Social Marketing Outreach Strategies for MS4s

By
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Public Information & Community Affairs Administrator
Hampton Roads Planning District Commission

December 8, 2010
FROM THE HOMEFRONT TO THE WATERFRONT

CLEAN WATERWAYS BEGIN WITH YOU

- Publications
- Info-Line: 58-STORM
- Website
- Mini-grants
- Advertising
- Giveaways
- Regional Pilot Programs
Publications

- Recipes for a Healthy Hampton Roads
- Family Activity Booklet
- Tabloids for Elementary Schools
- Factsheets
  - Lawn Care
  - Swimming Pools
HR STORM

We All Live on the Water
Newspapers in Education Tab

Do alligators live in sewers?
What happens to animal waste when it rains?
Where in the watershed do you live?
What's your water IQ?

Find out the answers to all of these questions, and more, in the We All Live on the Water piece. We All Live on the Water is a Newspapers in Education (NIE) publication, designed to help teachers meet SOL requirements while teaching important concepts about care of the environment to elementary students. We All Live on the Water incorporates articles, puzzles, and interactive class activities to teach concepts such as the water cycle, pollution prevention, stormwater management, and the importance of keeping sanitary sewer systems unclogged. A Teacher's Guide includes suggested resources and additional education activities. The SOLs, which are met by each article in We All Live on the Water and by the additional activities, are listed on the SOL chart at the end of this guide for easy reference.

Download a copy of We All Live on the Water. If you need a high-resolution version (19 MB) to print for your classroom, click here.

If you do not have Acrobat Reader, you can download a free copy from this site by clicking on the Adobe icon.
Mini-Grants
Mini-Grants
Cinema Ads

Clean Water Starts at Home

Keep pollutants out of storm drains and ditches

YOU CAN HELP
Pick up litter
Clean up after your pets
Bag leaves and yard waste

Stormwater flows untreated directly into our waterways

or visit us on the web at: www.hrstorm.org
FROM THE HOMEFRONT TO THE WATERFRONT

H R STORM
CLEAN WATERWAYS BEGIN WITH YOU

If you’re in the market for a waterfront lot, here are some things to consider:

• The body of water may have been designed to control stormwater runoff.
• If so, your Homeowners Association may be responsible for maintenance—costing you money out of pocket!

To learn more, contact your local stormwater office or our Info-Line at 58-STORM

Also, visit our website at www.hrstorm.org!

Look...
I’m no Poop Fairy.

I need you to scoop my poop!
My poop pollutes neighborhoods, beaches, lakes & streams via our stormwater drainage system. Thank you for disposing of my poop in the trash.

FROM THE HOMEFRONT TO THE WATERFRONT

H R STORM
CLEAN WATERWAYS BEGIN WITH YOU

www.hrstorm.org • InfoLine: 58-STORM

Concept and Photography by Koehler Studios. Animal talent: Jasper the Dog
Radio & Television

http://www.youtube.com/HRGreenVA
GiveAways

- Magnets
- Funnels
- Note Pads/Post-Its
- Reusable Shopping Bags
- Rain Ponchos
Regional Pilot Programs

- Pet Waste Stations
- Storm Drain Medallions
Now What?

- Umbrella Brand
- Research
- Testing
- Benchmarking
Research

Objectives of Phase I:

- Determine the core drivers of environmental stewardship for Hampton Roads residents
- Identify barriers to adopting ideal environmental behaviors
- Inform messaging tone and content
Research

What did we learn?

- Offenders do not define themselves as such and fail to see connections

- Non-offenders see connection between personal behavior and broader environment

- Desire to be more environmentally responsible, BUT
- Key drivers of offending behavior are:
  - Inconvenience
  - Ignorance
  - Selfishness
Research: Self-Assessment

Environmentalist Scale

Super Environmentalist | Neutral | Anti Environmentalist

Legend:
- G1 Non-Offenders
- G2 Non-Offenders
- G3 Offenders
- G4 Offenders
Research: Knowledge

Environmental Info: Level of Knowledge

Knowledge:
Local Environmental Issues

- 5 Extremely Knowledgeable: 6.4%
- 4 Knowledgeable: 31.7%
- 3 Knowledgeable: 45.6%
- 2 Knowledgeable: 13.4%
- 1 Not At All Knowledgeable: 2.9%

