



B A S M A A

Alameda Countywide
Clean Water Program

Contra Costa
Clean Water Program

Fairfield-Suisun
Urban Runoff
Management Program

Marin County
Stormwater Pollution
Prevention Program

Napa County
Stormwater Pollution
Prevention Program

San Mateo Countywide
Water Pollution
Prevention Program

Santa Clara Valley
Urban Runoff Pollution
Prevention Program

Sonoma County
Water Agency

Vallejo Sanitation
and Flood
Control District

Bay Area

Stormwater Management

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To Whom It May Concern:

We certify under penalty of law that this document was prepared under our direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on our inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of our knowledge and belief, true, accurate, and complete. We are aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

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Annual Reporting for FY 2013-2014

Regional Supplement for Training and Outreach

San Francisco Bay Area Municipal Regional Stormwater Permit



September 2014

**MRP Regional Supplement for Training and Outreach
Annual Reporting for FY 2013-2014**

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C.7.b. Advertising Campaign

BASMAA Final *Be the Street* Evaluation Report

C.7.c. Media Relations – Use of Free Media

BASMAA Media Relations Campaign Final Report

C.9.h.i. Point of Purchase Outreach

Photos of *Our Water, Our World* displays at major chains

Photos of training at major chains

Copies of *Our Water, Our World* advertisements

Description of pilot enhanced program at Home Depots

Screen shots of Mobile app and web advertisement/link

Photo of joint display with Scotts-Miracle Gro

Got Ants Final Report

Greener Pesticides for Cleaner Waterways Progress Report

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INTRODUCTION

This Regional Supplement has been prepared to report on regionally implemented activities complying with portions of the Municipal Regional Stormwater Permit (MRP), issued to 76 municipalities and special districts (Permittees) by the San Francisco Bay Regional Water Quality Control Board (Water Board). The Regional Supplement covers training and outreach activities related to the following MRP provisions:

- Provision C.5.d., Control of Mobile Sources,
- Provision C.7.b., Advertising Campaign,
- Provision C.7.c., Media Relations – Use of Free Media,
- Provision C.7.d., Stormwater Point of Contact, and
- Provision C.9.h.i., Point of Purchase Outreach.

These regionally implemented activities are conducted under the auspices of the Bay Area Stormwater Management Agencies Association (BASMAA), a 501(c)(3) non-profit organization comprised of the municipal stormwater programs in the San Francisco Bay Area. Most of the 2013-2014 annual reporting requirements of the specific MRP Provisions covered in this Supplement are completely met by BASMAA Regional Project activities, except where otherwise noted herein or by Permittees in their reports. Scopes, budgets and contracting or in-kind project implementation mechanisms for BASMAA Regional Projects follow BASMAA's operational Policies and Procedures as approved by the BASMAA Board of Directors. MRP Permittees, through their program representatives on the Board of Directors and its committees, collaboratively authorize and participate in BASMAA Regional Projects or Regional Tasks. Depending on the Regional Project or Task, either all BASMAA members or Phase I programs that are subject to the MRP share regional costs.

Training

C.5.d. Control of Mobile Sources

This provision requires Permittees to develop and implement a program to reduce the discharge of pollutants from mobile businesses, including development and implementation of minimum standards and BMPs, and outreach to mobile businesses. BASMAA's long-standing Surface Cleaner Training and Recognition program addresses these aspects of the provision by focusing on the most common type of outdoor cleaning – cleaning of flat surfaces like sidewalks, plazas, parking areas, and buildings. Individual Permittees address the inspection and enforcement aspects of the provision.

Previously, BASMAA, the Regional Water Board, and mobile businesses jointly developed best management practices. The BMPs were packaged and delivered in training materials (e.g., *Pollution from Surface Cleaning* folder), and via workshops and training videos. The folder and the training video have since been translated into Spanish. Cleaners that take the training and a self-quiz are designated by BASMAA as Recognized Surface Cleaners. BASMAA also created and provides marketing materials for use by Recognized Surface Cleaners. Previously, BASMAA converted the delivery mechanism to being online so that mobile businesses would have on-demand access

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to the materials and the training. BASMAA continues to maintain the [Surface Cleaner Training and Recognition](#) program. Cleaners can use the website to get trained and recognized for the first time or renew their training and recognition, as required annually. Recognized cleaners can also download marketing materials from the website. Potential customers, including Permittees can use the site to verify the recognition status of any cleaner, as can municipal inspectors.

Subsequent to the development and implementation of the existing program, BASMAA and the Permittees scoped and budgeted for a new project to enhance the existing Surface Cleaner Training and Recognition program in the following ways.

1. Expand the existing Surface Cleaner Training and Recognition Program to include two new mobile business categories - automotive washing and carpet cleaning;
2. Utilize existing resources that are available to complete the necessary tasks;
3. Develop marketing materials, training videos and self-test applications for the new categories;
4. Create Spanish tracks of the information; and
5. Create a web-based application to share information about mobile businesses.

A consultant team with expertise in best management practices and commercial training programs, videography, graphic design, web design, and translation has initiated work on the enhancements.

In FY 2013-2014, the following was accomplished:

- BMPs – Draft best management practices were developed for vehicle-related cleaning and carpet cleaning based on existing sets from BASMAA member agencies, other public agencies, and the trade association. These draft BMPs are being reviewed and finalized.
- Enforcement sharing – BASMAA reviewed the option of member agencies sharing enforcement information. However, since cleaners operate regionally, there is a concern that reporting or sharing information on local violations could be unfair and misleading when viewed regionally. Meanwhile, at least while the State Water Board's [emergency drought regulations](#) are in effect, some reporting may be required on a reporting website being developed by the State Water Board. While the regulations are aimed at water supply agencies, there is some possibility enforcement will be delegated to municipalities as a "local discretionary action" (see http://waterboards.ca.gov/publications_forms/publications/factsheets/docs/fs072914manwaterreg.pdf). Based on these factors, BASMAA is postponing development of elective regional enforcement reporting and continues to monitor developments at the State Water Board.
- Outreach – To incorporate information for vehicle-related cleaning and carpet cleaning, BASMAA conducted a review of the existing Recognized Cleaners Program, which was first developed in the mid-1990s and last refined in the mid-2000s. The review covered the existing BMPs for surface cleaners, print and video outreach materials, recognition items, and the training and recognition portion of

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the BASMAA website. Not surprisingly, the review identified needed and opportunistic tasks to integrate the two new categories of cleaning activities and generally update the program. These tasks are underway and will be completed by fall 2014.

Public Information and Outreach

C.7.b. Advertising Campaign

This provision requires Permittees to participate in or contribute to advertising campaigns on trash/litter in waterways and pesticides with the goal of significantly increasing overall awareness of stormwater runoff pollution prevention messages and behavior changes in target audience. Through the BASMAA Public Information / Participation (PI/P) Committee, Permittees previously decided to take a broader view of some of its regional tasks (e.g., Regional Advertising Campaign, Regional Media Relations, *Our Water, Our World* program) to ensure that work on individual MRP provisions was coordinated and part of an overall strategy.

In FY 2010-2011, working with SGA, Inc., BASMAA developed broader Regional Strategic Outreach Plans – one for litter and one for pesticides – that include audiences related to the MRP provisions and ways of reaching them regarding trash/litter and pesticides (e.g., advertising, media relations, schools outreach, events). Although the scopes of the strategies are broad, the level of stormwater agency (regional, areawide program, city) implementing each part varies (i.e., each part is not implemented via BASMAA). The strategies are multi-year and also include recommendations for creative, media placement, media relations, partnerships, and evaluation.

In FY 2011-2012, BASMAA, again working with SGA, Inc., finished developing an Implementation Plan for the litter strategic plan, which provides more detailed tasks and budgets for the multi-year project. Five BASMAA member programs chose to implement the strategic plan over three-years:

- Alameda Countywide Clean Water Program
- Fairfield-Suisun Urban Runoff Management Program
- San Mateo Countywide Water Pollution Prevention Program
- Santa Clara Valley Urban Runoff Pollution Prevention Program
- Vallejo Sanitation and Flood Control District

Implementation of the “*Be the Street*” anti-litter Youth Outreach Campaign also began in FY 2011-2012. *Be the Street* takes a Community Based Social Marketing approach to encourage youth to keep their community clean. The intent of the campaign is to make “no-littering” the norm among the target audience (youth between the ages of 14 and 24). The *Be the Street* Campaign is using online social marketing tools to conduct outreach.

Activities in FY 2013-2014 included: maintaining a website, Facebook page, and YouTube Channel; developing and releasing a mobile application (app); developing and conducting a meme contest; and conducting a post-project evaluation (see attached *Be the Street* BASMAA Final Evaluation Report for details).

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C.7.c. Media Relations – Use of Free Media

This provision requires Permittees to participate in or contribute to a media relations campaign, maximize use of free media/media coverage with the objective of significantly increasing the overall awareness of stormwater pollution prevention messages and associated behavior change in target audiences, and to achieve public goals. The Annual Reporting requirement includes providing the details of each media pitch, such as the medium, date, and content of the pitch. BASMAA has conducted a Regional Media Relations project since FY 1996-1997 that assists Permittees in complying with this type of provision. The FY 2013-2014 BASMAA Regional Media Relations project made six pitches (see attached Media Relations Campaign Final Report FY 2013-2014 for details):

- Green Streets,
- Ants / Pesticides,
- Holiday pollution,
- IPM Advocates / DPR Award,
- Our Water, Our World app, and
- Trash.

C.7.d. Stormwater Point of Contact

This provision requires Permittees to individually or collectively create and maintain a point of contact, e.g., phone number or website, to provide the public with information on watershed characteristics and stormwater pollution prevention alternatives. The Annual Reporting requirement states that any change in the contact be reported in annual reports subsequent to FY 2009-2010 annual report. There was no change in FY 2013-2014 to the point of contact provided by BASMAA. BASMAA assists with this provision by using the regional website: [BayWise.org](http://baywise.org) to list or link to member programs' lists of points of contact and contact information for the stormwater agencies in the Bay Area (<http://baywise.org/about-us>).

Pesticides Toxicity Control

C.9.h.i. Point of Purchase Outreach

This provision requires Permittees to:

- Conduct outreach to consumers at the point of purchase;
- Provide targeted information on proper pesticide use and disposal, potential adverse impacts on water quality, and less toxic methods of pest prevention and control; and
- Participate in and provide resources for the "Our Water, Our World" program or a functionally equivalent pesticide use reduction outreach program.

The Annual Reporting requirement allows Permittees who participate in a regional effort to comply with C.9.h.i. to reference a report that summarizes these actions. Below is a report of activities and accomplishments of the *Our Water, Our World* program for FY 2013-2014.

- Coordinated program implementation with major chains Home Depot, Orchard Supply Hardware (OSH), and Ace Hardware National. Corporate office of OSH

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(San Jose) and Home Depot (Atlanta) directed support of the program with their stores.

- Coordinated updates as needed to and master print run of the following: fact sheets, shelf talkers, literature rack signage, beneficial bug brochure, magnet, Pest or Pal activity guide for kids, pocket guide, and Pests Bugging You? booklet.
- Updated less-toxic Product Lists: general plus OSH and Home Depot-specific lists/labels.
- Maintained [Our Water, Our World website](#).
- Provided [Ask-the-Expert](#) service—which provides 24-hour turnaround on answers to pest management questions.
- Provided and staffed exhibitor booths.
 - Excel Gardens Dealer Show, Las Vegas (August 2013)
 - L&L Dealer Show, Reno (October 2013)
 - NorCal trade show, San Mateo (February 2014)
- Provided on-call assistance (e.g., display set-up, training, IPM materials review) to specific stores (e.g., OSH, Home Depots) (see photos attached).
- Provided print and web advertising – [Bay Nature magazine](#) (see ad attached); [Bringing Back the Natives Garden Tour's garden guide](#) (see ad attached), and [Chinook Coupon Book](#) (see ad attached).

New for FY 2013-2014, BASMAA and its member agencies and partners in *Our Water, Our World*:

- Worked with select local agencies to fund and with Home Depot to develop and initiate a pilot enhanced program in 10 Home Depots in the greater Bay Area and Sacramento. The enhanced program is being implemented primarily by the IPM Advocates (see attached description).
- Created and launched mobile application (app) – [OWOW mobile app](#) (see attached screen shots of app and web advertisement/link).
- Worked with Scotts-Miracle Gro to set up eco-friendly displays of less-toxic products in 50 Home Depots (see photo attached).

Additionally in FY 2013-2014, BASMAA continued work on two other projects related to *Our Water, Our World*:

Got Ants – This DPR funded grant project was led by the San Francisco Estuary Partnership and BASMAA was a sub-recipient of a portion of the grant funds. The project was a social marketing outreach campaign designed to provide easy-to-

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use information on ant control methods that do not harm water quality and shift users' behavior to integrated pest management (see Final Report attached and [Got Ants? Get SERIOUS website](#) for more information).

Greener Pesticides for Cleaner Waterways – This EPA funded grant project is being led by the San Francisco Estuary Partnership. The project is implementing pesticide pollution prevention through engaging residential pesticide users to use less toxic products. Part of the project involves doing so through the *Our Water, Our World* program using the IPM Advocates, the former managed and the latter qualified by BASMAA. (see Progress Report attached and [Greener Pesticides for Cleaner Waterways](#) for more details).

ATTACHMENT

C.7.b. Advertising Campaign

BASMAA Final *Be the Street* Evaluation Report

BASMAA Final Be the Street Evaluation Report

August 27

2014

This report describes the results and findings of the three year litter abatement program **Be the Street** targeted at Bay Area youth.

Funding provided by:

Alameda Countywide Clean Water Program
Fairfield-Suisun Urban Runoff Management Program
San Mateo Countywide Water Pollution Prevention Program
Santa Clara Valley Urban Runoff Pollution Prevention Program
Vallejo Sanitation and Flood Control District

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EXECUTIVE SUMMARY

Prior to the launch of the Be the Street® litter abatement program, a detailed survey was conducted to assess littering behavior and perceived social norms of Bay Area youth. The data collected with this survey was established as a baseline against which follow-up survey data could be measured to determine the overall impact of the Be the Street program.

A follow-up survey was conducted during the summer of 2014 through Facebook (the primary outreach vehicle for the program) and through intercept outreach. The survey was designed to mirror the baseline survey conducted in 2011 to ensure data comparability. Only respondents who fit the target demographic of the program, 14-24 years of age and living in Bay Area zip codes, were included in the analysis. A total of 60 responses were collected.

The survey focused on littering habits and opinions of the target demographic. The subsequent analysis and comparison to the baseline data revealed many key findings that both demonstrate the effectiveness of the overall Be the Street program and provide recommendations for future outreach efforts. Key findings are described below.

Throughout this analysis the following terminology is used.

- **Baseline.** Baseline refers to the data collected prior to the start of the Be the Street program.
- **Exposed.** Exposed refers to respondents captured in the follow-up survey who reported being aware of the Be the Street program. The goal of the program is to demonstrate that individuals exposed to Be the Street have adopted preferred behaviors and opinions towards recycling when compared against the Baseline and Unexposed.
- **Unexposed.** Unexposed refers to respondents captured in the follow-up survey who reported being unfamiliar with the Be the Street program. The difference between Unexposed and Exposed demonstrates the impact of the program. In addition, we anticipate that the Unexposed should be more similar to the Baseline.

KEY FINDINGS

- **Exposed are nearly 3x as likely to pick up litter.** 90% of exposed respondents reported that they were 'very likely' or 'likely' to pick up someone else's litter while only 38% of unexposed respondents reported the same.
- **Exposed are nearly 2x as likely to disapprove of friends littering.** 94% of exposed respondents reported the 'strongly disapprove' or 'disapprove' of their friends littering while only 52% of unexposed reported the same.
- **Exposed are nearly 1.5x as likely to voice that disapproval.** 70% of exposed respondents reported that they were 'very likely' or 'likely' to voice disapproval when their friends litter while only 48% of unexposed respondents reported the same.
- **Exposed are more than 2x as likely to disapprove of their own littering.** 58% of exposed respondents reported the 'strongly disapprove' or 'disapprove' of their own behaviors when they have littered in the past while only 29% of unexposed reported the same.
- **Unexposed are nearly 2x as likely to litter in the future.** 19% of unexposed respondents reported that they were 'very likely,' 'likely,' or 'somewhat likely' to litter in the next month while only 10% of exposed respondents reported the same.
- **Unexposed litter more than 2x as often.** 8% of unexposed respondents reported littering at least a few times a week while only 4% of exposed respondents reported the same.

INTRODUCTION

Be the Street is a regional litter abatement program developed by the Bay Area Stormwater Management Agencies Association (BASMAA). The program primarily targeted 14-24 year old Bay Area youth who had been identified as a key polluting demographic. The program focused heavily on social media and innovative outreach strategies with the end goal of promoting peer-to-peer interactions regarding littering and raising awareness of its environmental impacts. Whenever possible, the program involved the target audience themselves and invited them to recast the messaging in their own words. In this way, the content remained fresh, relatable, and the target audience felt the program was talking “with them,” not “at them.”

Be the Street was carefully branded to connect with its target audience. The brand was developed to be youthful, vibrant, and engaged. Under this brand, the state of the “street” is a reflection of the youth who use it. By exploring problems and solutions related to community and environmental issues, street-by-street, participants are rewarded with the pride, and the fun, of having created the kind of “street” they have always wanted to live on.

Be the Street engaged with the target population primarily through social media (e.g. Facebook and Instagram) to deliver inspirational and educational content. An innovative set of outreach strategies included a YouTube video contest with a live stream award show, interactive photo booths, a meme contest, and the development of a mobile app that gamified environmental awareness and sent users into the streets to complete challenges, win points, and get prizes.

Be the Street was an unqualified success as demonstrated both through raw engagement statistics and survey data. Those who interacted with the program were substantially more likely to take pro-environmental behaviors around litter, going so far as to be three-times as likely to pick up litter, one-and-a-half times as likely to voice disapproval to their friends when they litter, and litter half as much. Whether those behaviors were directly the result of Be the Street or whether Be the Street managed to attract the environmentally minded, they came together to build a community where more than 5,300 Facebook fans produced more than 100 memes and 50 YouTube user-created videos that went on to be the PSAs of the program.

The core goals of Be the Street were achieved. Through innovative social media strategies, Bay Area youth were able to share beliefs, thoughts, and craft messages in their own words to take ownership of their communities and Be the Street. This messaging was shared peer-to-peer and those involved with the campaign were substantially more likely to take pro-environmental behaviors.

GOALS

Be the Street sought to change behavior. The overarching goal of the campaign was to develop and deliver a set of targeted messages that not only increased the audience’s awareness of trash as a pollutant but that also actually reduced their littering frequency. The campaign sought to walk the target audience up the path to behavior change by first raising awareness through a general advertising campaign, then producing engagement through innovative outreach strategies, and finally changing behaviors by delivering consistent and actionable messages.

In addition to changing the behaviors of Bay Area youth in the short term, Be the Street sought to maintain engagement with the target audience to continue providing pro-environmental messaging and

widen the net of interactions. Over time, this long term relationship would help the program grow Bay Area youth into environmentally minded adults, home owners, and community members.

STRATEGIES

Be the Street was built upon the principals of Community-Based Social Marketing (CBSM). CBSM recognizes that awareness of an issue is often not sufficient to initiate behavior change and so more is required than to simply provide people with information. CBSM uses tools and findings from social psychology to discover the perceived barriers to behavior change and ways of overcoming these barriers. Program elements like identifying specific, end-state actions for the target audience to take, the use of commitments and pledges, and peer-to-peer messaging are all CBSM tools that increase the likelihood of sustained behavior change.

The program began with an exhaustive study and literature review designed to get at who was littering and why they were doing it. The study identified five unique sub-populations distinct with respect to their attitudes, beliefs, general characteristics, and propensity to littering. Each group was segmented and strategies to target them were considered. If they could be targeted efficiently (thumbs up), they were a target for Be the Street. If not (a thumbs down), they would be targeted by their peers as the messaging they created flowed across their social media networks.



An overarching strategy was also to focus on the brand. It was unclear exactly what channels and resources Be the Street would need to achieve its goals, so the brand was developed to be dynamic, engaging, and flexible. A Facebook page had to feel tied to an Instagram page which had to fit in with a tabling held at a community event.

All strategies were aimed at promoting a social norm as the primary motivator in encouraging behavior change. For the identified target audiences, "fitting in" and "being cool" are prime motivators. By

establishing that littering is “something that kids do” and supporting that belief with a very visible network of peers all professing to be anti-litter, the social norm made picking up after yourself the mature, cool, and right thing to do.

TACTICS

The program contemplated many tactics at the outset of the program. For reasons discussed in Recommendation for Future Outreach, many of those tactics were ultimately cancelled as additional research and learning demonstrated them to be unsuccessful. However, seven key tasks operated as the core of the program. Each is discussed in turn. Numerical data on the results of the various tactics is included in the Engagement Data section.

- **Website.** The Be the Street website was originally contemplated as the hub of the program but was displaced by the activity that occurred on the Facebook page.
- **Facebook.** The Facebook page was the true core of the campaign. Content was added to the Facebook page daily and garnered over 11,000 engagements. Each time a fan liked or shared content produced on the Facebook page, that reach of that content increased as it was shared on the Facebook feed of the fan and exposed to non-fans. This was the strategy discussed above to target and reach the non-target audience members (the thumbs downs).
- **Instagram.** Closely linked to the Facebook page was a partner Instagram page. Content from Facebook was mirrored on Instagram and fans were redirected.
- **Photobooth events.** A mobile photo booth was created that allowed staff to attend local community events and engage the target audience by inviting them to take a picture in the booth. The picture was then hosted on Facebook and served to reinforce the social norm by demonstrating that local Bay Area youth really were engaged. This reduced the barrier of feeling vulnerable to publicly supporting environmental issues.
- **Video Contests.** Two major contests were conducted. The first was a video contest where users were asked to make their very own PSA. Fans were allowed to vote on which video they liked the best and the winning PSA was broadcast on television. The PSA, along with the other paid media elements, generated an estimated three million impressions. All of the videos were made available on the YouTube channel and have garnered more than 42,000 views to date.
- **Meme Contest.** The second major contest was a meme contest where fans were invited to create their own visual pro-environmental memes. The memes were hosted on Facebook and Instagram and once again served to reinforce the social norm. Fans promoted their own memes on their social networks to try and garner votes, further spreading the reach of the program.
- **Mobile App.** Created late in the project cycle, the mobile app sought to bring gamification to behavior change. Different levels, introduced by a comic strip, pitted challenges to the player that, when completed, earned them points they could use to purchase real world items such as In-n-Out Burger gift cards. Completing the challenges required the player to document and prove they undertook pro-environmental behaviors.

SURVEY ANALYSIS

PURPOSE AND OVERVIEW

The purpose of the follow-up survey was to assess littering behavior and perceived social norms among youth living in the Bay Area. The survey was designed to mirror the baseline survey conducted before the Be the Street program kicked off. Comparing the baseline with the follow-up survey, as well as comparing the results of the exposed versus the unexposed respondents, provides an indicator of the net impact of the Be the Street program.

In analyzing the survey results, findings were categorized into four general categories: Attitudes, Actions, Beliefs, and Willingness. These four categories afforded a retrospective look at how respondents felt (Attitudes) and what they did (Actions) and a prospective look at why they feel the way they do (Beliefs) and what they might do in the future (Willingness).

Throughout the survey findings, many questions were framed such as “When I see my friend littering, I _____ of their behavior.” Respondents were asked to reply with responses of ‘Strongly Disapprove,’ ‘Disapprove,’ ‘Somewhat Disapprove,’ ‘Neither Approve or Disapprove,’ ‘Somewhat Approve,’ ‘Approve,’ or ‘Strongly Approve.’ Results were recorded and the survey advanced to the next question.

SURVEY ADMINISTRATION AND METHODOLOGY

The follow-up survey was conducted during the summer of 2014 through two different collection methods. The first collection method was through Facebook which was the primary outreach vehicle for the program. The surveys collected via Facebook were classified as those “exposed” to the program. Additional surveys were collected through intercept and conducted face-to-face. These individuals had not interacted with the program and were the “unexposed” respondents in the following analysis. The alternate collection method was necessary as it would be impossible to collect a survey from an individual who had not interacted with the program through the program’s Facebook page.

The collection of surveys from those not exposed to the program provided a secondary data point to measure impact of the program in addition to the baseline survey conducted in 2011. This secondary data point served to further demonstrate the impact of the program and address structural differences between the administration of the baseline and follow-up surveys.

The follow-up survey was designed to mirror the baseline survey to ensure data comparability. Although the questions mirrored the prior survey, the collection methods differed. The 2011 survey was made available online and respondents were driven to the survey through a partnership made with schools within the BASMAA region. Some schools provided students with extra credit to complete the survey, potentially biasing the collection sample. Conversely, the follow-up survey was collected as described above, both promoted on the campaign Facebook page and collected in person.

A secondary difference between the baseline and follow-up survey is the sample size. A total of 353 completed surveys were submitted for the baseline survey. The follow-up survey sample size is 60. Although this sample size is substantially smaller, the data remains comparable at a 95% confidence interval with a margin of error of approximately 0.5 points to each Likert Scale response. That means, in interpreting the answers the margin of error allows for roughly half-a-step on the spectrum of results. Despite the small sample size, the pronounced differences between the exposed and unexposed populations (often two- to three-times more likely to undertake the desired behavior or on opposite sides of the spectrum) are substantially larger than the margin of error.

Finally, throughout this analysis the core comparisons made are between the exposed and unexposed collected in the follow-up survey. However, it should be pointed out that the unexposed and the baseline survey trend in the same direction. This further supports the accuracy of the survey findings and reinforces the comparison of the two surveys.

Only respondents who fit the target demographic of the program, 14-24 years of age and living in Bay Area zip codes, were included in the analysis. The survey assessed littering behavior, contextual factors

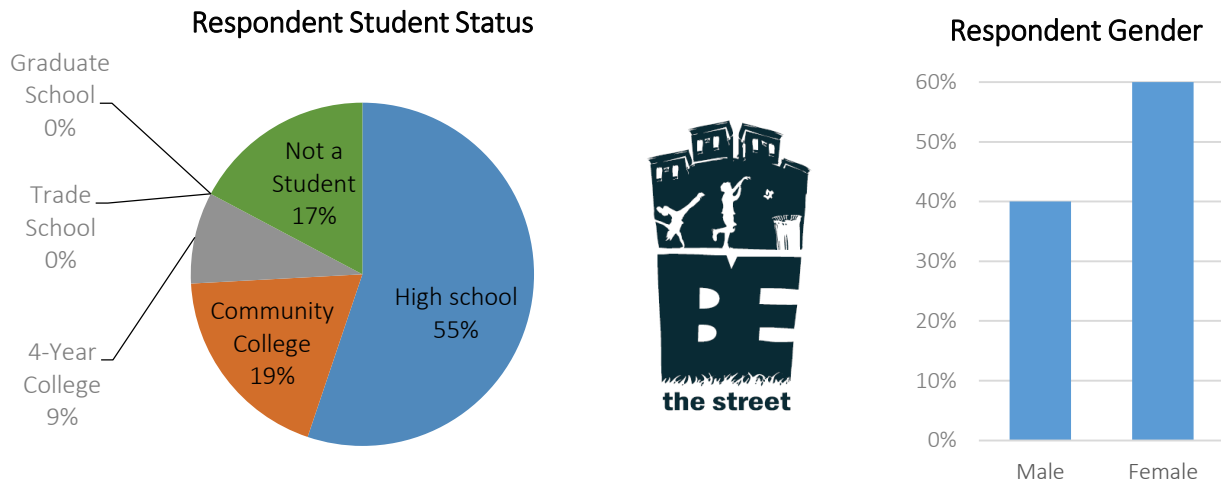
related to littering, peer-to-peer interactions about littering, and willingness to participate in volunteer activities.

DEMOGRAPHICS

A total of 60 respondents met the administrative criteria to be included in the survey results as respondents. The sample included more females (60%) than males (40%) but did not deliberately target any gender. Surprisingly, this 60/40 ratio was the same ratio achieved by the 2011 survey despite that survey also not targeting a specific gender.

The mean age of respondents was approximately 17 years of age ($SD = 2.52$) with the majority identifying as high school students (55%). The remaining respondents were community college students (19%), 4-year college students (9%), or not enrolled in school (17%). No respondents reported being in graduate school or trade school. These findings are reported in **Figure 1**.

Figure 1. Demographic characteristics of sample (N=60).



ATTITUDES

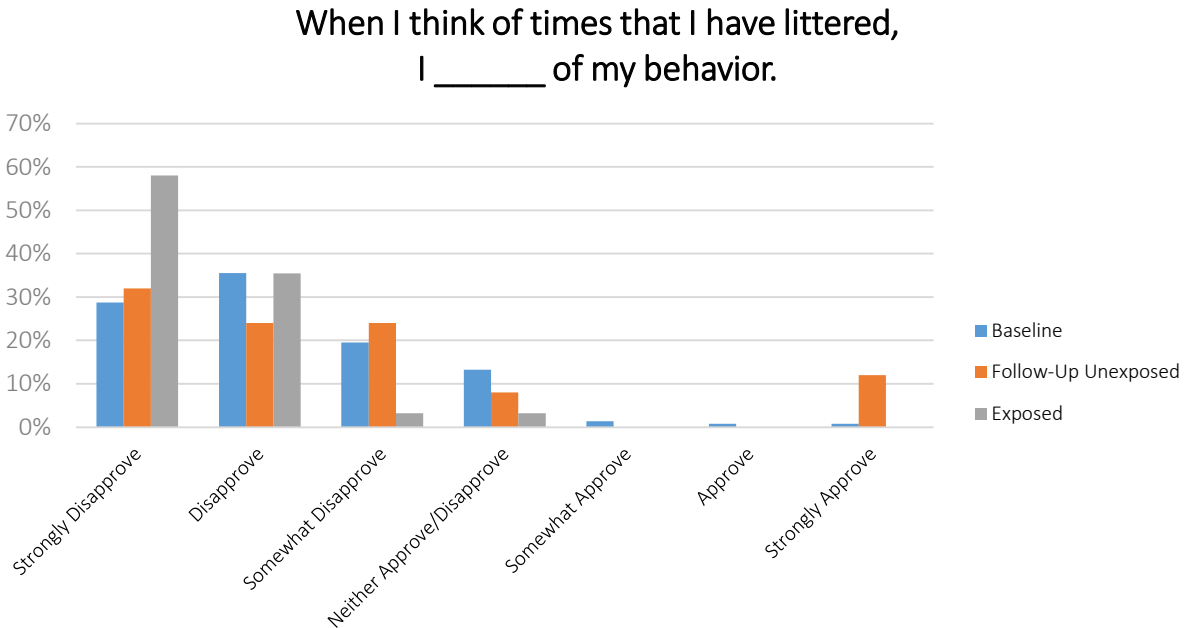
The first analysis category was to evaluate respondents' attitudes. These questions tended to be retrospective in nature and ask the respondent to consider a time when something happened in the past.

Personal Littering

Respondents were asked, "When I think of times that I have littered, I _____ of my behavior." Exposed respondents (58%) were substantially more likely to 'strongly disapprove' of their own littering than either the baseline (29%) or the unexposed (32%). More than 94% of exposed respondents reported disapproval when expanded to include 'strongly disapprove' and 'disapprove,' as compared to 64% of baseline and 56% of unexposed respondents.

