

Northern Virginia Clean Water Partners
Using Radio to Influence Resident Behavior

5th National Conference on Nonpoint Source and Stormwater Education
Portland, Oregon
May 2009



Northern Virginia
Clean Water Partners

Fairfax County | Arlington County | Loudoun County | Stafford County | Fairfax Water | City of Alexandria | Loudoun Water | Town of Leesburg | City of Fairfax | Town of Herndon
City of Falls Church | Town of Vienna | Town of Dumfries | Northern Virginia Regional Commission | Virginia Coastal Zone Management Program

History

- Initiated in 2003 to:
 - leverage funds between the participating jurisdictions;
 - achieve common goals; and
 - promote consistent stormwater messages.
- First ads aired in spring 2005



History

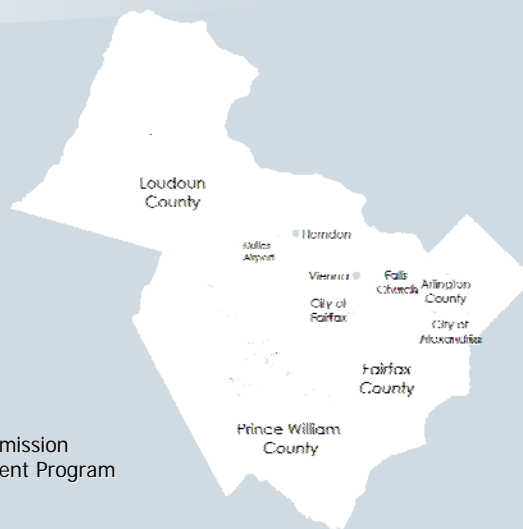
- Social marketing campaign targets common pollution causing behaviors:
 - Overuse of fertilizer
 - Improper disposal of pet waste
 - Dumping of used motor oil
- Satisfies MS4 (Municipal Separate Storm Sewer System) permit requirements for stormwater education and documenting changes in behavior.



3

Partners

- Counties
 - Arlington County
 - Fairfax County
 - Prince William County
 - Loudoun County
 - Stafford County
- Cities
 - City of Alexandria
 - City of Falls Church
 - City of Fairfax
- Towns
 - Town of Leesburg
 - Town of Vienna
 - Town of Herndon
 - Town of Dumfries
- Independent Authorities
 - Loudoun Water
 - Fairfax Water
- Northern Virginia Regional Commission
- Virginia Coastal Zone Management Program



4

Campaign Strategy



- Radio is relatively inexpensive when compared to other media outlets
- Takes advantage of a captive audience!
 - Average commute of 30 minutes (2000 Census)



5

"The Call"

- Produced for the Texas Natural Resources Conservation Commission.
- Available free of charge, without payment of production expenses or talent royalties.
- Market research revealed the ad received a positive response and was deemed effective when aired.



6

Radio Ad Reach

	Campaign Goal	2005	2006	2007	2008
Months Aired (2 weeks per month)	----	June and July	April and May	April and May	April and May
Total Campaign Funds	\$175,000	\$130,900	\$166,500	\$168,500	\$181,500
Number of spots aired	----	895	1,115	1,111	1,064
Unpaid Media Acquisition (Bonus spots, PSAs)	----	\$63,785	\$63,785	-\$100,000	-\$300,000
Total Gross Ratings Points*	600	831.2	1014.8	1,008.4	688.8
Percentage of Target Audience Reached with an Average Number or Times Exposed	60% with an average of 10 exposures	70% with an average of 12 exposures	72% with an average of 14 exposures	Unavailable	58% with an average of 12 exposures
Unique Impressions**	----	681,458	1,031,300	1,008,400	733,096

*Total Gross Rating Points are a unit of measure of audience size. It measures how well the campaign reached our target audience by reflecting the percentage of the target audience reached multiplied by the number of exposures or frequency.

**Unique Impressions are the estimated number of exposures of the radio message to individuals.



Other Products

Know what's yuckier than picking up dog poop?