Knowledgeable 38.1%

% Knowledgeable About Local Environmental Issues (Total is 38.1%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>49.2%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Age</td>
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<tr>
<td>18-34</td>
<td>33.7%</td>
<td></td>
</tr>
<tr>
<td>35-49</td>
<td>33.1%</td>
<td></td>
</tr>
<tr>
<td>50+</td>
<td>43.2%</td>
<td></td>
</tr>
<tr>
<td>Education</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>College Grad +</td>
<td>44.7%</td>
<td></td>
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<tr>
<td>Income</td>
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<td>28.3%</td>
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</tr>
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<td>$75K - $100K</td>
<td>41.8%</td>
<td></td>
</tr>
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<td>$100K+</td>
<td>49.0%</td>
<td></td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>41.7%</td>
<td></td>
</tr>
<tr>
<td>Not Married</td>
<td>31.0%</td>
<td></td>
</tr>
<tr>
<td>Aware of HRGREEN</td>
<td>Yes, Aware</td>
<td>48.1%</td>
</tr>
<tr>
<td></td>
<td>No, Not Aware</td>
<td>35.5%</td>
</tr>
</tbody>
</table>

Q11. On the following scale, where 1 is “not at all knowledgeable” and 5 is “extremely knowledgeable”, how knowledgeable do you feel about local environmental issues?
# Research: Seeking Knowledge

## Environmental Info: Frequency of Seeking Info

### Information Seeking:

<table>
<thead>
<tr>
<th>How Often</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Never</td>
<td>15.7%</td>
</tr>
<tr>
<td>Once a Year</td>
<td>6.2%</td>
</tr>
<tr>
<td>A Few Times A Year</td>
<td>38.4%</td>
</tr>
<tr>
<td>Once A Month</td>
<td>10.3%</td>
</tr>
<tr>
<td>A Few Times A Month</td>
<td>17.5%</td>
</tr>
<tr>
<td>Weekly</td>
<td>9.3%</td>
</tr>
<tr>
<td>Daily</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

### % Who Seek Information Moderately to Frequently (Total is 39.6%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>45.1%</td>
</tr>
<tr>
<td>Female</td>
<td>34.7%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td>41.6%</td>
</tr>
<tr>
<td>35-49</td>
<td>35.0%</td>
</tr>
<tr>
<td>50+</td>
<td>42.0%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>Not College Grad</td>
<td>30.0%</td>
</tr>
<tr>
<td>College Grad +</td>
<td>47.1%</td>
</tr>
<tr>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>&lt;$75K</td>
<td>33.2%</td>
</tr>
<tr>
<td>$75K - $100K</td>
<td>42.9%</td>
</tr>
<tr>
<td>$100K+</td>
<td>48.4%</td>
</tr>
<tr>
<td>Knows Local Env. Issues Well</td>
<td></td>
</tr>
<tr>
<td>Yes (Top-2)</td>
<td>61.7%</td>
</tr>
<tr>
<td>No (Bot-3)</td>
<td>26.0%</td>
</tr>
</tbody>
</table>

Q12. Approximately how often do you seek out new information pertaining to environmental issues?
Research: Info Sources

### Environmental Info: Usefulness of Sources

- **Internet:**
  - 1st Choice: 10.3%
  - 2nd Choice: 13.2%
  - 3rd Choice: 22.3%

- **Television:**
  - 1st Choice: 27.6%
  - 2nd Choice: 3.1%
  - 3rd Choice: 11.8%

- **Magazines:**
  - 1st Choice: 18.8%
  - 2nd Choice: 3.5%
  - 3rd Choice: 6.1%

- **Word of Mouth:**
  - 1st Choice: 15.1%
  - 2nd Choice: 8.2%
  - 3rd Choice: 6.2%

- **Radio:**
  - 1st Choice: 24.5%
  - 2nd Choice: 3.4%
  - 3rd Choice: 3.4%

- **Gov. Publications:**
  - 1st Choice: 6.8%
  - 2nd Choice: 8%
  - 3rd Choice: 2.7%

- **Other:**
  - 1st Choice: 6.0%

Q13. Please rank in order of usage of services from most useful to not useful at all, the following sources of information in terms of the quality/breadth of information they provide you pertaining to environmental issues.

Those selecting items below as 1st Choice are more likely to be:

- **Internet:**
  - age 18 – 49, and
  - knows about local environmental issues.

- **Television:**
  - those age 50+.

- **Magazines:**
  - aware of local environmental issues.

