

MS4 Awareness Plan 2009-2013

Coverage Area

This plan has been developed for implementation by Maine's 28 regulated small MS4 municipalities and the BASWG nested MS4s members.

Objective:

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 drain system, and discharge, untreated, directly to waterbodies used for drinking, fishing and swimming.

- a) The target audience is homeowners, aged 35 – 55, in Maine's 28 regulated small MS4 municipalities and the BASWG nested MS4 members.
- b) The outreach tool(s) to be used may include, but are not limited to: print ad(s) that will be developed for a range of applications from more detailed, informational bill inserts, informational hangers and posters to streamlined vehicle magnets and stickers for use on business windows and public receptacles; TV ad(s); press release(s); thinkblue website; web 2.0; and projects for local groups such as storm drain stenciling and stream cleanups.
- c) Section f below reflects the fact that the first implementation task of this plan, which will begin in March 2009, will be to develop and test message(s) that will result in our target audience understanding the following: "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 drain system, and discharge, untreated, directly to waterbodies used for drinking, fishing and swimming." It is expected that a number of potential messages will be developed and tested. The awareness committee, which includes representatives from each of the MS4 regulated regions and Maine DEP, will select the final message based on testing feedback.
- d) Message distribution may include, but is not limited to:
 - television – purchased ad space, cable access, PSA's and television coverage (when possible);
 - print – purchased ad space, press articles and coverage, municipal newsletters and partner newsletters, posters, informational hangers, vehicle magnets and stickers for public receptacles;
 - volunteer networks (business partners, service groups, senior groups and civic organizations) to disseminate posters, stickers, door hangers, etc.; and
 - institutional mechanisms – tax bills, water bills, sign boards, email distribution lists and web sites.
- e) The time line and implementation schedule (**Appendix A**) are based on the ultimate public education and outreach goal of reducing polluted stormwater runoff as a result of increased awareness and utilization of BMPs. The timeline starts with a public that is uninformed and follows the logic that if anyone is going to take an action, they must be exposed to a new idea, then moved to retain that idea. Next they must accept that idea before they will change their attitude. The last step is taking action.

The behavior change levels align with communication channels as follows:

1. exposure (awareness)– use mass media such as radio, TV and posters
2. retention (awareness/interest)– use information outlets such as newspapers, brochures and web
3. acceptance (interest)– use direct communication such as bill inserts, direct mail and postcards
4. attitude change (desire) – use interactive channels such as public events and public speaking
5. behavior change (action) – one to one: training sessions, discussions, work days, pledge cards, booths and grassroots meetings

The goal of implementation of awareness activities through the end of this permit cycle is to move a percentage of our target audience through awareness and retention to acceptance. The implementation of behavior change plans, which target a smaller audience and require outreach on a more personal level, will focus on attitude change (desire) and behavior change (action).

Another goal of the awareness campaign is to maximize limited resources. Activities will be selected as funding permits to achieve a thirteen week campaign each year (timing on the calendar vs. the permit year may vary depending on the message and the cost of the selected distribution systems). The aim of the thirteen week campaign period is to reach the target audience a minimum of three times and optimally twelve times; recognizing that more than 12 is a waste. Reach vs. frequency will also be considered if funding is an issue. In order to optimize resources, less reach and more frequency will be selected to ensure effective exposure of the message (e.g., better to mail to 2500 people four times than 10,000 people one time).

- f) Cumberland County Soil and Water Conservation District is responsible for developing the message and awareness toolbox on behalf of the collective regulated 28 municipalities. The timeline and associated activities for CCSWCD are as follows:

March – April 2009 Develop and test message(s).

March – June 2009 Develop website toolkit (poster/print add/fact sheet/information hanger type graphic with supporting text; graphics; talking points; press releases; storm drain stencil; and PowerPoint presentation for cable access – at a minimum).

May – June 2009 Compile partner network contact list (water districts, NGOs, conservation commissions, etc.) and outreach to partner networks. At a minimum this will include the creation of an email distribution list, which will require occasional review by municipal contacts to ensure new contacts are included over the duration of this permit cycle.

July 2009 Coordinate media buy.

July – August 2009 Refine awareness materials and tracking mechanisms, coordinate printing.

September 2009 Refine website toolbox.

Oversight will be provided by the MS4 Awareness Committee, with representatives from each of the four regulated regions in the State. Each regulated municipality or regional group is responsible for the implementation of local components of the plan as specified in the attached timeline.

