

# REACHING OUT TO RESIDENTS TO REDUCE RUNOFF

A Webinar hosted by K-State Pollution Prevention Institute.

# Webinar Logistics

- Can't hear? Use your phone. Click on the phone button and dial the number/pin number. Mute your line.
- Ask questions by typing them into the long text box at the bottom of the screen. **Press enter.**
- Questions? Type them in or call the help-desk at 785-532-7722.
- Presentation will be archived.
- A short evaluation will be sent via email.

# Water Quality Webinars

- ◆ **Date:** First Friday of each month at 1:00 p.m.  
October – April (excluding January)
- ◆ **Register:** Online at [www.sbeap.org](http://www.sbeap.org) (look for the yellow box) or by phone at 800-578-8898
- ◆ **More information:**  
[www.sbeap.org/content/page/waterquality](http://www.sbeap.org/content/page/waterquality)

# Webinar Topics

- ◆ Reaching out to residents to reduce runoff (Oct. 2)
- ◆ Pervious pavement (Nov. 6)
- ◆ Green roofs
- ◆ Low-impact development's high impact on stormwater quality
- ◆ Industrial stormwater BMPs
- ◆ LEED's role in improving stormwater management

# Assistance Provided by PPI

## Free service to:

- BOW staff
- KDHE watershed field coordinators
- local WRAPS team members

## Provide technical assistance:

- by phone
- at meetings
- on site



# Assistance Provided by PPI

Assist with assessment, planning, and implementation phases of a WRAPS. Examples of assistance include the following:

- Inventory pollutant sources
- Help plan workshops
- On-line water quality protection self assessments
- Identify best management practices (BMPs)
- Assist in writing applicable parts of WRAPS action plan
- Be a resource for referrals

# Assistance to WRAPS Groups

- Provide assistance to WRAPS members with determining pollutant load reduction using the modeling program, *Spreadsheet Tool for Estimating Pollutant Load (STEPL)* from EPA Region 5
- Listed as K-State Pollution Prevention Institute on WRAPS web site  
(<http://www.kswraps.org/services/k-state-pollution-prevention-institute>)

# Water Quality Checklists

[www.sbeap.org/WQChecklist.php](http://www.sbeap.org/WQChecklist.php)

- Kansas Ag Service Centers
- RV Parks and Campgrounds
- Veterinary Clinic and Fairgrounds
- Parking Lots

Funding provided in part through U.S. EPA Section 319 Nonpoint Source Pollution Control Grant No. C9007405-08 administered by the Kansas Department of Health and Environment – Bureau of Water

# Reaching out to Residents to Reduce Runoff

## Speakers:

- ◆ Mandy Stark, City of Lenexa Watershed Outreach and Education Specialist
- ◆ Marcy Bauer, Environmental Health Manager for Neb. Public Health Solutions District Health Department
- ◆ Richard Basore, KDHE Watershed Field Coordinator