PLEASE PICK UP MY POOP.

Stepping in it. Know what's even more disgusting than that? Swimmers in, fishing from or treating our drinking water from sources that have dog poop in them! Please pick up after your pooch.

Leaving up pet waste is good for your health and the environment! Seriously. Pet waste left on the ground, especially near streets and sidewalks, gets washed into storm drains and drainage ditches which flow to your local waterway...without being treated! Bacteria, parasites, and viruses found in pet waste can be harmful to water quality and human health. Not only is picking up after your pooch the neighborly thing to do, it's the healthy thing to do... for you and the environment!



Visit the Northern Virginia Clean Water Partners web site at www.onlyrain.org

IT'S UP TO YOU TO PREVENT WATER POLLUTION!

Follow these simple tips:

- Dispose of used motor oil and household hazardous waste through your local Household Hazard program.
- Avoid excess fertilizer or pesticide use.
- Always pick up pet waste from your yard or public area.
- Wash your car at a commercial carwash, or in a location where the soapy water will not run into the storm drain.
- Keep up dirt, grass clippings, other yard waste instead of washing them down the driveway and into the gutter.



Remember, Only Rain Down the Storm Drain!
Northern Virginia Clean Water Partners
www.onlyrain.org

Developed by the VIRGINIA DEPARTMENT OF ENVIRONMENTAL EDUCATION and WASHINGTON STATE DEPARTMENT OF Ecology, King County and the Office of Surface and Waters.




Northern Virginia Clean Water Partners - Windows Internet Explorer

<http://www.onlyrain.org/>

Northern Virginia
Fairfax County | Prince William County | Loudoun County | Loudoun County | Fairfax County | Loudoun County | Northern Virginia | City of Fairfax | Town of Manassas | City of Falls Church | Town of Warrenton | Northern Virginia Regional Commission

Clean Water Partners



Only Rain Down the Storm Drain!

DO YOU KNOW? polluted stormwater is the number one cause of unhealthy water in the streams and rivers throughout Northern Virginia?

Watersheds are where we play, relax, enjoy wildlife, and even get our drinking water. However, their quality is threatened by common materials that get carried to them with every rain. Fat, soap, motor oil, and fertilizer are the most common pollutants found in our stormwater.

Fortunately, the health of the region's waterways can be improved by working together to reduce the amount of polluted stormwater reaching our treasured waterways for today and future generations.

Tip of the Month - Alternative to Chemical Deicers

Showing to fly for the most environmentally-friendly way of removing snow, but if you have to use a deicer, try using sand or kitty litter instead of salt or other commercial chemical deicers. The high phosphate content of deicers can lead to algae blooms and fish kills in nearby streams. If you can not get away from using a chemical deicer, use a liquid rather than granular form because it will create a longer lasting slick. Although liquid deicers cost more, you won't need to use as much.

Sources: The Salt Institute, National Wildlife Federation

Volunteers In Action
There are hundreds of committed Northern Virginians already working toward improving the environment. Meet their stories, get inspired, and get involved!

- Other Volunteer Opportunities

Other Events
The Northern Virginia Clean Water Partners are not alone in their goal of improving the region's water quality. Learn more about other organizations that are also promoting pollution control.

- Chesapeake Club
- Green Team

Tools to Measure Behavior Change

- Web Site Visitor and Traffic Tracking Service – Google Analytics
- Pre- and Post-Survey



Pre- & Post-Survey

Rationale

- Measure change in behavior.
- Determine the effectiveness of the radio ad.
- Shape the direction of future issue-specific efforts.
- Provide results for participating jurisdictions to shape the direction of individual efforts and for permit reporting purposes.



10

Pre- & Post-Survey

Process

- Telephone survey, ~20 questions
- Total of 1,000 residents surveyed
(500 pre; 500 post – 95% confidence interval)
- Distributed throughout the region
(weighted between jurisdictions based on population, 2000 Census)



11

Key Findings

Northern Virginians are concerned about water pollution.