- **Word of Mouth:**
  - $75K – $100K income range.
Environmental Info: Preferred Online Resources

Preferred Online Resources

- Local News Sites, Blogs, etc.: 78.7%
- National / International News Sites: 62.6%
- Third Party Environmental Websites: 26.6%
- National Blogs: 15.1%
- Other: 4.6%

Those who prefer items below are more likely to be:

- National / International News Sites:
  - male,
  - age 50+,
  - well educated (4 yr college +),
  - have an income of $100K+,
  - know about local environmental issues.

- National Blogs:
  - have a social media account.

- Third Party Environmental Websites:
  - male,
  - Well educated (4 yr college +),
  - aware of local environmental issues.

Q13A. Which of the following types of online resources do you access for environmental issues? (Check all that apply)
Research: Personal Behavior

Q14. Do you ever do any of the following? Select as many as applicable, even if you do them only occasionally.

- Use store provided shopping bags for groceries: 79.8%
- Drink bottled water in your home: 69.1%
- Use a garbage disposal: 61.9%
- Discard plastic shopping bags in trash: 50.3%
- Place recyclables in trash: 38.4%
- Pour oils, fats, or grease down drain or in yard: 22.3%
- Feed ducks, geese, and other wildlife: 20.4%
- Leave pet waste on ground (including own yard): 19.4%
- Dispose of cigarette butts or other trash on ground: 7.2%
- Allow leaking faucets or running toilets to go unrepaired: 4.9%
- Discard leaves or liquids in a storm drain: 1.7%
Research: Personal Behavior

Behavior: Frequency of Specific Actions

Frequency of Specific Actions

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequently</th>
<th>Occasionally / Sometimes</th>
<th>Almost Never</th>
<th>% Who Admit To Action*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use store provided grocery bags</td>
<td>81.5%</td>
<td>18.0%</td>
<td>0.5%</td>
<td>79.8%</td>
</tr>
<tr>
<td>Drink bottled water in home</td>
<td>76.1%</td>
<td>19.4%</td>
<td>4.5%</td>
<td>69.1%</td>
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<tr>
<td>Use a garbage disposal</td>
<td>90.9%</td>
<td>7.2%</td>
<td>2.0%</td>
<td>61.9%</td>
</tr>
<tr>
<td>Put plastic shopping bags in trash</td>
<td>68.3%</td>
<td>27.0%</td>
<td>4.6%</td>
<td>50.3%</td>
</tr>
<tr>
<td>Place recyclables in trash</td>
<td>74.7%</td>
<td>23.2%</td>
<td>2.0%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Pour oils grease down drain / in yard</td>
<td>21.7%</td>
<td>48.7%</td>
<td>29.6%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Feed ducks, geese, and other wildlife</td>
<td>35.2%</td>
<td>28.6%</td>
<td>36.2%</td>
<td>20.4%</td>
</tr>
<tr>
<td>Leave pet waste on ground</td>
<td>79.0%</td>
<td>17.0%</td>
<td>4.0%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Dispose of trash on ground</td>
<td>70.3%</td>
<td>16.2%</td>
<td>13.5%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Allow leaking plumbing to go unrepaird</td>
<td>36.0%</td>
<td>40.0%</td>
<td>24.0%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Discard leaves or liquids in a storm drain</td>
<td>11.1%</td>
<td>44.4%</td>
<td>44.4%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Q15. (For each behavior selected): Approximately how often do you...?
Note: #’s less than 2% not shown.
*These %’s are shown on previous slide. [Q1A. Do you ever do any of the following]
Research: Beliefs

Q16. In your opinion how harmful are the following behaviors:

- Discard leaves or liquids in a storm drain: 32.8% Extremely Harmful, 52.8% Harmful
- Dispose of trash on ground: 33.8% Extremely Harmful, 51.3% Harmful
- Allow leaking plumbing to go unrepaired: 31.1% Extremely Harmful, 52.2% Harmful
- Pour oils grease down drain / in yard: 14.2% Extremely Harmful, 40.4% Harmful
- Place recyclables in trash: 24.1% Extremely Harmful, 50.3% Harmful
- Leave pet waste on ground: 24.1% Extremely Harmful, 36.5% Harmful
- Put plastic shopping bags in trash: 15.9% Extremely Harmful, 43.5% Harmful
- Feed ducks, geese, and other wildlife: 9.7% Extremely Harmful, 25.6% Harmful
- Use store provided grocery bags: 4.7% Extremely Harmful, 29.5% Harmful
- Drink bottled water at home: 8.7% Extremely Harmful, 24.9% Harmful
- Use a garbage disposal: 9% Extremely Harmful, 10.6% Harmful
Research: Personal Behavior