# Strategic communications plans

## *Marketing stormwater effectively*

**Mandy Stark**

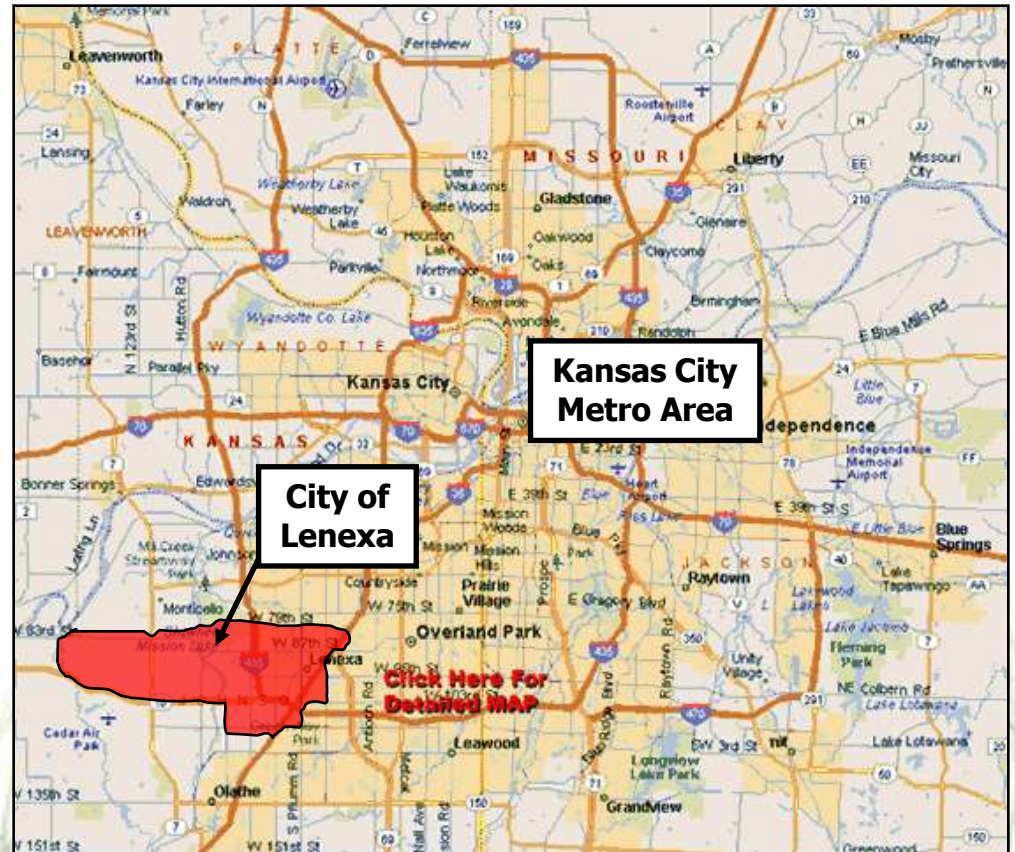
Watershed Outreach & Education Specialist

Lenexa, Kansas

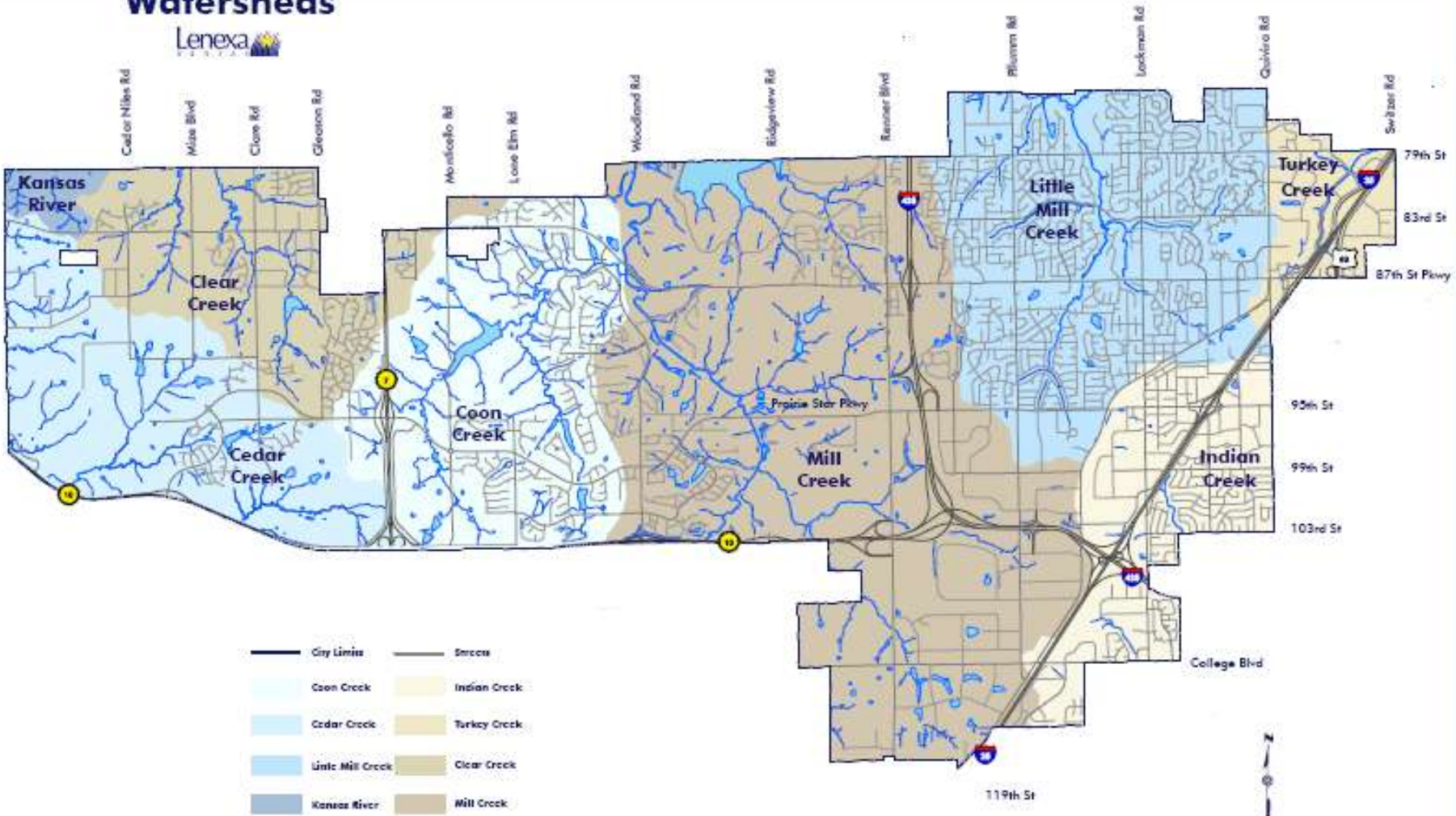
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# Lenexa, in context