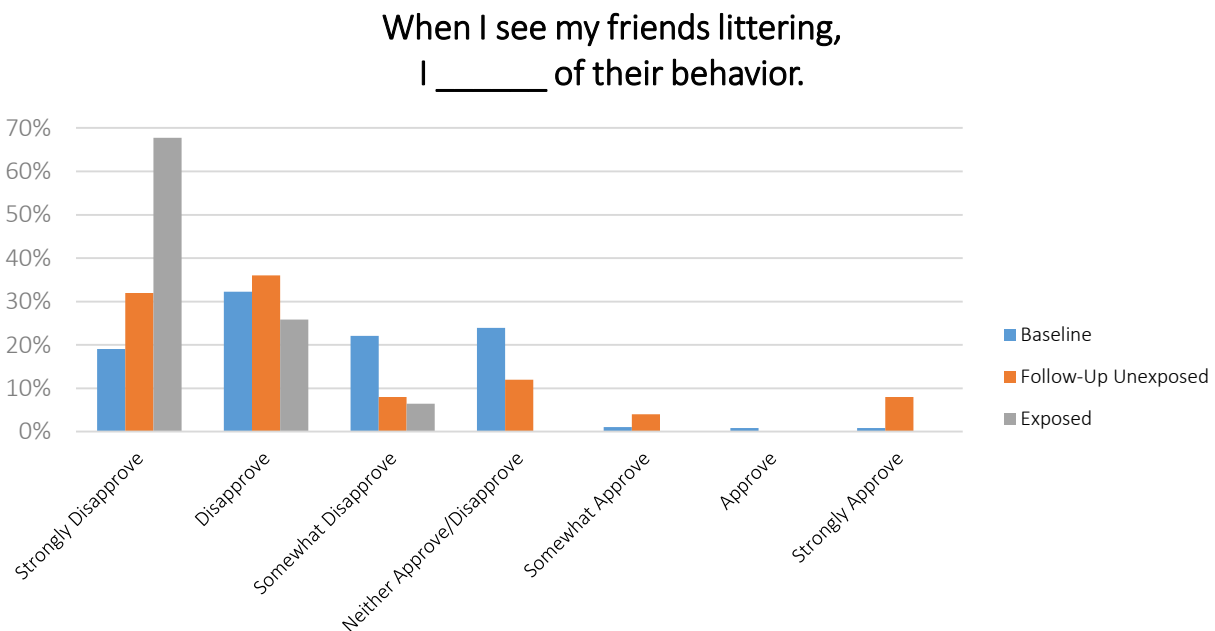
The analysis also shows a correlation between the baseline and unexposed respondents, reinforcing the significance of the change demonstrated in the exposed respondents as impact of the Be the Street program. These findings are reported in **Figure 2**.

Figure 2. Respondent Attitude towards personal littering (N=60).



The findings of respondents' attitudes to their personal littering closely mirrored their attitudes of their friends' littering. Exposed respondents expressed even greater disapproval of their friends' littering with every exposed respondent reporting some level of disapproval. More than 93% of exposed respondents reported they would 'strongly disapprove' or 'disapprove' as compared to 51% of the baseline and 68% of unexposed respondents. These findings are reported in **Figure 3**.

Figure 3. Respondent Attitude towards littering by friends (N=60).



ACTIONS

The survey demonstrated that respondents exposed to the Be the Street campaign were clearly more likely to take pro-environmental behaviors and were substantially less likely to litter than those unexposed to the campaign. The relationship that exposure to the Be the Street campaign correlated with preferred behaviors held true in all 10 action categories surveyed.

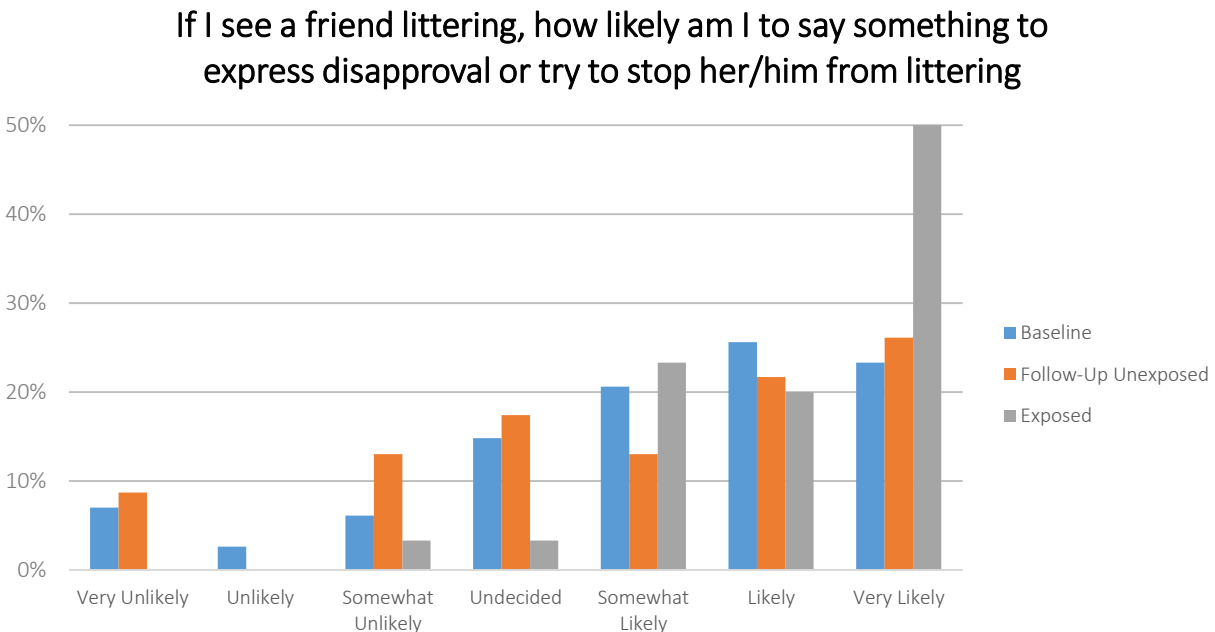
In placing these findings in context, it is important to identify that the unexposed reported finding environmental issues important at roughly equal rates. Fully 81% of unexposed respondents responded “somewhat agree” or higher when asked to respond to the statement “Environmental issues are important to me.” Those exposed to the program answered the same at 88%.

Following on asking the respondent about their attitudes towards the littering of their peers, the survey sought to ask if they would express disapproval to a friend that they observed littering. Encouraging others to adopt pro-environmental behaviors through expressing disapproval of littering is the ideal goal of any outreach campaign.

Exposed respondents were one-and-a-half times more likely than unexposed and baseline respondents to voice disapproval. More than 70% of exposed respondents reported that they were ‘very likely’ or ‘likely’ to voice disapproval when their friends litter while only 49% of baseline and 48% of unexposed respondents reported the same.

Only 3% of exposed respondents said they would be unlikely to speak up (and only ‘somewhat unlikely,’ at that) while 16% of baseline and 22% of unexposed respondents would be unlikely to express disapproval. Exposed respondents were 5-7x more likely to become advocates of pro-environmental behaviors. These findings are reported in **Figure 4**.

Figure 4. Respondent likelihood to express disapproval of peer littering (N=60).



Respondents were also asked a series of 10 action questions. These questions followed the format of “In the past month, how often have you littered _____.” In every instance, respondents who were exposed to the campaign were more or substantially more likely to report “Never” as shown in the following table.

Object of Litter	Exposed (N = 30)	Unexposed (N = 25)	Net Change
Food	90% never	48% never	+32%
Chewing gum	80% never	72% never	+8%
Bottles, Cans, Cups, or Cartons	83% never	44% never	+39%
Straws	60% never	44% never	+16%
Bottle Caps	83% never	68% never	+15%
Disposable utensils	90% never	84% never	+6%
Food packaging	60% never	48% never	+12%
Non-food items	90% never	60% never	+30%
Plastic or paper bags	90% never	76% never	+14%
Cigarette butts	70% never	68% never	+2%

Respondents were also asked a similar series of questions around what sort of events or context led to littering. Once again, those respondents exposed to the campaign were less likely to litter in all contexts. The questions was asked in the format of “People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situations: _____.”

Context or Event	Exposed (N = 31)	Unexposed (N = 25)	Net Change
Prior to or after eating/drinking	61% never	44% never	+17%
In a vehicle	71% never	48% never	+23%
At school	71% never	48% never	+23%
While putting out a cigarette	61% never	52% never	+9%
At home	93% never	60% never	+31%
At work	81% never	60% never	+21%

In addition, respondents were asked how many times in the past month they had picked up a piece of litter that was not their own and properly disposed of it. Those unexposed to the campaign were 8x more likely to reply “Never” at 24% as compared to only 3% of exposed. In addition, fully 94% of those exposed to the campaign reported picking up someone else’s litter at least a few times per week as compared to only 28% of unexposed. That is, those exposed to the campaign reported actively picking up after others at rates nearly 4x greater than those unexposed.

BELIEFS

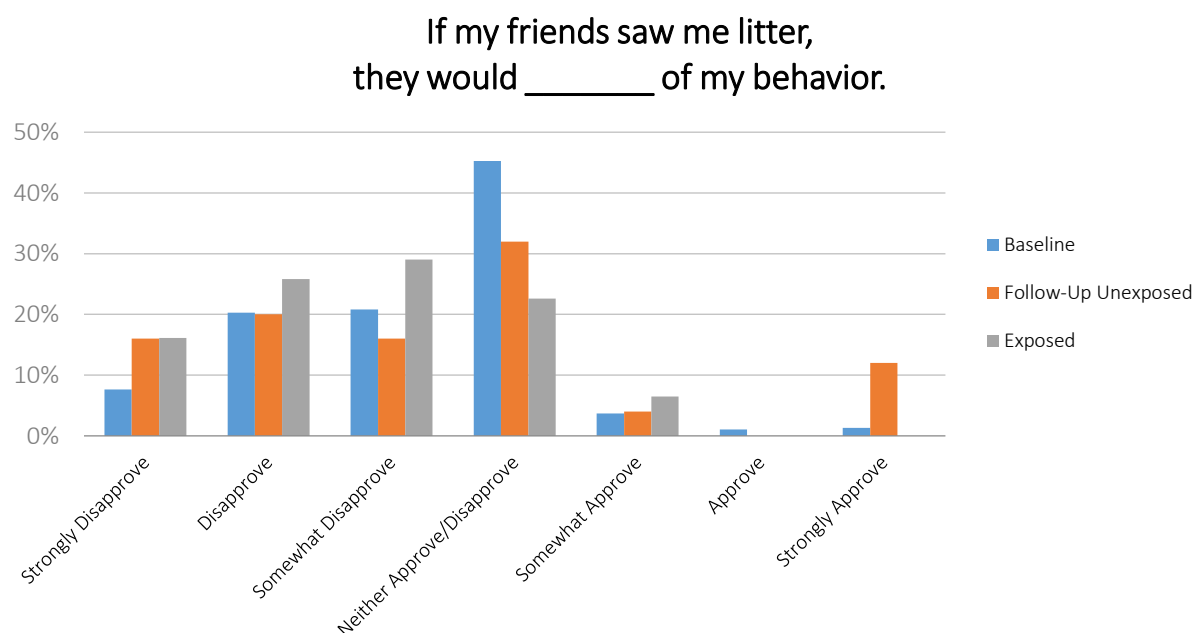
The survey also sought to gauge respondents’ beliefs around littering and environmental behaviors. Understanding respondents’ beliefs helps provide insight into how they are likely to behave in the future.

Perception of Peer Perception

Respondents were asked, “If my friends saw me litter, they would _____ of my behavior.” Exposed respondents (71%) were more likely to believe their friends would disapprove of seeing them litter than baseline (48%) or unexposed respondents (52%).

Surprisingly, the rates of approval and disapproval bear little similarity to the results reported in **Figure 3** demonstrating the respondents' perception of their friend littering. This suggests that respondents do not belong to peer groups with substantial mutuality of beliefs—that is, if an individual disapproves of their friends littering, we would anticipate that their friend would similarly disapprove of their littering. However, respondents tended to weight their own conviction much higher ('strongly disapprove') and their peers' convictions much weaker ('somewhat disapprove'). These findings are reported in **Figure 5**.

Figure 5. Respondent likelihood to express disapproval of peer littering (N=60).



Importance of Environmental Issues

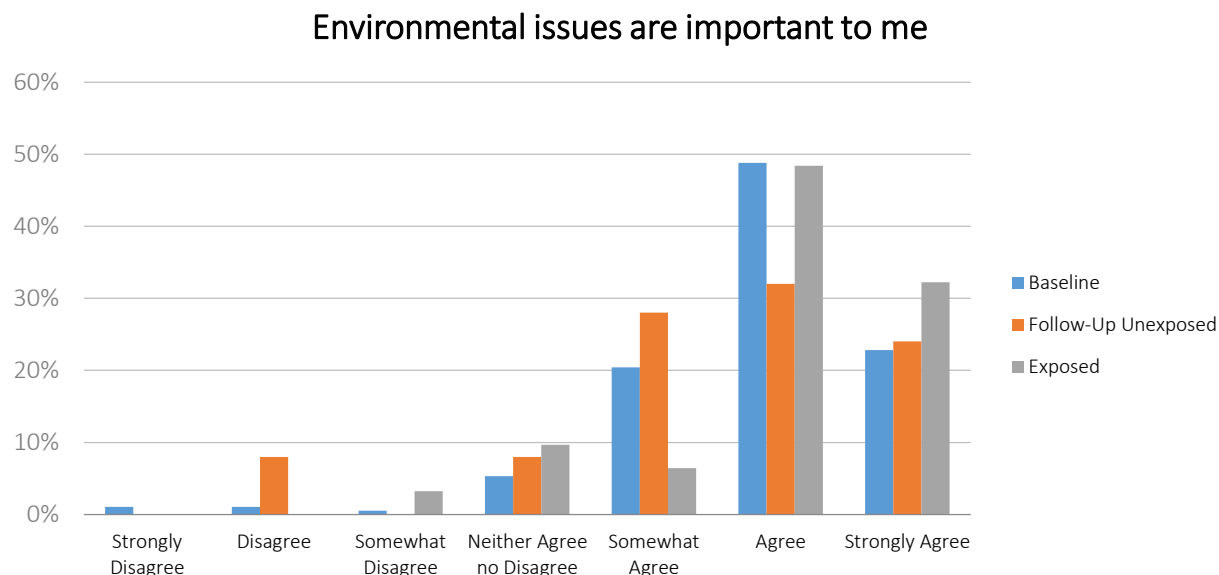
Respondents were asked to respond to the statement, “Environmental issues are important to me.” Exposed respondents (32%) were more likely to report that they ‘strongly agree’ than either baseline (23%) or unexposed respondents (24%). In addition, exposed respondents (81%) were more likely to agree in general (‘strongly agree’ and ‘agree’) than baseline (71%) or unexposed respondents (56%). However, when broadened to ‘somewhat agree’ or higher the relationships leveled out.

Being exposed to the Be the Street program increased both the likelihood and the conviction of the belief that environmental issues were important to the respondent. It should be noted, however, that it cannot be said with certainty that exposure to Be the Street caused the belief to be held in all persons. It is possible that Be the Street attracted fans and respondents who already held these beliefs. If that were demonstrated to be true, then Be the Street’s core value with regards to those individuals who already held pro-environmental beliefs would be the program’s ability to capture, engage, and retain those individuals while putting them into contact with like-minded peers and allowing them to advocates to others. These fans then become a key component of demonstrating the social norm, allowing the campaign to reach more fans, and helping those newer fans to adopt the same beliefs which have been shown to lead to pro-environmental behaviors and actions.

The results of the question that environmental issues are important to the respondent most closely resemble the results (albeit reversed) presented in **Figure 2** and **Figure 3**. **Figure 2**, asking for the

respondent's attitude toward their own past littering, and **Figure 3**, asking for the respondent's attitude toward the littering of their peers, appear to be closely linked to the respondent's belief that they hold environmental issues as important. These findings are reported in **Figure 6**.

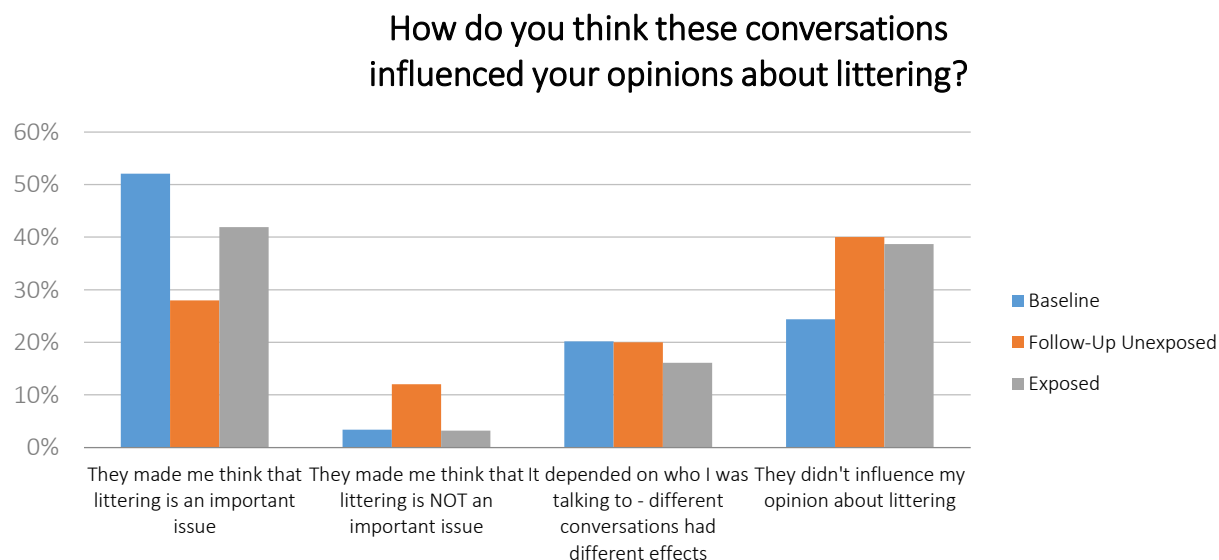
Figure 6. Respondent's belief that environmental issues are important (N=60).



Impact of Conversations on Importance of Littering

One of the goals of the Be the Street campaign was to encourage and promote peer-to-peer interactions regarding littering. At the end of the survey, respondents were asked to assess the frequency with which they had conversations about littering and the impact of those conversations on their views of littering. There was not a substantial difference between groups in how conversations impacted belief. These findings are reported in **Figure 7**.

Figure 7. Respondent's belief on the impact of discussing littering with peers (N=60).



WILLINGNESS

The final category of questions investigated in this analysis revolved around asking the respondent to consider their willingness or likelihood of taking some future action. These questions helped place into context the respondent's current attitudes towards littering behavior, but also provided insights in how future outreach efforts could be shaped to utilize that willingness.

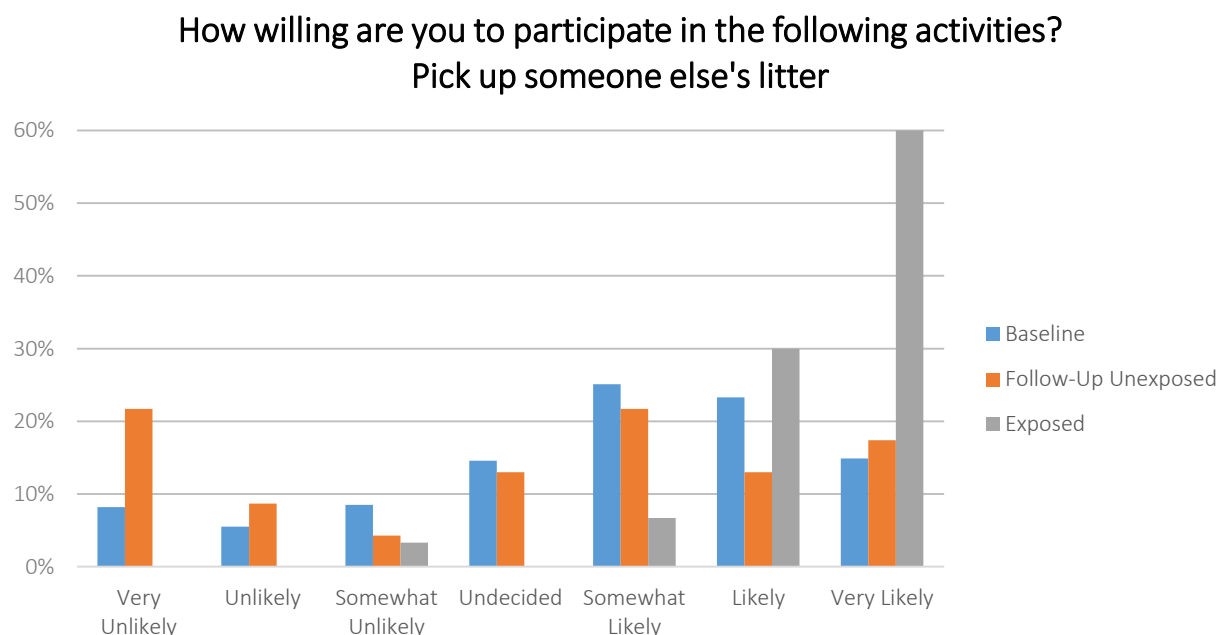
Willingness to Pick up Someone Else's Litter

Respondents were asked how willing they would be to pick up someone else's litter they observed on the ground. More than 90% of exposed respondents reported that they were 'very likely' or 'likely' to pick up someone else's litter while only 38% of baseline and 30% of unexposed respondents reported the same.

The results at the other end of the spectrum are even more pronounced. While 22% of baseline and 35% of unexposed respondents reported that they would be some level of unlikely to pick up someone else's trash, only 3% of exposed reported any unwillingness and that percentage was only 'somewhat unlikely.'

Finally, while 15% of baseline and 13% unexposed were undecided on whether or not they would be willing to pick up someone else's litter, no exposed were undecided. Engagement with Be the Street demonstrates a marked increase in decisiveness of the respondent and a marked increase in willingness to be proactive in cleaning up the streets. These findings are reported in **Figure 8**.

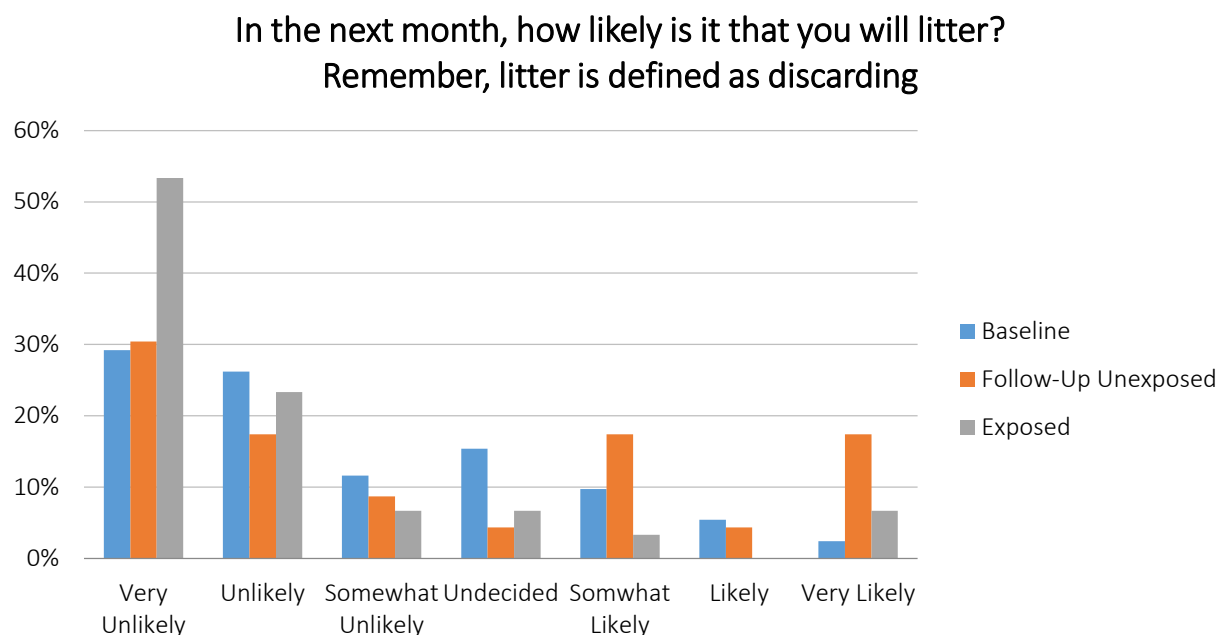
Figure 8. Respondent's willingness to pick up someone else's litter (N=60).



Likelihood to Litter

Respondents were also asked about the likelihood that they would litter in the future. Only 10% of exposed reported any willingness to litter in the future while 18% of baseline and 39% of unexposed reported the same. Respondents exposed to the Be the Street program were two to four times less likely to litter in the future than those who were not exposed. These findings are reported in **Figure 9**.

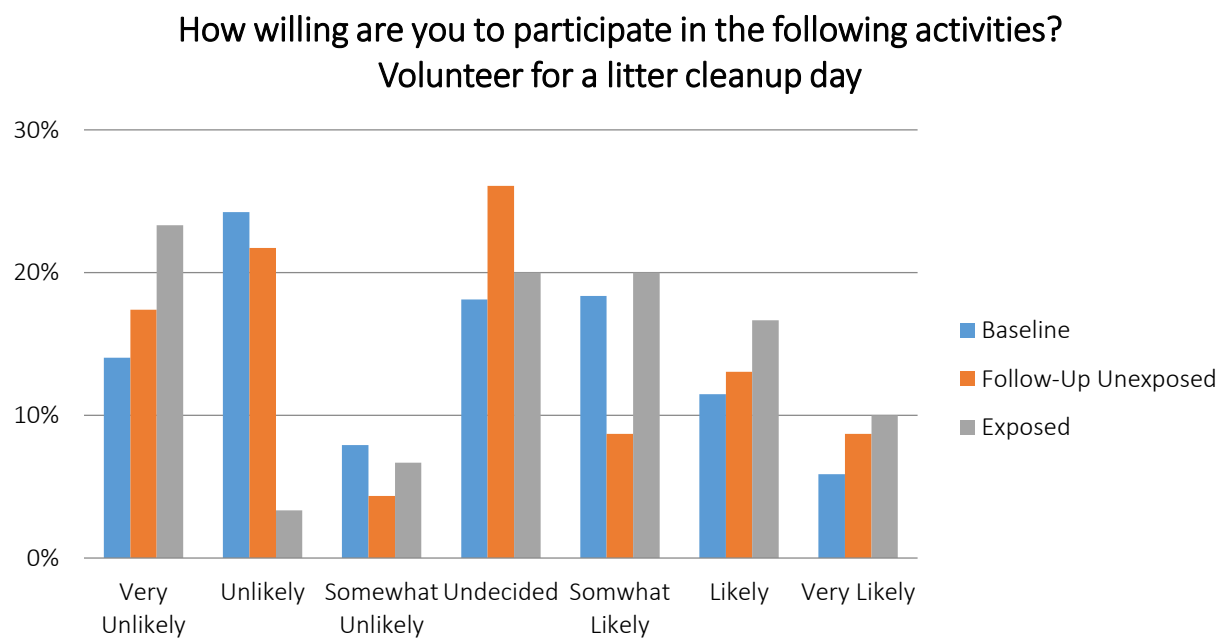
Figure 9. Respondent's willingness to litter in the future (N=60).



Willingness to Volunteer

Respondents were finally asked about their willingness to volunteer for a litter cleanup day. Exposed respondents (47%) were roughly one-and-a-half times more likely to be willing to volunteer than baseline (36%) or unexposed respondents (30%). However, exposed respondents also reported the highest 'very unlikely' response at 23%. These findings are reported in **Figure 10**.

Figure 10. Respondent's willingness to participate in volunteer cleanups (N=60).



ENGAGEMENT DATA

In addition to the statistical differences demonstrated above, the Be the Street program has significant levels of engagement. The levels of engagement demonstrated by Be the Street are unparalleled by any other public education outreach program.

Highlights include:

- **Facebook.** More than 11,000 engagements including 5,475 current likes. In the two years since its creation, the Be the Street page has achieved 150% the likes of the similarly situated SF Environment Facebook page. The Facebook engagement far exceeded the initial goals and this success was due in large part to it being placed as the strategic heart of the campaign.
- **Meme Contest.** The program initiated a meme contest in early 2014 that took place on Facebook. The meme contest asked the target audience to develop visual jokes or memes with pro-environmental messaging. A total of 104 user memes (from a goal of 100) were created and entered into a contest. More than 683 votes were cast and thousands of views and referrals were driven to the Facebook page as users promoted their memes to their friends and social networks.
- **Instagram.** More than 1,626 interactions with fans and 113 followers across 185 posts. Of all of the outreach channels used, Instagram proved the most successful in encouraging peer-to-peer conversations. While many Facebook posts received comments, Instagram was the channel most likely to develop long, sustained conversations between fans.
- **YouTube.** A total of 56 videos published on the Be the Street YouTube channel including 52 fan-submitted videos for the anti-litter video contest. This competition received more than 4,800 votes cast and had 593 unique views of the 25-minute awards show. At the conclusion of the video competition, the channel had received a total of nearly 16,000 views. Since then, total views on the channel have risen to more than 42,000, a 260% increase. The channel has 38 subscribers.
- **Mobile app.** A first of its kind, recently completed mobile app allows Be the Street to make direct asks of the target audience through gamification. The mobile app has users complete challenges by going “into the field” and taking pictures of various BMPs. These photos earn the users points which they can use to secure prizes from the app store. In addition, the mobile app allows the program to use push notifications to send messages, new challenges, and notifications directly to the users. The program had a goal to achieve 100 active players but to date the app only has 47. This shortfall is attributed to development of the app taking longer than anticipated leaving an insufficient amount of time for promotion.
- **Photo booths.** The program developed a mobile photo booth that could be sent out to community events and allow fans to take pictures that were shared on Facebook. More than 750 photos were taken and shared on Facebook. The photos reinforced the social norm aspect of the campaign and literally “put a face to the campaign.”
- **Website.** The Be the Street website was recently updated to a fully responsive, mobile-friendly platform. The website has received more than 40,000 page views despite not being a key platform for communication with the target audience (i.e. traffic was predominantly driven to Facebook and Instagram).
- **Media Purchase.** BASMAA and the Permittees’ ongoing efforts to promote and raise awareness around for the campaign led to an estimated three million impressions.

RECOMMENDATIONS FOR FUTURE OUTREACH

Several key findings from the program shape recommendations for future outreach. The first set of findings discuss early program initiatives that were ultimately dropped or cancelled and speculate as to why those initiatives may not have succeeded. The second set of findings discuss successes on the program and explores what made them succeed.

UNSUCCESSFUL PROGRAM INITIATIVES

Four unsuccessful program initiatives are discussed in turn.

Youth Resource Council

A key goal of the program was to promote peer-to-peer communication and ensure that Bay Area youth were well represented throughout the program. To that end, the program sought to develop a Youth Resource Council to assist in implementation of the program. The thought was that by giving Bay Area youth a larger and legitimate role in shaping Be the Street, the program would not only be improved but buy-in would increase. As an added benefit, it would free up program resources to be used elsewhere.