- Residents in Northern Virginia express a high degree of concern about water pollution.
- Northern Virginians also believe that it is important for individuals take a role in maintaining water quality.

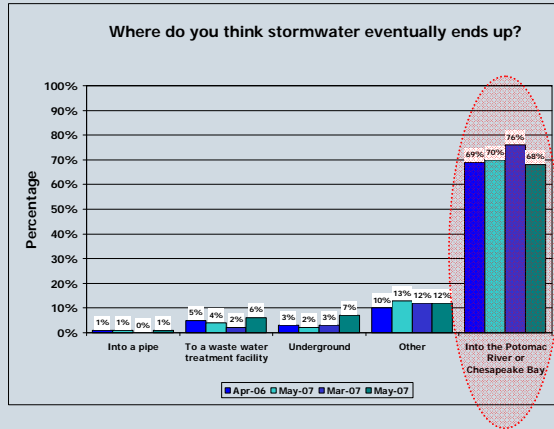


12

Key Findings

Most Northern Virginians know where stormwater goes.

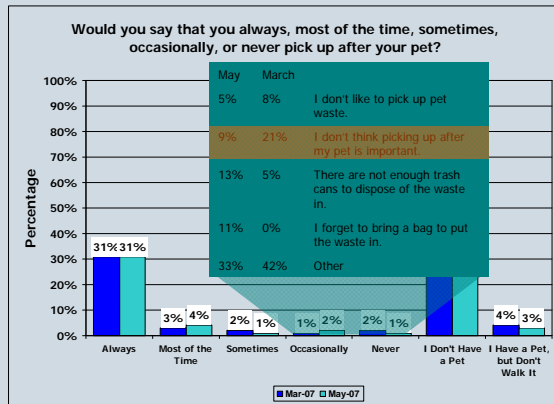
- Correct responses are surprisingly and consistently high for this question.
- 2002 survey by Fairfax County's Wastewater Division revealed only half knew where stormwater ended up.



Key Findings

Most Northern Virginia pet walkers pick up their pet's waste

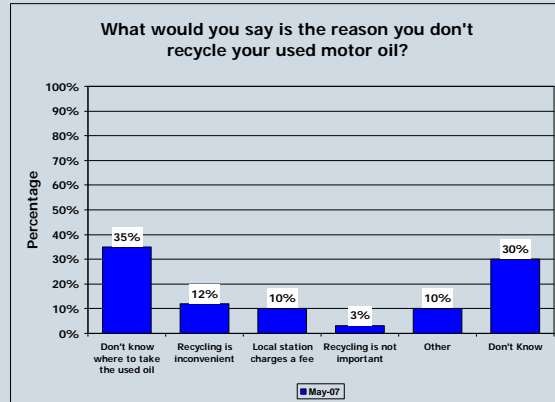
- Of those who own pets and walk them, approximately a third always pick up their pet's waste.
- In May, fewer people stated that they thought picking up after your pet was **not** important, as compared with the pre-campaign survey in March.



Key Findings

Most DIYs recycle their used motor oil.

- 73% of the respondents who change their own motor oil stated they take to a gas station or hazmat facility for recycling.
- 3% stated they put it in the trash.

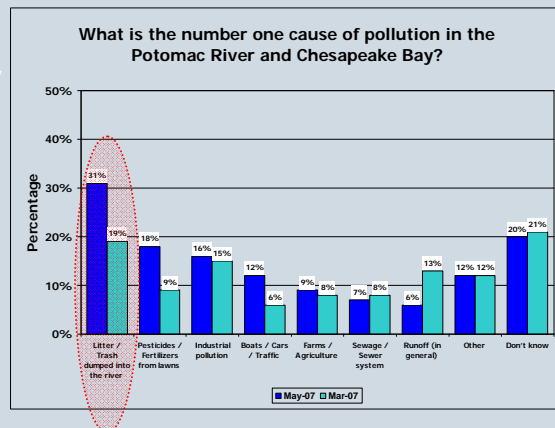


15

Key Findings

Trash / Litter is perceived as the number one cause of pollution.

