



MS4 Stormwater Public Awareness Plan | 2013 - 2018

Coverage Area

This plan has been developed for implementation by Maine's 30 regulated small MS4 municipalities and the BASWG and ISWG nested MS4s.

Objective

As a result of our efforts, at the end of this permit cycle, 50% of homeowners, aged 35 – 55, in the 30 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 water bodies used for drinking, fishing and swimming.

- a) The target audience is homeowners, aged 35 – 55, in Maine's 30 regulated small MS4 municipalities and the BASWG and ISWG nested MS4s.
- b) The outreach tool(s) to be used may include, but are not limited to: TV ad(s); online ad(s); press release(s); Think Blue Maine website; social media; public transit signage; posters; and projects for local groups such as storm drain stenciling and stream cleanups. Please see Appendix A for descriptions of possible outreach tools.
- c) The overarching message to be used will result in our target audience understanding that “water runs 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 water bodies used for drinking, fishing and swimming.” It is anticipated that the “Follow the Flow” message developed under the 2008-2013 Awareness Plan will be used. This message will be amended as appropriate when used with segments of the target audience.
- d) The message will be distributed via purchased advertising space on television and online. One additional awareness activity will be carried out annually; delivery will include at least one of the following:
 - Print – press articles and coverage, municipal newsletters and partner newsletters, posters, informational hangers;
 - Volunteer networks (business partners, service groups, senior groups and civic organizations) to disseminate posters, stickers, door hangers, etc.; or
 - Institutional mechanisms – tax bills, water bills, sign boards, email distribution lists and web sites.
- e) The timeline and implementation schedule is as follows:
 - Permit Year 1:
 - Develop public awareness plan to be implemented under the 2013 permit;
 - Conduct awareness media campaign utilizing television and online advertising;
 - Promote and participate in local public event, implement alternative outreach tool (see Appendix A), or implement other activity approved by Maine DEP.
 - Permit Year 2:
 - Conduct awareness media campaign utilizing television and online advertising;
 - Promote and participate in local public event, implement alternative outreach tool (see Appendix A), or implement other activity approved by Maine DEP;



- Carry out preliminary evaluation of awareness media campaign utilizing data provided by cable carriers.
- Permit Year 3:
 - Conduct awareness media campaign utilizing television and online advertising;
 - Promote and participate in local public event, implement alternative outreach tool (see Appendix A), or implement other activity approved by Maine DEP.
 - Develop standard impact evaluation protocol to be implemented statewide in PY4.
- Permit Year 4:
 - Conduct awareness media campaign utilizing television and online advertising;
 - Promote and participate in local public event, implement alternative outreach tool (see Appendix A), or implement other activity approved by Maine DEP;
 - Carry out comprehensive evaluation of awareness campaign utilizing data provided by cable carriers and statewide public survey.
- Permit Year 5:
 - Conduct online ad campaign for a minimum of 6 months;
 - Implement two additional awareness activities. Activities will be selected from those outlined in Appendix A or other activity approved by Maine DEP.
 - Explore development of a new stormwater public service announcement;

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).

- f) Cumberland County Soil & Water Conservation District (CCSWCD) will coordinate the media buy through Time Warner Cable in 2014 and 2016 on behalf 26 MS4 municipalities (BASWG, AVSWG, ISWG, and York). Integrated Environmental Engineering will coordinate an additional media buy through Comcast New Hampshire to ensure television advertising in South Berwick, Berwick, Eliot, and Kittery. The cost of the media campaign will be shared among the regulated municipalities/regional groups.

Oversight will be provided by the MS4 Awareness Committee, with representatives from each of the four regulated regions in the State as follows:

- BASWG: Phil Ruck, Stillwater Environmental Engineering; Bob Osborne, Town of Hampden
- AVSWG: Zach Henderson, Woodard & Curran
- ISWG: Jami Fitch, Cumberland County Soil & Water Conservation District
- York County MS4s: Kristie Rabasca, Integrated Environmental Engineering

Each regulated municipality or regional group will implement the local components of the plan as specified in the timeline. Implementation will be coordinated as follows:

- BASWG: Bangor Area Stormwater Group Education & Outreach Committee
- ISWG: Cumberland County Soil & Water Conservation District
- York County MS4s: As specified in their Stormwater Program Management Plan
- Auburn: City of Auburn Stormwater Coordinator, as specified in their Stormwater Program Management Plan



- Lewiston: City of Lewiston Stormwater Coordinator, as specified in their Stormwater Program Management Plan
- Lisbon: Town of Lisbon Stormwater Coordinator, as specified in their Stormwater Program Management Plan
- Sabattus: Town of Sabattus Stormwater Coordinator, as specified in their Stormwater Program Management Plan

Maine DEP will be notified in writing if there is any change to these lead contacts. Notification will be made by the regulated municipality/regional group within one month of the change.