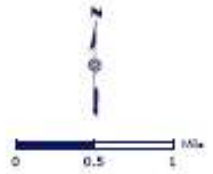
- Kansas City metro area
  - 45,000 residents
  - 34 square miles
  - Watersheds drain to Kansas & Missouri rivers



# Watersheds



- |                   |              |
|-------------------|--------------|
| City Limits       | Streets      |
| Coon Creek        | Indian Creek |
| Cedar Creek       | Turkey Creek |
| Little Mill Creek | Clear Creek  |
| Kansas River      | Mill Creek   |



Map Updated March 2005

rain  
to recreation



# Rain to Recreation program

- Vision 2020
- Citizen survey
  - 78%: stormwater is a “quality of life” issue and willing to pay to support program



# Rain to Recreation's O&E goals

- ✓ Achieve compliance with the NPDES Phase II Permit
- ✓ Create awareness of water quality issues
- ✓ Seek behavior change for the improvement of water quality, conservation and sustainability
- ✓ Engage the community in water quality events and opportunities
- ✓ Support communication of department and division goals, activities and initiatives internally and externally

# The approach

- Strategic planning to maximize efficiency
- How?
  - Start simple
    - Transferrable
    - Bang for the buck
  - Initial buy-in is crucial (*but not everyone has to love it to proceed*)