The Youth Resource Council was ultimately disbanded because it proved too costly to support in terms of time commitment. Identifying the right champions, training them up to understand the issues and the program, and then collecting their feedback took considerable time. Unfortunately, by the time that cycle was completed, the students on the Youth Resource Council would depart due to other obligations, graduation, or the school year would end. Achieving a sustained payout after an initial training period was structurally impossible.

In addition, the geographic distance of a countywide program introduced challenges. The value of a Youth Resource Council was in their ability to meet, talk, and share ideas. Transportation made this difficult to achieve countywide representation.

ENewsletter

The program originally envisioned an eNewsletter. From the literature review, it was already known that email is a less popular channel for youth and so the eNewsletter was planned as a secondary mode of communication. It was quickly discovered that young people were unenthusiastic about signing up today for emails that they would receive over the coming weeks or months, preferring more immediate feedback such as that they get through social media where clicking “Like” immediately tells my social network something about me.

Website Blog

The campaign’s website was originally envisioned as the hub of the program. As traffic grew, the website was to develop a blog that would eventually host fan created content and more robust environmental messaging. Three structural changes to the program lead to this being cancelled. First, Facebook emerged as the hub of the program and the website received relatively low traffic. Second, as with the Youth Resource Council, the investment required to secure the content failed to justify the expense. Third, as with the eNewsletter, youth preferred a more immediate (and short) set of interactions and did not react favorably to a blog.

Bay Area Youth Database

A second early project was to develop a database of Bay Area youth that would grow into a pool of data that BASMAA could draw upon to conduct analyses, send out emails to activate for local events, and track

so that engagement could be built upon. Originally, this was viewed as a “value add” that could be easily developed just through the routine administration of the campaign. As the role of email was reduced, the collection of emails and information became more challenging. The data that could be collected (e.g. interaction data through Facebook and other social media) was already being collected by those platforms.

SUCCESSFUL PROGRAM INITIATIVES

Facebook emerged as the most powerful tool for youth oriented public education outreach. Facebook allowed the message to be delivered to the target audience at a time and in a way that was most convenient for them. It made the messaging extremely social and helped rapidly promote the social norm. Every Bay Area youth that visited the page was shown that more than 5,000 of their peers had already checked the place out and approved.

However, it was important to use the right tool for the job. Facebook was a powerful platform for sharing content (admittedly, that’s what Facebook is intended to do), but a less powerful platform to get the target audience to take action (admittedly, Facebook is often used to “kill time,” not to find an activity to undertake). For example, many of the memes were created at community events when staff directly engaged Bay Area youth and told them about the meme contest. Once created, though, the meme creators were eager to engage on Facebook, promote the campaign to their friends, and “like” or vote on their favorites.

The two outreach modes supported each other. Localized community events generated deep engagement with the target audience which could then be translated into a willingness to “lightly” engage with the campaign via Facebook. Engaged fans were willing to view and share content on Facebook, but Facebook alone likely wasn’t enough to get them to change behavior. Despite that, their light engagement on Facebook helped promote the campaign, support the social norm, and allowed the program to more readily reach and activate them for community events.

In addition to better understanding how to use the various tools of the program, a number of key insights emerged around what type of messaging best resonated with the target audience:

- **Short.** Short, direct messages worked better than longer messages. For simple concepts such as “don’t litter” this was not an issue, but could present a challenge for how to deliver more complex information.
- **Food.** The target audience reacts strongly to food. Images of In-n-Out Burger had immediate and positive reactions.
- **Inspirational.** Somewhat surprisingly, the target audience reacted very strongly to inspirational content. Optimistic messages about the future and a belief that anything is possible resonate with Bay Area youth.

SPECIFIC RECOMMENDATIONS FOR FUTURE OUTREACH

- **Length of the relationship is important.** The Facebook community grew at an exponential rate. It is easier to get fans once you already have fans, both because new visitors to the page are more likely to trust an established program and because of the underlying algorithms used by social media to determine what content to display. Be the Street is well positioned as a topic-neutral environmental brand and so could carry with it the community from one pollutant to another. The Be the Street branding that worked for a litter abatement campaign is equally applicable to any youth-oriented environmental program.

- **Numbers show the social norm, not the behavior change.** Demonstrating behavior change remains a challenge. The target audience was eager and willing to engage on social media, lend their name and voice to the movement, and click buttons. They were reluctant, though, to take the very substantial next step and document themselves undertaking a desired behavior. During community events where the audience interacted with staff, they were less reluctant to take that additional step and document their actions. Future outreach should not seek to achieve documented behavior change through social media platforms or should consider what types of behavior changes can be reasonably solicited through social media. Community events should be utilized to achieve documented behavior changes.

CONCLUSION

The Be the Street program had a simple and direct goal: to change the attitudes and behaviors about littering of the target population. Be the Street was effective in achieving its goal, routinely demonstrating differences in key attitudes and behaviors upwards of 200% compared to the population baseline. Those differences were often the most pronounced in key categories such as likelihood to litter in the future, willingness to engage others to promote pro-environmental behaviors, and willingness to become environmental stewards and pick up the litter of others.

Throughout the analysis, the results of the baseline survey (conducted before the start of the Be the Street program) and the unexposed respondents included in the follow-up survey followed similar patterns. These patterns further validate the important differences demonstrated by the respondents exposed to the program.

The success of the program was due in large part to the scale of the undertaking. As a regional outreach program, the target audience was of a sufficient size that critical mass could be achieved. Through social media, the “likes” of thousands of similarly situated youth vouched for the program and helped it spread. When supported by local in-person events, a robust community was developed capable of engaging both online and offline with the end result of a true peer-to-peer network sharing environmental messages in their own words.

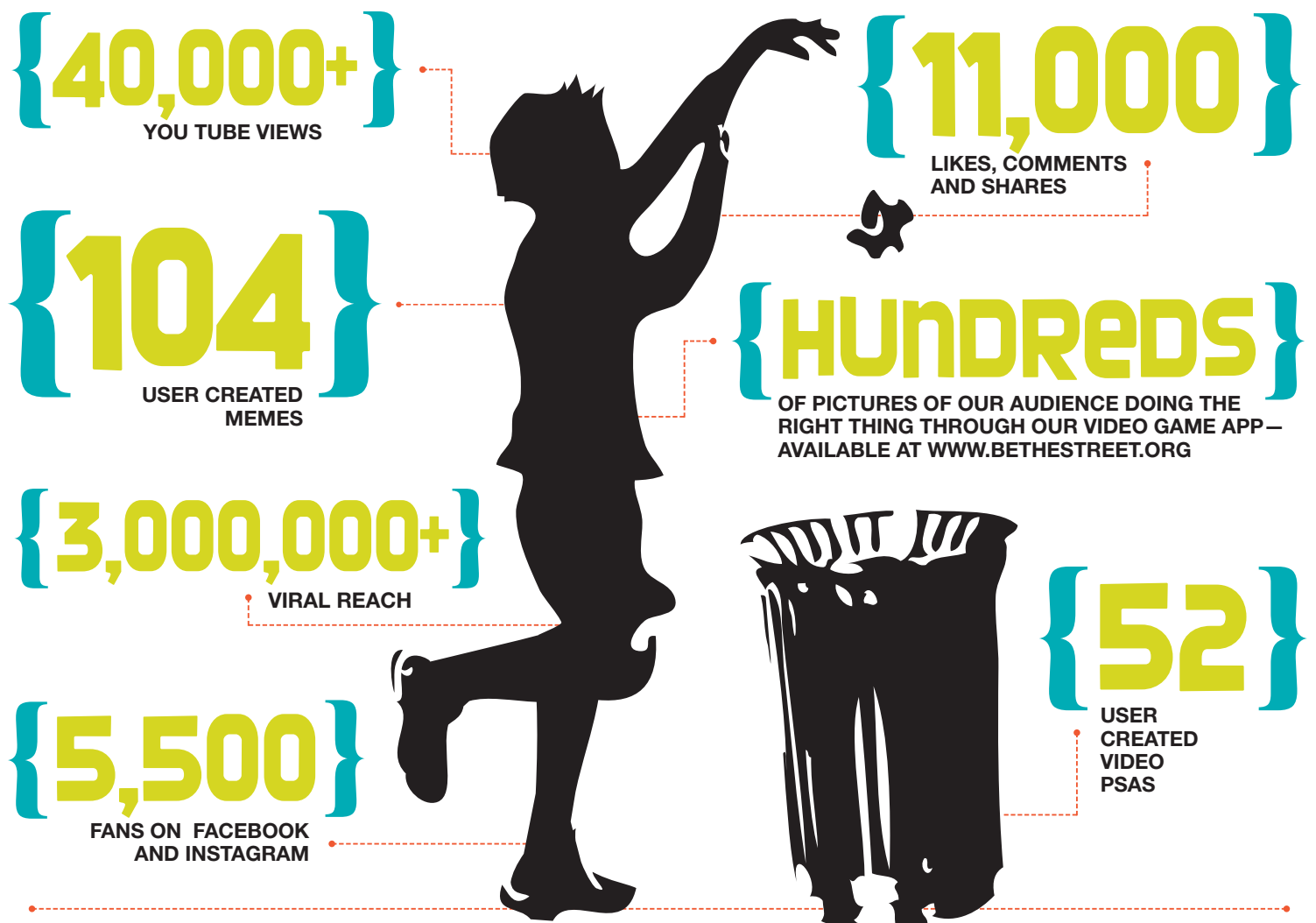
APPENDIX

The appendix contains the following items:

1. Be the Street infographic created to promote the program.
2. Baseline Survey Report
3. Baseline Survey Topline Data
4. Sample Survey
5. Follow-up Survey Topline Data
6. Be the Street User Guide – the style guide created to be shared with partners to help them consistently promote the brand
7. Be the Street CASQA Award Submission – the application submitted to CASQA the resulted in Be the Street being recognized as the 2014 Outstanding Stormwater News, Information, Outreach, and Media Award.

THIS IS THE STORY OF GETTING PEOPLE TO CARE AND GETTING THEM TO TALK ABOUT LITTERING WITHOUT THEM KNOWING IT

BE THE STREET WAS ABOUT COMING TO OUR AUDIENCE OF 14-24 YEAR OLDS AT THEIR LEVEL, RATHER THAN OURS. BETWEEN OUR LAUNCH IN APRIL 2012 AND JUNE 2014, WE CREATED A COMMUNITY OF REAL TEENAGERS AND YOUNG ADULTS WHO NOT ONLY RECEIVED OUR MESSAGING, BUT CREATED IT. IN A LITTLE MORE THAN TWO YEARS, WE GOT A LOT DONE:



ABOVE ALL ELSE, A NEW BRAND FOCUSING ON IDENTITY, COMMUNITY AND ACTIVITY RATHER THAN STORMWATER, GOVERNMENT AND ANTI-POLLUTION. THIS IS WHAT OUR AUDIENCE WANTED, AND THEY HAVE REACTED TO IT UNLIKE ANY OTHER STORMWATER PUBLIC EDUCATION PROGRAM.



BASMAA Baseline Evaluation Report

August 14

2012

This report describes littering behavior and predictors of littering among youth in the Bay Area region.

1. Executive Summary

The goal of this project was to assess and describe littering behavior and perceived social norms related to littering among youth living in the Bay Area. The data collected stand alone to characterize Bay Area youth, and also will serve as a baseline against which data from a future follow-up survey will be compared following outreach campaign implementation.

A 5-minute online survey was made available in Spring 2012. The survey assessed littering behavior, contextual factors related to littering, peer-to-peer interactions about to littering, and willingness to participate in various campaign activities (e.g., art contest). Recruitment for the survey included outreach to Bay Area high schools and colleges, and placement of an ad on the social networking website www.Facebook.com.

A total of 353 individuals were eligible for inclusion in the sample based on age (14-24 years) and residence (provided zip code that was within the BASMAA region). The sample was 60% female, had a mean age of 17 years, and almost all respondents were in high school. Select results are highlighted below.

- 86% of respondents reported littering at least one item in the past month
- The items littered by the most respondents in the past month included chewing gum (littered by 52% of respondents in the past month), food waste (41%), and food or beverage-related packaging (40%).
- The items littered by the fewest respondents in the past month were cigarette butts, (littered by 7% of respondents in the past month), disposable utensils (14%), and bottle caps (21%).
- Among those who littered an item at least once in the past month, frequent littering varied considerably by trash item: littering items at least once per week ranged from 35% for beverage containers to 43% for chewing gum to 74% for cigarette butts.
- Littering at school was more common relative to other settings: 25%, 10%, and 7% of respondents littered at least sometimes at school, at home, and at work, respectively.
- The vast majority of the sample (91%) indicated that trash/recycling can placement deterred them from littering. Additionally, 71% of respondents stated that feelings of guilt discouraged them from littering.
- 88% of respondents indicated that they picked up trash that was not their own at least once in the past month.
- Respondents rated their likelihood of littering in the next month on a 7-point likert¹ scale ranging from (1) Very unlikely - (7) Very Likely. The mean score was 2.79 (SD=1.67), meaning that on average, respondents intended not to litter.
- Respondents also rated their likelihood of participating in a number of activities related to the campaign. The activity that most respondents were at least somewhat likely to do was expressing disapproval if s/he saw a friend littering: 69% of respondents reported they were at least somewhat likely to do so. Additionally, 62% of respondents were at least somewhat

likely to pick up litter that was not their own, and 40% were at least somewhat likely to participate in a litter cleanup day.

- Results of regression analyses indicated that females and those who had stronger disapproval ratings of their own and their friends' littering behavior had significantly greater likelihood of several prosocial things (e.g., express disapproval of friends' littering, not littering)

2. Introduction

The goal of the Bay Area Stormwater Management Agencies Association (BASMA) anti-litter campaign was to reduce littering, promote peer-to-peer interaction regarding littering, and raise awareness of pollution related to the audience found to be most often littering, namely, 14-24 year olds. As part of this campaign, a branding concept called Be The Street was developed. This brand had a youthful look and feel in an effort to reach and connect with teenagers and young adults. Under this brand, the state of the "street" is a reflection of the youth who use it. By exploring problems and solution related to community and environmental issues, street-by-street, participants are rewarded with the pride, and the fun, of having created the kind of "street" they have always wanted to live on. Be The Street also leverages social norms by empowering youth as the "voice" of community betterment related to litter, encouraging youth-to-youth contact regarding littering. Prior to implementation of any campaign activities, a survey was created and administered to youth to assess baseline levels of littering and potentially important items of interest related to littering.

Purpose

The goal of the baseline survey was to describe littering behavior and perceived social norms among youth living in the Bay Area. This survey was designed to serve as a baseline against which data from a follow-up survey will be compared following outreach campaign implementation.

3. Methods

Materials

A survey was constructed to assess littering behavior, situational predictors of littering, peer-to-peer interactions related to littering, and willingness to participate in various campaign activities (e.g., art contest). The survey also collected information on demographics and technology use to be used in targeting campaign outreach efforts. The survey was available online via secure online survey administration tool Qualtrics. It was in English only and is available in Appendix A.

Procedures

Potential participants could access the survey 24 hours per day, 7 days per week from January through March 2012. It took approximately five minutes to complete.

Recruitment

Participants were recruited by reaching out to schools within the BASMAA region via phone and email. Specifically, administrators and faculty at high schools and colleges in the counties of Alameda, San Mateo, Vallejo, Santa Clara, and Fairfield-Suisun were contacted and asked to encourage their students to participate in the survey. Towards the end of the recruitment period,

environmental science teachers were targeted as they tended to be more willing to help with the project than others; many of these teachers also agreed to distribute surveys to all of their classes to reduce sample bias. These locations were selected because they fall within the areas that participate in BASMAA.

Initial calls were made to the schools; these were followed-up with an email that recapped the above information, the link to the survey, and a flyer (attached in Appendix B). School faculty and staff were told that BASMAA was working on an anti-littering campaign geared towards youth that leveraged youth as leaders of their communities. They were also informed that a video contest was included as part of the campaign and that the winning video would be aired on television. They were instructed not to inform students that the survey was related to littering in order to minimize bias, and were offered a script to assist in describing the survey to students. The script is available in Appendix C. If schools agreed to participate, they were followed up with 1-2 weeks later if no survey responses from their schools had been added to the database.

No incentives were offered to the schools themselves for distributing survey. However, some schools offered extra credit to students that could be applied towards courses for participation, but most distributed the survey without an incentive.

Additionally, an advertisement on social networking website www.Facebook.com was placed, targeting youth aged 14-24 living in the counties of Santa Clara, Alameda, San Mateo, Fairfield-Suisin, and Contra Costa. It ran for one month from late February to late March 2012. Content for the ad is attached in Appendix D.

Participants

To participate, individuals had to be 14-24 years of age and residents of zip codes covered by BASMAA. A total of 416 individuals began the survey; these included preview results (i.e., school administrators who “previewed” the survey before distributing to students), which were not identifiable in the data other than by applying inclusion and exclusion criteria. The initial sample size goal of $n=500$ was designed to account for attrition and provide sufficient statistical power for the detection of changes in littering behavior from baseline to follow-up. Of the 416 respondents who began the survey, 34 were excluded because they completed less than 10% of survey questions (in most cases, individuals completed less than 2 questions). A total of 25 respondents were ineligible for the survey because they were older than 24 years, younger than 14 years of age, or did not provide their date of birth. In addition, 4 participants were excluded for residing outside of the bay area or failing to provide their zip code. The final sample included 353 participants.

The sample included more females than males (41% male). The mean age of respondents was approximately 17 years old ($SD = 1.37$). The majority (97%) of respondents identified as high school students. Just over 3% identified as community college students, one identified as a 4-year college student, and one was not a student. The sample had a mean high school GPA of 3.26, which is somewhat above a “B” average. This suggests that the sample consisted largely of high school students performing at an above average academic level. See table 1 for details.

Table 1. Demographic characteristics of sample (N=353).

Gender (% male)	41.36
Mean age in years (SD)	17.03 (1.37)
Student status	%
High school	96.6
Community college	2.8
4-year college	0.3
Trade school	0.0
Graduate school	0.0
Not a student	0.3
Mean high school GPA (SD)	3.26 (0.70)

4. Analysis approach

The goal of the baseline survey was to describe baseline levels of littering behavior and perceived social norms among youth living in the Bay Area. Analyses were limited to eligible individuals (n=353), and addressed the following specific questions:

- What types of litter were most commonly and least commonly littered?
- In what contexts were respondents relatively more likely to litter?
- What did technology saturation look like in the sample?
- To what extent were respondents willing to participate in campaign activities?
- What did participants perceive as barriers to littering?
- To what extent did respondents disapprove of their own and their friends' littering behavior?
- How was willingness to participate in campaign activities related to environmental concern and perceived social and personal norms?
- What was the relationship between future likelihood of littering and environmental concern and perceived social and personal norms?

5. Results

Respondents answered a number of questions about their access to various devices and frequency with which they accessed internet-based services. The vast majority of the sample (91%) had a cell phone; 61% with a cell phone had a "smart" phone. Additionally, 88% of the sample had computer access at home. Only about one quarter of the sample had access to a tablet device (e.g., iPad). Respondents were heavy users of internet-based services. Respondents were defined as either regular users who used a given service at least once weekly (once per week, 2-3 times per week, daily) versus infrequent users who accessed a given service less than weekly (2-3 times per month, once per month, less than once per month, never). Internet use was ubiquitous among the sample: over 95% of the sample used the internet at least weekly. As well, 86% of the sample used Facebook at least once per week, and 82% checked email weekly. Three-quarters of the sample used YouTube weekly, and fewer respondents used blogs (37%) and Twitter (24%). See Table 2 for details.

Table 2. Technology access and frequency of internet service use.

Device type	% with access	
Cell phone	91	
Basic cell	29	
Smart phone	61	
Computer	88	
Tablet	26	
Internet service type	Less than weekly (%)	Weekly or more (%)
Search internet	4.89	95.11
Use Facebook	14.00	86.00
Check email	17.71	82.29
Use YouTube	28.16	71.84
Read or write blogs	63.40	36.60
Use Twitter	76.22	23.78

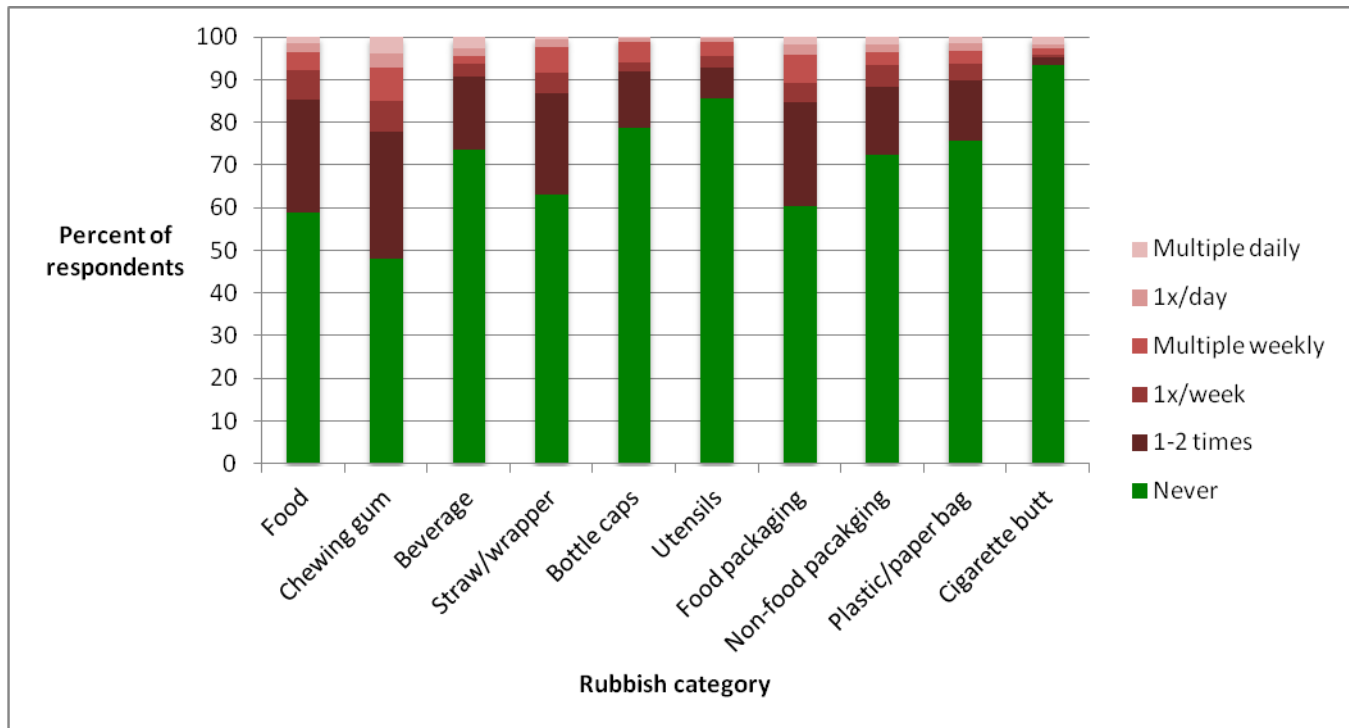
^aReflects general type of user: regular user vs. sporadic user.

Types of Litter

Frequency of littering differs across distinct litter items. The survey assessed frequency of past month littering for various rubbish categories. Past month was selected as the time scale to a) provide an opportunity to “catch” littering behavior that may be infrequent and b) tap into regular behavior. Approximately 86% of respondents reported littering at least one item in the past month. The results are displayed in figure 1 below. As can be seen in the figure, the most common frequency of littering across all categories of rubbish was “never”. However, prevalence of littering at all (i.e., at least once in the past month) varied considerably among rubbish categories. The most commonly littered item was chewing gum, which 52% of respondents reported littering at least once in the past month. Of these, approximately 43% reported littering gum at least weekly. Next, 41% of respondents reported littering food waste at least once in the past month. Of these, only 36% littered weekly or more. Finally, 40% of respondents said that they littered food or beverage-related packaging at least once in the past month; of these, 42% littered packaging weekly or more. The least commonly littered item was cigarette butts: only 7% of respondents littered these in the past month. However, of the youth who littered cigarette butts at all, 74% did so weekly or more. It is likely that the low prevalence of cigarette butt littering is related strongly to prevalence of smoking rather than littering per se (no screening question was included to assess smoking status). Following cigarette butts as the second and third least littered items were disposable utensils (86% never littered in past month) and bottle caps (79% never littered in past month). Taken together, the results indicate that the majority of the sample littered regularly. Although the most common past-month frequency of littering for each rubbish type was “never”, the proportion of respondents who littered at least once varied widely (from 7% for cigarette butts to 52% for chewing gum). This indicates that littering is a heterogeneous behavior that is specific to type of rubbish. Littering items from individual rubbish categories may be most appropriately conceptualized as separate target behaviors, and different intervention strategies may need to be applied to these different target behaviors. Additionally, among those who littered an item at least once in the past month, frequency of littering was relatively low across items, but also varied widely: the prevalence of littering items once per week or more ranged from 35% for beverage containers to 43% for chewing gum to 74% for cigarette

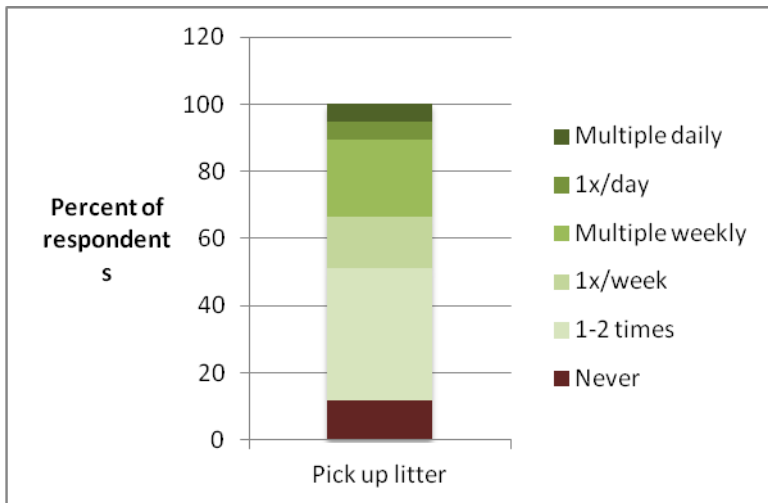
butts. Again, this suggests that littering different types of rubbish may best be thought of as distinct behaviors.

Figure 1. Frequency of past month littering for various rubbish categories.



Respondents were also asked how frequently they picked up litter that was not theirs in the past month. 88% of respondents indicated that they did so at least once. The most common response was 1-2 times at 39%, and, notably, nearly half of respondents reported picking up litter that was not theirs at least weekly. See figure 2 for details.

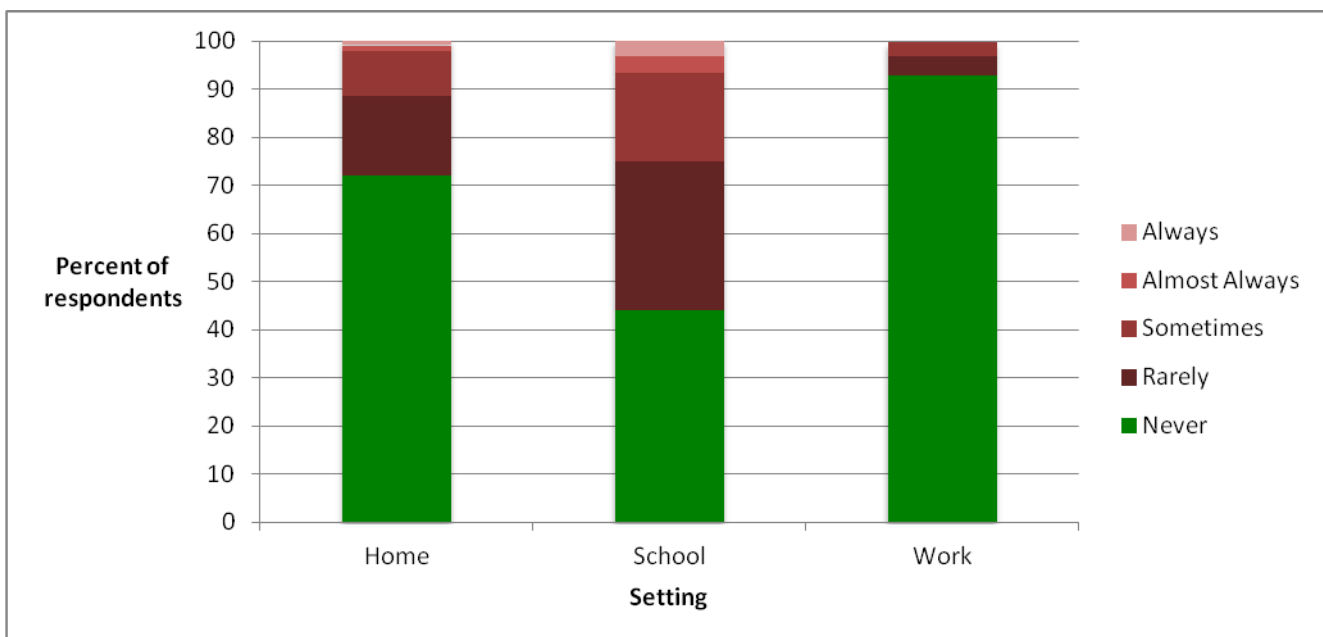
Figure 2. Frequency of picking up someone else's litter in the past month.



Littering situations

Previous studies of littering have found that littering frequency is related to context and setting. To explore this in the present sample, respondents were asked a series of questions related to the frequency with which they littered in different settings. Figure 3 displays the results for three common contexts: home, school, and work. The results show that littering at work was quite infrequent, with about 93% of respondents indicating they never litter at work. At school, the most common response was 'never'; however, littering at school was more common relative to other settings: 25% of respondents littered at least sometimes at school. This suggests that campaign efforts at schools may be a prime target for intervention efforts.

Figure 3. Frequency distributions for littering at home (n=335), school (n=335), and work (n=287).



Barriers to littering

Respondents were asked to indicate which of several options served as barriers that prevented them from littering. Results are detailed in table 3 below. Briefly, the vast majority of the sample (91%) indicated that trash/recycling can placement deterred them from littering. The next most commonly endorsed response was that 71% of respondents would feel guilty if they littered. Next, 63% of respondents stated that they wanted to keep a certain area clean.

Table 3. Proportion of respondents who endorsed various perceive barriers to littering

Perceived Barrier	%
Trash cans/recycling bins nearby	91
I'd feel guilty	71
I want to keep area clean	63
Others would complain	54
Area already litter- free	45
No clean up crew	32
Anti-litter signs posted	22

Social Interactions and Social Norms

One of the campaign goals was to promote peer-to-peer interactions regarding litter. Toward this end, the survey assessed baseline frequency and impact of conversations about littering. Approximately one third of the sample also reported that they spoke with friends about littering in the past month, and of these, half stated that the conversations made them think littering was an important issue. Only 3% said that the conversations made them think littering was not an important issue, 21% said their opinion were not influenced, and 25% said that different friends had different influences on their opinions. These data will be used as a baseline against which comparisons are made using follow-up survey data.