- g) Evaluation protocol: Annual reports will include a review of the Plan including process indicators, which assess the execution of the Plan. When possible, each component of awareness will be tracked based on impressions, which is an estimation of how many times the message was received. This accommodates online (impressions, click through rate, web hits on www.thinkbluemaine.org), broadcast (points, average quarter hour viewers/listeners) and events (participants).

The year two 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. It is anticipated that Time Warner Cable's in-commercial polling feature will be used to gauge if people are viewing the commercial and that they are correctly interpreting the message. In addition, commercials shown on Comcast's Xfinity.com website will allow watchers to click through to the Think Blue Maine website. A tabulation of the number of people viewing the ads on Comcast Xfinity will be used to assess viewership and interest.

The year four 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 regulated municipalities/regional groups will utilize the most cost effective evaluation tool to assess impact. It is expected that a statewide mailed or online survey 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 30 municipalities as resources permit. For this plan to be otherwise modified, the collective 30 municipalities will revise the plan if evaluation data show that efforts are not working. A new plan will be developed and submitted to MDEP (Kathy Hoppe, Marianne Dubois, 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 30 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 water bodies used for drinking, fishing and swimming."



Appendix A: Outreach Tools & Guidelines

Awareness Media Campaign

In PY 1-4, the communities will carry out a television & web media buy through Time Warner Cable of Maine (covers BASWG, AVSWG, ISWG, and York) and Comcast of New Hampshire (covers Kittery, Eliot, Berwick, and South Berwick).

Television campaign:

The Ducky Ads (available at www.thinkbluemaine.org) will air on cable television stations selected based on which stations are most likely to reach the target audience. A minimum of 2,520 commercials per campaign will air in six regions statewide to cover all regulated MS4s. The awareness committee will explore airing commercials in priority months when the message is most relevant (for example: spring, early summer, and early fall), rather than airing them year-round.

Online campaign:

Online advertisements will be developed to direct the target audience to the Think Blue Maine website. These ads will be placed on websites that are most likely to reach our target audience (likely local and national news websites, outdoor websites, etc.). A minimum of 1.8 million impressions (the number of times an ad is seen) will be generated. In addition, a minimum of 300,000 impressions of the Ducky Ads will be generated through Comcast's xfinity.com website, which is where residents of Southern York County, Maine access online on-demand television shows.

Task coordination:

The Cumberland County Soil & Water Conservation District will coordinate the media buy through Time Warner Cable. Integrated Environmental Engineering will coordinate the media buy through Comcast. The cost of the media buys will be shared among the regulated MS4s (estimated budget is available in Appendix B).

Public Event

The awareness campaign must incorporate a local component. Promoting and participate a municipal/regional group's public event will satisfy this requirement if the following conditions are met:

- Promotion of the event or participation in an existing event (e.g. community festival, stream clean-up, etc.) is tied back to the media campaign through the use of the Think Blue Maine logo and awareness message.
- A representative from the municipality/regional group attends the event to provide clean water information that connects the event to the media campaign. For example, if the public event is a stream clean-up, a display will be set up and staffed to provide information about the public's impact on water resources. The Think Blue Maine logo and awareness message must be incorporated in the display.
- The approximate number of public interactions at the event must be tracked and reported in the annual report.

Task coordination:

This plan component will be coordinated locally by the appropriate municipal or regional group representative(s).



Other Suggested Tools

The following are possible outreach tools municipalities or regional groups may utilize as an alternative activity to promoting and participating in their public event. These are not the only tools that may be used. Other tools may be developed and implemented upon approval by Maine DEP. All tools must relate to the media campaign by incorporating the Think Blue Maine logo and awareness message.

- Storm drain stenciling
Stencils should feature the Think Blue Maine ducky image (stenciling guidance is available on www.thinkbluemaine.org). Stenciling event must be accompanied by a press release sent to local news outlets and door hangers or other educational materials distributed in the areas where stenciling has occurred. Materials must incorporate the Think Blue Maine logo and awareness message.
- Public transportation signage
Signs on public transportation should appear for a minimum of three months to ensure maximum exposure with the target audience. It is recommended that the timing of signs corresponds with the media campaign. Signage must prominently feature the Think Blue Maine logo and awareness message.
- Poster distribution
Posters should be hung in popular local establishments (convenience shops, coffee shops, grocery stores, municipal offices, etc.). It is recommended that the “Follow the Flow” poster developed under the 2008 permit be used. The poster is available on www.thinkbluemaine.org. The number of posters distributed and their locations must be included in the annual report.