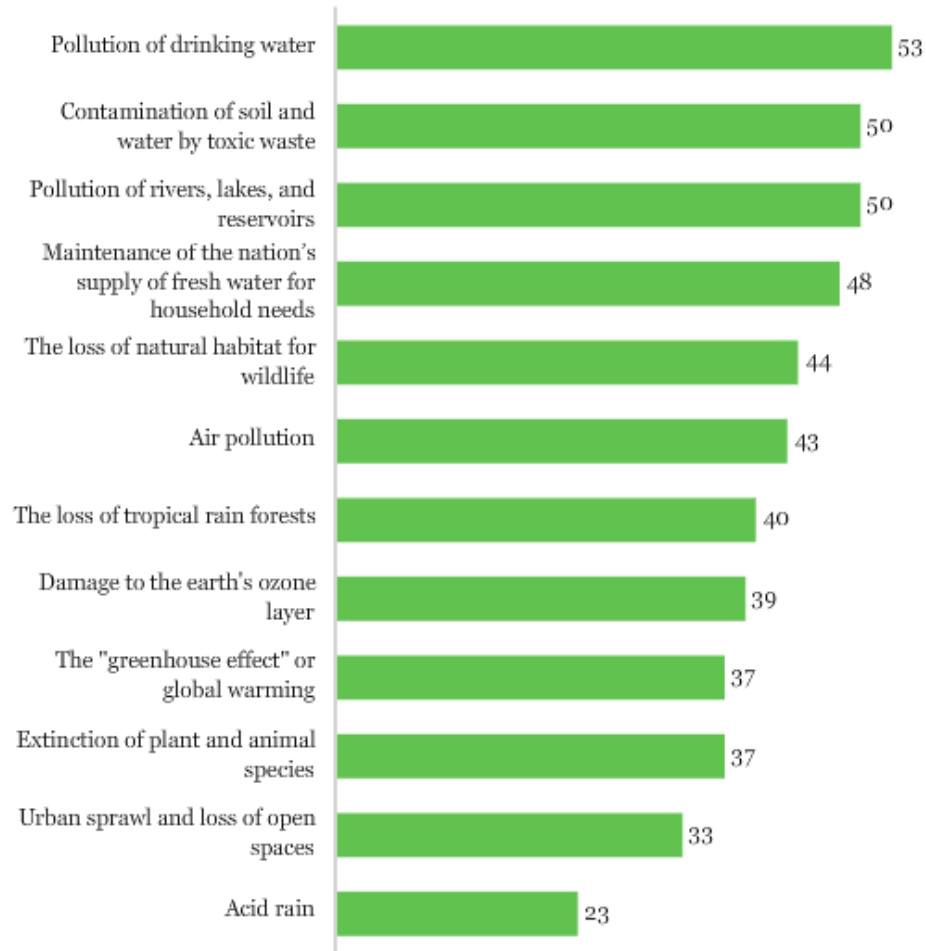
# Begin with behavior

- Keep your end result in mind
  - reflect resources
    - staffing
    - financial
  - make sure they are attainable & realistic



*I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all.*

■ % Great deal



March 6-9, 2008, Gallup Poll

GALLUP POLL

rain  
to recreation

Lenexa  
KANSAS



rain  
to recreation

Lenexa  
KANSAS

# Types of goals

- Create awareness
- Spread familiarity
- Establish attitudes
- Change behavior
- Improve public perception
- Counter negative trends



# Communications goals



- More specific
  - targeted to audience
  - in line with objective
  - measurable
  - knowledge, attitudes, behavior

# Capacity

- Consider:
  - resources
  - current media channels
  - credibility
- SWOT analysis

