

Regional Stormwater Media Campaign Update

September 30, 2006

Overview

Introduction This report provides highlights of the 2006 regional stormwater education radio campaign as part of a regional pollution prevention strategy. For background on development of the strategy, please see **Attachment A**, “Pollution Prevention (P2) Strategy: A Regional Approach” dated August 11, 2004.

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Spring 2006 Radio Campaign

Purpose	The spring 2006 stormwater education radio campaign marks the second consecutive year where Northern Virginia localities collaborated to assist the region's efforts in reducing the amount of urban runoff pollution to the Potomac River and the Chesapeake Bay. The campaign targeted common behaviors considered to be sources of stormwater pollution, among them the over-use of lawn fertilizer and poor dog walking practices.
Message	The message was intended to reinforce the connection between storm drains and local waterways as well as inform the public that the Potomac River is a drinking water supply. Specifically, the message told people not to dump used motor oil down a storm drain, not to over-fertilize by following fertilizer label instructions, and to pick up after their dogs.
Target Audience	The "don't dump down the storm drain" message target demographic was: Men 35-64, homeowners (over-fertilizers). No specific demographics were available for dog walkers, except that men are considered less likely than women to pick up after their dog. (Source: Center for Watershed Protection)
Medium	Radio was chosen because it is the most cost-efficient choice for reaching the target audience with a stormwater message given the dollar amount of the campaign. When compared to television and print, radio is relatively inexpensive, allowing us to more closely target the over-fertilizer demographic, use stations whose audiences are more heavily represented in Northern Virginia, and reach the target audience while driving, sitting in traffic, and listening at home or at work.

The Ad

The EPA Office of Water provided the Committee with an already-produced 60-second radio spot, "The Call," which was available for use without payment of production expenses or talent royalties. The ad apparently received a positive response and was deemed effective when aired in another market. It should be noted that for radio, 60-second spots are much more cost effective than 30-second spots. The script is provided as **Attachment B**.

Note: As unpaid PSAs, radio spots have a better chance of success when they:

- are professionally produced
- are negotiated as part of a paid campaign
- contain a message that is meaningful to the station's audience, especially coming on the heels of the EPA Chesapeake Bay Program campaign, and
- connect to the region of the listening audience (tag line with Potomac River and Chesapeake Bay).

Media Buyer

Media Vision of Bethesda, Maryland, was engaged to serve as media buyer for the campaign. Their reliability in the previous year's campaign and with placing several million dollars of radio time for a similar campaign for the Metropolitan Washington Council of Governments made them an obvious choice.

Media Plan

Please see attached Media Vision document, "NVRC Pollution Prevention Campaign, 2006 Media Strategy, March 7, 2006," **Attachment C**.

Number of spots aired:

Total, all spots aired over four weeks: 1,115

Average total spots per week: 279

Average 60-second spots per week: 172

Average 60-second spots per station per week: 29*

Please see attached **Summary by Length**

**Most advertisers feel that 18 spots per week on a station is the absolute minimum necessary to have an impact on the listener.*

Source: Berkovitz, Ted, "Political Media Buying - A Brief Guide." 1996

**Market
Research Firm**

To determine the effectiveness of the advertisement and the overall effectiveness of stormwater education efforts throughout Northern Virginia, the services of American Viewpoint, Inc, an independent market research firm from Alexandria, Virginia, were rendered. A survey was developed with questions focused on determining the level of polluting behaviors, the level of stormwater education and awareness, and general demographics.

Survey Results

Please see attached American Viewpoint document, "Northern Virginia Survey, May 2006," **Attachment D**, for a detailed account of the survey results. 500 people* were interviewed throughout the participating jurisdictions.

Interesting survey results:

- Approximately 70 percent of respondents correctly stated that stormwater goes to streams, not wastewater treatment plants.
- Among those that heard the ad (23 percent of the sample):
 - 73 percent say the ads increased their degree of concern.
 - 85 percent believe it is important that individuals be asked to pick up their pet waste, to not pour motor oil down the storm drain, and to be careful not to use too much fertilizer.
 - 50 percent indicate they will think or act differently about disposing of motor oil, fertilizing their lawns, and disposing of pet waste.
- An overwhelming 88 percent of respondents approve of the cities and counties in Northern Virginia using tax dollar funds on this type of environmental education.