The survey assessed social and personal norms concerning littering. First, respondents were asked how frequently they thought their friends littered. Response options were never, rarely, sometimes, frequently, all the time. Results were fairly normally distributed, with the most common response being “sometimes”, and the extremes being the least endorsed options. Next, respondents gave ratings related to social (dis)approval related to littering. Respondents rated their level of approval of friends’ littering. The mean score indicated that respondents slightly disapproved of friends littering. When asked to appraise their own (self) littering, respondents’ disapproval was greater than that of their friends, on average. In other words, respondents disapproved more of their own littering behavior than their friends’ littering behavior. Finally, respondents were asked to what extent their friends would disapprove of [respondents] littering. Notably, the modal response was that friends would neither approve nor disapprove of littering. Whereas respondents tended to disapprove of their own littering and their friends littering, their perception, on average, was that friends would not have strong opinions if they (the respondent) littered. This may be related to the psychological phenomenon called illusory superiority, whereby people overestimate their positive qualities and underestimate their shortcomings. In any case, the results suggest the value of leveraging personal norms in the anti-littering campaign. Results are detailed in table 4.

Table 4. Mean self-and social approval ratings related to littering.

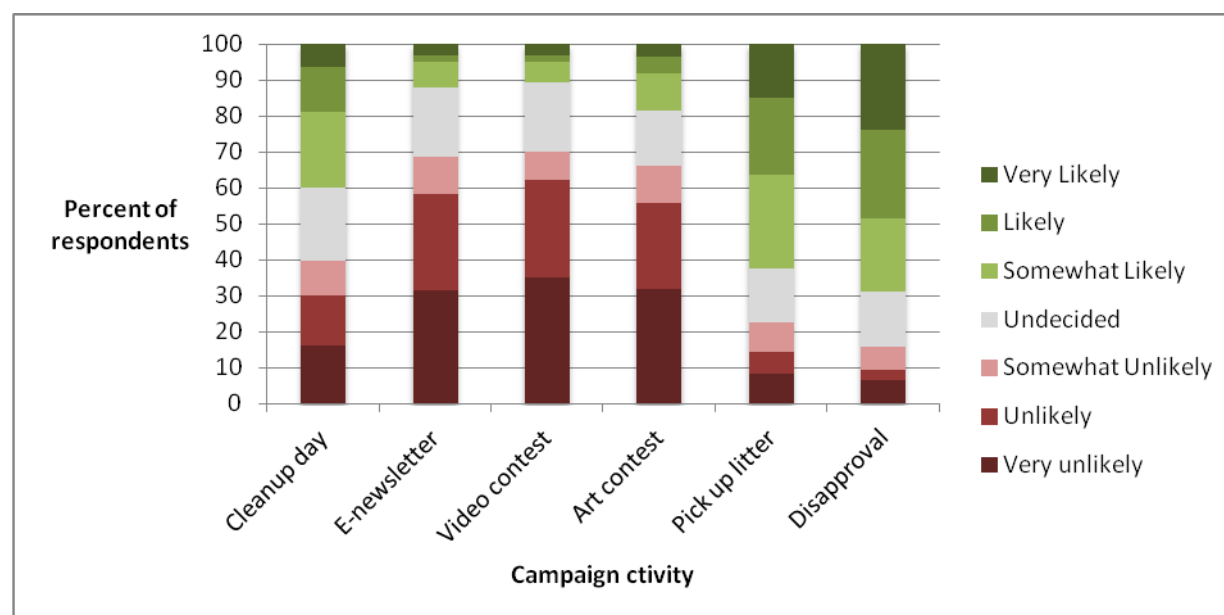
Approval rating of friends' littering	2.63 (1.18)
Self-approval rating	2.30 (1.17)
Estimated friend approval rating of respondent littering	3.31 (1.13)

Table note. Responses were rated on a 1 (strongly disapprove) - 7 (strongly approve) scale, so a "4" indicates a neutral score, scores lower than 4 indicate disapproval, and scores higher than 4 indicate approval.

Key outcomes: Willingness to participate in campaign activities & Likelihood of littering next month

Among the key outcomes assessed were willingness to participate in campaign activities, and likelihood of littering in the next month. Respondents were asked to rate their likelihood of participating in a number of activities related to the campaign. Results are displayed below in figure 4. The activity that most respondents were at least somewhat likely to do was to express disapproval if s/he saw a friend littering; 69% of respondents reported they were at least somewhat likely to do so. Additionally, 62% of respondents were at least somewhat likely to pick up litter that was not their own, and 40% were at least somewhat likely to participate in a litter cleanup day.

Figure 4. Frequency distributions for willingness to participate in campaign activities.



Respondents also rated their likelihood of littering in the next month on a 7-point likert scale ranging from (1) Very unlikely - (7) Very Likely. The mean score was 2.79 (SD=1.67), meaning that on average, respondents rated themselves as unlikely to litter. In fact, two thirds of respondents were at least somewhat unlikely to litter.

Inferential tests

Whereas the above analyses were all descriptive, we also examined inferential relationships between variables using linear multiple regression analyses. In particular, we examined predictors of eight prosocial outcomes (numbers 1-6 are campaign activities):

1. Intentions of volunteering for a litter cleanup day
2. Intentions of signing up for email newsletter
3. Intentions of entering video contest
4. Intentions of entering art contest
5. Intentions of picking up someone else's litter
6. Intentions of saying something to express disapproval or try to stop a friend from littering
7. Intentions of littering in the next month
8. Frequency of picking up someone else's litter in the past month

Potential predictors included: age (coded as continuous), gender (1=male, 2=female), high school GPA (coded as continuous on a 4.0 scale), guilt as a perceived barrier to littering (0=no, 1=yes), level of environmental concern³ (rated on a 1-7 likert scale where 1=low and 7=high), self-approval rating of past littering behavior (self-disapproval; rated on a 1-7 likert scale where 1=strongly disapprove and 7=strongly approve), approval rating of friends littering (disapproval of friends; rated on a 1-7 likert scale where 1=strongly disapprove and 7=strongly approve), and estimated friends' approval of self (respondent) littering (perceived friend disapproval; rated on a 1-7 likert scale where 1=strongly disapprove and 7=strongly approve).

The dataset was limited to the 302 individuals who had complete data on all outcome and potential predictor variables. A step-wise model building procedure was used to construct final regression models: preliminary linear multiple regression models were run to identify important predictors for retention in final models, and then final models were run. For the preliminary models, potential predictors were broken down into conceptual blocks: demographics (including age, gender, and high school GPA) and norms (self-disapproval, disapproval of friends, and perceived friend disapproval). Additionally, environmental concern and guilt as a barrier to littering were tested separately as potential covariates. Each outcome was regressed on each of the conceptual blocks as well as the two covariates separately. In total, four separate preliminary models were run for each outcome. A decision criterion was applied for retaining predictors in the final models: a predictor that was significantly related to any outcome in a preliminary model was retained in the final model for all outcomes. This method was chosen so that all final models were based on the same set of predictors. Following this rule, age and injunctive norm² were dropped; the rest of the predictors were significantly related to at least one outcome in the preliminary models and therefore retained in final models. Appendix E displays the correlations among all outcome and predictor variables excluding demographics.

The final linear multiple regression models were then run with each of the eight prosocial outcomes regressed on the same set of predictors. Table 5 displays the standardized regression coefficients for these final models. All final models were significant, meaning that the set of chosen predictors was significantly associated with every outcome. Regression results showed that females had stronger anti-litter intentions than did males: they were significantly less likely to litter in the next month than were males, more likely to enter the art contest, and more likely to express disapproval of

friends' littering. GPA was related to only one outcome; a higher GPA significantly predicted lower likelihood of littering in the next month. For every point increase in GPA, likelihood of littering in the next month declined by .15 standard deviation units. Not surprisingly, level of environmental concern was related to nearly all outcomes in the predicted direction with small - moderate effect sizes: greater level of concern was significantly associated with higher likelihood of picking up someone else's litter in the past month, and higher likelihood of participating in all of the campaign activities. Paradoxically, it was not related to likelihood of littering in the next month.

Next, whether participants cited guilt as a barrier to littering was related to likelihood of participating in two campaign activities: if participants reported guilt as a barrier, they were more likely to sign up for the e-newsletter and pick up someone else's litter. Disapproval of friends' littering behavior was significantly related to likelihood of littering in the next month, willingness to participate in the campaign's art contest, and willingness to express disapproval of a friend who litters. Specifically, greater disapproval of friends' littering was associated with lower intentions of littering in the next month. As well, the greater the disapproval, the more willing a respondent was to express disapproval towards a friend who was littering. One odd finding was that lower levels of disapproval of friends' littering was associated with greater willingness to participate in the campaign video contest. This could be a spurious relationship, or perhaps those who strongly disapprove of friends littering are simply unlikely to participate in the video contest because they prefer to focus their energies on alternate anti-litter strategies. Finally, higher levels of self-disapproval were associated with greater willingness to express disapproval of friends' littering behavior, and lower likelihood of littering in the next month.

Summarizing, probably the most important outcome was likelihood of littering in the next month; this was lower among females, those with relatively higher high school GPAs, and those who had stronger disapproval ratings of their own and their friends' littering behavior. As gender and GPA are not amenable to intervention, these results suggests that interventions that can beget a sense of disapproval of self and others' littering behavior may show promise for minimizing littering, at least in the short term.

Table 5. Standardized regression beta weights for final models (n=302).

Predictor	Outcome							
	Pick up past month	Likelihood litter next month	Clean up day	E-news-letter	Video contest	Art contest	Pick up else's litter	Express Disapproval
Gender ^a	-0.12 (p<.06)	-0.11 (p<.05)	0.06 (p<.31)	0.10 (p<.88)	0.004 (p<.95)	0.20 (p<.002)	0.07 (p<.24)	0.20 (p<.0001)
GPA	-0.04 (p<.57)	-0.15 p<.01	0.05 (p<.36)	0.001 p=.99	-0.06 p<.32	-0.01 (p<.93)	0.02 (p<.67)	0.05 (p<.32)
Environmental concern	0.20 (p<.01)	0.02 (p<.83)	0.15 (p<.02)	0.29 (p<.0001)	0.30 (p<.0001)	0.12 (p<.05)	0.24 (p<.0001)	0.20 (p<.0001)
Guilt	0.07 (p<.31)	-0.09 (p<.10)	0.050 (p<.39)	0.14 (p<.03)	0.09 (p<.17)	0.01 (p<.88)	0.17 (p<.004)	0.05 (p<.36)
Disapproval of friends	-0.11 (p<.17)	0.24 (p<.001)	-0.06 (p<.42)	0.02 (p<.86)	0.17 (p<.04)	0.02 (p<.77)	-0.13 (p<.07)	-0.28 (p<.0001)
Self-disapproval	0.06 (p<.42)	0.15 (p<.03)	-0.14 (p<.07)	0.09 (p<.23)	-0.03 (p<.68)	-0.03 (p<.75)	-0.07 (p<.32)	-0.13 (p<.05)
Model F	3.29 p<.003	16.48 p<.0001	6.25 P<.0001	5.23 p<.0001	4.76 p<.0001	3.19 p<.005	13.36 p<.0001	27.73 p<.0001
Model R ²	.0663	.2624	.1189	.1014	.0932	.0645	.2239	.3744

Table note: Standardized betas are reported. Green highlighting indicates result is significant at the .05 level.

^a1=male; 2=female.

6. Conclusions

The goal of this project was to assess and describe littering behavior and perceived social norms related to littering among youth living in the Bay Area, thereby establishing a baseline from which the efficacy of the ensuing campaigns could be judged. The data collected stand alone to characterize Bay Area youth, and also will serve as a baseline against which data from a future follow-up survey will be compared following outreach campaign implementation.

In terms of past month littering prevalence, 86% of respondents reported littering at least one item in the past month. The most commonly littered items were chewing gum, food waste, and food or beverage-related packaging. The least commonly littered items included cigarette butts, disposable utensils, and bottle caps. Although the most common past-month frequency of littering for each rubbish type was “never”, the proportion of respondents who littered at least once varied widely (from 7% for cigarette butts to 52% for chewing gum). Similarly, among those who littered an item at least once in the past month, frequency of littering was relatively low across items, but also varied widely: the prevalence of littering items once per week or more ranged from 35% for beverage containers to 43% for chewing gum to 74% for cigarette butts. This shows that littering is a heterogeneous behavior that is specific to type of rubbish. Littering items from individual rubbish categories may be most appropriately conceptualized as separate target behaviors.

Previous work has found that littering frequency is related to context and setting. Littering at school was more common relative to other settings: 25% of respondents littered at least sometimes at school. This suggests that campaign efforts at schools may be a prime target for intervention efforts.

Perceived barriers to littering were also assessed by the survey. The vast majority of the sample (91%) indicated that trash/recycling can placement deterred them from littering. The next most commonly endorsed response was that 71% of respondents would feel guilty if they littered.

In terms of prosocial behavior, 88% of respondents indicated that they pick up trash that was not their own at least once in the past month. Respondents also rated their likelihood of littering in the next month on a 7-point likert scale ranging from (1) Very unlikely - (7) Very Likely. The mean score was 2.79 (SD=1.67), meaning that on average, respondents rated themselves as unlikely to litter. In fact, two thirds of respondents were at least somewhat unlikely to litter.

Respondents also rated their likelihood of participating in a number of activities related to the campaign. The activity that most respondents were at least somewhat likely to do was expressing disapproval if s/he saw a friend littering; 69% of respondents reported they were at least somewhat likely to do so. Additionally, 62% of respondents were at least somewhat likely to pick up litter that was not their own, and 40% were at least somewhat likely to participate in a litter cleanup day. These behaviors may be “low hanging fruit” for intervention programs.

Finally, a series of regression models were run to predict eight prosocial outcomes (past month frequency of picking up others’ litter, intentions of littering in the next month, and likelihood of participating in each of six campaign activities) based on demographics, guilt as a barrier to littering, level of environmental concern, and personal and social norms. Summarizing, females, those with relatively higher high school GPAs, and those who had stronger disapproval ratings of their own and their friends’ littering behavior were significantly associated with several prosocial outcomes in the desired direction, with small to moderate effect sizes. As gender and GPA are not amenable to intervention, the findings suggests that interventions that can beget a sense of disapproval of self and others’ littering behavior may show promise for minimizing littering, at least in the short term.

Footnotes

1. Likert scale: A Likert Scale is a type of psychometric scale frequently used in surveys and questionnaires. Scales are bipolar, measuring either positive or negative response to a statement. A Likert item is simply a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria; generally the level of agreement or disagreement is measured. It is considered symmetric or "balanced" because there are equal amounts of positive and negative positions.
2. Injunctive norm: people's perceptions of what is commonly approved or disapproved of within a particular culture
3. Environmental concern was assessed using a single item that asked participants to rate their level of agreement with the following statement: "Environmental issues are important to me". Responses were provided on a 1-7 likert scale ranging from Strongly Disagree (1) to Strongly Agree (7).

Appendix A: Survey

Q1 Hello! Thank you for your interest in our campaign. Please respond to the following questions as honestly as possible. Your answers will remain confidential. There are no right or wrong answers; we are interested in hearing about your true opinions!

What is your birthday? MM/DD/YYYY

What is your gender?

- ☐ Male (1)
- ☐ Female (2)

What is your home zip code?

Please indicate your current status.

- ☐ I am a high school student. (1)
- ☐ I am a student at a 4-year university (2)
- ☐ I am a community college student (3)
- ☐ I am a trade school student (4)
- ☐ I am a graduate student (5)
- ☐ I am not a student (6)

Answer If Please indicate your current status. I am not a student Is Not Selected

Please indicate which school you attend.

Answer If Please indicate your current status. I am a high school student. Is Selected

What is your high school GPA (e.g., 3.1)?

Answer If Please indicate your current status. I am a student at a 4-year university Is Selected Or Please indicate your current status. I am a community college student Is Selected Or Please indicate your current status. I am a trade school student Is Selected Or Please indicate your current status. I am a graduate student Is Selected

What is your current GPA (e.g., 3.1)?

What are the initials of your first and last name? For example, John Smith = JS.(If you have multiple first or last names, use the initials of your first first name and first last name. For example: Maria Eugenia Garcia Alvarez = MG.)

Which of the following do you have access to (select all that apply)?

- ☐ Basic cell phone without internet access (1)
- ☐ Smart phone (e.g., iPhone, Blackberry, Droid) with internet access (2)
- ☐ Desktop or laptop computer with internet connection at home (3)
- ☐ Tablet device with internet (e.g., iPad) (4)

How often do you do the following?

Search for things online/ on the internet (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check email (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use Facebook (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use Twitter (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check out or post videos on Youtube (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read or write Blogs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use other internet-based service (please specify) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environmental issues are important to me.

- ☐ Strongly Disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat Disagree (3)
- ☐ Neither Agree nor Disagree (4)
- ☐ Somewhat Agree (5)
- ☐ Agree (6)
- ☐ Strongly Agree (7)

This survey asks questions about littering, which is defined as: Any waste item that is discarded, placed, thrown, or dropped in a public or private area, and is not immediately removed. This includes waste items large and small, discarded intentionally or accidentally. In short, litter is waste in the wrong place!

In the past month, how often have you littered each of the following items?

Food (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chewing gum (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beverage bottles, cans, cups, and/or cartons (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Straw or straw wrapper (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bottle caps (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disposable utensils (e.g., forks, spoons) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wrappers, bags, or other food or beverage packaging (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging from non-food or beverage items (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plastic or paper bag (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette butts (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify) (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the past month, how often have you picked up a piece of litter that was not yours and disposed of it?

- ☐ Never (1)
- ☐ Maybe 1-2 times (2)
- ☐ About one time per week (3)
- ☐ A few times per week (4)
- ☐ About one time per day (5)
- ☐ Multiple times per day (6)

People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situations:

Prior to / after eating or drinking something (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I have to put out my cigarette (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I'm in a vehicle (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At home (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At school (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At work (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What prevents you from littering (select all that apply)?

- ☐ Trash cans / recycling bins are nearby (1)
- ☐ There are anti-litter signs posted (2)
- ☐ When an area is already litter-free (3)
- ☐ When I feel that I want to keep a certain area clean (4)
- ☐ Friends, family, or others would complain about my behavior if I littered (5)
- ☐ I know there is no clean-up crew for a given area (6)
- ☐ I would feel guilty if I littered (7)
- ☐ Other (please specify) (8) _____

How often do you think your friends litter?

- ☐ Never (1)
- ☐ Rarely (2)
- ☐ Sometimes (3)
- ☐ Frequently (4)
- ☐ All the time (5)

When I see my friends littering, I _____ of their behavior.

- ☐ Strongly disapprove (1)
- ☐ Disapprove (2)
- ☐ Somewhat Disapprove (3)
- ☐ Neither approve nor disapprove (4)
- ☐ Somewhat approve (5)
- ☐ Approve (6)
- ☐ Strongly approve (7)

If my friends saw me litter, they would _____ of my behavior.

- ☐ Strongly disapprove (1)
- ☐ Disapprove (2)
- ☐ Somewhat Disapprove (3)
- ☐ Neither approve nor disapprove (4)
- ☐ Somewhat approve (5)
- ☐ Approve (6)
- ☐ Strongly approve (7)

When I think of times that I have littered, I _____ of my behavior.

- ☐ Strongly disapprove (1)
- ☐ Disapprove (2)
- ☐ Somewhat Disapprove (3)
- ☐ Neither approve nor disapprove (4)
- ☐ Somewhat approve (5)
- ☐ Approve (6)
- ☐ Strongly approve (7)

In the past month, have you spoken with friends about littering?

- ☐ No (1)
- ☐ Yes (2)

Answer If In the past month, have you spoken with friends about lit... Yes Is Selected

How do you think these conversations influenced your opinions about littering/

- ☐ They made me think that littering is an important issue (1)
- ☐ They made me think littering is not an important issue (2)
- ☐ They didn't influence my opinion about littering (3)
- ☐ It depended who I was talking to; different friends had different effects (4)

In the next month, how likely is it that you will litter? Remember, litter is defined as discarding, placing, throwing, or dropping any waste item in a public or private area and not immediately removing it. This includes waste items large and small, discarded intentionally or accidentally.

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Somewhat Unlikely (3)
- ☐ Undecided (4)
- ☐ Somewhat Likely (5)
- ☐ Likely (6)
- ☐ Very Likely (7)

How willing are you to participate in the following activities?

Volunteer for a litter cleanup day (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sign up for our campaign email newsletter (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enter the video contest for our campaign (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enter an art contest that is part of the campaign (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up someone else's litter (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I see a friend littering, say something to express disapproval or try to stop her/him from littering (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We may want to follow up with you in the future to see if your opinions of littering have changed. Please provide your contact information below. Your privacy will be respected and the information you provide will not be shared with anyone outside of the survey team.

Email (1)

Cell Phone (xxx-xxx-xxxx) (2)

Home Phone (xxx-xxx-xxxx) (3)

If you need proof of survey participation, you must do the following: 1. Confirm your email address below 2. Print out this page & take it to your teacher or supervisor 3. Hit the next button to end the survey If you DO NOT need proof of participation, hit the next button to end this survey.

Email confirmation (1)

Appendix B: School Recruitment Flyer

Join other Bay Area schools in making a difference in your community!

The survey is for the Bay Area Stormwater Management Agencies Association - also known as BASMAA. Please respond to the survey questions as honestly as possible. Your answers will remain confidential. There are no right or wrong responses. Your feedback will help build a campaign for Northern California's communities so we're interested in hearing your true and honest opinions!

The survey is available online every day- 24 hours a day at:

<http://bit.ly/BayAreaSurvey>

*Survey's must be completed by ~~March 16, 2012~~ **Extended deadline: March 27, 2012**

Thank you for your participation!



www.BetheStreet.org

Be the Street You Want to See.



<http://basmaa.org/>

Appendix C: Script

The script provided to teachers to assist with survey distribution read:

Join other Bay Area schools in making a difference in your community. This survey is for the Bay Area Stormwater Management Agencies Association – also known as BASMAA. Please respond to the survey questions as honestly as possible. Your answers will remain confidential. There are no right or wrong responses. Your feedback will help build a campaign for Northern California’s communities so we’re interested in hearing your true and honest opinions.

Appendix D: Facebook Ad

BASMAA SURVEY FACEBOOK AD (155 #2-2):

Image (attached to email):



Title/Name:

Bay Area Stormwater Management Agencies Association

Tagline:

Click here to join Bay Area communities in giving your FEEDBACK! It only takes 5 minutes to make your voice heard!

Link to survey:

<http://bit.ly/BayAreaSurvey>

Appendix E: Pearson correlations among key variables in regression models (n=302 with complete data on all variables).

	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Pick up other's litter	--												
2. Envi. Concern ^a	0.206 p<.0003	--											
3. Guilt ^b	.0.159 p<.09	0.342 p<.08	--										
4. Disapproval of friends	-0.140 p<.02	-0.357 p<.0001	-0.498 p<.07	--									
5. Perceived friend disapproval	0.022 p<.71	-0.129 p<.03	-0.136 p<.09	0.403 P<.0001	--								
6. Self-approval	-0.064 p<.27	-0.345 p<.0001	-0.495 p<.07	0.640 P<.0001	0.263 P<.0001	--							
7. Intent to litter	-0.017 p<.77	-0.202 p<.0004	-0.395 p<.08	0.436 P<.0001	0.257 P<.0001	0.413 P<.0001	--						
8. Cleanup	0.203 p<.0004	0.257 p<.0001	0.282 p<.08	-0.257 p<.0001	-0.169 P<.004	-0.282 P<.0001	-0.144 P<.02	--					
9. eNews-letter	0.207 p<.0003	0.289 p<.0001	0.255 p<.08	-0.089 P<.13	0.037 p<.52	-0.065 P<.262	-0.069 P<.24	0.424 P<.0001	--				
10. Video contest	0.203 p<.0002	0.261 p<.0001	0.122 p<.09	0.015 p<.79	0.96 p<.10	-0.052 p<.37	0.096 P<.10	0.260 P<.0001	0.556 P<.0001	--			
11. Art contest	0.129 p<.03	0.167 p<.004	0.134 p<.09	-0.094 p<.11	-0.040 p<.49	-.122 p<.04	-0.064 P<.27	0.271 P<.0001	0.412 P<.0001	0.598 P<.0001	--		
12. Pick up else's	0.436 p<.0001	0.366 p<.0001	0.454 p<.07	-0.365 p<.0001	-0.160 p<.006	-0.350 p<.0001	-0.273 P<.0001	0.424 P<.0001	0.356 P<.0001	0.296 P<.0001	0.223 P<.0001	--	
13. Express disapproval	0.215 p<.0002	0.400 p<.0001	0.386 p<.08	-0.512 p<.0001	-0.278 p<.0001	-0.470 p<.0001	-0.321 P<.0001	0.424 P<.0001	0.258 P<.0001	0.183 P<.002	0.230 P<.0001	0.576 P<.0001	--

^aVariable was square-transformed to better approximate normality.

^bPolychoric correlation coefficient reported for all correlations with this variable.

Be the Street Pre-Campaign Survey Topline

Question: Year born	Count (%) n=353	Gender	
		Male n= 146	Female n= 207
1988	2 (0.57)	1 (0.68)	1 (0.48)
1989	1 (0.28)	0 (0.00)	1 (0.48)
1990	2 (0.57)	0 (0.00)	2 (0.97)
1991	2 (0.57)	1 (0.68)	1 (0.48)
1992	3 (0.85)	0 (0.00)	3 (1.45)
1993	21 (5.95)	11 (7.53)	10 (4.83)
1994	94 (26.63)	37 (25.34)	57 (27.54)
1995	92 (26.06)	36 (24.66)	56 (27.05)
1996	100 (28.33)	44 (30.14)	56 (27.05)
1997	36 (10.20)	16 (10.96)	20 (9.66)

Question: What is your gender	Count (%) n=353
Male	146 (41.36)
Female	207 (58.64)

Question: Please indicate current status	Count (%) n=353	Gender	
		Male n= 146	Female n= 207
I am a high school student	341 (96.60)	144 (98.63)	197 (95.17)
I am a student at a 4-year university	1 (0.28)	0 (0.00)	1 (0.48)
I am a community college student	10 (2.83)	2 (1.37)	8 (3.86)
I am a trade school student	0 (0.00)	0 (0.00)	0 (0.00)
I am a graduate student	0 (0.00)	0 (0.00)	0 (0.00)
I am not a student	1 (0.28)	0 (0.00)	1 (0.48)

Question: Please indicate which school you attend.	Count (%) n=350	Gender	
		Male n= 145	Female n= 205
Alameda High School	3 (0.86)	0 (0.00)	3 (1.47)
Carlmont High School	39 (11.14)	20 (13.80)	19 (9.28)
Chabot College	2 (0.57)	1 (0.69)	1 (0.49)
Evergreen	1 (0.21)	1 (0.69)	0 (0.00)

Fairfield High School	107 (30.56)	46 (31.73)	61 (29.76)
Indpendence High School	10 (2.86)	6 (4.14)	4 (1.95)
Jesse Bethel High School	2 (0.57)	1 (0.69)	1 (0.49)
Las Positas Community College	5 (1.43)	0 (0.00)	5 (2.45)
Oceana High School	100 (28.56)	41 (28.28)	59 (28.79)
Ohlone College	1 (0.29)	0 (0.00)	1 (0.49)
Redwood High School	9 (2.57)	2 (1.38)	7 (3.42)
San Leandro High School	1 (0.29)	0 (0.00)	1 (0.49)
Sequoia High School	29 (8.29)	9 (6.21)	20 (9.76)
University of California-Berkeley	1 (0.21)	0 (0.00)	1 (0.49)
Woodside High School	35 (10.00)	15 (10.35)	20 (9.77)
Other	5 (1.43)	3 (2.07)	2 (0.98)

Question	Mean n=331	Gender	
		Male n= 139	Female n= 192
What is your high school GPA?	3.26	3.10	3.38

Question	Mean n=10	Gender	
		Male n= 2	Female n= 8
What is your current GPA?	3.34	2.85	3.46

Question: Which of the following do you have access to (select all that apply)	Count n=752	Gender	
		Male n= 311	Female n= 441
Basic cell phone without internet access	130	59	71
Smart phone (e.g., iPhone, Blackberry, Droid) with internet access	217	88	129
Desktop or laptop computer with internet connection at home	312	128	184
Tablet device with internet (e.g., iPad)	93	36	57

Question: How often do you do the following?	Count (%)	Gender	
		Male n = 144	Female n = 204
Search for things online/on the internet	n = 348		
Never	0 (0.00)	0 (0.00)	0 (0.00)
Less than Once a Month	2 (0.57)	0 (0.00)	2 (0.98)
Once a Month	3 (0.86)	1 (0.69)	2 (0.98)
2-3 Times a Month	12 (3.45)	6 (4.17)	6 (2.94)
Once a Week	15 (4.31)	9 (6.25)	6 (2.94)
2-3 Times a Week	74 (21.26)	37 (25.69)	37 (18.14)

Daily	242 (69.54)	91 (63.19)	151 (74.02)
Check email	n = 350	n = 144	n = 206
Never	8 (2.29)	6 (4.17)	2 (0.97)
Less than Once a Month	16 (4.57)	9 (6.25)	7 (3.40)
Once a Month	13 (3.71)	5 (3.47)	8 (3.88)
2-3 Times a Month	25 (7.14)	14 (9.72)	11 (5.34)
Once a Week	50 (14.29)	25 (17.36)	25 (12.14)
2-3 Times a Week	80 (22.86)	32 (22.22)	48 (23.30)
Daily	158 (45.15)	53 (36.81)	105 (50.97)
Use Facebook	n = 350	n = 144	n = 205
Never	37 (10.57)	21 (14.58)	16 (7.77)
Less than Once a Month	4 (1.14)	2 (1.39)	2 (0.97)
Once a Month	1 (0.29)	1 (0.69)	0 (0.00)
2-3 Times a Month	7 (2.00)	3 (2.08)	4 (1.94)
Once a Week	16 (4.57)	7 (4.86)	9 (4.37)
2-3 Times a Week	44 (12.57)	20 (13.89)	24 (11.65)
Daily	241 (68.86)	90 (62.50)	151 (73.30)
Use Twitter	n = 349	n = 143	n = 206
Never	243 (69.63)	114 (79.72)	129 (62.62)
Less than Once a Month	15 (4.30)	2 (1.40)	13 (6.31)
Once a Month	4 (1.15)	2 (1.40)	2 (0.97)
2-3 Times a Month	4 (1.15)	2 (1.40)	2 (0.97)
Once a Week	8 (2.29)	1 (0.70)	7 (3.40)
2-3 Times a Week	14 (4.01)	1 (0.70)	13 (6.31)
Daily	61 (17.48)	21 (14.69)	40 (19.42)
Check out or post videos on Youtube	n = 348	n = 143	n = 205
Never	40 (11.49)	11 (7.69)	29 (14.15)
Less than Once a Month	23 (6.61)	7 (4.90)	16 (7.80)
Once a Month	13 (3.74)	3 (2.10)	10 (4.88)
2-3 Times a Month	22 (6.32)	8 (5.59)	14 (6.83)
Once a Week	32 (9.20)	9 (6.29)	23 (11.22)
2-3 Times a Week	89 (25.57)	34 (23.78)	55 (26.83)
Daily	129 (37.07)	71 (49.65)	58 (28.29)
Read or write Blogs	n = 347	n = 142	n = 205
Never	157 (45.24)	77 (54.23)	80 (39.02)
Less than Once a Month	37 (10.66)	13 (9.15)	24 (11.71)
Once a Month	16 (4.61)	8 (5.63)	8 (3.90)
2-3 Times a Month	10 (2.88)	4 (2.82)	6 (2.93)
Once a Week	22 (6.34)	9 (6.34)	13 (6.34)
2-3 Times a Week	35 (10.09)	10 (7.04)	25 (12.20)
Daily	70 (20.17)	21 (14.79)	49 (23.90)
Use other internet-based service (please specify)	n = 256	n = 112	n = 144
Never	152 (59.38)	68 (60.71)	84 (58.33)