## SWOT ANALYSIS



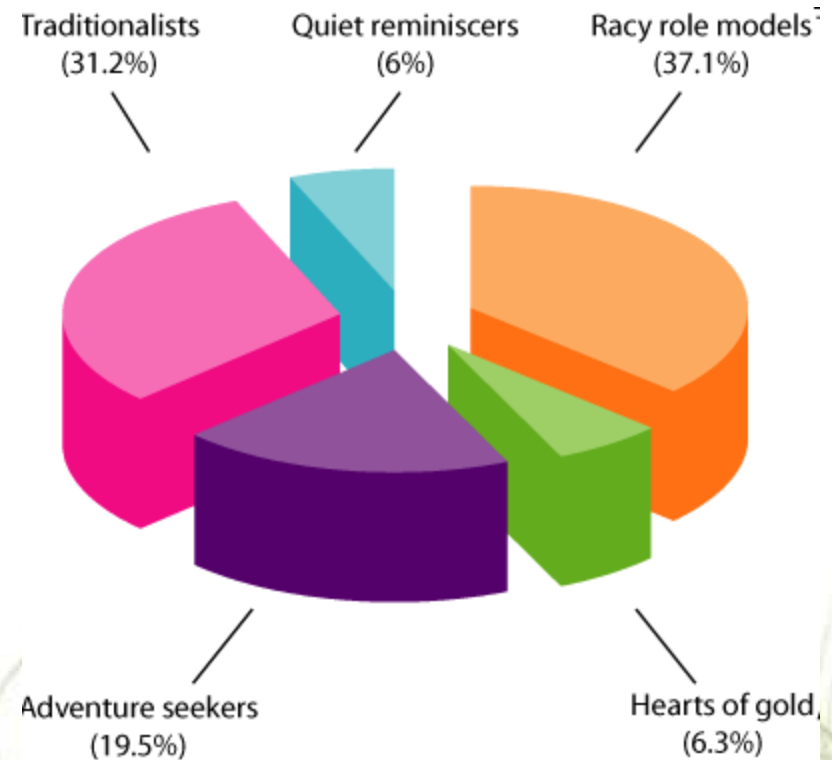
# Target audience

- Define your target audience –
  - survey
  - focus groups
  - conversations
  - research



# Demographics

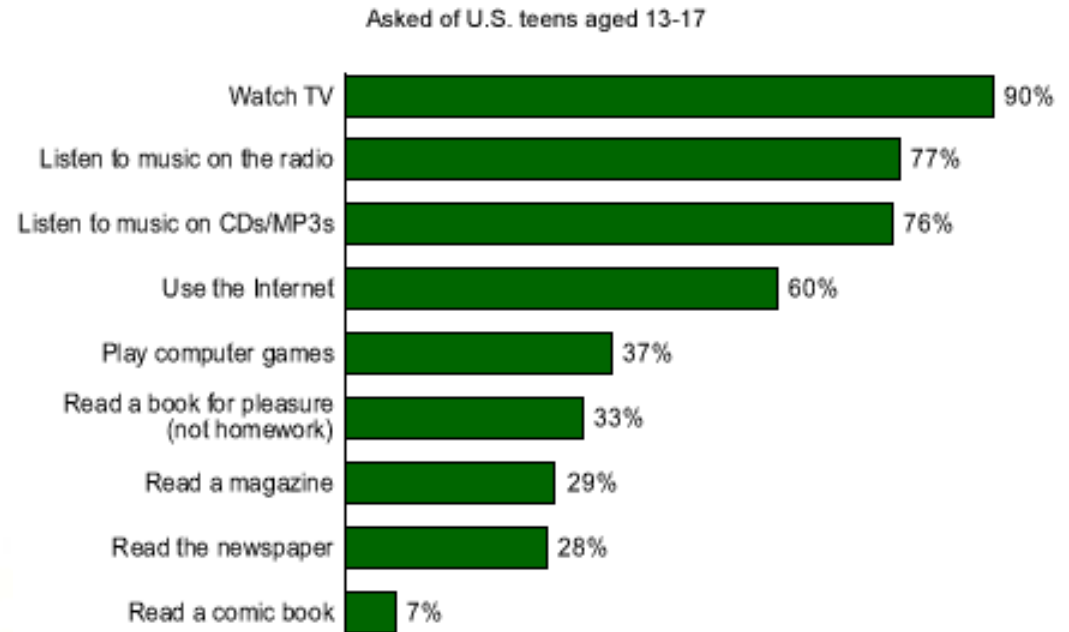
- This person has:
  - an age
  - a gender
  - housing
  - income
- Segmenting tells more
  - whole picture



# Segmenting audiences

- TA also has:
  - family, pets
  - hobbies
  - values
  - specific needs
- Are affected by:
  - media
  - advertisements
  - social norms
  - products available

Yesterday, did you . . .

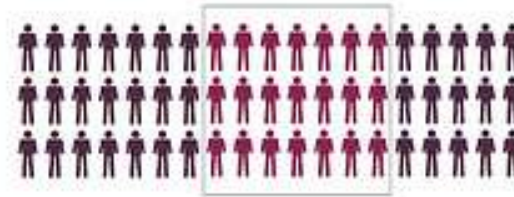


Common Sense Media, poll of teen social habits (Aug. 09)

# Psychographics

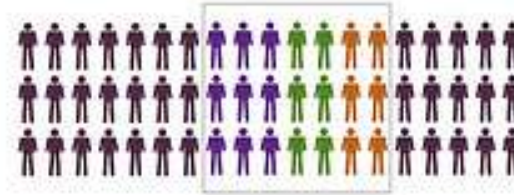
- Reflects:
  - attitudes
  - interests
  - opinions

Demographics



Age  
Income  
Educational attainment  
Employment status  
Location  
...