**500 people were selected randomly to achieve a 95 percent confidence interval.*

**Effectiveness:
Gross Rating
Points (GRPs)**

Gross Rating Points, or GRPs, are a measure of 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.

The media plan was designed to reach 60% of the target audience at a frequency of 10 exposures: GRPs of 150 per week, with 600 GRPs over four weeks.

Actual GRPs totaled 1,014.8 over four weeks (two weeks in April and two weeks in May). Average number of anticipated spots per station per week increased slightly resulting in an estimated reach of about 72 percent and frequency of 14 exposures.

Attachment A – Pollution Prevention (P2) Strategy: A Regional Approach

Rev. August 11, 2004, NVRC

Introduction The pollution-prevention (P2) strategy is a regional stormwater outreach initiative, crafted by and for Northern Virginia jurisdictions. Through their participation in the program, local jurisdictions combine local outreach dollars to:

- Effectively target pollution-causing behaviors across the region,
 - Take advantage of the reach of mass media such as radio, television, and metro area newspapers,
 - Achieve greater message impact for less cost and effort, and
 - Pave the way for ongoing community engagement.
-

Background To better meet local outreach requirements and improve the effectiveness of pollution-prevention messages, several jurisdictions in Northern Virginia suggested that they pool outreach funds to take advantage of the reach and impact of mass media.

Northern Virginia Regional Commission (NVRC) was tasked to identify issues, target markets, messages and media for a regional pollution prevention (P2) campaign. In addition to improving water quality by engaging more citizens, this combined campaign is intended save localities time, money, and effort.

Existing Regulatory Requirements All Northern Virginia jurisdictions face numerous regulatory and policy programmatic requirements to reduce nutrients and sediment in stormwater runoff. Examples of such programs include:

- Municipal Separate Storm Sewer (MS4) permits,
- Chesapeake 2000 Bay Agreement Commitments,
- Total Maximum Daily Load (TMDL) Implementation Plans,
- Middle Potomac Tributary Strategies, and
- Watershed Management Plans.

These programs stipulate public outreach and education as a required component, with behavior change as the goal in support of meeting water quality standards.

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Rev. August 11, 2004, NVRC, Continued

Behaviors and Resulting Pollution

Nutrients in stormwater runoff have been identified as the number one threat to the health of local ecosystems, including the Occoquan Reservoir, Potomac River and Chesapeake Bay. Contributing to this pollution are watershed residents who appear to be unaware of any link between their daily behavior and the quality of water downstream.

Some behaviors contributing to nutrient oversupply include:

- Over-fertilization of lawns,
 - Car washing, where soapy water drains to storm drains and streams; and
 - Poor dog walking practices, where dog owners neglect to pick up after their dogs. Based on studies performed in Four Mile Run and Accotink Creek, dog waste is a major contributor to bacteria impairment of local waterways.
-

Message Content

Research has revealed that messages should:

- Demonstrate cause-and-effect relationships.
- Identify one or two problems related to nonpoint source pollution and then provide the corrective actions.

Research also revealed that the overall communication effort be presented as a series of interrelated multimedia messages with a single “look and feel.”

Media Types

Radio is recommended to reach the largest segment of the target market for the least cost. The Center for Watershed Protection (CWP) found that “messages sent by television, radio and local newspapers are consistently more influential in reaching residents than any other technique, with up to 30% recall rates by the watershed population for each medium. In contrast, messages transmitted through meetings, brochures, local cable and videos tend to be recalled by only a very small segment of the watershed population.”

A P2 campaign, by its very nature, lends itself to “earned” or free media coverage in the form of talk shows, interviews and other opportunities for exposure. The campaign will place a priority on coordinating with agencies, organizations and community groups throughout the region for additional exposure and reinforcement of messages.