Implementation of this plan after September 2009 (see **Appendix A**) will be carried out by the individual MS4 clusters/municipalities, as follows:

- BASWG: Bangor Area Stormwater Group Education & Outreach Committee

- ISWG: Cumberland County Soil & Water Conservation District
- Auburn: City of Auburn Stormwater Coordinator
- Berwick: Town of Berwick Engineer and Sevee & Maher Engineers
- Eliot: Town of Eliot Planning Assistant and Sevee & Maher Engineers
- Kittery: Town of Kittery Planner and Sevee & Maher Engineers
- Lewiston: City of Lewiston Stormwater Coordinator
- Sabattus: Town of Sabattus Stormwater Coordinator
- South Berwick: Town of South Berwick Public Works Director and Sevee & Maher Engineers

g) Evaluation protocol:

In cooperation with Maine DEP, it was determined that the surveys completed to date by regulated MS4 municipalities, Maine Cooperative Extension and Maine DEP informed the development of the plan and set the baseline for plan evaluation. The statewide phone survey (Omnibus) and Bangor Intercept survey were used to establish the baseline of 35% of people already understand that stormwater is an issue.

Annual reports will include a review of the Plan including process indicators, which assess the execution of the Plan (e.g., how many posters were distributed? did the press release result in media coverage?). One column, titled “Process Indicators” will be added to the timeline and implementation schedule spreadsheet (Appendix A) to provide a simple matrix for documenting and reporting awareness activities (i.e., report on A2 activity, posters, would include how many posters were distributed and where). When possible, each component of awareness will be tracked based on impressions, which is an estimation of how many times our message was received. This accommodates print (circulation numbers), broadcast (points, average quarter hour viewers/listeners) and events (participants).

The year three annual report for all communities/clusters will include a cursory evaluation and assessment on both the progress of implementing the plan as well as the impact the efforts are having on the target audience. Impact will be assessed utilizing the year three BASWG and ISWG behavior change intercept surveys, which will include questions to measure awareness. The municipalities outside of BASWG and ISWG are utilizing similar awareness tools but different evaluation tools for their behavior change campaigns. These municipalities will either implement their own intercept surveys or share the cost of BASWG and ISWG surveys and utilize their data.

The year five annual report will provide an in-depth assessment of both the implementation and the impact of the Plan (e.g., what effect did the effort have on awareness?). The communities/clusters will utilize the most cost effective evaluation tool to assess impact. It is expected that either the statewide phone survey (Omnibus) or the local intercept surveys will be used.

Success of the plan is not contingent on whether we reach our goal, but that we implement the awareness measures.

- h) Plan Modification: This plan represents a range of activities to raise awareness. Additional activities may be conducted by individual municipalities or the collective 28 municipalities as resources permit. For this plan to be otherwise modified, the collective 28 municipalities will revise the plan if evaluation data show that efforts are not working. A new plan will be developed and submitted to MDEP (Barb Welch, Kathy Hoppe and David Ladd). Unless DEP responds in writing or verbally otherwise, the plan will be considered approved within one month of submission to DEP.

- i) The goal (i.e., the targeted level of change sought as a result of the education and outreach effort) is to have 50% of the target audience understand that stormwater is an issue.

The all encompassing goal is that “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 drain system, and discharge, untreated, directly to waterbodies used for drinking, fishing and swimming.”

Appendix A

The bright yellow, dark green and dark blue denote required activities; the light yellow, light green and light blue denote a selection of activities under each category where one activity needs to be implemented to be in compliance; and the grayed out rows are those that are still an option for implementation, but not required to be in compliance.