Psychographics



Needs  
Interests  
Activities  
Attitudes  
Values  
...

- Based on the media & purchasing habits of target audience(s)

# Environmental messaging



- Messages reach consumers on:
  - Family/child safety
  - Dollars & cents
  - Efficiency/convenience
- Environmental side secondary
- **Focus on benefit to audience**

# Strategic communications plan

- Overall creative idea
  - message
  - visual appearance  
/graphic identity
  - tactics
  - timing




# Tips for strategic communications

- Keep it simple ... but compelling
- Use the news pyramid
- Say it ... without words
- Swap the shop talk
- Make it actionable
- Use words that work
- Consider your tactics


# Keep it simple, but compelling


Spring Watershed Tip

Wash your car  
the right way



The car is clean  
but what about  
the water?



 Clean Water.  
Healthy Life.

**PROTECT OUR  
STREAMS**



**Healthy Streams, Healthy Region**

Streams are among the most important natural resources in the Kansas City region, contributing to the overall quality of life in our communities.

Stream corridors provide vital habitat networks for wildlife and help filter out pollutants from our waterways.

 Clean Water. Healthy Life.

# Use the news pyramid



# Say it – without words



- **Faces**

- Audiences respond to them

*Courtesy of Water Words that Work*



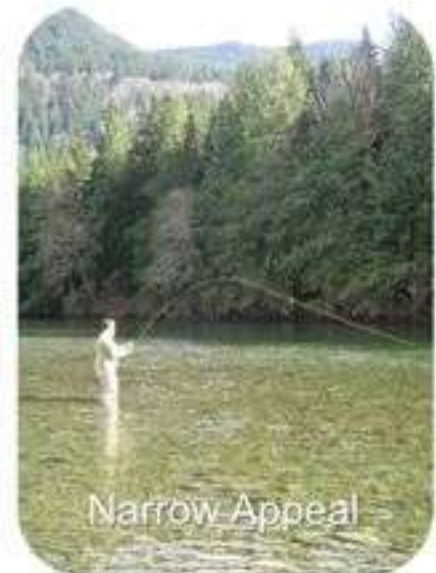
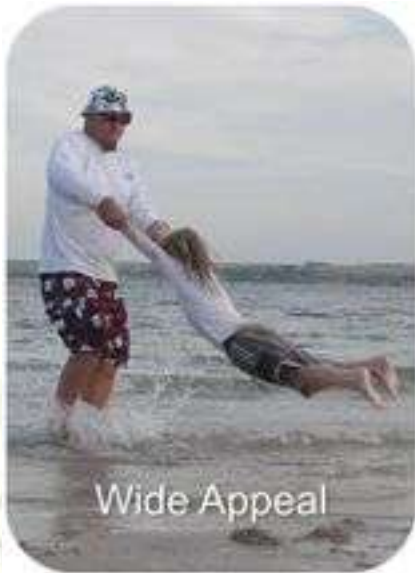
- **Fixes**

- Show pictures of people solving the problem, not causing it.