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Rev. August 11, 2004, NVRC, Continued

Timing

To leverage local dollars, the proposed campaign will coordinate with other regional programs such as the regional U.S. Environmental Protection Agency's Chesapeake Bay Program (CBP). The CBP expects to undertake a major media campaign in the metropolitan Washington area for 13 weeks, beginning in spring of 2005. Local planners are considering a campaign to be launched in mid-February of 2005.

Cost

Three target levels of funding for the region were investigated, with a total investment by jurisdictions of \$145,000 as the goal. Please see chart below. The \$145,000 goal brings the campaign closer to the targeted number of rating points needed to have an impact.

Depending on amount allocated, funding will cover:

- Air time purchased through a professional media buyer,
- Development, production or adaptation of spots including public service announcements,
- Campaign materials for local use, and
- Market research or concept testing.

To leverage local dollars, NVRC is investigating the use of professionally-produced radio spots and print materials that have been successful in other markets.

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Rev. August 11, 2004, NVRC, Continued

Cost (continued) Locality Population-Based Contributions to a Regional Pollution-Prevention Media Campaign

LOCALITY	2000 POPULATION	%	\$140,000 CAMPAIGN
Alexandria	128,283	7.1	\$9,900
Arlington	189,453	10.4	14,500
Fairfax City	21,498	1.2	1,700
Fairfax County	969,749	53.4	74,700
Falls Church	10,377	0.6	800
<i>Herndon*</i>	<i>21,655</i>	*	<i>1,700</i>
<i>Leesburg*</i>	<i>28,311</i>	*	<i>2,200</i>
Loudoun	169,599	9.3	13,000
Manassas	35,135	1.9	2,600
Manassas Park	10,290	0.6	800
Prince William	280,813	15.5	22,000
<i>Vienna*</i>	<i>14,453</i>	*	<i>1,100</i>
NORTHERN VIRGINIA	1,815,197	100%	\$145,000

Note: Towns of Herndon, Leesburg and Vienna have been added to the chart as of 8/04, at the same per capita rate as counties and cities at the \$140,000 level, for a fund total of \$145,000.

Next Steps Jurisdictions determine the level of funding for the campaign. Additional partners, such as utilities and other localities, have expressed interest and will be invited to help match local commitments. When an overall budget is determined by jurisdictions, campaign details can be refined.

Action Requested Jurisdictions commit to a funding level. NVRC staff time to coordinate implementation of the media strategy comes from NVRC's existing Coastal Zone Resources Management grant.

Contacts For questions please contact: Aileen Winqest, Arlington County, 703.228.3610 or Katherine Mull, NVRC, 703.642.4625

Revised August 11, 2004

Attachment B - “The Call” Script

(Tough-talking storm drain persona. Think “Sopranos”.)

[Phone rings]

Hello?

Yeah Johnson. It’s me.

Who?

I’m right in front of the house.

Where?

Right on the street.

Well, uh... All I see is a storm drain.

Yeah yeah. That’s me.

What?

Listen Johnson, you gotta stop dumpin’ yer used motor oil on the ground. Ya hear me?

I don’t dump my used mo...

Now no use denying it, Johnson. Just stop it. Alright?

Hey, uh, How are you doing that?

And you’re over-fertilizing your yard.

I’m not over-fertilizing...

They’re called labels, Johnson. Whatsa matter wit’ you? They tell you how much fertilizer to use. Read ‘em.

Hey, but all I did was...

Look all that *stuff* washes into our storm drains whenever it rains.

Well I... I didn’t know that.

I know you don’t know. That’s why I’m calling ya.

Well, thanks. I... I didn’t mean any harm.

Yeah yeah. Same thing with all that dog waste you have out there, alright? Pick that up!

You mean that you ev...

Pick it up! I don’t want to talk about it, just pick it up.

I understand.

Listen, listen. All that stuff runs straight into our rivers and lakes.

That’s where you swim. It’s the source of your drinking water.

Oh my.

