ads.

Here are a few more examples:

# Maryland, Chesapeake Bay



## PROTECT THE CRABCAKE POPULATION



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



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

# Maryland, Chesapeake Bay

An advertisement for sustainable oysters. The main image shows a plate of oysters on ice with a lemon wedge. In the background, several hydroponic sprouts are growing in small containers. The text "THE LUNCH YOU SAVE MAY BE YOUR OWN" is written in large, bold, green letters on the left side of the image. At the bottom right, there is a small circular logo with a green oyster and the text "PROTECT THE BAY" and "KEEPING THE BAY FRESH UNTIL LATE THIS FALL".

**THE LUNCH  
YOU SAVE  
MAY BE  
YOUR  
OWN**

PROTECT THE BAY  
KEEPING THE BAY FRESH UNTIL LATE THIS FALL

# Maryland, Chesapeake Bay



## Primary Goals:

Surveys showed that 90% of watershed residents reported being concerned about the Bay's health.

After considering a few dozen stewardship behaviors, their impact on water quality, and the ability of residents to engage in those behaviors, fertilizer use in the spring was targeted, because it had been linked to a spike in nutrient runoff at that time of year.

## Program Methodology:

The targeted behavior was considered ideal because it was simple, socially-reinforceable, and affected Bay water quality.

Brand identity was cultivated that was NOT associated with an environmental issue, but rather a lifestyle issue.

Messages were intentionally “humorous and somewhat irreverent, rather than dour and serious.”

# Maryland, Chesapeake Bay



## Program Methodology Continued:

Lawn care providers have become certified as “Bay friendly,” and restaurants distributed the message using clever coasters.

## Results:

- 72% reported exposure to a Chesapeake Bay campaign about lawn care and could correctly identify one of the themes of the campaign.
- Respondents exposed to the campaign were less likely to use fertilizer in the spring (38% compared to 43% for those not exposed).
- Respondents exposed to the campaign were more likely not to fertilize at all (37% versus 27% for those not exposed).
- The number of respondents who said that they planned not to fertilize at all doubled from 15% in 2004 to 34% after the 2005 campaign.

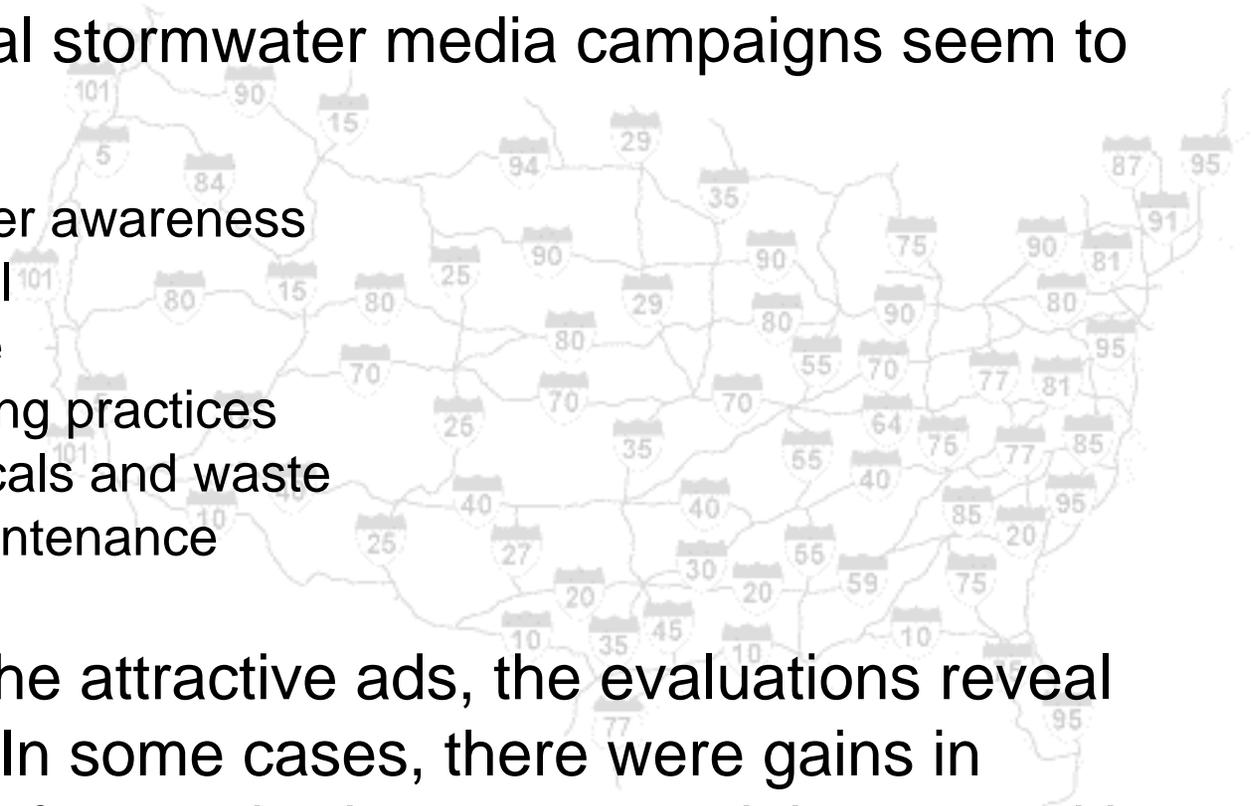
# It Was a Long, Strange Trip – What We Learned



Existing national stormwater media campaigns seem to target:

- General stormwater awareness
- Pet waste disposal
- Motor vehicle care
- Lawn and gardening practices
- Household chemicals and waste
- Septic system maintenance

But in spite of the attractive ads, the evaluations reveal mixed results. In some cases, there were gains in understanding of watershed concepts and the recognition that individual behaviors contribute to water pollution.