*Courtesy of Water Words that Work*

- **Families**

- Images people identify with



*Courtesy of Water Words that Work*



- **Foes**

- Show your opposition in your images

*Courtesy of Water Words that Work*

# Swap the shop talk

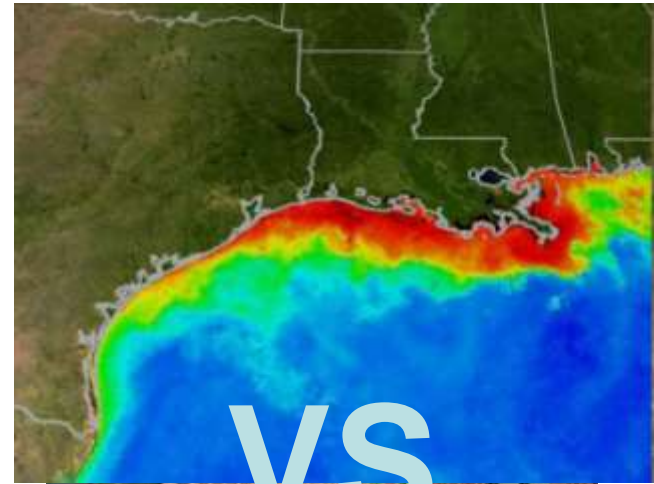
- Remove jargon
  - NPDES
  - TMDL
  - POC
  - riparian
  - watershed
  - impervious surface
  - open space
  - suburban sprawl



*Courtesy of Water Words that Work*

# Make it actionable

- Encourage your audience to take steps
  - People who have a positive experience will share
  - Show how every person can help



# Use words that work

- **Introduce work**
  - nature protection
  - pollution control
  - enough clean water
  - wildlife conservation



*Courtesy of Water Words that Work*

# Use MORE words that work

- **Explain importance**
  - future generations
  - healthy
  - family & children
  - safe
  - trends



*Courtesy of Water Words that Work*

# EVEN MORE words that work



- **Encourage them to act**
  - make a difference
  - doing my/your part
  - it affects you
  - what you can do
  - working together
  - save money

*Courtesy of Water Words that Work*

# Consider your tactics

- Based on audience, message, timing
- Keep consistent with graphic identity
- Listen to research – brochures aren't effective!
  - Most bang for your buck is TV and radio
  - Try nontraditional – point-of-sale, social networking, outdoor, blogs

# Examples



*LA County campaign*



*Minnesota, Blue Thumb*

# Web-specific tips

- We read text 25 percent slower on screen than on paper
  - Repeat important messages
  - Use headlines & bullet points to show importance, break up text
  - Use hyperlinks, just not too many



# Setting the standards...

**DON'T "P" ON  
YOUR LAWN!**



- Maine Yardscaping program
- Vermont Lawn to Lake program
- Minnesota – Blue Thumb
- Charlotte-Mecklenburg County unified government
- Seattle's Puget Sound Partnership

# Resources

- EPA NPDES Toolbox, [www.epa.gov/nps/toolbox](http://www.epa.gov/nps/toolbox)
- Georgia DNR public perception survey, <http://www.epa.gov/nps/toolbox/surveys/Georgia2.pdf>
- Diosa Communications, [www.diosacommunications.com](http://www.diosacommunications.com)
- Blue Thumb, Minnesota, [www.bluethumb.org](http://www.bluethumb.org)
- 10,000 Rain Gardens, KCMO, [www.rainkc.com](http://www.rainkc.com)
- Water Words that Work, [www.waterwordsthatwork.com](http://www.waterwordsthatwork.com)
- Lawn to Lake program, Vermont, [www.lawntolake.org](http://www.lawntolake.org)
- Puget Sound Partnership, <http://www.psp.wa.gov/>
- Charlotte-Mecklenburg County, [www.charmeck.org/Departments/Stormwater](http://www.charmeck.org/Departments/Stormwater)
- National Environmental Education Foundation, [www.neefusa.org](http://www.neefusa.org)
- Environmental Literacy in America study, <http://www.neefusa.org/pdf/ELR2005.pdf>
- Roper Green Gauge Report, [www.gfkamerica.com](http://www.gfkamerica.com)
- Gallup Polling, [www.gallup.com](http://www.gallup.com)
- iStock Photo, [www.istockphoto.com](http://www.istockphoto.com)