Ex-*act*-ly. Yeah, so do us both a favor, alright? Please, don’t feed the storm drain.

Okay.

“Remember, what goes down the storm drain goes straight to the Potomac River, our source of drinking water, and the Chesapeake Bay. This clean water message from the Counties of Fairfax, Prince William, Arlington, and Loudoun. And the Cities of Alexandria, Fairfax, and the Loudoun County Sanitation Authority.”

ALTERNATIVE TAG LINE:

“Remember, what goes down the storm drain goes straight to the Potomac River, our source of drinking water, and the Chesapeake Bay. This clean water message from the Counties of Fairfax, Prince William, Arlington, and Loudoun. And the Towns of Herndon, Vienna, and the City of Falls Church.”

Attachment C – Northern Virginia Regional Commission
Stormwater Education Campaign
2006 MEDIA STRATEGY
March 7, 2006

Media Objective

- Create awareness of pollution prevention with home owners who garden and landscape in the target demographic throughout the Northern Virginia Area (City of Alexandria, Arlington County, City of Fairfax, Fairfax County, City of Falls Church, Herndon, Loudoun County, Prince William County)

Target Demographic

- Males 35-64
- Homeowners in the above geographic area
- Cut their own grass and tend to other lawn and outside maintenance items

Media Strategy

- Use radio in order to reach audience with a frequency message.
 - Radio will be scheduled to run primarily Monday – Friday 6 am – 7pm – with some spots running during weekend dayparts to increase timely reach and frequency of the message.
 - If brochures or other collateral is available, our partner radio stations would distribute it at appropriate station events in order to get the message in front of the target audience
 - In addition to paid advertising schedule, radio stations will air PSA's. These spots may be in the form of :60s, :30s, :15s or :10s. Production for these no charge spots in not necessary. Any :60 PSAs can use the produced spot and scripts can be developed for the other lengths to be read live by the announcer.
 - Interview opportunities may be available for a spokesperson on radio public affairs shows.

Campaign Dates

- April 10 - 23, 2006 (2 weeks)
- May 8-21, 2006 (2 weeks)

Media Tactics

Radio

- 4-Week schedule of radio. Stations to be considered:

WARW- FM	Classic Rock	WGMS -FM	Classical
WJFK- FM	FM Talk	WMZQ-FM	Country
WMAL- AM	News/Talk	WBIG-FM	Oldies
WTEM-AM	Sports/Talk	WTOP AM + FM	News

5-6 Stations per week	20-25 spots per station per week
160 TRPs per week	640 TRPs over 4 weeks

4 Week Radio Delivery (Men 35-64): 60% Reach 10.7 Frequency

Total Radio Cost \$ 150,000

AMERICAN VIEWPOINT

American Viewpoint, Inc.
300 North Lee Street ASuite 400
Alexandria, Virginia
(703) 684-3325
(703) 684-9295 – FAX
1-800-684-4410
www.amview.com

NORTHERN VIRGINIA SURVEY May 2006

Hello, my name is _____, and I'm with AMERICAN VIEWPOINT, an independent market research firm located in Alexandria, Virginia. This is not a sales call. We are doing a survey on issues in Northern Virginia, and I would like to ask you a few questions.

A. What is your age?

IF UNDER 18 YEARS OF AGE, ASK IF THERE IS ANYONE IN THE HOUSEHOLD WHO IS 18 OR OLDER.

10%	18-24
6%	25-29
13%	30-34
9%	35-39
12%	40-44
12%	45-49
10%	50-54
11%	55-59
7%	60-64
2%	65-69
3%	70-74
5%	75 and over

B. Do you live in (NAME OF CITY, TOWN OR COUNTY FROM SAMPLE) at this address?

1	Yes
2	No

CONTINUE
THANK AND TERMINATE

1. Would you say that you are very concerned, somewhat concerned, not too concerned or not at all concerned about water pollution and the overall quality of water in our local streams and rivers, the Potomac River and Chesapeake Bay?