Less than Once a Month	4 (1.56)	2 (1.79)	2 (1.39)
Once a Month	2 (0.78)	1 (0.89)	1 (0.69)
2-3 Times a Month	7 (2.73)	4 (3.57)	3 (2.08)
Once a Week	6 (2.34)	3 (2.68)	3 (2.08)
2-3 Times a Week	12 (4.69)	4 (3.57)	8 (5.56)
Daily	73 (28.520)	30 (26.79)	43 (29.86)
Specific answers:			
Aim			
AT&T			
craigslist.com			
Deviant art. Art posting site			
Everything			
formspring			
Forum			
games			
goodreads, blackboard			
google			
google +			
Grades			
hulu			
Infinite Campus, etc			
Instagram			
Internet shopping			
ipod			
kids.yahoo			
Lap Top			
livemocha			
Music Sites(grooveshark.com			
Nuts			
Online classes			
Online video games			
Other social networks, forums			
pandora.com			
plastation network			
porn			
read biographies			
read manga			
Read Online Articles			
Reading and playing games			
reddit			
shopping			
Skype			
spanish translator			
sports			
Study online			
Tumblr			
Video Games			
watch anime			

watch drama
Webcomics
WorldStarHipHop
Xbox Time
yahoo
youtube.com

Question: Environmental issues are important to me	Count (%) n= 346	Gender	
		Male n= 143	Female n= 203
Strongly Disagree	4 (1.16)	1 (0.70)	3 (1.48)
Disagree	4 (1.16)	3 (2.10)	1 (0.49)
Somewhat Disagree	2 (0.58)	2 (1.40)	0 (0.00)
Neither Agree nor Disagree	20 (5.78)	11 (7.69)	9 (4.43)
Somewhat Agree	68 (19.65)	35 (24.48)	33 (16.26)
Agree	170 (49.13)	65 (45.45)	105 (51.72)
Strongly Agree	78 (22.54)	26 (18.18)	52 (25.62)

Question: In the past month, how often have you littered each of the following items?	Count (%)	Gender	
		Male	Female
Food	n = 347	n = 143	n = 204
Never	204 (58.79)	79 (55.24)	125 (61.27)
Maybe 1-2 times	92 (26.51)	40 (27.97)	52 (25.49)
About one time per week	24 (6.92)	11 (7.69)	13 (6.37)
A few times per week	15 (4.32)	8 (5.59)	7 (3.43)
About one time per day	7 (2.02)	1 (0.70)	6 (2.94)
Multiple times per day	5 (1.44)	4 (2.80)	1 (0.49)
Chewing gum	n = 347	n = 143	n = 204
Never	167 (43.13)	57 (39.86)	110 (53.92)
Maybe 1-2 times	103 (29.68)	47 (32.87)	56 (27.45)
About one time per week	25 (7.20)	14 (9.79)	11 (5.39)
A few times per week	27 (7.78)	15 (10.49)	12 (5.88)
About one time per day	12 (3.46)	4 (2.80)	8 (3.92)
Multiple times per day	13 (3.75)	6 (4.20)	7 (3.43)
Beverage bottles, cans, cups, and/or cartons	n = 347	n = 143	n = 204
Never	255 (73.49)	97 (67.83)	158 (77.45)
Maybe 1-2 times	60 (17.29)	28 (19.58)	32 (15.69)
About one time per week	10 (2.88)	6 (4.20)	4 (1.96)
A few times per week	6 (1.73)	5 (3.50)	1 (0.49)
About one time per day	7 (2.02)	2 (1.40)	5 (2.45)
Multiple times per day	9 (2.59)	5 (3.50)	4 (1.96)
Straw or straw wrapper	n = 347	n = 143	n = 204
Never	219 (63.11)	90 (62.94)	129 (63.24)
Maybe 1-2 times	82 (23.63)	31 (21.68)	51 (25.00)

About one time per week	17 (4.90)	6 (4.20)	11 (5.39)
A few times per week	21 (6.05)	15 (10.49)	6 (2.94)
About one time per day	6 (1.73)	1 (0.70)	5 (2.45)
Multiple times per day	2 (0.58)	0 (0.00)	2 (0.98)
Bottle caps	n = 344	n = 141	n = 203
Never	271 (78.78)	103 (73.05)	168 (82.76)
Maybe 1-2 times	45 (13.08)	24 (17.02)	21 (10.34)
About one time per week	7 (2.03)	3 (2.13)	4 (1.97)
A few times per week	17 (4.94)	11 (7.80)	6 (2.96)
About one time per day	3 (0.87)	0 (0.00)	3 (1.48)
Multiple times per day	1 (0.29)	0 (0.00)	1 (0.49)
Disposable utensils (e.g., forks, spoons)	n = 343	n = 142	n = 201
Never	294 (85.71)	120 (84.51)	174 (86.57)
Maybe 1-2 times	24 (7.00)	9 (6.34)	15 (7.46)
About one time per week	10 (2.92)	5 (3.52)	5 (2.49)
A few times per week	11 (3.21)	7 (4.93)	4 (1.99)
About one time per day	3 (0.87)	0 (0.00)	3 (1.49)
Multiple times per day	1 (0.29)	1 (0.70)	0 (0.00)
Wrappers, bags, or other food or beverage packaging	n = 346	n = 142	n = 204
Never	209 (60.40)	84 (59.15)	125 (61.27)
Maybe 1-2 times	84 (24.28)	35 (24.65)	49 (24.02)
About one time per week	16 (4.62)	5 (3.52)	11 (5.39)
A few times per week	22 (6.36)	12 (8.45)	10 (4.90)
About one time per day	9 (2.60)	5 (3.52)	4 (1.96)
Multiple times per day	6 (1.73)	1 (0.70)	5 (2.45)
Packaging from non-food or beverage items	n = 343	n = 141	n = 202
Never	248 (72.30)	95 (67.38)	153 (75.74)
Maybe 1-2 times	55 (16.03)	25 (17.73)	30 (14.85)
About one time per week	17 (4.96)	10 (7.09)	7 (3.47)
A few times per week	11 (3.21)	8 (5.67)	3 (1.49)
About one time per day	6 (1.75)	2 (1.42)	4 (1.98)
Multiple times per day	6 (1.75)	1 (0.71)	5 (2.48)
Plastic or paper bag	n = 343	n = 140	n = 203
Never	259 (75.51)	99 (70.71)	160 (78.82)
Maybe 1-2 times	49 (14.29)	26 (18.57)	23 (11.33)
About one time per week	13 (3.79)	5 (3.57)	8 (3.94)
A few times per week	11 (3.21)	6 (4.29)	5 (2.46)
About one time per day	6 (1.75)	3 (2.14)	3 (1.48)
Multiple times per day	5 (1.46)	1 (0.71)	4 (1.97)
Cigarette butts	n = 345	n = 142	n = 203
Never	322 (93.33)	134 (94.37)	188 (92.61)
Maybe 1-2 times	6 (1.74)	1 (0.70)	5 (2.46)
About one time per week	2 (0.58)	0 (0.00)	2 (0.99)
A few times per week	6 (1.74)	4 (2.82)	2 (0.99)

About one time per day	3 (0.87)	0 (0.00)	3 (1.48)
Multiple times per day	6 (1.74)	3 (2.11)	3 (1.48)
Other (please specify)	n = 171	n = 72	n = 99
Never	161 (94.15)	65 (90.28)	96 (96.97)
Maybe 1-2 times	2 (1.17)	1 (1.39)	1 (1.01)
About one time per week	4 (2.34)	2 (2.78)	2 (2.02)
A few times per week	0 (0.00)	0 (0.00)	0 (0.00)
About one time per day	0 (0.00)	0 (0.00)	0 (0.00)
Multiple times per day	4 (2.34)	4 (5.56)	0 (0.00)
Specific answers: clothes Condoms Dust/Crumbs/etc. fruit peels I don't litter anything except for my dead skin cells. None paper paper, yogurt cups processed food wrappers sometimes I drop gum wrappers spit sunflower seeds tissues vegetables			

Question: In the past month, how often have you picked up a piece of litter that was not yours and disposed it?	Count (%) n= 337	Gender	
		Male n= 136	Female n= 201
Never	40 (11.87)	14 (10.29)	26 (12.94)
Maybe 1-2 times	132 (39.17)	57 (41.91)	75 (37.31)
About one time per week	52 (15.43)	17 (12.50)	35 (17.41)
A few times per week	77 (22.85)	31 (22.79)	46 (22.89)
About one time per day	18 (5.34)	7 (5.15)	11 (5.47)
Multiple times per day	18 (5.34)	10 (7.35)	8 (3.98)

Question: People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situations:	Count (%)	Gender	
		Male n= 138	Female n= 202
Prior to/after eating or drinking something	n= 340		
Never	141 (41.47)	47 (34.06)	94 (46.53)
Rarely	122 (35.88)	48 (34.78)	74 (36.63)
Sometimes	61 (17.94)	35 (25.36)	26 (12.87)
Almost Always	7 (2.06)	4 (2.90)	3 (1.49)
Always	7 (2.06)	3 (2.17)	4 (1.98)
Not applicable	2 (0.59)	1 (0.72)	1 (0.50)

When I have to put out my cigarette	n = 340	n = 138	n = 202
Never	261 (76.76)	109 (78.99)	152 (75.25)
Rarely	4 (1.18)	1 (0.72)	3 (1.49)
Sometimes	7 (2.06)	2 (1.45)	5 (2.48)
Almost Always	5 (1.47)	3 (2.17)	2 (0.99)
Always	3 (0.88)	2 (1.45)	1 (0.50)
Not applicable	60 (17.65)	21 (15.22)	39 (19.31)
When I'm in a vehicle	n = 336	n = 135	n = 201
Never	208 (61.90)	83 (61.48)	125 (62.19)
Rarely	81 (24.11)	34 (25.19)	47 (23.38)
Sometimes	31 (9.23)	14 (10.37)	17 (8.46)
Almost Always	5 (1.49)	4 (1.48)	3 (1.49)
Always	3 (0.89)	0 (0.00)	3 (1.49)
Not applicable	8 (2.38)	2 (1.48)	6 (2.99)
At home	n = 337	n = 137	n = 200
Never	241 (71.51)	99 (72.26)	142 (71.00)
Rarely	55 (16.32)	19 (13.87)	36 (18.00)
Sometimes	31 (9.20)	15 (10.95)	16 (8.00)
Almost Always	4 (1.19)	3 (2.19)	1 (0.50)
Always	4 (1.19)	0 (0.00)	4 (2.00)
Not applicable	2 (0.59)	1 (0.73)	1 (0.50)
At school	n = 339	n = 137	n = 202
Never	147 (43.36)	46 (33.58)	101 (50.00)
Rarely	104 (30.68)	44 (32.12)	60 (29.70)
Sometimes	62 (18.29)	33 (24.09)	29 (14.36)
Almost Always	11 (3.24)	8 (5.84)	3 (1.49)
Always	11 (3.24)	4 (2.92)	7 (3.47)
Not applicable	4 (1.18)	2 (1.46)	2 (0.99)
At work	n = 337	n = 137	n = 200
Never	266 (78.93)	102 (74.45)	164 (82.00)
Rarely	12 (3.56)	9 (6.57)	3 (1.50)
Sometimes	8 (2.37)	5 (3.65)	3 (1.50)
Almost Always	0 (0.00)	0 (0.00)	0 (0.00)
Always	1 (0.30)	0 (0.00)	1 (0.50)
Not applicable	50 (14.84)	21 (15.33)	29 (14.50)
Other (please specify)	n = 157	n = 66	n = 91
Never	122 (77.71)	48 (72.73)	74 (81.32)
Rarely	4 (2.55)	1 (1.52)	3 (3.30)
Sometimes	9 (5.73)	5 (7.58)	4 (4.40)
Almost Always	1 (0.64)	1 (1.52)	0 (0.00)
Always	1 (0.64)	1 (1.52)	0 (0.00)
Not applicable	20 (12.74)	10 (15.15)	10 (10.99)

Question: What prevents you from littering (select all that apply)?	Count 1364	Gender	
		Male n= 578	Female n= 846
Trash cans/ recycling bins are nearby	322	131	191
There are anti-litter signs posted	77	97	40
When an area is already litter-free	160	55	105
When I feel that I want to keep a certain area clean	221	80	141
Friends, family, or others would complain about my behavior if I littered	191	79	112
I know there is no clean-up crew for a give area	114	36	78
I would feel guilty if I littered	252	91	161
Other (please specify)	27	9	18
Specific answers: Because it goes against my ethics camping Guilty habitual - never litter i care about the enviornment too much i don't like to litter I dont like trash on the ground I dont mind walking to a trash can. i know littering is wrong / bad i like to recycle for money I protect the Eath as much as possible If I have been carrying my trash for days. im a green academy student I'm not a selfish lazy person, and I care about the environment It is disrespectful to the Earth and to other people It's gross La Migra My Mom is a Janitor My parent no point in littering O.C.D People Watching. small enough for my pocket Teachers The world would be one big garbage can if we just littered, and i like the world i live in now. Who would want to live in a world were there is garbage everywhere. To help the earth to keep the world clean Was taught otherwise			

Question: How often do you think your friends litter?	Count (%) n= 337	Gender	
		Male n= 136	Female n= 201

Never	18 (5.34)	2 (1.47)	16 (7.96)
Rarely	51 (15.13)	14 (10.29)	37 (18.41)
Sometimes	162 (48.07)	66 (48.53)	96 (47.76)
Frequently	75 (22.26)	38 (27.94)	37 (18.41)
All the time	31 (9.20)	16 (11.76)	15 (7.46)

Question: When I see my friends littering, I _____ of their behavior.	Count (%) n= 339	Gender	
		Male n= 138	Female n= 201
Strongly disapprove	61 (17.99)	11 (7.97)	50 (24.88)
Disapprove	112 (33.04)	39 (28.26)	73 (36.32)
Somewhat Disapprove	76 (22.42)	36 (25.09)	40 (19.90)
Neither approve nor disapprove	81 (23.89)	47 (34.06)	34 (16.92)
Somewhat approve	4 (1.18)	3 (2.17)	1 (0.50)
Approve	2 (0.59)	1 (0.72)	1 (0.50)
Strongly approve	3 (0.88)	1 (0.72)	2 (1.00)

Question: If my friends saw me litter, they would _____ of my behavior.	Count (%) n= 336	Gender	
		Male n= 136	Female n= 200
Strongly disapprove	24 (7.14)	3 (2.21)	21 (10.50)
Disapprove	59 (17.56)	18 (13.24)	41 (20.50)
Somewhat Disapprove	73 (21.73)	25 (18.38)	48 (24.00)
Neither approve nor disapprove	161 (47.92)	79 (58.09)	82 (41.00)
Somewhat approve	13 (3.87)	6 (4.41)	7 (3.50)
Approve	1 (0.30)	0 (0.00)	1 (0.50)
Strongly approve	5 (1.49)	5 (3.68)	0 (0.00)

Question: When I think of times that I have littered, I _____ of my behavior.	Count (%) n= 338	Gender	
		Male n= 137	Female n= 201
Strongly disapprove	93 (27.51)	20 (14.60)	73 (36.32)
Disapprove	122 (36.09)	46 (33.58)	76 (37.81)
Somewhat Disapprove	69 (20.41)	34 (24.82)	35 (17.41)
Neither approve nor disapprove	44 (13.02)	29 (21.17)	15 (7.46)
Somewhat approve	5 (1.48)	5 (3.65)	0 (0.00)
Approve	2 (0.59)	1 (0.73)	1 (0.50)
Strongly approve	3 (0.89)	2 (1.46)	1 (0.50)

Question: In the past month, have you spoken with friends about littering?	Count (%) n= 337	Gender	
		Male n= 138	Female n= 199
No	226 (67.06)	103 (74.64)	123 (61.81)
Yes	111 (32.94)	35 (25.36)	76 (38.19)

Question: How do you think these conversations influenced your opinions about littering?	Count (%) n=110	Gender	
		Male n= 35	Female n= 75
They made me think that littering is an important issue	57 (51.82)	20 (57.14)	37 (49.33)
They made me think littering is not an important issue	3 (2.73)	2 (5.71)	1 (1.33)
They didn't influence my opinion about littering	23 (20.91)	3 (8.57)	20 (26.67)
It depended who I was talking to; different friends had different effects	27 (24.55)	10 (28.57)	17 (22.67)

Question: In the next month, how likely is that you will litter? Remember, litter is defined as discarding, placing, throwing, or dropping any waste item in a public or private area and not immediately removing it. This includes waste items large and small, discarded intentionally or accidentally.	Count (%) n=338	Gender	
		Male n= 137	Female n= 201
Very Unlikely	95 (28.11)	27 (19.71)	68 (33.83)
Unlikely	89 (26.33)	24 (17.52)	65 (32.34)
Somewhat Unlikely	40 (11.83)	21 (15.33)	19 (9.45)
Undecided	54 (15.98)	30 (21.90)	24 (11.94)
Somewhat Likely	33 (9.76)	12 (8.76)	21 (10.45)
Likely	19 (5.62)	16 (11.68)	3 (1.49)
Very Likely	8 (2.37)	7 (5.11)	1 (0.50)

Question: How willing are you to participate in the following activities?	Count (%)	Gender	
		Male	Female
Volunteer for a litter cleanup day	n= 313	n= 128	n= 185
Very Unlikely	50 (15.97)	29 (22.66)	21 (11.35)
Unlikely	44 (14.06)	18 (14.06)	26 (14.05)
Somewhat Unlikely	30 (9.58)	12 (9.38)	18 (9.73)
Undecided	64 (20.45)	30 (23.44)	34 (18.38)
Somewhat Likely	66 (21.09)	22 (17.19)	44 (23.78)
Likely	39 (12.46)	8 (6.25)	31 (16.76)
Very Likely	20 (6.39)	9 (7.03)	11 (5.95)
Sign up for our campaign email newsletter	n = 313	n = 128	n = 185
Very Unlikely	99 (31.63)	49 (38.28)	50 (27.03)
Unlikely	83 (26.52)	28 (21.88)	55 (29.73)
Somewhat Unlikely	33 (10.54)	12 (9.38)	21 (11.35)
Undecided	60 (19.17)	24 (18.75)	36 (19.46)
Somewhat Likely	22 (7.03)	10 (7.81)	12 (6.49)
Likely	6 (1.92)	0 (0.00)	6 (3.24)
Very Likely	10 (3.19)	5 (3.91)	5 (2.70)
Enter the video contest for our campaign	n = 313	n = 128	n = 185
Very Unlikely	110 (35.14)	49 (38.28)	61 (32.97)
Unlikely	85 (27.16)	30 (23.44)	55 (39.73)
Somewhat Unlikely	24 (7.67)	10 (7.81)	14 (7.57)
Undecided	61 (19.49)	25 (19.53)	36 (19.46)
Somewhat Likely	17 (5.43)	8 (6.25)	9 (4.86)

Likely	6 (1.92)	1 (0.78)	5 (2.70)
Very Likely	10 (3.19)	5 (3.91)	5 (2.70)
Enter an art contest that is part of the campaign	n = 313	n = 128	n = 185
Very Unlikely	100 (31.95)	52 (40.63)	48 (25.95)
Unlikely	75 (23.96)	34 (26.56)	41 (22.16)
Somewhat Unlikely	32 (10.22)	12 (9.38)	20 (10.81)
Undecided	48 (15.34)	17 (13.28)	31 (16.76)
Somewhat Likely	32 (10.22)	7 (5.47)	25 (13.51)
Likely	15 (4.79)	3 (2.34)	12 (6.49)
Very Likely	11 (3.51)	3 (2.34)	8 (4.32)
Pick up someone else's litter	n = 313	n = 128	n = 185
Very Unlikely	26 (8.31)	16 (12.50)	10 (5.41)
Unlikely	19 (6.07)	8 (6.25)	11 (5.95)
Somewhat Unlikely	26 (8.31)	17 (13.28)	9 (4.86)
Undecided	47 (15.02)	19 (14.84)	28 (15.14)
Somewhat Likely	81 (25.88)	36 (28.13)	45 (24.32)
Likely	67 (21.41)	16 (12.50)	51 (27.57)
Very Likely	47 (15.02)	16 (12.50)	31 (16.76)
If I see a friend littering, say something to express disapproval or try to stop her/him from littering	n = 312	n = 127	n = 185
Very Unlikely	20 (6.41)	14 (11.02)	6 (3.24)
Unlikely	9 (2.88)	7 (5.51)	2 (1.08)
Somewhat Unlikely	20 (6.41)	11 (8.66)	9 (4.86)
Undecided	48 (15.38)	26 (20.47)	22 (11.89)
Somewhat Likely	64 (20.51)	35 (27.56)	29 (15.68)
Likely	77 (24.68)	22 (17.32)	55 (29.73)
Very Likely	74 (23.72)	12 (9.45)	62 (33.51)

BASMAA Final Evaluation Report

July 31

2014

This report describes littering behavior and predictors of littering among youth in the Bay Area region.

EXECUTIVE SUMMARY

Prior to the launch of the Be the Street™ litter abatement program, a detailed survey was conducted to assess littering behavior and perceived social norms of Bay Area youth. The data collected with this survey was established as a baseline against which follow-up survey data could be measured to determine the overall impact of the Be the Street program.

A follow-up survey was conducted during the summer of 2014. The survey was designed to mirror the baseline survey to ensure data comparability. Only respondents who fit the target demographic of the program, 14-24 years of age and living in Bay Area zip codes, were included in the analysis. A total of 60 responses which fit this criteria were collected.

The survey focused on littering habits and opinions of the target demographic. The subsequent analysis and comparison to the baseline data revealed many key findings that both demonstrate the effectiveness of the overall Be the Street program and provide recommendations for future outreach efforts. Key findings are described below.

Throughout this analysis the following terminology is used.

- **Baseline.** Baseline refers to the data collected prior to the start of the Be the Street program.
- **Exposed.** Exposed refers to respondents captured in the follow-up survey who reported being aware of the Be the Street program. The goal of the program is to demonstrate that individuals exposed to Be the Street have adopted preferred behaviors and opinions towards recycling when compared against the Baseline and Unexposed.
- **Unexposed.** Unexposed refers to respondents captured in the follow-up survey who reported being unfamiliar with the Be the Street program. The difference between Unexposed and Exposed demonstrates the impact of the program. In addition, we anticipate that the Unexposed should be more similar to the Baseline.

KEY FINDINGS

- **Exposed are nearly 3x as likely to pick up litter.** 90% of exposed respondents reported that they were 'very likely' or 'likely' to pick up someone else's litter while only 38% of unexposed respondents reported the same.
- **Exposed are nearly 2x as likely to disapprove of friends littering.** 94% of exposed respondents reported the 'strongly disapprove' or 'disapprove' of their friends littering while only 52% of unexposed reported the same.
- **Exposed are nearly 1.5x as likely to voice that disapproval.** 70% of exposed respondents reported that they were 'very likely' or 'likely' to voice disapproval when their friends litter while only 48% of unexposed respondents reported the same.
- **Exposed are more than 2x as likely to disapprove of their own littering.** 58% of exposed respondents reported the 'strongly disapprove' or 'disapprove' of their own behaviors when they have littered in the past while only 29% of unexposed reported the same.
- **Unexposed are nearly 2x as likely to litter in the future.** 19% of unexposed respondents reported that they were 'very likely,' 'likely,' or 'somewhat likely' to litter in the next month while only 10% of exposed respondents reported the same.
- **Unexposed litter more than 2x as often.** 8% of unexposed respondents reported littering at least a few times a week while only 4% of exposed respondents reported the same.

INTRODUCTION

Be the Street is a regional litter abatement program developed by the Bay Area Stormwater Management Agencies Association (BASMAA). The program primarily targeted 14-24 year old Bay Area youth who had been identified as a key polluting demographic. The program focused heavily on social media and innovative outreach strategies with the end goal of promoting peer-to-peer interactions regarding littering and raising awareness of its environmental impacts. The program sought to be “message up” instead of “government down” and encouraged participants to craft messaging in their own words.

Be the Street was carefully branded to connect with its target audience. The brand was developed to be youthful, vibrant, and engaged. Under this brand, the state of the “street” is a reflection of the youth who use it. By exploring problems and solution related to community and environmental issues, street-by-street, participants are rewarded with the pride, and the fun, of having created the kind of “street” they have always wanted to live on.

Be the Street engaged with the target population primarily through social media (e.g. Facebook and Instagram) to deliver inspirational and educational content. An innovative set of outreach strategies included a YouTube video contest with a live stream award show, a meme contest, and the development of a mobile app that gamified environmental awareness and sent users into the streets to complete challenges, win points, and get prizes.

The impact of these outreach strategies are reflected through the breadth of Be the Street’s engagements and through a baseline and follow-up survey. The subsequent sections discuss the findings from those surveys. A summary of Be the Street’s engagement impacts is included at the end of this report.

SURVEY ANALYSIS

PURPOSE AND OVERVIEW

The purpose of the follow-up survey was to assess littering behavior and perceived social norms among youth living in the Bay Area. The survey was designed to mirror the baseline survey conducted before the Be the Street program kicked off. Comparing the baseline with the follow-up survey, as well as comparing the results of the exposed versus the unexposed respondents, provides an indicator of the net impact of the Be the Street program.

In analyzing the survey results, findings were categorized into four general categories: Attitudes, Actions, Beliefs, and Willingness. These four categories afforded a retrospective look at how respondents felt (Attitudes) and what they did (Actions) and a prospective look at why they feel the way they do (Beliefs) and what they might do in the future (Willingness).

Throughout the survey findings, many questions were framed such as “When I see my friend littering, I _____ of their behavior.” Respondents were asked to reply with responses of ‘Strongly Disapprove,’ ‘Disapprove,’ ‘Somewhat Disapprove,’ ‘Neither Approve or Disapprove,’ ‘Somewhat Approve,’ ‘Approve,’ or ‘Strongly Approve.’ Results were recorded and the survey advanced to the next question.

SURVEY ADMINISTRATION

The follow-up survey was conducted during the summer of 2014 through Facebook (the primary outreach vehicle for the program) and through traditional intercept outreach. The survey was designed to mirror

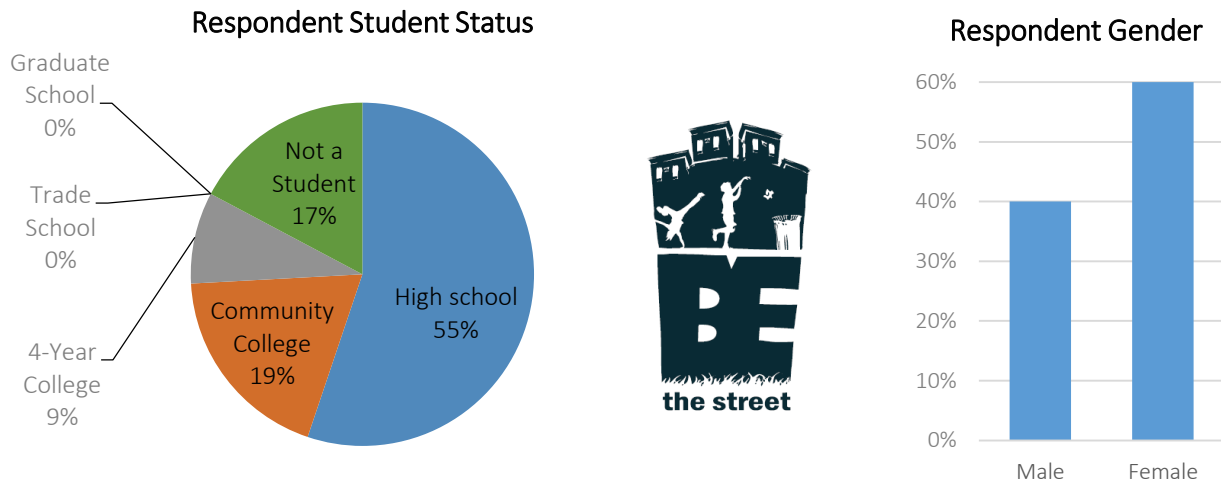
the baseline survey to ensure data comparability. Only respondents who fit the target demographic of the program, 14-24 years of age and living in Bay Area zip codes, were included in the analysis.

The survey assessed littering behavior, contextual factors related to littering, peer-to-peer interactions about littering, and willingness to participate in volunteer activities.

DEMOGRAPHICS

A total of 60 respondents met the administrative criteria to be included in the survey results as respondents. The sample included more females (60%) than males (40%). The mean age of respondents was approximately 17 years of age (SD = 2.52) with the majority identifying as high school students (55%). The remaining respondents were community college students (19%), 4-year college students (9%), or not enrolled in school (17%). No respondents reported being in graduate school or trade school. These findings are reported in **Figure 1**.

Figure 1. Demographic characteristics of sample (N=60).



ATTITUDES

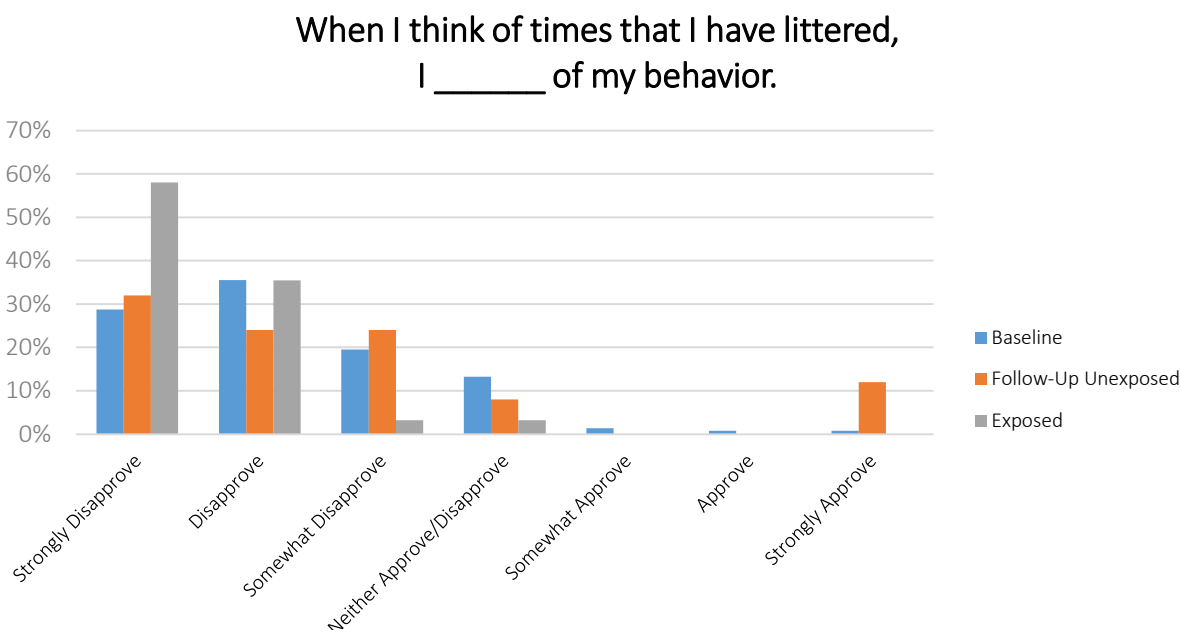
The first analysis category was to evaluate respondents' attitudes. These questions tended to be retrospective in nature and ask the respondent to consider a time when something happened in the past.