Task coordination:

This plan component will be coordinated locally by the appropriate municipal or regional group representative(s).

Appendix B: 2013-2018 MS4 Statewide Awareness Plan Preliminary Budget

Task	Coordinated by	Municipalities served	Rate	Hours	Total cost	Cost/municipality	Notes
Permit Years 1 & 2							
PY 1&2 media buy							
Time Warner Cable (TWC) media buy	CCSWCD coordinate on behalf of AVSWG, BASWG, ISWG & York	26			\$ 25,200.00	\$ 969.23	
Comcast NH media buy	IEE coordinate on behalf of Kittery, Eliot, South Berwick & Berwick	4			\$ 6,000.00	\$ 1,500.00	
TWC in-commercial polling (2 weeks @ \$500/week)	CCSWCD coordinate on behalf of AVSWG, BASWG, ISWG & York	26			\$ 1,000.00	\$ 38.46	
Coordinate TWC media buy (developing online ads, soliciting feedback, compiling & distributing data received from TWC, invoicing, etc.)	CCSWCD	26	\$ 70.00	60	\$ 4,200.00	\$ 161.54	
Maintain Think Blue Maine website	CCSWCD	30	\$ 70.00	24	\$ 1,680.00	\$ 56.00	
(cost per municipality for BASWG, AVSWG, ISWG communities & York for PY1&2)					TOTAL	\$ 1,338.56	
(cost per municipality for Kittery, Eliot, South Berwick & Berwick PY1&2)					TOTAL	\$ 1,669.33	
Permit Years 3&4							
PY 3&4 media buy							
Time Warner Cable (TWC) media buy	CCSWCD coordinate on behalf of AVSWG, BASWG, ISWG & York	26			\$ 37,000.00	\$ 1,423.08	
Comcast NH media buy	IEE coordinate on behalf of Kittery, Eliot, South Berwick & Berwick	4			\$ 7,500.00	\$ 1,875.00	
Coordinate TWC media buy (developing online ads, soliciting feedback, compiling & distributing data received from TWC, invoicing, etc.)	CCSWCD	26	\$ 77.00	60	\$ 4,620.00	\$ 177.69	
Maintain Think Blue Maine website	CCSWCD	30	\$ 77.00	24	\$ 1,848.00	\$ 61.60	

Task		Coordinated by	Municipalities served	Rate	Hours	Total cost	Cost/municipality	Notes
Develop standard impact evaluation protocol								
	Hire contractor to review existing survey instruments and update	CCSWCD to coordinate	30	\$ 70.00	20	\$ 1,400.00	\$ 46.67	NOTE: cost for this task may be able to be funded by remaining awareness planning budget
	Contractor		30	\$ 50.00	40	\$ 2,000.00	\$ 66.67	
PY4 Evaluation								
	Statewide survey	contractor	30			\$ 15,000.00	\$ 500.00	NOTE: Anticipate contracting with UMaine to carry this out for ~\$10,000. Recommend budgeting the higher amount in case UMaine is not available and a private contractor is needed.
	Manage survey contractor	CCSWCD	30	\$ 77.00	30	\$ 2,310.00	\$ 77.00	
(cost per municipality for BASWG, AVSWG, ISWG communities & York for PY3&4)						TOTAL	\$ 2,239.37	
(cost per municipality for Kittery, Eliot, South Berwick & Berwick for PY3&4)						TOTAL	\$ 2,513.60	
Permit Year 5								
	TWC online ad campaign	CCSWCD coordinate on behalf of AVSWG, BASWG, ISWG & York	26			\$ 15,000.00	\$ 576.92	
	Comcast online ad campaign	IEE coordinate on behalf of Kittery, Eliot, South Berwick & Berwick	4			\$ 4,000.00	\$ 1,000.00	
	Maintain Think Blue Maine website	CCSWCD	30	\$ 85.00	24	\$ 2,040.00	\$ 68.00	
	Coordinate TWC media buy (developing online ads, soliciting feedback, compiling & distributing data received from TWC, invoicing, etc.)	CCSWCD	26	\$ 85.00	60	\$ 5,100.00	\$ 196.15	
(cost per municipality for BASWG, AVSWG, ISWG communities & York for PY5)						TOTAL	\$ 841.08	
(cost per municipality for Kittery, Eliot, South Berwick & Berwick for PY5)						TOTAL	\$ 1,068.00	