May	April	
39%	42%	Very concerned
43%	43%	Somewhat concerned
12%	9%	Not too concerned
5%	4%	Not at all concerned
1%	2%	Don't know
0%	*	Refused

2. How important do you feel the role of individuals is in maintaining the quality of water in our local streams and rivers, the Potomac River and Chesapeake Bay?

May	April	
64%	59%	Very important
29%	33%	Somewhat important
4%	4%	Not too important
1%	1%	Not at all important
1%	2%	Don't know
0%	0%	Refused

3. Storm water is rain or other water discharged over land, such as a lawn sprinkler, that flows into the street, along the gutter and into the storm drain. Where do you think storm water eventually ends up? **ASK AS A PRE-CODED OPEN END QUESTION**

May	April	
70%	69%	Into the Potomac River or Chesapeake Bay
4%	5%	To a waste water treatment facility
2%	3%	Underground
1%	1%	Into a pipe
13%	10%	Other
10%	11%	Don't know
0%	0%	Refused

SPECIFY

4. How concerned are you personally about motor oil, dog waste and fertilizer polluting our local streams and rivers, Potomac River and Chesapeake Bay by people dumping these items into our storm drain system? Would you say you are...

May	April	
54%	49%	Very concerned
34%	38%	Somewhat concerned
9%	9%	Not too concerned
2%	3%	Not at all concerned
1%	1%	Don't know
*	0%	Refused

5. I would now like to read to you a list of activities that people engage in and have you tell me which if any you engage in? **ACCEPT MULTIPLE RESPONSES**

May	April	
29%	26%	Walk your dog
37%	33%	Fertilize your lawn
16%	17%	Change your own motor oil
38%	44%	None of the above
*	0%	Don't know
*	0%	Refused

Now, I would like to read to you some specific actions that individuals could take to help improve water quality in the Potomac River and the Chesapeake Bay and have you tell me how important each action is to you personally. The first is...**ROTATE**

6. Asking individuals to pick up their pet waste?

May	April	
74%	73%	Very important
17%	18%	Somewhat important
6%	4%	Not too important
1%	3%	Not at all important
1%	2%	Don't know
*	*	Refused

7. Not pouring used motor oil down the storm drain.

May	April	
92%	91%	Very important
5%	6%	Somewhat important
1%	*	Not too important
1%	1%	Not at all important
*	2%	Don't know
*	*	Refused

8. Being careful not to use too much fertilizer

May	April	
64%	63%	Very important
27%	27%	Somewhat important
6%	3%	Not too important
1%	3%	Not at all important
2%	3%	Don't know
*	0%	Refused

9. Some people are surprised to learn that polluted storm water is the NUMBER ONE cause of pollution in the Potomac River and Chesapeake Bay. When it rains and when snow melts, the water picks up pollutants on the land and washes them into local waterways and storm drains where it flows eventually to the Potomac River and Chesapeake Bay. Used motor oil dumped into a storm drain, pet waste and lawn fertilizers and other yard chemicals also contribute significantly to this problem. Knowing this, would you be more likely or less likely to take actions to reduce the amount of pollutants that you personally put into storm drains or would knowing this not make a difference in your actions?

May	April	
53%	46%	Much more likely
18%	17%	Somewhat more likely
1%	2%	Somewhat less likely
1%	1%	Much less likely
22%	30%	No difference
3%	4%	Don't know
71%	63%	TOTAL MORE LIKELY
2%	3%	TOTAL LESS LIKELY

10. In the past couple of months, have you heard anything on the radio about a campaign to reduce the amount of motor oil, fertilizer or dog waste that is put into our storm drain system?

23%	Yes	GO TO Q10A
75%	No	GO TO Q11
2%	Don't know	GO TO Q11
*	Refused	GO TO Q11

10A. And, did hearing that radio message cause you to think or act differently about disposing of motor oil, fertilizing your lawn or disposing of dog waste?

50%	Yes
45%	No
6%	Don't know
0%	Refused

10B. Would you say that hearing that radio message increased your degree of concern a great deal, somewhat, not too much, or not at all?