Personal Littering

Respondents were asked, "When I think of times that I have littered, I _____ of my behavior." Exposed respondents (58%) were substantially more likely to 'strongly disapprove' of their own littering than either the baseline (29%) or the unexposed (32%). More than 94% of exposed respondents reported disapproval when expanded to include 'strongly disapprove' and 'disapprove,' as compared to 64% of baseline and 56% of unexposed respondents.

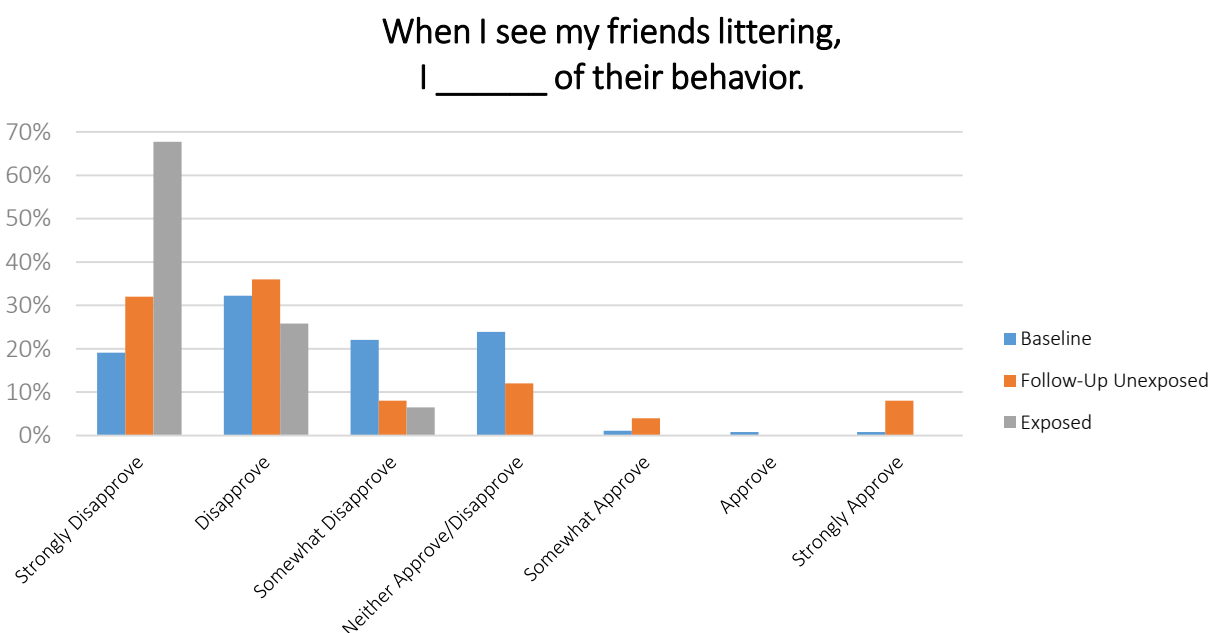
The analysis also shows a correlation between the baseline and unexposed respondents, reinforcing the significance of the change demonstrated in the exposed respondents as impact of the Be the Street program. These findings are reported in **Figure 2**.

Figure 2. Respondent Attitude towards personal littering (N=60).



The findings of respondents' attitudes to their personal littering closely mirrored their attitudes of their friends' littering. Exposed respondents expressed even greater disapproval of their friends' littering with every exposed respondent reporting some level of disapproval. More than 93% of exposed respondents reported they would 'strongly disapprove' or 'disapprove' as compared to 51% of the baseline and 68% of unexposed respondents. These findings are reported in **Figure 3**.

Figure 3. Respondent Attitude towards littering by friends.



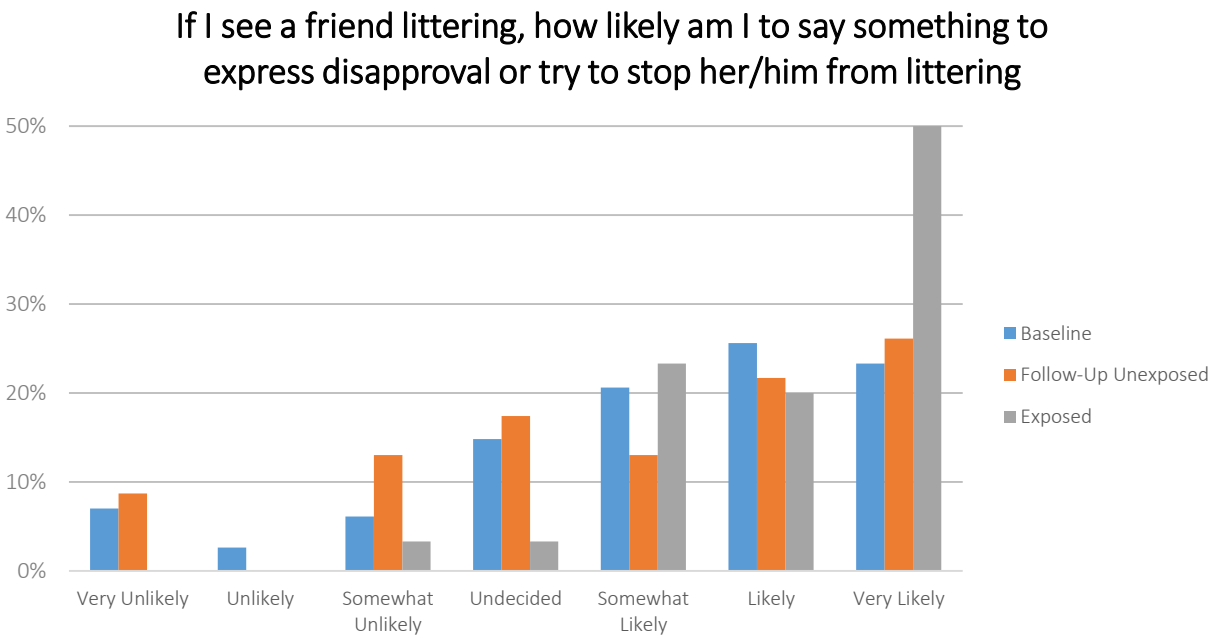
ACTIONS

Following on asking the respondent about their attitudes towards the littering of their peers, the survey sought to ask if they would express disapproval to a friend that they observed littering. Encouraging others to adopt pro-environmental behaviors through expressing disapproval of littering is the ideal goal of any outreach campaign.

Exposed respondents were one-and-a-half times more likely than unexposed and baseline respondents to voice disapproval. More than 70% of exposed respondents reported that they were 'very likely' or 'likely' to voice disapproval when their friends litter while only 49% of baseline and 48% of unexposed respondents reported the same.

Only 3% of exposed respondents said they would be unlikely to speak up (and only 'somewhat unlikely,' at that) while 16% of baseline and 22% of unexposed respondents would be unlikely to express disapproval. Exposed respondents were 5-7x more likely to become advocates of pro-environmental behaviors. These findings are reported in **Figure 4**.

Figure 4. Respondent likelihood to express disapproval of peer littering (N=60).



BELIEFS

The survey also sought to gauge respondents' beliefs around littering and environmental behaviors. Understanding respondents' beliefs helps provide insight into how they are likely to behave in the future.

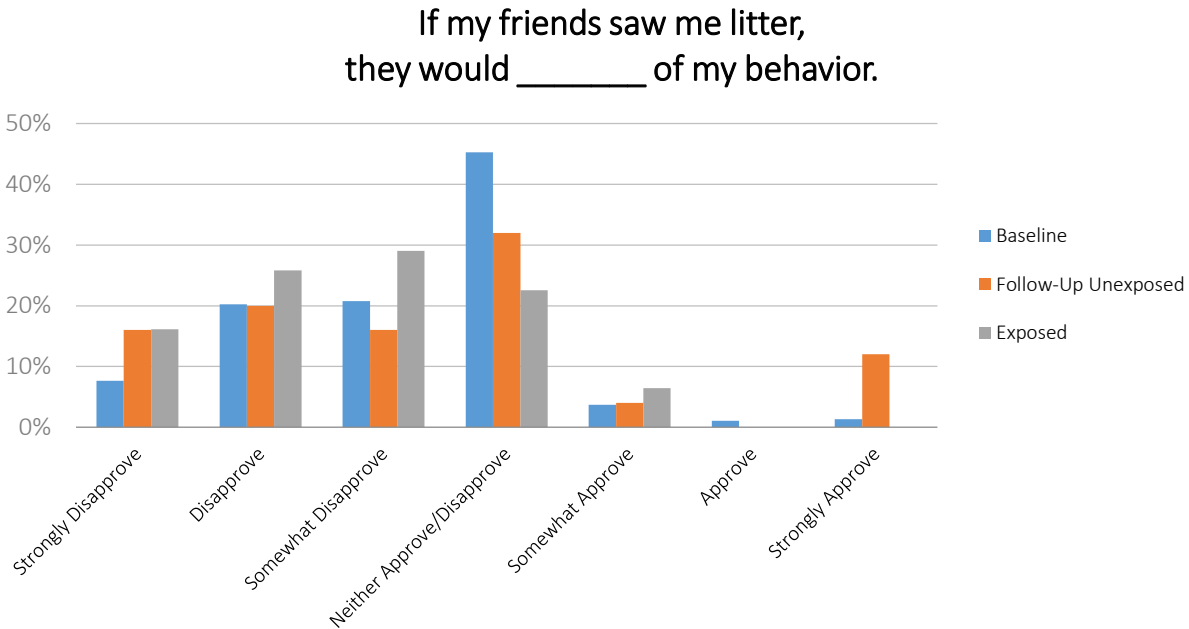
Perception of Peer Perception

Respondents were asked, "If my friends saw me litter, they would _____ of my behavior." Exposed respondents (71%) were more likely to believe their friends would disapprove of seeing them litter than baseline (48%) or unexposed respondents (52%).

Surprisingly, the rates of approval and disapproval bear little similarity to the results reported in **Figure 3** demonstrating the respondents' perception of their friend littering. This suggests that respondents do not

belong to peer groups with substantial mutuality of beliefs—that is, if an individual disapproves of their friends littering, we would anticipate that their friend would similarly disapprove of their littering. However, respondents tended to weight their own conviction much higher (‘strongly disapprove’) and their peers’ convictions much weaker (‘somewhat disapprove’). These findings are reported in **Figure 5**.

Figure 5. Respondent likelihood to express disapproval of peer littering.



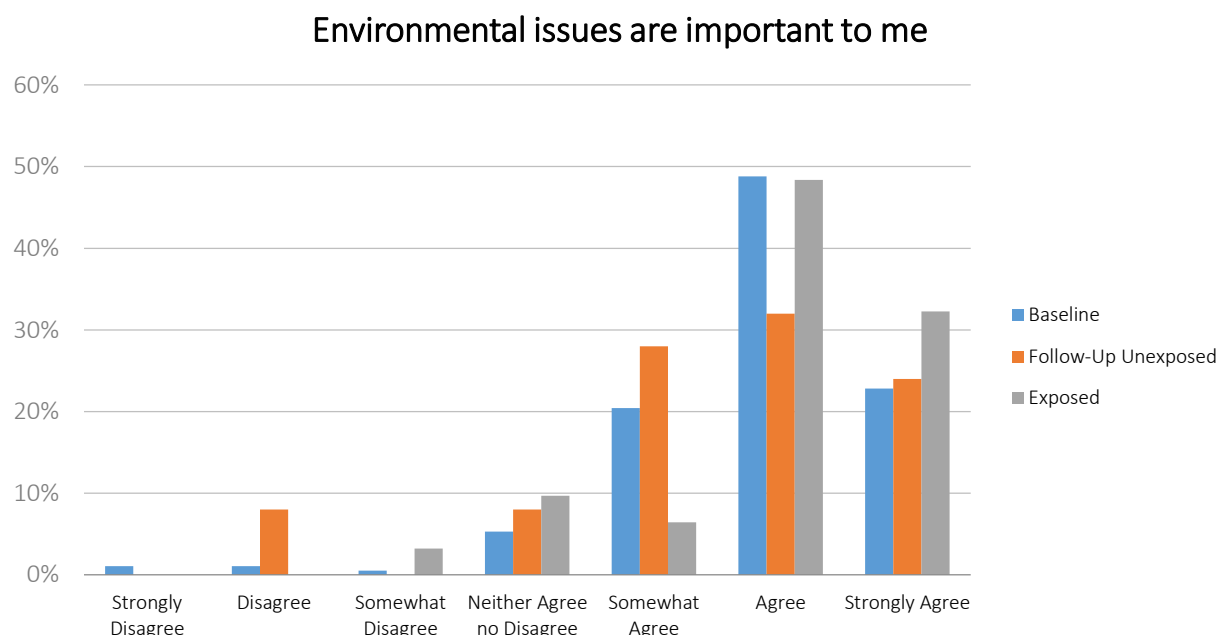
Importance of Environmental Issues

Respondents were asked to respond to the statement, “Environmental issues are important to me.” Exposed respondents (32%) were more likely to report that they ‘strongly agree’ than either baseline (23%) or unexposed respondents (24%). In addition, exposed respondents (81%) were more likely to agree in general (‘strongly agree’ and ‘agree’) than baseline (71%) or unexposed respondents (56%).

It should be noted, however, that it cannot be said with certainty that exposure to Be the Street caused the belief to be held. It is possible, and perhaps likely, that Be the Street attracted fans and respondents who already held these beliefs. If that were demonstrated to be true, then Be the Street’s core value with regards to those individuals would be the program’s ability to capture, engage, empower, and retain those individuals while putting them into contact with like-minded peers. This finding may be supported by the finding discussed above wherein most respondents viewed the conviction of their own beliefs to be greater than that of their peers.

The results of the question that environmental issues are important to the respondent most closely resemble the results (albeit reversed) presented in **Figure 2** and **Figure 3**. **Figure 2**, asking for the respondent’s attitude toward their own past littering, and **Figure 3**, asking for the respondent’s attitude toward the littering of their peers, appear to be closely linked to the respondent’s belief that they hold environmental issues as important. These findings are reported in **Figure 6**.

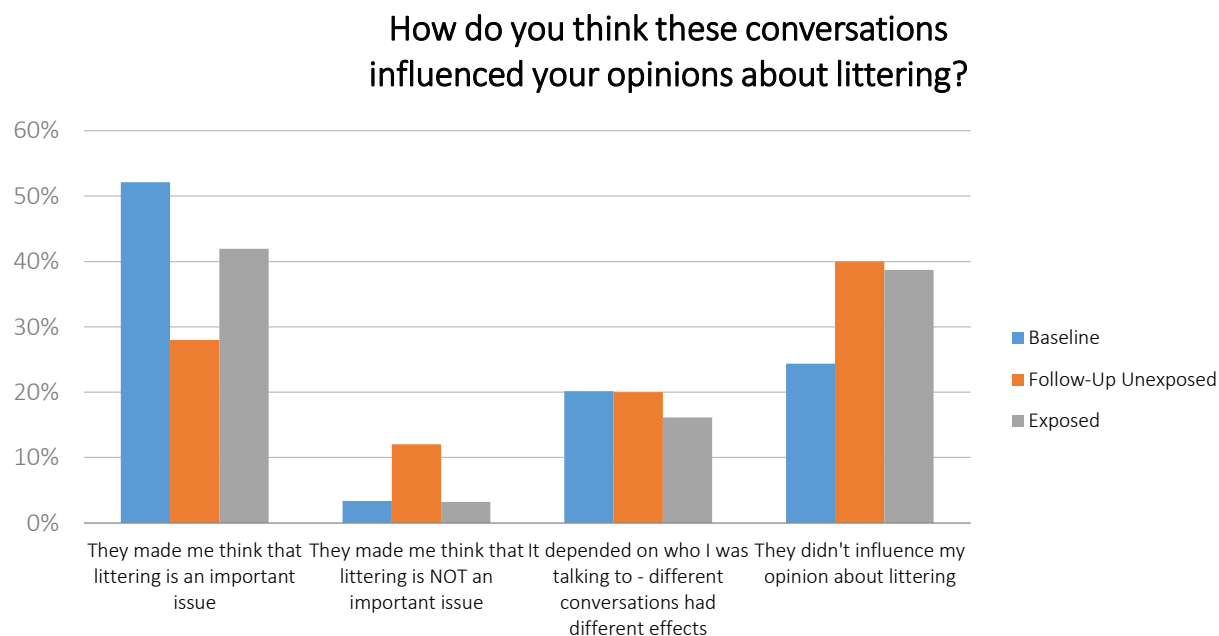
Figure 6. Respondent's belief that environmental issues are important.



Impact of Conversations on Importance of Littering

One of the goals of the Be the Street campaign was to encourage and promote peer-to-peer interactions regarding littering. At the end of the survey, respondents were asked to assess the frequency with which they had conversations about littering and the impact of those conversations on their views of littering. There was not a substantial difference between groups in how conversations impacted belief. These findings are reported in **Figure 7**.

Figure 7. Respondent's belief on the impact of discussing littering with peers.



WILLINGNESS

The final category of questions investigated in this analysis revolved around asking the respondent to consider their willingness or likelihood of taking some future action. These questions helped place into context the respondent's current attitudes towards littering behavior, but also provided insights in how future outreach efforts could be shaped to utilize that willingness.

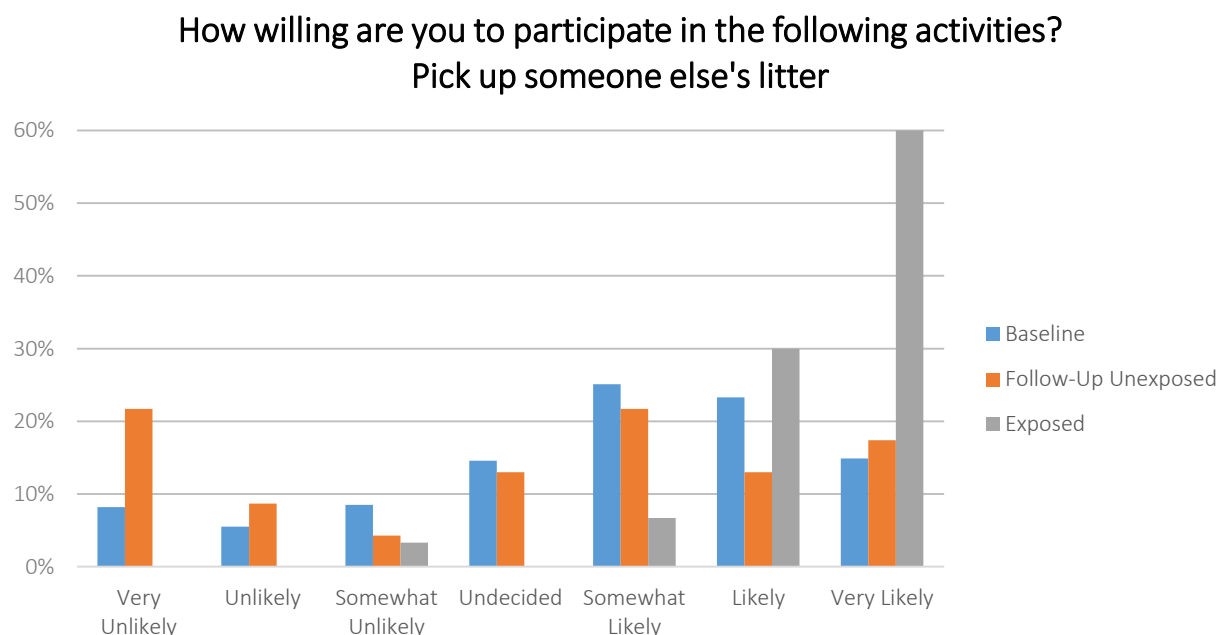
Willingness to Pick up Someone Else's Litter

Respondents were asked how willing they would be to pick up someone else's litter they observed on the ground. More than 90% of exposed respondents reported that they were 'very likely' or 'likely' to pick up someone else's litter while only 38% of baseline and 30% of unexposed respondents reported the same.

The results at the other end of the spectrum are even more pronounced. While 22% of baseline and 35% of unexposed respondents reported that they would be some level of unlikely to pick up someone else's trash, only 3% of exposed reported any unwillingness and that percentage was only 'somewhat unlikely.'

Finally, while 15% of baseline and 13% unexposed were undecided on whether or not they would be willing to pick up someone else's litter, no exposed were undecided. Engagement with Be the Street demonstrates a marked increase in decisiveness of the respondent and a marked increase in willingness to be proactive in cleaning up the streets. These findings are reported in **Figure 8**.

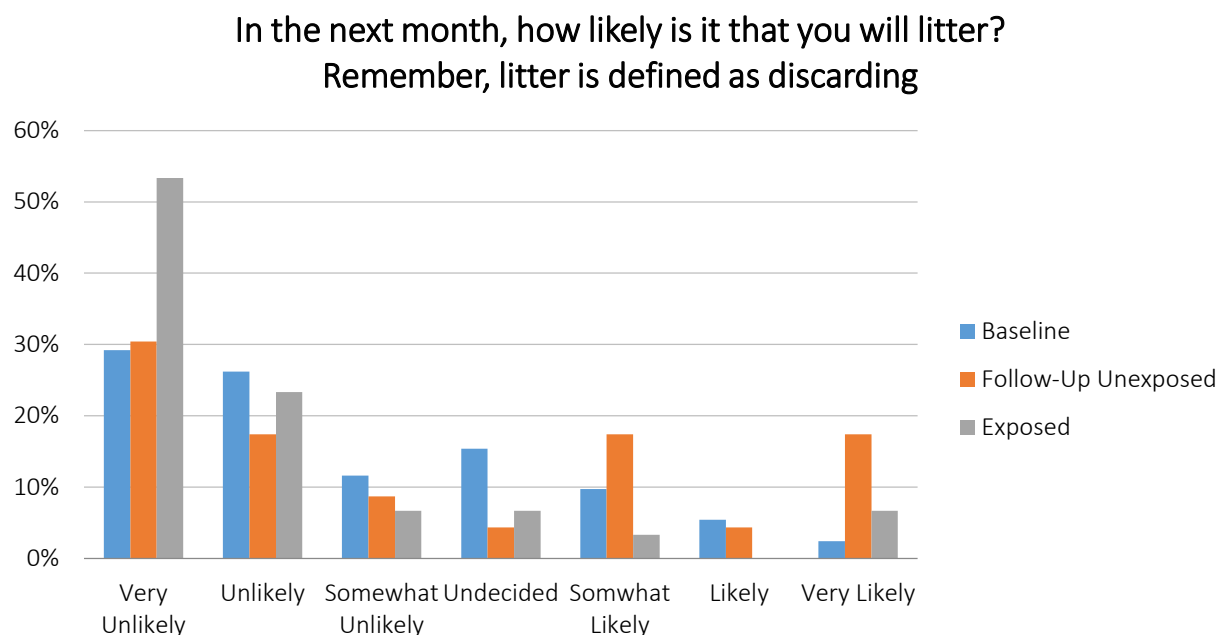
Figure 8. Respondent's willingness to pick up someone else's litter.



Likelihood to Litter

Respondents were also asked about the likelihood that they would litter in the future. Only 10% of exposed reported any willingness to litter in the future while 18% of baseline and 39% of unexposed reported the same. Respondents exposed to the Be the Street program were two to four times less likely to litter in the future than those who were not exposed. These findings are reported in **Figure 9**.

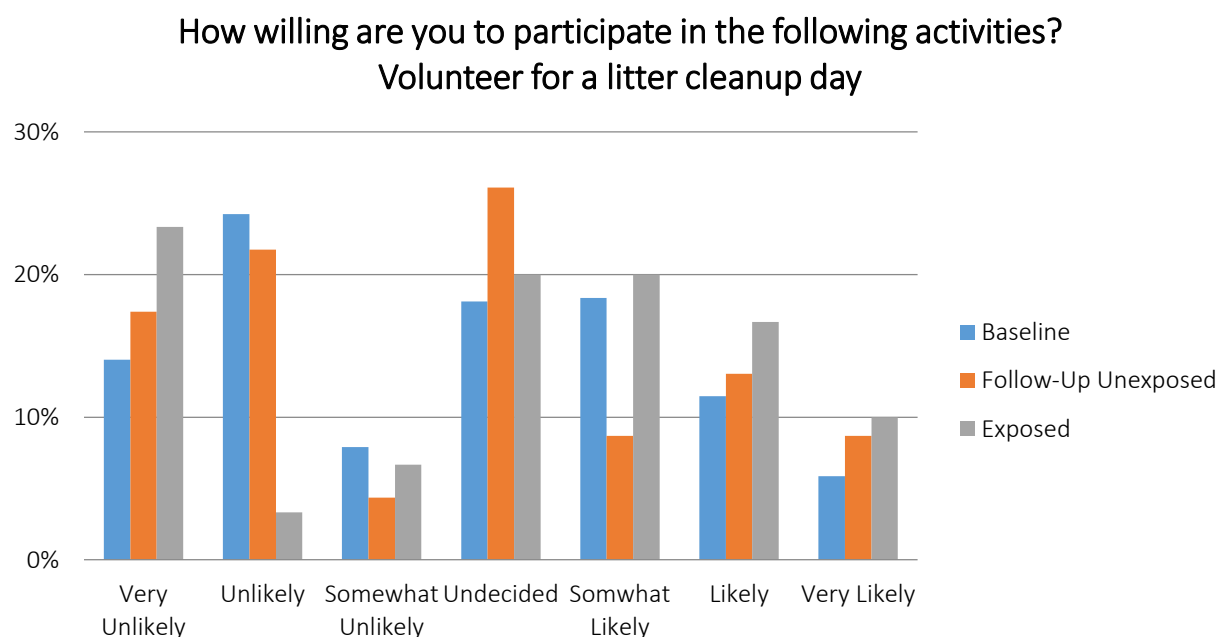
Figure 9. Respondent's willingness to litter in the future.



Willingness to Volunteer

Respondents were finally asked about their willingness to volunteer for a litter cleanup day. Exposed respondents (47%) were roughly one-and-a-half times more likely to be willing to volunteer than baseline (36%) or unexposed respondents (30%). However, exposed respondents also reported the highest 'very unlikely' response at 23%. These findings are reported in **Figure 10**.

Figure 10. Respondent's willingness to participate in volunteer cleanups.



ENGAGEMENT DATA

In addition to the statistical differences demonstrated above, the Be the Street program has significant levels of engagement. The levels of engagement demonstrated by Be the Street are unparalleled by any other public education outreach program.

Highlights include:

- **Facebook.** More than 6,100 engagements including 5,348 current likes. In the two years since its creation, the Be the Street page has achieved 150% the likes of the similarly situated SF Environment Facebook page. The Facebook page also featured a meme contest which achieved more than 100 user-created memes and numerous competitions that garnered thousands of organic shares.
- **YouTube.** A total of 56 videos published on the Be the Street YouTube channel including 52 fan-submitted videos for the anti-litter video contest. This competition received more than 4800 votes cast and had 593 unique views of the 25-minute wards show. At the conclusion of the video competition, the channel had received a total of nearly 16,000 views. Since then, without substantial investment, total views on the channel have risen to nearly 42,000, a 260% increase, just by continuing to leverage existing assets.
- **Mobile app.** A recently completed mobile app allows Be the Street to make direct asks of the target audience through gamification. The mobile app has users complete challenges by going “into the field” and taking pictures of various BMPs. These photos earn the users points which they can use to secure prizes from the app store. In addition, the mobile app allows the program to use push notifications to send messages, new challenges, and notifications directly to the users.

CONCLUSION

Those exposed to the Be the Street program demonstrated differences in key attitudes and behaviors upwards of 200% compared to the population baseline. Those differences were often the most pronounced in key categories such as likelihood to litter in the future, willingness to engage others to promote pro-environmental behaviors, and willingness to become environmental stewards and pick up the litter of others. Generally speaking, this differential is likely due to one of the following three scenarios (or perhaps most likely, a combination of all three)

1. Be the Street is effective in changing attitudes and behaviors as it relates to littering in the target audience.
2. Be the Street is effective in attracting the sort of members of the target audience most likely to exhibit positive anti-litter behaviors and attitudes.
3. Be the Street is effective in attracting anti-litter leaning members of the community and empowering them to adopt even further anti-litter attitudes and behaviors.

Throughout the analysis, the results of the baseline survey (conducted before the start of the Be the Street program) and the unexposed respondents included in the follow-up survey followed similar patterns. These patterns further validate the important differences demonstrated by the respondents exposed to the program.