**Behavior: Lawn Fertilizing Practices**

- **Lawn Fertilizing**
  - Don't Have Lawn: 15.3%
  - Have Lawn, Never Fertilize: 34.4%
  - 1 - 2 Times Per Year: 37.7%
  - 3 - 4 Times Per Year: 9.9%
  - 5 - 8 Times Per Year: 2.1%
  - 12+ Times Per Year: 0.6%

- **Opinion of Fertilizing Impact on Water Quality**
  - Moderate Fertilizing Will Not Impact Water: 45.0%
  - Often Overused, Having a Negative Effect: 39.2%
  - No Effect: 26.7%
  - Always Bad For Water Quality: 9.1%

Q24. How frequently do you fertilize your lawn/garden?
Q26. Which of the following best describes your opinion on the effect of lawn/garden fertilization on our water quality?
Research: Personal Behavior

Behavior: Experience With Soil Tests

Soil Test Experience

- Have My Soil Tested Regularly: 1.9%
- Have Had Test In Current Lawn / Garden: 18.3%
- Never Had Soil Test Where I Currently Live: 53.2%
- Don’t Know What "Soil Test" Is: 11.3%

20.2% Tested Current Residence

% Unaware of Soil Testing (Total is 11.3%)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.4%</td>
<td>14.8%</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>18-34</th>
<th>35-49</th>
<th>50+</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>26.7%</td>
<td>10.4%</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Married</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8.9%</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>&lt;$75K</th>
<th>$75K - $100K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16.6%</td>
<td>7.1%</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Knows Local Env. Issues Well</th>
<th>Yes (Top-2)</th>
<th>No (Bot-3)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.7%</td>
<td>13.5%</td>
</tr>
</tbody>
</table>

Q25. Which of the following best describes your experience with soil tests?
Research: Knowledge

Q27. Do you know what a storm drain is?
Q28. To the best of your knowledge, where does water in the storm drain flow?
Research: Use of Social Media

Social Media: General Use

Use of Social Media

- Has Social Media Account 68.2%
- Does Not Have Account 31.8%

Membership

- Facebook: 94.9%
- Linked-In: 23.4%
- MySpace: 20.8%
- Twitter: 18.2%
- Meetup: 2.3%
- All Else: 3.2%

Q29. Do you have an account with any of the following social media services? Select as many as applicable.
Research: Use of Social Media

Social Media: Weekly Access & Mobile Device Usage

Q30. Do you subscribe to any of these services via your mobile device?
Q32. On average, how many times per week do you access your account on the social media you use the most frequently?
Research: Use of All Media

Media Use: Various Media Types

- **Internet**: 99.8%
- **Television / Cable**: 95.5%
- **Radio**: 85.4%
- **Magazines**: 83.3%
- **Newspapers**: 80.8%

Media Usage differences among participants are as follows:

**Magazines:**
- well educated (4 yr college+)
- $100K+ income
- knows about local environmental issues

**Television:**
- those age 50+
- $100K+ income

**Newspapers:**
- age 50+ and married
- well educated (4 yr college+)
- $75K+ income
- aware of local environmental issues

Q39. Do you use...
Research: Use of All Media

Media Use: Hourly Usage of Media Types

Use of Media Types: Hours Per Week

Q40: How many hours per week do you use [media] for personal use?
Media Use: Local News & Local Current Affairs

- Newspapers: 95.7%
- Television / Cable: 89.6%
- Internet: 81.9%
- Radio: 77.5%
- Magazines: 28.0%

Preferred Media For:
- Local News & Local Current Affairs

- 1ST CHOICE
- 2ND CHOICE
- 3RD CHOICE

Q42. Do you use it for local news and local current affairs?

EAB Research
Research

Recommendations:

- Enhanced social media presence
- Educate, but gently
- Implying ignorance will alienate
- Connect individual behavior to individual consequences
  - Sewer back-ups in the home
  - Value of tap water
  - Food/Water Supply implications
  - Other cost-related issues
Next Steps

- Message Testing
- Soft Launch of blog www.hrgreenblog.com
Questions?

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757-420-8300

jhillegass@hrpdcva.gov

www.hrpdcva.gov