27%	A great deal
46%	Somewhat
9%	Not too much
16%	Not at all
2%	Don't know
0%	Refused

10C. Would you say that radio message caused you to believe that asking individuals to pick up their pet waste, to not pour used motor oil down the storm drain and to be careful to not use too much fertilizer is a great deal more important for you to do personally, somewhat more important, not too much more important or not at all important?

- 51% A great deal more important
- 34% Somewhat more important
- 8% Not too much more important
- 5% Not at all important
- 2% Don't know
- 0% Refused

11. Thinking still about this radio campaign over the last couple of months which encouraged people to reduce the amount of motor oil, fertilizer or dog waste that is put into our storm drain system...do you approve or disapprove of the cities and counties of Northern Virginia spending tax dollars on this type of environmental education?

- 57% Strongly approve
- 31% Somewhat approve
- 5% Somewhat disapprove
- 3% Strongly disapprove
- 4% Don't know
- 1% Refused
- 88% TOTAL APPROVE**
- 8% TOTAL DISAPPROVE**

12. How frequently do you listen to a local radio station?

- | | | |
|-----|-------|---------------------------|
| May | April | |
| 61% | 65% | Daily |
| 15% | 15% | Frequently, but not daily |
| 14% | 14% | Seldom |
| 9% | 6% | Never |
| 1% | 1% | Don't know |
| * | 0% | Refused |

SKIP TO D1
SKIP TO D1
SKIP TO D1

13. When you listen to the radio, what local radio station do you listen to most often?

ASK AS PRECODED OPEN END QUESTION

May	April	
20%	16%	WTOP (1500 or 103.5)
6%	11%	WAMU (NPR)
6%	6%	WMAL (630)
6%	6%	WMZQ (98.7)
3%	5%	WETA-FM (90.9)
7%	4%	DC 101
6%	4%	WGAY (99.5)
1%	2%	WJFK
3%	2%	WASH-FM (97.1)
2%	2%	WKYS (93.9)
3%	2%	WGMS (Classical)
3%	1%	WAVA (105.1)
*	1%	WBIG-FM
*	1%	WHUR-FM (Howard University)
1%	1%	WRC (980)
1%	1%	WTEM-AM
0%	*	WABS (780)
*	*	WAGE
0%	*	WDCT
0%	*	WLZL-FM
*	0%	WARW-FM
0%	0%	WFAX (1220)
*	0%	WJZW-FM
23%	26%	Other
7%	7%	Don't know
1%	*	Refused

SPECIFY

And now I have just a few questions for statistical purposes only . . .

D1. Which of the following income groups includes your total household income in 2005 before taxes?

1%	Under \$10,000
1%	\$10,000 - \$14,999
2%	\$15,000 - \$19,999
3%	\$20,000 - \$24,999
1%	\$25,000 - \$29,999
3%	\$30,000 - \$39,999
7%	\$40,000 - \$49,999
15%	\$50,000 - \$74,999
15%	\$75,000 - \$99,999
38%	\$100,000 And Over

D2. Do you consider yourself to be White, Black, Hispanic Asian or what?

65%	White
15%	Black
5%	Hispanic
6%	Asian
5%	Other
0%	Don't Know
3%	Refused

D3. Which of the following best describes where you live? Is it a...**ROTATE 1 THRU 4**

62%	Single Family Home
8%	Duplex / Semi-Detached Home
17%	An Apartment
9%	A Condominium
2%	Don't Know
1%	Refused

D4. SEX OF RESPONDENT:

48%	Male
52%	Female

D5. Are you employed outside the home, are you a homemaker, or are you retired?

37%	Male - Employed
1%	Male - Homemaker
7%	Male - Retired
2%	Male - Not Employed
34%	Female - Employed
7%	Female - Homemaker
6%	Female - Retired
3%	Female - Not Employed
2%	Refused

D6. City or County

7%	City of Alexandria
11%	Arlington County
54%	Fairfax County
12%	Loudoun County
16%	Prince William County