Be the Street Post-Campaign Survey Topline

Question: What is your birthday?	Count (%) N =60	Campaign Awareness	
		Exposed N=31	Unexposed N=27
1990	2 3.3%	1 3.2%	1 3.7%
1991	4 6.7%	1 3.2%	3 11.1%
1992	3 5.0%	2 6.5%	1 3.7%
1993	2 3.3%	0 0.0%	2 7.4%
1994	3 5.0%	2 6.5%	1 3.7%
1995	10 16.7%	4 12.9%	4 14.8%
1996	12 20.0%	4 12.9%	8 29.6%
1997	6 10.0%	4 12.9%	2 7.4%
1998	9 15.0%	7 22.6%	2 7.4%
1999	8 13.3%	5 16.1%	3 11.1%
2000	1 1.7%	1 3.2%	0 0.0%

Question: What is your gender?	Count N=60	Campaign Awareness	
		Exposed N=31	Unexposed N=27
Male	24 40.0%	12 38.7%	10 37.0%
Female	36 60.0%	19 61.3%	17 63.0%

Question: What is your home zipcode?	Count N=58	Campaign Awareness	
		Exposed N=31	Unexposed N=27
94043	1 1.7%	1 3.2%	0 0.0%
94044	2 3.4%	0 0.0%	2 7.4%
94061	2 3.4%	1 3.2%	1 3.7%
94063	4 6.9%	1 3.2%	3 11.1%
94070	1 1.7%	1 3.2%	0 0.0%
94086	1 1.7%	0 0.0%	1 3.7%
94096	1 1.7%	0 0.0%	1 3.7%
94116	1 1.7%	0 0.0%	1 3.7%
94303	3 5.2%	1 3.2%	2 7.4%
94402	1 1.7%	0 0.0%	1 3.7%
94503	1 1.7%	1 3.2%	0 0.0%
94533	1 1.7%	0 0.0%	1 3.7%
94539	1 1.7%	0 0.0%	1 3.7%
94541	2 3.4%	1 3.2%	1 3.7%
94551	1 1.7%	1 3.2%	0 0.0%
94565	1 1.7%	0 0.0%	1 3.7%
94590	1 1.7%	1 3.2%	0 0.0%
94591	2 3.4%	2 6.5%	0 0.0%
94607	1 1.7%	1 3.2%	0 0.0%
94610	4 6.9%	4 12.9%	0 0.0%
94612	2 3.4%	2 6.5%	0 0.0%
94618	2 3.4%	2 6.5%	0 0.0%
94621	1 1.7%	0 0.0%	1 3.7%
94712	2 3.4%	2 6.5%	0 0.0%
95014	1 1.7%	1 3.2%	0 0.0%
95020	1 1.7%	0 0.0%	1 3.7%

95037	1	1.7%	0	0.0%	1	3.7%
95050	2	3.4%	1	3.2%	1	3.7%
95051	1	1.7%	1	3.2%	0	0.0%
95055	1	1.7%	1	3.2%	0	0.0%
95101	1	1.7%	0	0.0%	1	3.7%
95108	1	1.7%	0	0.0%	1	3.7%
95119	1	1.7%	1	3.2%	0	0.0%
95122	2	3.4%	1	3.2%	1	3.7%
95127	1	1.7%	0	0.0%	1	3.7%
95132	1	1.7%	0	0.0%	1	3.7%
95136	1	1.7%	1	3.2%	0	0.0%
95141	1	1.7%	0	0.0%	1	3.7%
95148	1	1.7%	0	0.0%	1	3.7%
95150	2	3.4%	2	6.5%	0	0.0%

Question: What is your status?	Count N=58	Campaign Awareness			
		Exposed N=31		Unexposed N=27	
I am a high school student	32 55.2%	20	64.5%	12	44.4%
I am a community college student	11 19.0%	5	16.1%	6	22.2%
I am a student at a four year university	5 8.6%	3	9.7%	2	7.4%
I am a student at a trade school	0 0.0%	0	0.0%	0	0.0%
I am a graduate student	0 0.0%	0	0.0%	0	0.0%
I am not a student	10 17.2%	3	9.7%	7	25.9%

Question: Environmental issues are important to me.	Count N=58	Campaign Awareness			
		Exposed N=31		Unexposed N=27	
Strongly Disagree	1 1.7%	0	0.0%	1	3.7%
Disagree	2 3.4%	0	0.0%	2	7.4%
Somewhat Disagree	1 1.7%	1	3.2%	0	0.0%
Neither Agree nor Disagree	5 8.6%	3	9.7%	2	7.4%
Somewhat Agree	9 15.5%	2	6.5%	7	25.9%
Agree	23 39.7%	15	48.4%	8	29.6%
Strongly Agree	17 29.3%	10	32.3%	7	25.9%

Question: Have you seen that logo before?	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Yes	24 42.9%	24	77.4%	0	0.0%
No	32 57.1%	7	22.6%	25	100.0%

Question: In the past month how often have you littered food?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	39 70.9%	27	90.0%	12	48.0%
Maybe 1-2 Times	11 20.0%	3	10.0%	8	32.0%
About 1 time per week	1 1.8%	0	0.0%	1	4.0%
A few times per week	0 0.0%	0	0.0%	0	0.0%
About 1 time per day	2 3.6%	0	0.0%	2	8.0%
Multiple times every day	2 3.6%	0	0.0%	2	8.0%

Question: In the past month how often have you littered chewing gum?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	42 76.4%	24	80.0%	18	72.0%
Maybe 1-2 Times	9 16.4%	5	16.7%	4	16.0%
About 1 time per week	1 1.8%	0	0.0%	1	4.0%
A few times per week	1 1.8%	0	0.0%	1	4.0%
About 1 time per day	1 1.8%	1	3.3%	0	0.0%
Multiple times every day	1 1.8%	0	0.0%	1	4.0%

Question: In the past month how often have you littered Beverage bottles, cans, cups, and/or cartons?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	36 65.5%	25	83.3%	11	44.0%
Maybe 1-2 Times	12 21.8%	4	13.3%	8	32.0%
About 1 time per week	2 3.6%	0	0.0%	2	8.0%
A few times per week	2 3.6%	1	3.3%	1	4.0%
About 1 time per day	1 1.8%	0	0.0%	1	4.0%
Multiple times every day	2 3.6%	0	0.0%	2	8.0%

Question: In the past month how often have you littered straws?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	29 52.7%	18	60.0%	11	44.0%
Maybe 1-2 Times	16 29.1%	10	33.3%	6	24.0%
About 1 time per week	4 7.3%	1	3.3%	3	12.0%
A few times per week	2 3.6%	0	0.0%	2	8.0%
About 1 time per day	2 3.6%	1	3.3%	1	4.0%
Multiple times every day	2 3.6%	0	0.0%	2	8.0%

Question: In the past month how often have you littered bottle caps?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	42 76.4%	25	83.3%	17	68.0%
Maybe 1-2 Times	6 10.9%	2	6.7%	4	16.0%
About 1 time per week	1 1.8%	1	3.3%	0	0.0%
A few times per week	1 1.8%	0	0.0%	1	4.0%
About 1 time per day	2 3.6%	2	6.7%	0	0.0%
Multiple times every day	3 5.5%	0	0.0%	3	12.0%

Question: In the past month how often have you littered disposable utensils?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	48 87.3%	27	90.0%	21	84.0%
Maybe 1-2 Times	3 5.5%	2	6.7%	1	4.0%
About 1 time per week	1 1.8%	0	0.0%	1	4.0%
A few times per week	0 0.0%	0	0.0%	0	0.0%
About 1 time per day	1 1.8%	1	3.3%	0	0.0%
Multiple times every day	2 3.6%	0	0.0%	2	8.0%

Question: In the past month how often have you littered wrappers/bags/food packaging?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	30 54.5%	18	60.0%	12	48.0%
Maybe 1-2 Times	14 25.5%	10	33.3%	4	16.0%
About 1 time per week	5 9.1%	1	3.3%	4	16.0%
A few times per week	3 5.5%	1	3.3%	2	8.0%
About 1 time per day	1 1.8%	0	0.0%	1	4.0%
Multiple times every day	2 3.6%	0	0.0%	2	8.0%

Question: In the past month how often have you littered packaging from non food/beverage items?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	42 76.4%	27	90.0%	15	60.0%
Maybe 1-2 Times	8 14.5%	2	6.7%	6	24.0%
About 1 time per week	2 3.6%	0	0.0%	2	8.0%
A few times per week	0 0.0%	0	0.0%	0	0.0%
About 1 time per day	2 3.6%	1	3.3%	1	4.0%
Multiple times every day	1 1.8%	0	0.0%	1	4.0%

Question: In the past month how often have you littered packaging from plastic/paper bags?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	46 83.6%	27	90.0%	19	76.0%
Maybe 1-2 Times	6 10.9%	3	10.0%	3	12.0%
About 1 time per week	1 1.8%	0	0.0%	1	4.0%
A few times per week	0 0.0%	0	0.0%	0	0.0%
About 1 time per day	0 0.0%	0	0.0%	0	0.0%
Multiple times every day	2 3.6%	0	0.0%	2	8.0%

Question: In the past month how often have you littered packaging from cigarette butts?	Count N=55	Campaign Awareness			
		Exposed N=30		Unexposed N=25	
Never	38 69.1%	21	70.0%	17	68.0%
Maybe 1-2 Times	6 10.9%	4	13.3%	2	8.0%
About 1 time per week	4 7.3%	3	10.0%	1	4.0%
A few times per week	4 7.3%	2	6.7%	2	8.0%
About 1 time per day	2 3.6%	0	0.0%	2	8.0%
Multiple times every day	1 1.8%	0	0.0%	1	4.0%

Question: In the past month, how often have you picked up a piece of litter that was not yours and disposed of it?	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Never	7 12.5%	1	3.2%	6	24.0%

Maybe 1-2 times	12	21.4%	1	3.2%	11	44.0%
About 1 time per week	1	1.8%	0	0.0%	1	4.0%
A few times per week	15	26.8%	9	29.0%	6	24.0%
About 1 time per day	11	19.6%	11	35.5%	0	0.0%
Multiple times every day	10	17.9%	9	29.0%	1	4.0%

Question: People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situation: Prior to/after eating or drinking.	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Never	30 53.6%	19	61.3%	11	44.0%
Maybe 1-2 times	20 35.7%	11	35.5%	9	36.0%
About 1 time per week	5 8.9%	1	3.2%	4	16.0%
A few times per week	0 0.0%	0	0.0%	0	0.0%
About 1 time per day	1 1.8%	0	0.0%	1	4.0%
Multiple times every day	0 0.0%	0	0.0%	0	0.0%

Question: People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situation: When I am in a vehicle.	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Never	34 60.7%	22	71.0%	12	48.0%
Maybe 1-2 times	13 23.2%	8	25.8%	5	20.0%
About 1 time per week	7 12.5%	1	3.2%	6	24.0%
A few times per week	1 1.8%	0	0.0%	1	4.0%
About 1 time per day	1 1.8%	0	0.0%	1	4.0%
Multiple times every day	0 0.0%	0	0.0%	0	0.0%

Question: People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situation: At school.	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Never	34 60.7%	22	71.0%	12	48.0%
Maybe 1-2 times	11 19.6%	5	16.1%	6	24.0%
About 1 time per week	6 10.7%	2	6.5%	4	16.0%
A few times per week	1 1.8%	0	0.0%	1	4.0%
About 1 time per day	1 1.8%	0	0.0%	1	4.0%
Multiple times every day	3 5.4%	2	6.5%	1	4.0%

Question: People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situation: When I have to put out my cigarette.	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Never	32 57.1%	19	61.3%	13	52.0%
Maybe 1-2 times	5 8.9%	3	9.7%	2	8.0%
About 1 time per week	9 16.1%	6	19.4%	3	12.0%

A few times per week	3	5.4%	0	0.0%	3	12.0%
About 1 time per day	0	0.0%	0	0.0%	0	0.0%
Multiple times every day	7	12.5%	3	9.7%	4	16.0%

Question: People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situation: When I'm at home.	Count N=55		Campaign Awareness			
			Exposed N=30		Unexposed N=25	
Never	43	78.2%	28	93.3%	15	60.0%
Maybe 1-2 times	8	14.5%	2	6.7%	6	24.0%
About 1 time per week	2	3.6%	0	0.0%	2	8.0%
A few times per week	1	1.8%	0	0.0%	1	4.0%
About 1 time per day	1	1.8%	0	0.0%	1	4.0%
Multiple times every day	0	0.0%	0	0.0%	0	0.0%

Question: People may or may not litter in different situations. Please indicate how frequently you litter in each of the following situation: At work.	Count N=56		Campaign Awareness			
			Exposed N=31		Unexposed N=25	
Never	40	71.4%	25	80.6%	15	60.0%
Maybe 1-2 times	7	12.5%	3	9.7%	4	16.0%
About 1 time per week	2	3.6%	2	6.5%	0	0.0%
A few times per week	1	1.8%	0	0.0%	1	4.0%
About 1 time per day	1	1.8%	0	0.0%	1	4.0%
Multiple times every day	5	8.9%	1	3.2%	4	16.0%

Question: What prevents you from littering? Select all that apply.	Count N=56		Campaign Awareness			
			Exposed N=31		Unexposed N=25	
Trash cans/recycling/compost bins nearby	42	75.0%	25	80.6%	17	68.0%
There are anti-litter signs posted	8	14.3%	3	9.7%	5	20.0%
When an area is already litter free	13	23.2%	7	22.6%	6	24.0%
When I feel that I want to keep a certain area clean	22	39.3%	13	41.9%	9	36.0%
Friends, family, or others would complain about my behavior if I littered	14	25.0%	8	25.8%	6	24.0%
I know there is no clean-up crew for a given area	14	25.0%	9	29.0%	5	20.0%
I would feel guilty if I littered	26	46.4%	15	48.4%	11	44.0%

Question: How often do you think your friends litter?	Count N=56		Campaign Awareness			
			Exposed N=31		Unexposed N=25	
Never	5	8.9%	2	6.5%	3	12.0%
Rarely	15	26.8%	11	35.5%	4	16.0%
Sometimes	20	35.7%	12	38.7%	8	32.0%
Frequently	10	17.9%	4	12.9%	6	24.0%
All the time	6	10.7%	2	6.5%	4	16.0%

Question: When I see my friends littering, I _____ of their behavior.	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Strongly Disapprove	29 51.8%	21	67.7%	8	32.0%
Disapprove	17 30.4%	8	25.8%	9	36.0%
Somewhat Disapprove	4 7.1%	2	6.5%	2	8.0%
Neither Approve/Disapprove	3 5.4%	0	0.0%	3	12.0%
Somewhat Approve	1 1.8%	0	0.0%	1	4.0%
Approve	0 0.0%	0	0.0%	0	0.0%
Strongly Approve	2 3.6%	0	0.0%	2	8.0%

Question: If my friends saw me litter, they would _____ of my behavior.	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Strongly Disapprove	9 16.1%	5	16.1%	4	16.0%
Disapprove	13 23.2%	8	25.8%	5	20.0%
Somewhat Disapprove	13 23.2%	9	29.0%	4	16.0%
Neither Approve/Disapprove	15 26.8%	7	22.6%	8	32.0%
Somewhat Approve	3 5.4%	2	6.5%	1	4.0%
Approve	0 0.0%	0	0.0%	0	0.0%
Strongly Approve	3 5.4%	0	0.0%	3	12.0%

Question: If my friends saw me litter, they would _____ of my behavior.	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Strongly Disapprove	26 46.4%	18	58.1%	8	32.0%
Disapprove	17 30.4%	11	35.5%	6	24.0%
Somewhat Disapprove	7 12.5%	1	3.2%	6	24.0%
Neither Approve/Disapprove	3 5.4%	1	3.2%	2	8.0%
Somewhat Approve	0 0.0%	0	0.0%	0	0.0%
Approve	0 0.0%	0	0.0%	0	0.0%
Strongly Approve	3 5.4%	0	0.0%	3	12.0%

Question: In the past month, have you spoken with friends about littering?	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
Yes	14 25.0%	5	16.1%	9	36.0%
No	42 75.0%	26	83.9%	16	64.0%

Question: How do you think these conversations influence your opinions about littering?	Count N=56	Campaign Awareness			
		Exposed N=31		Unexposed N=25	
They made me think that littering is an important issue	20 35.7%	13	41.9%	7	28.0%
They made me think that littering is NOT an important issue	4 7.1%	1	3.2%	3	12.0%
It depended on who I was talking to - different conversations had different effects	10 17.9%	5	16.1%	5	20.0%
They didn't influence my opinion about littering	22 39.3%	12	38.7%	10	40.0%

Question: In the next month, how likely is it that you will litter? Remember, litter is defined as discarding, placing, throwing, or dropping any waste item in a public or private area and not immediately removing it. This includes waste items large and small which were discarded intentionally or accidentally.	Count N=53	Campaign Awareness			
		Exposed N=30		Unexposed N=23	
Very Unlikely	23 43.4%	16	53.3%	7	30.4%
Unlikely	11 20.8%	7	23.3%	4	17.4%
Somewhat Unlikely	4 7.5%	2	6.7%	2	8.7%
Undecided	3 5.7%	2	6.7%	1	4.3%
Somewhat Likely	5 9.4%	1	3.3%	4	17.4%
Likely	1 1.9%	0	0.0%	1	4.3%
Very Likely	6 11.3%	2	6.7%	4	17.4%

Question: How willing are you to participate in the following activities? Volunteer for a litter cleanup day.	Count N=53	Campaign Awareness			
		Exposed N=30		Unexposed N=23	
Very Unlikely	11 20.0%	7	23.3%	4	16.0%
Unlikely	6 10.9%	1	3.3%	5	20.0%
Somewhat Unlikely	3 5.5%	2	6.7%	1	4.0%
Undecided	12 21.8%	6	20.0%	6	24.0%
Somewhat Likely	10 18.2%	6	20.0%	4	16.0%
Likely	8 14.5%	5	16.7%	3	12.0%
Very Likely	5 9.1%	3	10.0%	2	8.0%

Question: How willing are you to participate in the following activities? Pick up someone else's litter.	Count N=53	Campaign Awareness			
		Exposed N=30		Unexposed N=23	
Very Unlikely	5 9.4%	0	0.0%	5	21.7%
Unlikely	2 3.8%	0	0.0%	2	8.7%
Somewhat Unlikely	2 3.8%	1	3.3%	1	4.3%
Undecided	3 5.7%	0	0.0%	3	13.0%
Somewhat Likely	7 13.2%	2	6.7%	5	21.7%
Likely	12 22.6%	9	30.0%	3	13.0%
Very Likely	22 41.5%	18	60.0%	4	17.4%

Question: How willing are you to participate in the following activities?-If I see a friend littering, say something to express disapproval or try to stop her/him from littering.	Count N=53	Campaign Awareness			
		Exposed N=30		Unexposed N=23	
Very Unlikely	2 3.6%	0	0.0%	2	8.0%
Unlikely	0 0.0%	0	0.0%	0	0.0%
Somewhat Unlikely	4 7.3%	1	3.3%	3	12.0%
Undecided	5 9.1%	1	3.3%	4	16.0%

Somewhat Likely	12	21.8%	7	23.3%	5	20.0%
Likely	11	20.0%	6	20.0%	5	20.0%
Very Likely	21	38.2%	15	50.0%	6	24.0%

Have you seen either or both of these videos?	Count N=53	Campaign Awareness	
		Exposed N=28	Unexposed N=25
Yes	16 30.2%	16 57.1%	0 0.0%
No	37 69.8%	12 42.9%	25 100.0%



the street

User Guide



This guide was made to assist Be the Street partners and affiliates in the implementation of our campaign. It will show examples of current work as well as lay out fundamental branding standards that can be applied across all new projects.

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**BE THE
CHANGE
YOU WANT
TO SEE
IN THE
WORLD
GANDHI**

QUOTE COUTURE

“Be the Street You Want to See.”

“*Be the Street*” is bold, friendly, fun and not afraid to get its hands dirty. A little bit Gandhi with a touch of Tom Sawyer, all wrapped in Bay Area themed blanket, the messaging encourages youths to take ownership of the state of their community and actively shape their environment. In this campaign, the state of the “street” is a reflection, for better or worse, of the kids who use it. Rather than passing the blame on to peers, adults, or others, *Be the Street* asks that individuals take action to clean up and invigorate their surroundings. By exploring and engaging problems and solutions to community and environmental issues, street-by-street, participants will be rewarded with the pride, and the fun, of having created the kind of “street” they have always wanted to live on.



HOME ABOUT NEWS CONTEST CONTACT

Be the Street Video Contest

GRAND PRIZE WINNER

receives **\$1,000**
and your video will
APPEAR ON TV!!

BE THE STREET
VIDEO CONTEST!
APRIL 2010 - 2011



Do you want to make a difference in your community? We challenge you to create a 15-30 second video that prevents your peers from littering. Let your vision be the tool for building a litter-free community. A 1st & 2nd Prize Winner will be selected from each category and awarded GIFT and CASH prizes! The lucky Grand Prize Winner will receive a cash prize and their video will be distributed on television! Entries submitted by 6/15/2012 will automatically only be entered into the Early Submission Raffle for the chance to WIN a \$100 Apple gift card!

HOW TO
ENTER



Search this site...

CONNECT

facebook

YouTube



VIDEOS



Clear Water Action / Myrham



The Magnetic Plastic Bag - A Mockumentary



BRCS - Anti-Litter PSA #1



Tummy Anti-Littering Commercial

COMMUNITY SPOTLIGHT



Be the Street wants to give a well-deserved shout-out to the Youth Resource Council. We owe a lot of what Be the Street is today to their participation and dedication over the last few months—not the least of which, our name! It's been greater...

[+ Read More](#)

LATEST NEWS



Upcoming Events May Event: Spring Clean Up Where: San Bruno P...

[+ Read More](#)



Become a part of our video contest and get a chance to BE on TV! Are you a creative type with a camera and want to...

[+ Read More](#)

ABOUT THE PROGRAM

We wanted to be something bigger. We'd been to beach clean ups and we try to buy non-toxic alternatives. We find ways to celebrate Earth Day and we're diligent about separating trash, compost and recyclables (and even a little annoying about it to our friends.) We'd done all of this and we're going to keep

doing it because we care about shepherding the most beautiful Bay Area we can. But we wanted to be something bigger too. We wanted to be part of a group where everything we did came together, where we could come together with other people who not only care about a beautiful Bay Area but are doing things about it. [READ MORE](#)



Be the Street Website

(<https://www.bethestreet.org>)

An early example of the horizontal logo format; this platform opts for a darker, slightly textured color palette for a serious yet youthful backdrop for the engaging elements on the website. However the pink color adds a bit of levity and fun to the mix in keeping with the energetic nature of the Be the Street brand. It follows a simple grid format that allows for the many video elements of the page to flow nicely. The light colored text also plays up the youthful nature of the brand by keeping text subtle and the spotlight on the fun and interactive elements of the website.

functional

BE



The image shows a screenshot of the 'Be the Street' e-newsletter. At the top is a horizontal masthead with a blue background, featuring silhouettes of houses and people, and the text 'BE the street'. Below the masthead are three main content blocks. The first block, 'Create Your Video', includes a photo of a person and text about a video contest. The second block, 'Thanks From the Street', features a photo of hands and a thank-you message. The third block, 'Join Us at Events', shows a photo of a calendar and text about upcoming events. At the bottom, there is a footer with copyright information, a mailing address, and a MailChimp logo.

BE
the street

Create Your Video
Prevent littering and let your voice be heard!
Create a 15-30 second video with an anti-litter message!
Become a part of our video contest and get a chance to be on TV
[+Read More](#)

Thanks From the Street
A big thank you to our Youth Resource Council
[+Read More](#)

Join Us at Events
Find out what is going on near you
[+Read More](#)

Join BE the Street Community on [Facebook](#) and tell us what you're doing to keep your neighborhood clean!

[friend on Facebook](#) | [forward to a friend](#)

Copyright © 2012 Be the Street, All rights reserved.
You are receiving this email because you signed up for our quarterly e-newsletter.
Our mailing address is:
Be the Street
4510 E. Pacific Coast Highway
Suite 300
Long Beach, CA 90804

MailChimp



Be the Street E-Newsletter

The goal of the quarterly eNewsletter is to keep the target audience in the loop about the program news and opportunities to get engaged. It is important to note that any interaction with a member of the target audience should result in an eNewsletter sign up. This is because the eNewsletter, along with Facebook and YouTube, are the principle means for Be the Street to Engage with its audience.

The light and dark blue colors are consistent with the look and feel of the website and Facebook page colors. The Be the Street eNewsletter also uses the horizontal masthead logo.



Sponsored [Create an Ad](#)

Be the Street



Click here to join Bay Area communities in giving your **FEEDBACK!** It only takes 5 minutes to make your voice heard!



Be the Street Facebook Page

(<https://www.facebook.com/BetheSt>)

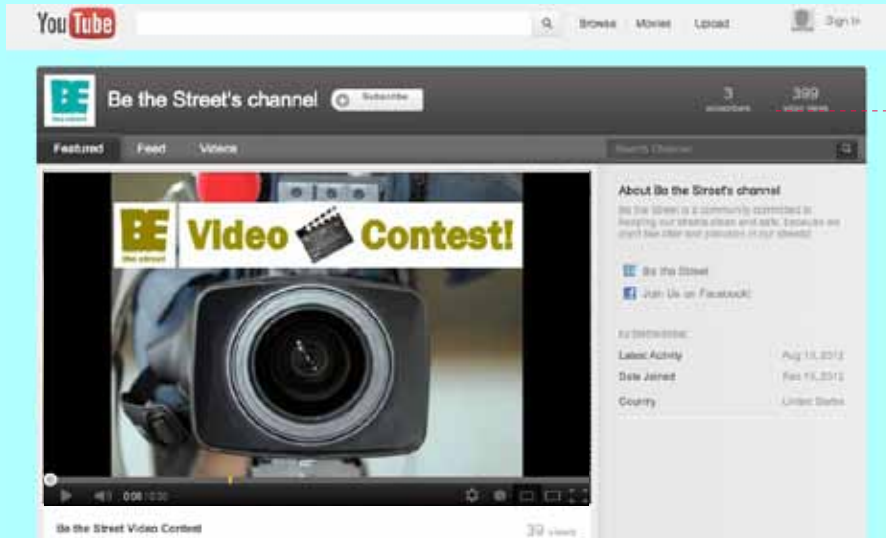
The Be the Street Facebook Page incorporates the Be the Street logo and a cover photo created to showcase the look and feel of the brand.

Posts are published on the page about 3 times a week. Post material includes anti-litter related updates and photos, local events and program messages.

The committee is encouraged to update the Facebook matrix with post material here:

<http://tinyurl.com/btsfacebookmatrix>.

The page is monitored daily and stats are tracked bi-monthly.



Be the Street YouTube Channel

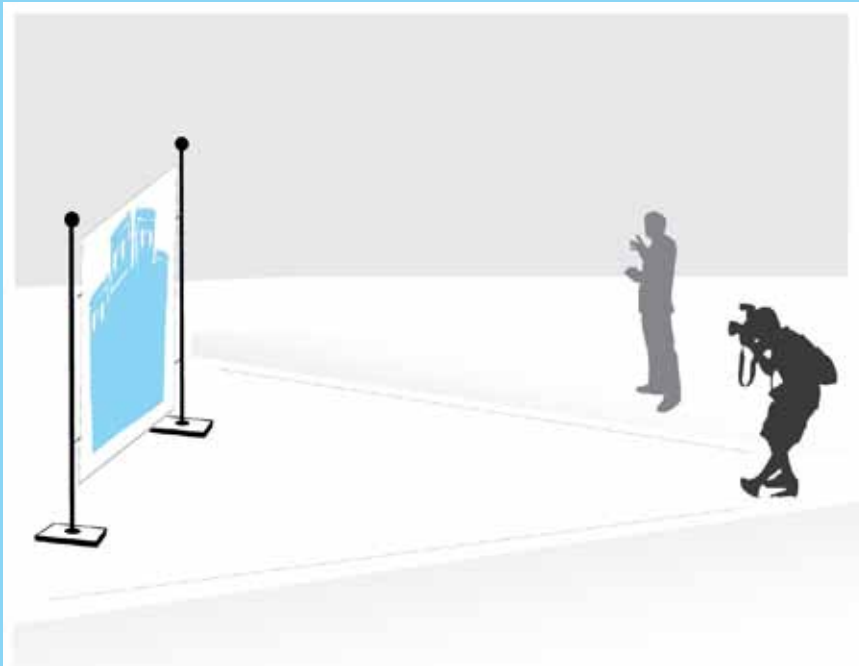
(<http://www.youtube.com/bethestreet>)

Like the Facebook page, the Be the Street YouTube Channel incorporates the Be the Street square logo as its avatar. The YouTube page uses high energy colors to represent the dynamic and ever changing environment and to accommodate the videos uploaded as material becomes available (i.e. PSA promotional and entry videos). The channel is monitored weekly and stats are tracked bimonthly.



Be the Street Video Contest

This promotional event uses high energy graphics and a lot of imagery and color play. It is not rigidly adhered to the brand standards since it's main function is as a crowd sourcing campaign to generate unique user content. The goal of the video contest is to crowdsource and highlight numerous audience generate PSAs showing how contestants can be their own street!



Be the Street Event Photography

Be the Street developed an photo booth set up that can be implemented at public events that allows participants to pose in front of a life-sized Be the Street Crown. These images can be dropped into a template to create unique and personalized Be the Street logos that individuals can print or share via social media.

Events like this break down the branding to its most simplified form to allow audiences to be creative and take ownership of the be the street program for fun, playful, and unique responses. For a further information on event photography refer to the Events Protocol Implantations Guide.





Hero Logo

For “official” & standardized applications

The default form of the **Be *the Street*** logo should be used for all “official” applications by the committee or program as a whole. It includes the “Crown” with the primary figure tossing litter into a garbage can with a supporting figure on the left performing a celebratory hand stand.



Square Hero Logo

For photos, web avatars and apps.

This version has the essential message of the campaign, but is adaptable to smaller spacing constraints where legibility is most important (such as online formats, message boards, twitter, etc...) or for use with supplemental imagery/photography that takes the narrative place of the crown.



Color

For “official” & standardized applications

Playfulness with color is open and encouraged. It can be used to appeal to a wide variety of audiences and can be bright and energetic or more subdued. You should always keep the core elements as a single solid color and tone. Additional colors can be worked in with the backgrounds to create contrast. However, the Be the Street logo should always be the darker toned color.



PMS: 7547u
CMYK: 35c, 4m, 0y, 94k
RGB: 23r, 41g, 52b
Hex: #172934

Official



PMS: 5405u
CMYK: 58c, 17m, 0y, 46k
RGB: 59r, 110g, 143b
Hex: #3B6E8F

Friendly



PMS: 1788u
CMYK: 0c, 84m, 88y, 0k
RGB: 240r, 81g, 51b
Hex: #F05133

Energetic



PMS: 392u
CMYK: 7c, 0m, 100y, 49k
RGB: 141r, 139g, 0b
Hex: #F8D8B00

Natural



PMS: 3282u
CMYK: 100c, 0m, 46y, 15k
RGB: 0r, 149g, 143b
Hex: #00958F

Delicate

colorful



Parts of the Logo

When breaking down the Be the Street logo into its component parts, there are three distinct elements that we will refer to: The Crown, the Big Be and the Tag.



Type

Franklin Gothic

The primary typography for “Be the Street” is Left-aligned Franklin Gothic.



“The Crown”

Visualizes a desired behavior/attitude



“The Big BE”

The foundational element of the brand.

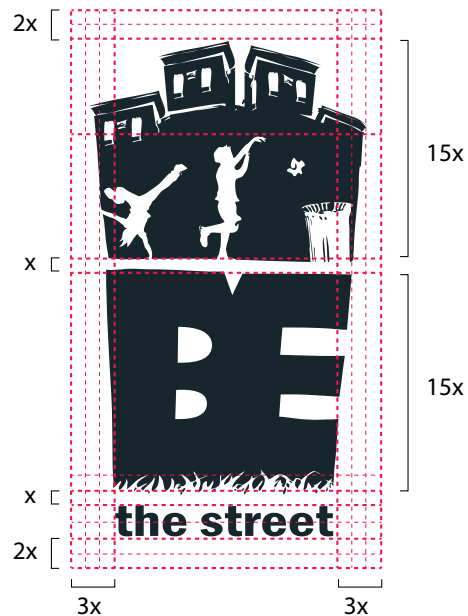
the street

“The Tag”

Call out a specific place or quality.

consistent





Keeping things in line

It is important that the Be the Street logo be arranged appropriately in any applications so that it is readable and organized. The logo should never be blocked by other elements and should generally be aligned above text and images.



organized



Email Signature

The Be the Street email signature uses the full logo with official black/dark blue color.

It is left aligned to the base of the Big Be and includes the website and the full tagline: “Be the Street you want to see.” below the logo.

Thank you for your participation!



www.BetheStreet.org

Be the Street You Want to See.



<http://basmaa.org/>



Horizontal Logo Formats

When vertical space is limited the Crown can be moved to the sides to create a landscape style masthead. The Crown does not need to be the same color as the Big Be, but the Big Be and the Tag should remain paired.