Permit Year II			
	Distribution Method	Outreach Tool	Purchase Cost
EXPOSURE - to be in compliance, implement A1 and one activity utilizing printed media (A2, A3 or A4) or other activity (A6).			
A 1	TV	Ducky ad - media buy - 3 week duration - estimated reach (99%) and frequency (6.2) - (\$500 administration; \$35K So ME market (Lewiston - South); \$19K Bangor market) - coordinated at the statewide level	\$ 54,500
A2	volunteer networks	Posters (1000 statewide @ \$0.60/poster) up at municipal offices, libraries, local hotspots (coffee/sandwich shops) - dissemination coordinated at the local level	\$ 600
A3	volunteer networks	stickers for public receptacles (need to explore price for large quantity - unsure of # we should be aiming for)	
A4	volunteer networks	static stickers for window door of businesses, municipal buildings, etc. (full color, 4" x 4" - 2500 = \$2K)	\$ 2,000
A5	cable access	Ducky Ad + "After the Storm," a video co-produced by EPA & the Weather Channel or PowerPoint presentation - dissemination to cable access stations coordinated at the local level	\$ -
A6		Other activity with prior approval from MEDEP	
RETENTION - to be in compliance, implement B1 & B2; no additional activities required.			
B 1	websites	prominent links established on municipal and partner websites	\$ -
B 2	newspapers	article in local newspaper; town newsletter - coordinated locally	\$ -
B 3	point of sale	print ad/posters	
B 4	newspapers	purchased ad space - 3 week duration - (need to explore readership per section & how many use each copy of publication); cost based on \$200/week/municipality	\$ 16,800
B 5		Other activity with prior approval from MEDEP	
ACCEPTANCE - no implementation of acceptance measures required for compliance in Permit Year II.			
C 1	direct mail/email to employees	email newsletter/blurb to municipal employees (including school department), university employees, etc.	\$ -
C 2	canvassing activities	Informational hangers (doors/mailboxes) - developed as part of awareness tool; dissemination coordinated at the local level (pair with storm drain stenciling) - 2500 door hangers	\$ 365
C 3	water bill insert	Water bill insert - developed as part of awareness toolbox; distribution coordinated at the local level	\$ -
C 4	tax bill	Tax bill with Awareness message (April & Oct (or as completed by municipality) - coordinate at local level	\$ -
C 5		Other activity with prior approval from MEDEP	

Appendix A

The bright yellow, dark green and dark blue denote required activities; the light yellow, light green and light blue denote a selection of activities under each category where one activity needs to be implemented to be in compliance; and the grayed out rows are those that are still an option for implementation, but not required to be in compliance.

Permit Year III			
	Distribution Method	Outreach Tool	Purchase Cost
EXPOSURE - to be in compliance, implement A5 and one additional activity (A2, A3, A4 or A6).			
A 1	TV	Ducky ad - media buy - 3 week duration - estimated reach (99%) and frequency (6.2) - (\$500 administration; \$35K So ME market (Lewiston - South); \$19K Bangor market) - coordinated at the statewide level	\$ 54,500
A2	volunteer networks	Posters (1000 statewide @ \$0.60/poster) up at municipal offices, libraries, local hotspots (coffee/sandwich shops) - dissemination coordinated at the local level	\$ 600
A3	volunteer networks	stickers for public receptacles (need to explore price for large quantity - unsure of # we should be aiming for)	
A4	volunteer networks	static stickers for window door of businesses, municipal buildings, etc. (full color, 4" x 4" - 2500 = \$2K)	\$ 2,000
A5	cable access	Ducky Ad + "After the Storm," a video co-produced by EPA & the Weather Channel or PowerPoint presentation - dissemination to cable access stations coordinated at the local level	\$ -
A6		Other activity with prior approval from MEDEP	
RETENTION - to be in compliance, implement B1 & B4 and one additional activity (B2, B3 or B5).			
B 1	websites	If necessary, reestablish prominent links on municipal and partner websites	\$ -
B 2	newspapers	article in local newspaper; town newsletter - coordinated locally	\$ -
B 3	point of sale	print ad/posters - coordinated locally	
B 4	newspapers	purchased ad space - 3 week duration - (need to explore readership per section & how many use each copy of publication); cost based on \$200/week/municipality	\$ 16,800
B 5		Other activity with prior approval from MEDEP	
ACCEPTANCE - to be in compliance, implement C1; no additional activities required.			
C 1	direct mail/email to employees	email newsletter/blurb to municipal employees (including school department), university employees, etc.	\$ -
C 2	canvassing activities	Informational hangers (doors/mailboxes) - developed as part of awareness tool; dissemination coordinated at the local level (pair with storm drain stenciling) - 2500 door hangers	\$ 365
C 3	water bill insert	Water bill insert - developed as part of awareness toolbox; distribution coordinated at the local level	\$ -
C 4	tax bill	Tax bill with Awareness message (April & Oct (or as completed by municipality) - coordinate at local level	\$ -
C 5		Other activity with prior approval from MEDEP	