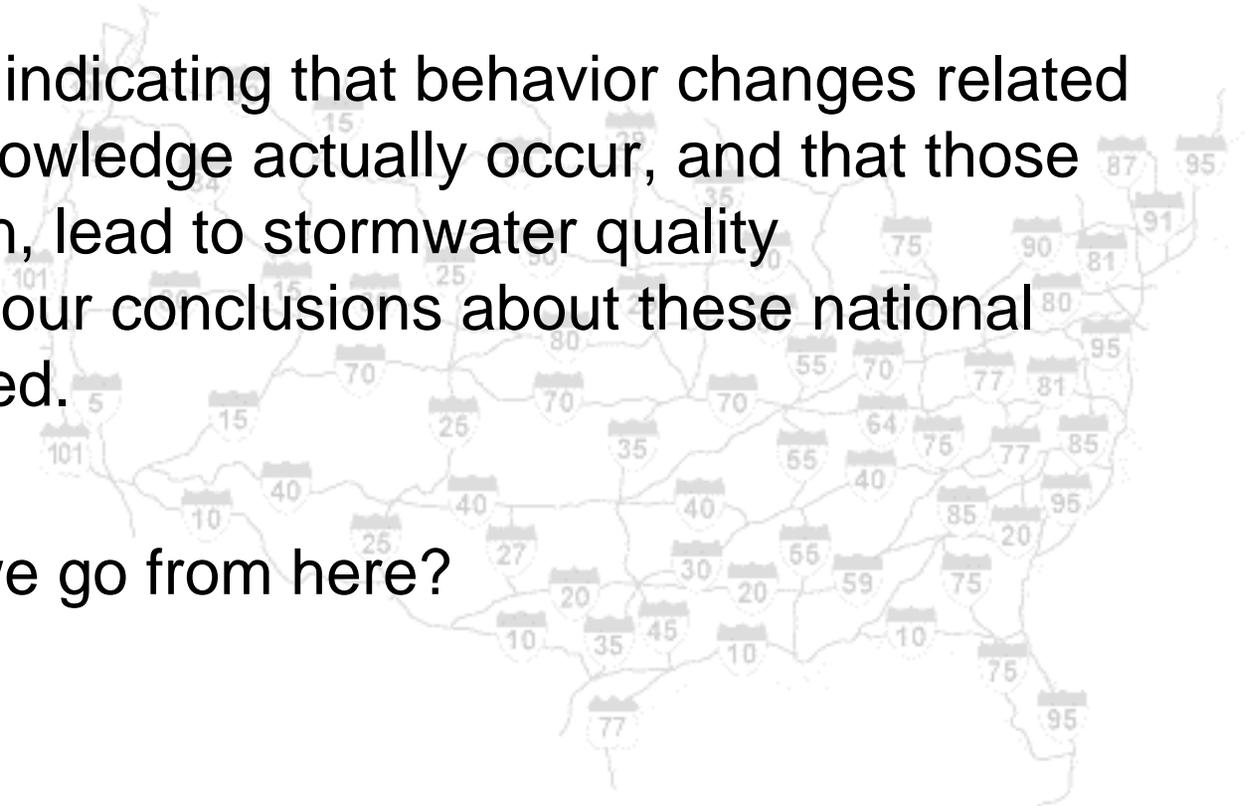


# It Was a Long, Strange Trip – What We Learned



Without results indicating that behavior changes related to increased knowledge actually occur, and that those changes, in turn, lead to stormwater quality improvements, our conclusions about these national efforts are limited.

So, where do we go from here?



# The Role of the Advisory Committee

The *Stormwater-Outreach-Message* Ad Hoc Committee will need to consider:

- Techniques that seemed to work in existing campaigns such as certification and labeling programs with the private sector (MD) and intensive hands-on assistance (CT)
- The role of local ordinances
- The appropriateness of a statewide message

In the meantime, the Advisory Committee can offer input that will shape the Ad Hoc Committee's focus.



# Focusing on Rhode Island



Recent research of New England indicates that:

- 99% of respondents believe that clean drinking water is very or extremely important.
- 23% are very aware of factors affecting drinking water and human health.
- Respondents feel that they have *already* changed their behaviors with respect to water quality issues; 50% cited changes to yard watering practices and 43% cited changes in use of pesticides.

Other local studies show that there is great support for protecting Narragansett Bay and drinking water.

**We need more input about Rhode Island's specific needs  
FROM YOU!**

# **What About Rhode Island's Specific Needs?**



- 1.) What stormwater pollutant deserves the most concern in RI?**
- 2.) What is the cause of that pollutant?**
- 3.) What water resource is the most important as we formulate our own stormwater education campaigns?**