# Thank you!

**Feel free to contact me:**

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**HUNTLEIGH**

**HAS A MASTER DRAINAGE PLAN!**

***YOU MUST CONTACT THE  
HOME OWNER ASSOCIATION  
BEFORE INSTALLING YOUR YARD.***

**706-9530**

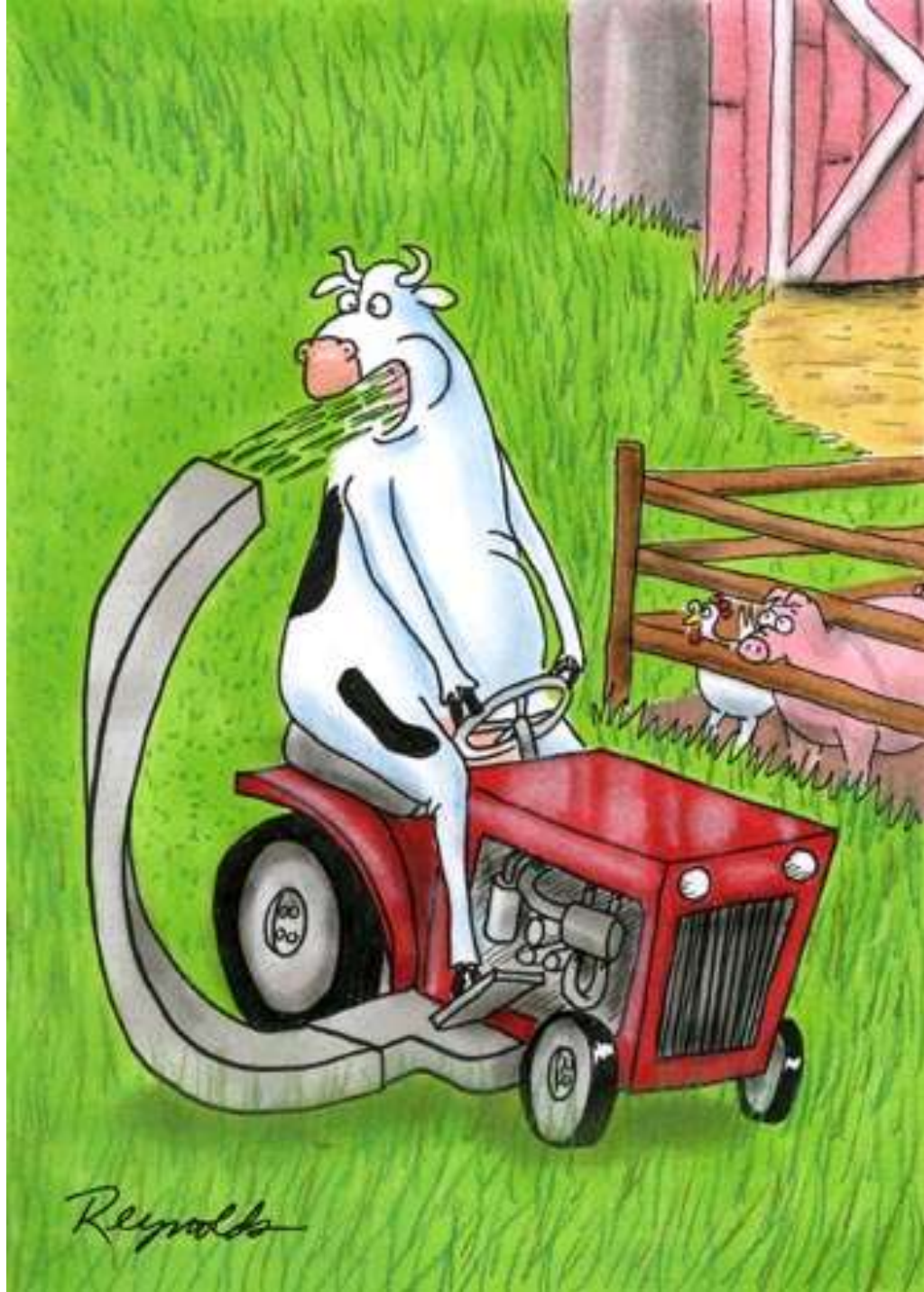
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MAY 3 2007



MAY 5 2008



Reynolds

# Thank you for attending!

[www.sbeap.org](http://www.sbeap.org)