- The majority of respondents stated that trash / litter is the #1 cause of pollution in the Potomac and Chesapeake.

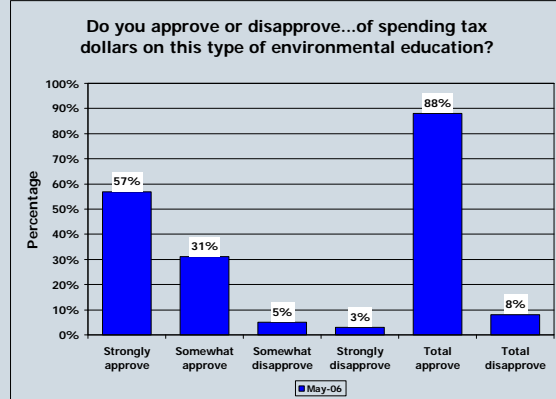


16

Key Findings

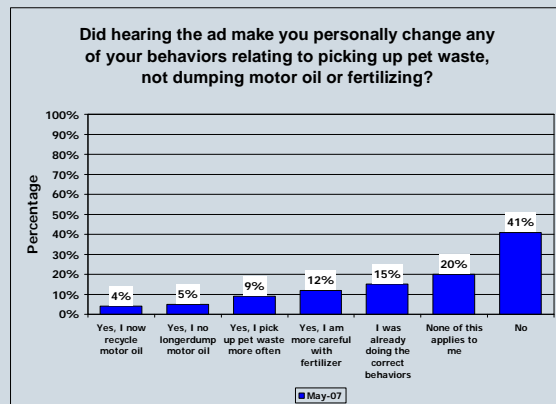
Northern Virginians approve use of tax dollars for campaign.

- An overwhelming 88% approve of the cities and counties of Northern Virginia using tax dollars on this type of environmental education.



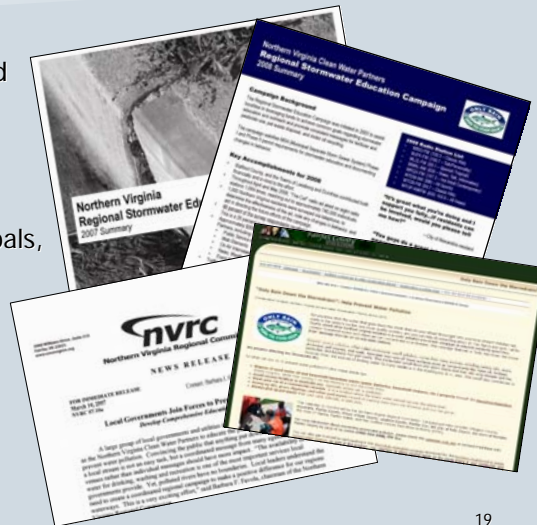
Did the Ad Make People Think/Act Differently?

- 38% of the sample heard the ad
 - Over a quarter stated the ad made them change a pollution causing behavior



Lessons-Learned

- Accept in-kind support
- Communicate, meet, and stay current
- Modify the wheel, don't recreate it
- Account for individual goals, efforts and perspectives
- Be flexible
- Promote successes and results



19

Next Steps

- Radio ad to air for four weeks throughout May and June 2009.
- Participation from all Northern Virginia governments and water/sanitary authorities will continue to be solicited.
- Opportunities to evolve campaign and make current level of funding most effective are being explored.



<http://austin.about.com/b/a/004660.htm>



20

Online Advertising Pilot Study

- Working with Eric Eckl of Water Words That Work, LLC
- Why online advertising?!
 - Traditional media outlets are not seeing the widespread viewer, listener, and readership that they did five years ago.
 - Online information is generally free and easily accessible.
 - The ads can be strategically marketed solely to our selected target audience in the Northern Virginia region.
 - "Pay per click" method saves money by only paying when an ad is clicked.



21

Listen, view, and watch the ads at:
www.onlyrain.org

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