Appendix A

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Permit Year IV			
	Distribution Method	Outreach Tool	Purchase Cost
EXPOSURE - to be in compliance, implement A1 and one additional activity (A2, A3, A4, A5 or A6).			
A 1	TV	Ducky ad - media buy - 3 week duration - estimated reach (99%) and frequency (6.2) - (\$500 administration; \$35K So ME market (Lewiston - South); \$19K Bangor market) - coordinated at the statewide level	\$ 54,500
A2	volunteer networks	Posters (1000 statewide @ \$0.60/poster) up at municipal offices, libraries, local hotspots (coffee/sandwich shops) - dissemination coordinated at the local level	\$ 600
A3	volunteer networks	stickers for public receptacles (need to explore price for large quantity - unsure of # we should be aiming for)	
A4	volunteer networks	static stickers for window door of businesses, municipal buildings, etc. (full color, 4" x 4" - 2500 = \$2K)	\$ 2,000
A5	cable access	Ducky Ad + "After the Storm," a video co-produced by EPA & the Weather Channel or PowerPoint presentation- dissemination to cable access stations coordinated at the local level	\$ -
A6		Other activity with prior approval from MEDEP	
RETENTION - to be in compliance, implement B1 & B2; no additional activities required.			
B 1	websites	If necessary, reestablish prominent links on municipal and partner websites	\$ -
B 2	newspapers	article in local newspaper; town newsletter - coordinated locally	\$ -
B 3	point of sale	print ad/posters	
B 4	newspapers	purchased ad space - 3 week duration - (need to explore readership per section & how many use each copy of publication); cost based on \$200/week/municipality	\$ 16,800
B 5		Other activity with prior approval from MEDEP	
ACCEPTANCE - to be in compliance, implement C1 and one additional activity (C2, C3, C4 or C5).			
C 1	direct mail/email to employees	email newsletter/blurb to municipal employees (including school department), university employees, etc.	\$ -
C 2	canvassing activities	Informational hangers (doors/mailboxes) - developed as part of awareness tool; dissemination coordinated at the local level (pair with storm drain stenciling) - 2500 door hangers	\$ 365
C 3	water bill insert	Water bill insert - developed as part of awareness toolbox; distribution coordinated at the local level	\$ -
C 4	tax bill	Tax bill with Awareness message (April & Oct (or as completed by municipality) - coordinate at local level	\$ -
C 5		Other activity with prior approval from MEDEP	

Appendix A

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Permit Year V			
	Distribution Method	Outreach Tool	Purchase Cost
EXPOSURE - to be in compliance, implement A5 and one additional activity (A2, A3, A4 or A6). If A3 has not been implemented in this permit cycle, it should be selected as the additional activity for communities where public receptacles are visible.			
A 1	TV	Ducky ad - media buy - 3 week duration - estimated reach (99%) and frequency (6.2) - (\$500 administration; \$35K So ME market (Lewiston - South); \$19K Bangor market) - coordinated at the statewide level	\$ 54,500
A2	volunteer networks	Posters (1000 statewide @ \$0.60/poster) up at municipal offices, libraries, local hotspots (coffee/sandwich shops) - dissemination coordinated at the local level	\$ 600
A3	volunteer networks	stickers for public receptacles (need to explore price for large quantity - unsure of # we should be aiming for)	
A4	volunteer networks	static stickers for window door of businesses, municipal buildings, etc. (full color, 4" x 4" - 2500 = \$2K)	\$ 2,000
A5	cable access	Ducky Ad + "After the Storm," a video co-produced by EPA & the Weather Channel or PowerPoint presentation- dissemination to cable access stations coordinated at the local level	\$ -
A6		Other activity with prior approval from MEDEP	
RETENTION - to be in compliance, implement B1 & B4 and one additional activity (B2, B3 or B5).			
B 1	websites	If necessary, reestablish prominent links on municipal and partner websites	\$ -
B 2	newspapers	article in local newspaper; town newsletter - coordinated locally	\$ -
B 3	point of sale	print ad/posters	
B 4	newspapers	purchased ad space - 3 week duration - (need to explore readership per section & how many use each copy of publication); cost based on \$200/week/municipality	\$ 16,800
B 5		Other activity with prior approval from MEDEP	
ACCEPTANCE - to be in compliance, implement C1 and one additional activity (C2, C3, C4 or C5).			
C 1	direct mail/email to employees	email newsletter/blurb to municipal employees (including school department), university employees, etc.	\$ -
C 2	canvassing activities	Informational hangers (doors/mailboxes) - developed as part of awareness tool; dissemination coordinated at the local level (pair with storm drain stenciling) - 2500 door hangers	\$ 365
C 3	water bill insert	Water bill insert - developed as part of awareness toolbox; distribution coordinated at the local level	\$ -
C 4	tax bill	Tax bill with Awareness message (April & Oct (or as completed by municipality) - coordinate at local level	\$ -
C 5		Other activity with prior approval from MEDEP	