The horizontal placement of the Big Be and Tag are usually closer to the left side but can be placed at any horizontal point as befitting the design. The space created can be filled with combinations of silhouette figures, or be left blank. Information should go below the tag as with other text guidelines.

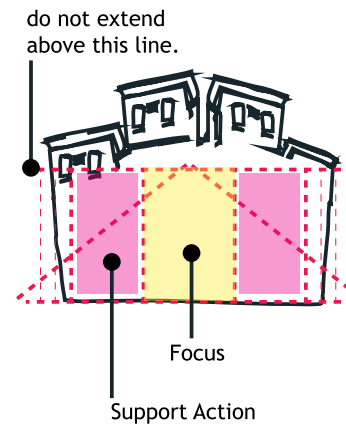
This form is useful for mastheads, banners, and headers and footers.



Customized Logos

Logos for Individual counties and programs.

By depicting different scenes using silhouetted images, a wider range of messages can be highlighted, and more specific groups of participants targeted. However don't overload the crown. A good guide is no more than 3-4 figures/objects at a time. The general hierarchy should place the main action in the center frame with supporting action on either side.



Photography

For “official” & standardized applications

When using the full logo over photography, use a color block underneath so the image doesn't make the overlap too busy. Only use the square format logo directly over a picture. The silhouettes cut outs will become cluttered when a busy image is underneath.

Normally the brand logo will be darker tone , but in a photograph it is okay to use a “knock-out” white version instead for better readability.



Silhouettes

For “official” & standardized applications

By depicting different scenes using silhouetted images, a wider range of messages can be highlighted, and more specific groups of participants targeted. However don't overload the crown. A good guide is no more than 3-4 figures/objects at a time. The general hierarchy should place the main action in the center frame with supporting action on either side.

**note, the silhouette examples on the next spread can be extracted from the PDF form of this document.*

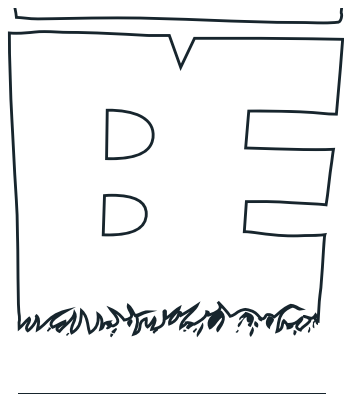


a good example



a good example

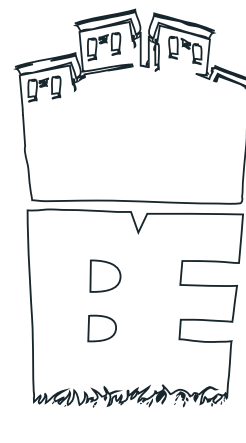
BE



Unique logos

For user-generated content and contests. Not for branding.

Outlined or otherwise reductive forms of the logo can be customized for target audience engagement. The Big BE should remain intact to anchor these one-off logos to the larger campaign. Otherwise, for the most part, these versions don't need to be as adherent to the established rules of the brand. This freedom encourages creativity and ownership by the ground-level participants in the campaign. Further discussions will be held by the BASMAA committee about when and how to use these playful versions along with the more formal versions.



upside-down!



out of the box



Hero Logo:

- ☐ for large-scale Be the Street branding
- ☐ use when unsure of which version you can use
- ☐ formal BASMAA usage



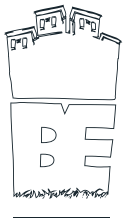
Square Hero Logo:

- ☐ use when you don't have a lot of space
- ☐ use when the full hero is too busy to work
- ☐ a square icon format.
- ☐ semi-formal usage



Regional Logo

- ☐ business casual usage
- ☐ tailored to a specific region/street/etc...
- ☐ tailored to a specific program



Unique Logo

- ☐ informal usage created and used directly by the youth audience
- ☐ not for long term use
- ☐ not to be used made
- ☐ directly by campaign leaders



Text/Typography

- ☐ Franklin Gothic
- ☐ always left aligned



Crown

- ☐ 3-4 silhouettes (figures objects)
- ☐ models aspirational behavior (no negative modeling!)
- ☐ silhouettes simple outlined figures

the street

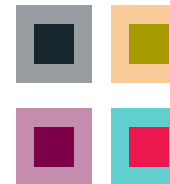
The Tag

- ☐ always left aligned to the base of the Big BE.
- ☐ always lower case
- ☐ Franklin Gothic Demi



The Big BE

- ☐ do not alter the shape or overlap the Big BE
- ☐ a fixed brand element



Color

- ☐ brand mark is always one color & tone with backgrounds
- ☐ use a lighter color under a darker logo otherwise free to mix (per legibility)
- ☐ can be white when placed over photography



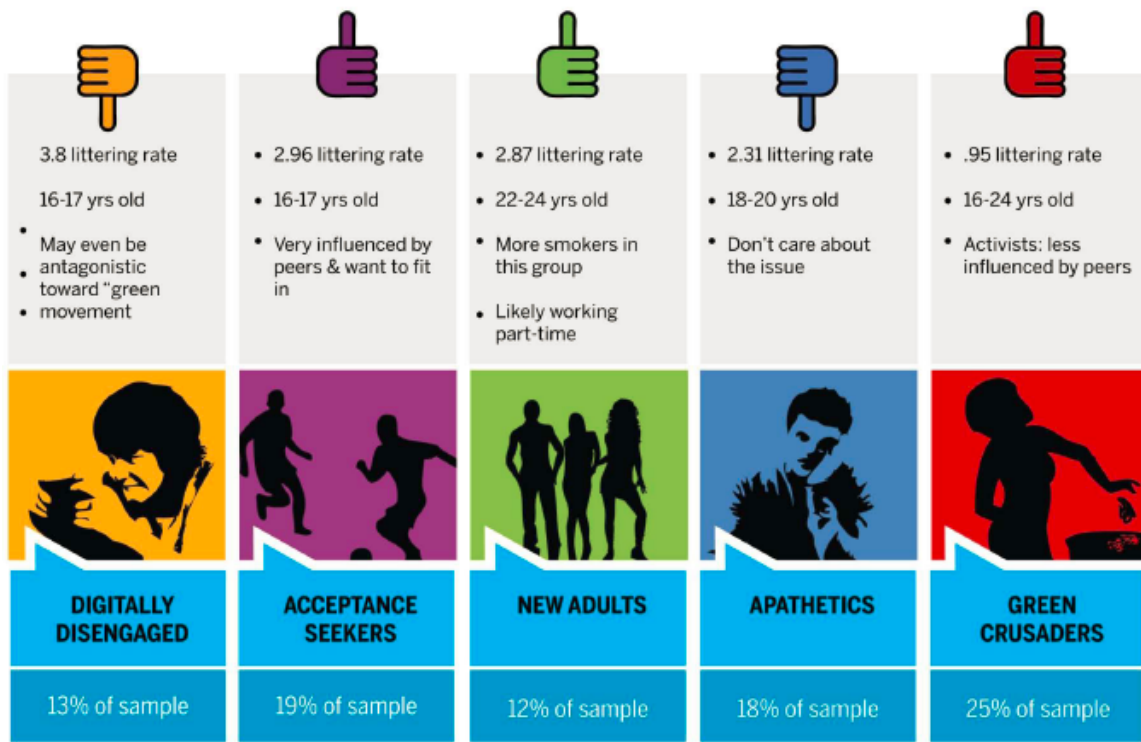


We wanted to change behavior. Yes, it's an NPDES Public Education program so we wanted compliance and to meet as many C.7 items as efficiently as possible as well—but that's what we *had* to do. What we *wanted* to do was to actually change people's littering behavior and we wanted to be able to tie that change to our campaign.

THE FOUNDATION

We began with an exhaustive study designed to get at who was littering and why they were doing it. Scouring through hundreds of case studies and thousands of lines of data, we set ourselves to combining all of the best information available when it came to littering. In a somewhat unsurprising discovery to most parents, we found that teenagers and young adults were major culprits when it came to littering. What would surprise many parents, however, was how to get these young adults to stop.

We segmented the target audience into five unique sub-populations, each distinct in their respective attitudes, beliefs, general characteristics, and propensity to littering. Then we determined which we could effectively and efficiently reach (a thumbs up) and how best to do that. The results of those findings would grow into Be the Street. For the rest (a thumbs down), we planned to reach them through their peers, our Green Crusaders, who would become the standard-bearers of our message.



ANTI ANTI-LITTER

Just about no one is pro-litter. In the scope of environmental issues, this is not in the more controversial camps of desalination or carbon reduction. No one takes a stand on behalf of litter (although one could argue that the plastic bag industry comes close). When we began our research in 2011, we discovered that young and old people alike are united in their disdain for waste in the wrong place. The vast majority of interviewees were aware of some form of water quality damage done by litter and, in fact, every single member of our informal focus groups had heard of the Pacific Gyre and could recall any number of its “affectionate” names: The Garbage Patch, the Trash Texas in the Ocean, and the Landfill Island.

So what does this information tell us then? That this is not a matter of awareness or morals. Our audience knew that litter was bad for the world and also believed that litter was just a bad thing in general. Since our goal was to actually change behavior, we knew to avoid these messaging platforms.

Then we came across another study conducted by Dr. Robert Cialdini looking into urban littering habits. In no uncertain terms, Cialdini proved that the central psychological feature contributing to proper waste disposal behavior was *the perception of a clean community*. If people saw a clean street, they were reluctant to litter. On the other hand, if the community was already strewn with plastic wrappers and paper bags, people were 10 times more likely to litter. The presence or absence of litter demonstrated the social norm, and the social norm was the key to controlling littering.

We combined that finding with two other key items related to our audience and littering:

1. Any young adult expressing a lack of ownership of their environment was more likely to litter; and
2. Any communication perceived to be coming from the government, whether local or federal, would be met with suspicion.

Add into the mix the meteoric rise of social media and smart phones and you have the foundation for Be the Street.

WHAT = WHERE + WHY

We started by developing an umbrella brand under which our mini-campaigns would fall. Think of it just like any other governmental agency: a County’s environmental health program may hold a spring car wash drive or a fall IPM workshop. The brand is the health of the overall program, not the success of any one workshop. Because we knew that our audience would be turned off by government connections, we needed to create a brand that would fill that role in providing programmatic credibility and consistency.

Any discussion of what grew to be known as Be the Street has to begin with a revolutionary idea in the Stormwater public education world – what if we don’t make it about water? This seems impossible – how could a water quality program not talk about water quality? The answer is simple, that wasn’t what was going to drive behavior change.

Be the Street (You Want to See) is about inspiring a sense of ownership of an energetic, eclectic, clean urban environment in our audience. The logo is flexible and allows for variation so as to be deployed across different cities and counties, an important component for this regional campaign. Subtle clues like the silhouetted grassline calls out a sense of earthiness without



declaring a sort of eco-commitment which would as likely turn off potential members of our audience as turn them on. Even the flow of the design moves up so as to imbue energy into our audience – activity, action, Be the Street is alive as a brand.

We developed a robust user guide (included in its entirety as an **appendix**) to help share our brand and images with partners, and then trained them how to use it. We even encouraged our fans to use the brand and tie it into their own lives in ways that resonated with them. The best news? They did.



From there, we got rolling on outreach.

BY THE PEOPLE, FOR THE PEOPLE

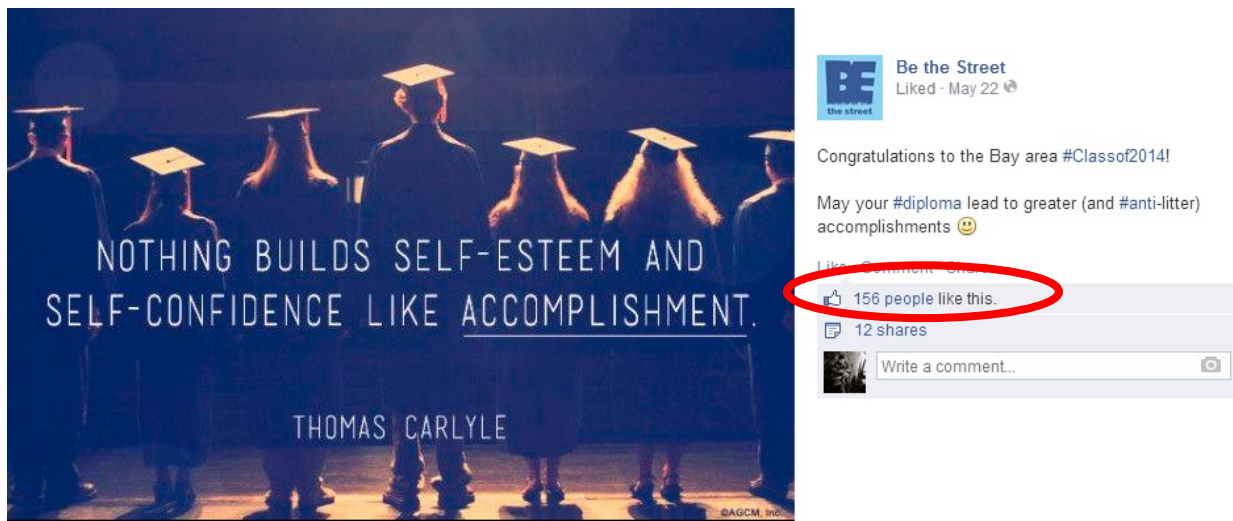
Our research was clear that our audience would only respond to materials and communication coming from other teenagers and young adults. Our strategy, then, was twofold: first, we developed a tone which felt like it belonged to someone born during the Clinton administration, and second, we crowdsourced.

Any communications program designed to reach large groups of young people must rely on social media. Thanks to content rooted in snark, pop culture, and community empowerment, Be the Street's Facebook and Instagram pages became the most trafficked, most active stormwater social media outlets in the history of California—more than 5,500 fans and 11,000 interactions (likes, comments, and shares) in a period of about two years.

Here are some sample posts:



Lesson One: Accept that pop culture is a culture and use it.



Lesson Two: Young people are extremely optimistic and eager to share that optimism with others.

Many posts spawned conversations that began to spread. With every comment, Be the Street content spread onto the Facebook pages of our fans and then onto the pages of their friends. Fans poured in and the velocity and reach of our message continued to rise.



Lesson Three: Young people love pictures of food.

BIGGER CAMPAIGNS AND DEEPER ENGAGEMENT

From the beginning, we knew that Be the Street would have to be “message up,” not “government down.” We also knew that we wanted to enlist our fans to develop the messaging in their own voice. Two campaigns, a meme contest and a video contest, brought in our audience and got them to develop the materials that we would use in our advertisements. We were able to honor their voice and learn from their message all the while fostering actual behavior change.



Memes are a critical means of communication for today's digital youth. Consisting of a picture and a caption (generally sarcastic in nature), memes are the sort of easily shared and edgy material that becomes viral through social media. We asked our audience to make memes which we would use as advertising. You can check out all 100+ on the [Be the Street Facebook page](#).

Here is a small sampling of what we got:

next ▶

POLLUTION IN MY WATER?

WHY I OTTER!

memegenerator.net

Allison
San Francisco

271 votes

Vote

Add a comment

Comment

John Gonser · Great Falls, Montana
Hope you win!
Reply · Like · 1 · March 14 at 12:08pm

Steve Milch · Partner at Crowley Fleck PLLP
121 votes
Reply · Like · 1 · March 7 at 7:43am

Dave Yerman · Works at Self Employed (Business)
reminds me of "alan, alan, alan. alan" wait I think that might be steve "St4ve, steve, steve!" lol.
Reply · Like · 1 · March 6 at 2:07am

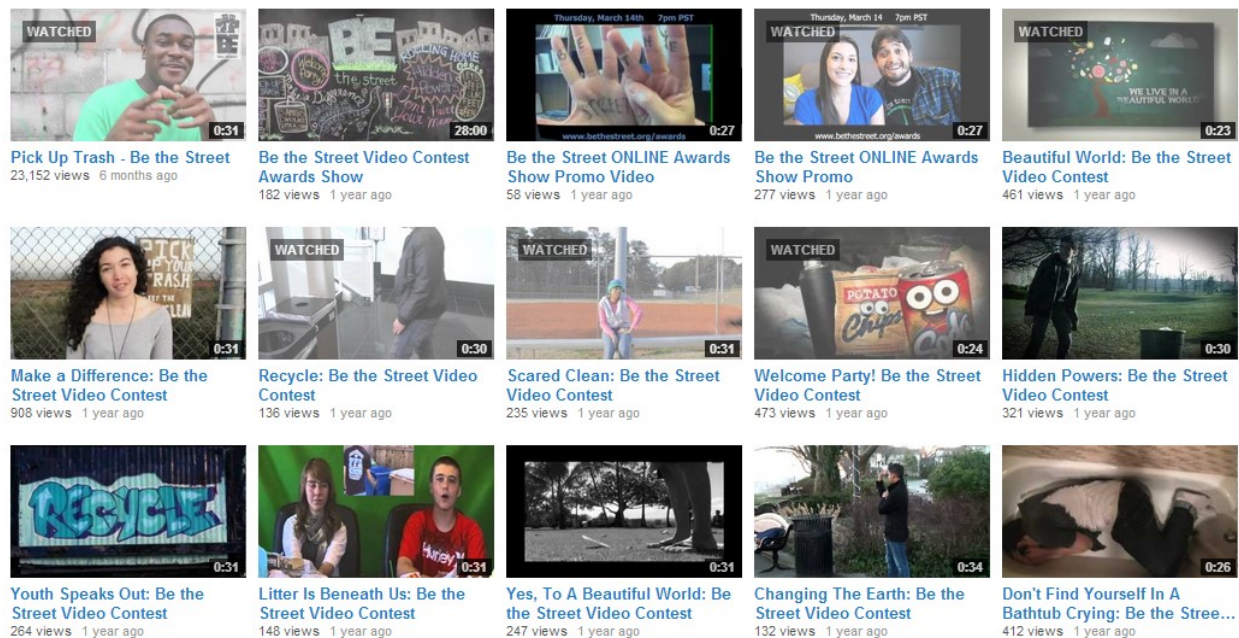
Facebook social plugin

Like **Share** 115 people like this. Sign Up to see what your friends like.



As successful as our Meme Contest was, nothing over our first two-plus years soared quite like the Video Contest. Just like with the Meme Contest, we asked our audience (and more importantly, our audience's friends) to help us out by producing the videos which we would ultimately use for our paid advertising. This is quite an ask of any audience, but even more so considering that we were looking to 14-24 year olds to tell a complete anti-litter/pro-community story in their very own 15-30 second video.

Our results were astounding:



We received 52 entries representing active participation from more than 700 kids and young adults. We received more than 5,000 unique votes for best video, more than 40,000 YouTube views, and above all else, the sort of committed fanbase that came to define the rest of our campaign. You can check out all 52 on the [Be the Street YouTube page](#).

THE FINAL FRONTIER

More than half of all online content consumption now occurs on a mobile device, and the numbers are continuing to skew further and further towards phones and tablets. While our website had been mobile optimized since 2012, we needed to cover the last major avenue of content consumption for our audience—apps. Of course, we also wanted to create something that could achieve that holiest of holy grails when it comes to stormwater outreach—demonstrable and attributable behavior change.

Here's how we achieved both:

We developed a mobile video game built to get our audience exactly when they were most looking to consume content: when they were bored. Above all else, apps are about killing time, so we created a video game which would be fun and interesting just because of the art, the scoring, and the general curation of time passing. As with all Be the Street, the hook wasn't "greenness" for our audience—you didn't have to be a Green Crusader to be interested—you had to be young, digital, and bored. You had to be our target audience.

The app is endlessly expandable, capable of adding new levels, new comics, and new missions that can target any stormwater BMP. The app lets us send surveys, tips, and new contests directly into the pocket of our target audience with the push of a button, and they send us back photos of those BMPs in action. It engages the target audience at the time and place they are willing (and eager) to be engaged and proceeds at whatever pace they want. We aren't fighting for their attention as they walk past our table, we're waiting until we have it and then delivering a message they helped us write. Most importantly, it's fun.



Partnering with the general strategy of being fun above all else, our video game also provides us with the pinnacle of demonstrable and attributable behavior change in all of stormwater public education: photographs. See, we give points to players based on their taking pictures of them performing certain activities: throwing away litter, creative re-use of an item, even finding their local neighborhood storm drains. We are then able to use those pictures to meet annual reporting requirements and also reinforce the social norm that “everyone is doing it.”



BEING THE STREET

In just two years, Be the Street has become the new standard for California stormwater public education. While our post-campaign survey results won't be ready until July/August, our campaign results to date have been extraordinary: the single most active and trafficked Stormwater social media program in California, thousands of examples of peer-to-peer messaging helping to establish a new social norm, 52 videos, 104 memes, hundreds of self-taken pictures of real behavior change, a revolutionary app, and the framework in place for a program and a brand that could continue to engage for years to come.

ATTACHMENT

C.7.c. Media Relations – Use of Free Media

BASMAA Media Relations Campaign Final
Report

**BASMAA
Media Relations Campaign
Final Report FY 2013-2014**

**Submitted by O'Rorke Inc
June 27, 2014**

During the fiscal year 2013-2014, O'Rorke Inc. continued to serve as BASMAA's media relations contractor.

Early in the year O'Rorke worked directly with project manager Sharon Gosselin and the PIP committee to brainstorm pitch topics. The result was six planned pitches and distributing radio/online public services announcements on key stormwater issues as well as monitoring of breaking news opportunities and adding to and utilizing the photo library started in FY12-13. Additionally, O'Rorke provided localized templates of many of the press releases developed for the regional campaign as a way to assist local programs with their own media efforts.

In FY 2013-14 six pitches were done that resulted in fifty total media placements (stories and PSAs). The report that follows gives a synopsis of each pitch and the number and type of placements each garnered. Coverage reports for the year are attached.

Green Streets

O'Rorke developed a pitch copy and, working from a report about Green Streets projects in the region, conducted targeting pitches to environmental writers about the upswing in Green Streets projects as a trend story. Unfortunately, the story was not covered despite numerous pitches and follow-up.

Ants/Pesticides

This pitch focused on ant invasions during rainy season and tips on preventing/controlling them. The story was carried in 52 Patches, on KCBS-AM, and in Southern Region IPM News and the City of Brisbane blog.

Holiday Pitch

O'Rorke wrote a press release dealing with various holiday water pollution prevention issues, including not burning gift wrap and setting out trees for post-Christmas recycling sans flocking. The release was carried in forty-one Patches.

IPM Advocates/DPR Award

O'Rorke worked with contractor Annie Joseph to develop a press release about the IPM advocates program winning an Innovator award from the Department of Pesticide Regulation. The story was picked up by forty-four Patches and KBAY-FM.

Our Water, Our World App

This pitch focused on the launch a new app designed by Chinook Book to make it easier for consumers to find stores near them that sell less-toxic products. O'Rorke developed a release and did extensive pitching. The story ran in forty-three Patches and received some acknowledgment on Twitter.

Trash

O'Rorke put together a multi-faceted pitch to address this important pollutant of concern. We developed an op-ed for Geoff Brosseau's byline and submitted it to all Bay Area daily newspapers and conducted extensive follow-up; as of this writing, the Oakland Tribune was interested in publishing it.

The other elements of the pitch included development of radio PSA copy, which was carried on air by KCBS, KLLC, KITS, KMQV and online by KBLX and KOIT. As of this writing the PSA distribution had also resulted in scheduled interviews with KFOG and KEAR. These stations represent some of the highest-rated stations in the region.

O'Rorke also developed an article on summer litter prevention tips in a template format for use by local programs. The article was distributed to the PIP committee.

Recommendations for FY 2014-15

- Weave social media into the plan for the coming year. Given the vastly changing landscape for media, O'Rorke strongly recommends the development of a BASMAA Facebook page and Twitter account. These can be used to help disseminate information, provide tips and drive more traffic to BayWise.org. While O'Rorke absolutely anticipates a slow start for fans and followers, we do believe this is an important step for BASMAA as an organization.
- Continue to look to new local/regional studies as a jumping off point for pitching.
- Continue to pitch and post materials to Patch sites; these were an important source of coverage in FY 13-14.
- Utilize BayWise.org in pitches as a resource; have homepage and content updated as needed to keep site relevant to media relations efforts.

O'RORKE, INC.

LITTER PSA COVERAGE

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

JUNE 27, 2013

The following stations are airing the PSA:

Radio

- KCBS
- KLLC (Alice)
- KITS (Live 105 Hits)
- KMOV
- KFOG*
 - Scheduling an interview
- KEAR*
 - Recorded an interview on 6/27 that will air on their *Community Involvement* program

Online

- KBLX (link to come)
- KOIT (link to come)

O'RORKE, INC.

GOT ANTS GET S.E.R.I.O.U.S. COVERAGE

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

NOVEMBER 13, 2013

PATCHES

The Got Ants Get S.E.R.I.O.U.S. release was published in the following PATCHES:

- | | | |
|------------------------|-------------------|-----------------------|
| ○ Alameda | ○ Healdsburg | ○ Pleasanton |
| ○ Albany | ○ Hercules-Pinole | ○ Pleasant Hill |
| ○ Belmont | ○ Lamorinda | ○ Redwood City |
| ○ Benicia | ○ Larkspur | ○ Rohnert Park |
| ○ Berkeley | ○ Livermore | ○ San Bruno |
| ○ Burlingame-Hillsboro | ○ Los Altos | ○ San Carlos |
| ○ Campbell | ○ Los Gatos | ○ San Leandro |
| ○ Capitola-Soquel | ○ Martinez | ○ San Mateo |
| ○ Castro Valley | ○ Menlo Park | ○ San Rafael |
| ○ Clayton | ○ Mill Valley | ○ San Ramon |
| ○ Concord | ○ Millbrae | ○ Santa Cruz |
| ○ Cupertino | ○ Milpitas | ○ Saratoga |
| ○ Danville | ○ Mountain View | ○ Scotts Valley |
| ○ Dublin | ○ Napa | ○ Sonoma |
| ○ El Cerrito | ○ Newark | ○ South San Francisco |
| ○ Foster City | ○ Palo Alto | ○ Union |
| ○ Gilroy | ○ Petaluma | |
| ○ Half Moon Bay | ○ Piedmont | |

Online

- Southern Region IPM News
<http://ipmsouthnews.com/2013/11/08/got-ants-get-s-e-r-i-o-u-s/>
- City of Brisbane (Blog)
<http://www.ci.brisbane.ca.us/news/2013-10-15/got-ants?page=3>

Radio

- KCBS

O'RORKE, INC.

HOLIDAY PITCH COVERAGE

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

DECEMBER 18, 2013

PATCHES

The Holiday release was published in the following PATCHES (all links available):

- | | | |
|--|-----------------------------------|---------------------------------------|
| ○ Alameda | ○ Hercules-Pinole | ○ Palo Alto |
| ○ Albany | ○ Lamorinda | ○ Petaluma |
| ○ Belmont | ○ Larkspur-Corte | ○ Piedmont |
| ○ Benicia | ○ Madera | ○ Pleasanton |
| ○ Berkeley | ○ Livermore | ○ Redwood City |
| ○ Burlingame-Hillsboro | ○ Los Altos | ○ Rohnert Park |
| ○ Capitola-Soquel | ○ Los Gatos | ○ San Bruno |
| ○ Concord | ○ Menlo Park | ○ San Leandro |
| ○ Cupertino | ○ Mill Valley | ○ San Rafael |
| ○ Danville | ○ Millbrae | ○ Santa Cruz |
| ○ Dublin | ○ Milpitas | ○ Sonoma |
| ○ Foster City | ○ Mountain View | ○ South San Francisco |
| ○ Half Moon Bay | ○ Napa Valley | ○ Union City |
| ○ Healdsburg | ○ Newark | |

Other Patch Coverage (same article published in both)

http://castrovalley.patch.com/groups/holidays/p/give-the-gift-of-clean-water--air-this-holiday-season_c00866ea

- Castro Valley
- San Leandro

O'RORKE, INC.

IPM DPR AWARD COVERAGE

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

JANUARY 24, 2014

PATCHES

The IPM Award release was published in the following PATCHES (all links available):

- [Alameda](#)
- [Albany](#)
- [Belmont](#)
- [Benicia](#)
- [Berkeley](#)
- [Burlingame-Hillsboro](#)
- [Capitola-Soquel](#)
- [Clayton](#)
- [Concord](#)
- [Cupertino](#)
- [Danville](#)
- [Dublin](#)
- [Foster City](#)
- [Half Moon Bay](#)
- [Healdsburg](#)
- [Hercules-Pinole](#)
- [Lamorinda](#)
- [Larkspur-Corte](#)
[Madera](#)
- [Livermore](#)
- [Los Altos](#)
- [Los Gatos](#)
- [Menlo Park](#)
- [Mill Valley](#)
- [Millbrae](#)
- [Milpitas](#)
- [Mountain View](#)
- [Napa Valley](#)
- [Newark](#)
- [Novato](#)
- [Palo Alto](#)
- [Petaluma](#)
- [Piedmont](#)
- [Pleasanton](#)
- [Redwood City](#)
- [Rohnert Park](#)
- [San Bruno](#)
- [San Leandro](#)
- [San Rafael](#)
- [Santa Cruz](#)
- [Sonoma](#)
- [South San Francisco](#)
- [Union City](#)
- [Walnut Creek](#)

RADIO

KBAY

O’RORKE, INC.

OUR WATER, OUR WORLD APP PITCH

BAY AREA STORMWATER MANAGEMENT AGENCIES ASSOCIATION

APRIL 11, 2014

PATCHES

The Gardening Application release was published in the following PATCHES (all links available):

- [Alameda](#)
- [Albany](#)
- [Belmont](#)
- [Benicia](#)
- [Berkeley](#)
- [Burlingame-](#)
[Hillsborough](#)
- [Capitola-Soquel](#)
- [Concord](#)
- [Cupertino](#)
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- [Dublin](#)
- [Foster City](#)
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- [Healdsburg](#)
- [Hercules-Pinole](#)
- [Lamorinda](#)
- [Larkspur-Corte](#)
[Madera](#)
- [Livermore](#)
- [Los Altos](#)
- [Los Gatos](#)
- [Menlo Park](#)
- [Mill Valley](#)
- [Millbrae](#)
- [Milpitas](#)
- [Mountain View](#)
- [Napa Valley](#)
- [Newark](#)
- [Novato](#)
- [Palo Alto](#)
- [Petaluma](#)
- [Piedmont](#)
- [Pleasanton](#)
- [Redwood City](#)
- [Rohnert Park](#)
- [San Bruno](#)
- [San Leandro](#)
- [San Rafael](#)
- [Santa Cruz](#)
- [Sonoma](#)
- [South San Francisco](#)
- [Union City](#)
- [Walnut Creek](#)

Twitter

The articles have been shared and “tweeted” by members of the community. To see how many people have shared, [click here](#).

ATTACHMENTS

C.9.h.i. Point of Purchase Outreach

Photo of *Our Water, Our World* displays at major chains

Photo of training at major chains

Copies of *Our Water, Our World* advertisements

Description of pilot enhanced program at Home Depots

Screen shots of Mobile app and web advertisement/link

Photo of joint display with Scotts-Miracle Gro

Got Ants Final Report

Greener Pesticides for Cleaner Waterways Progress Report

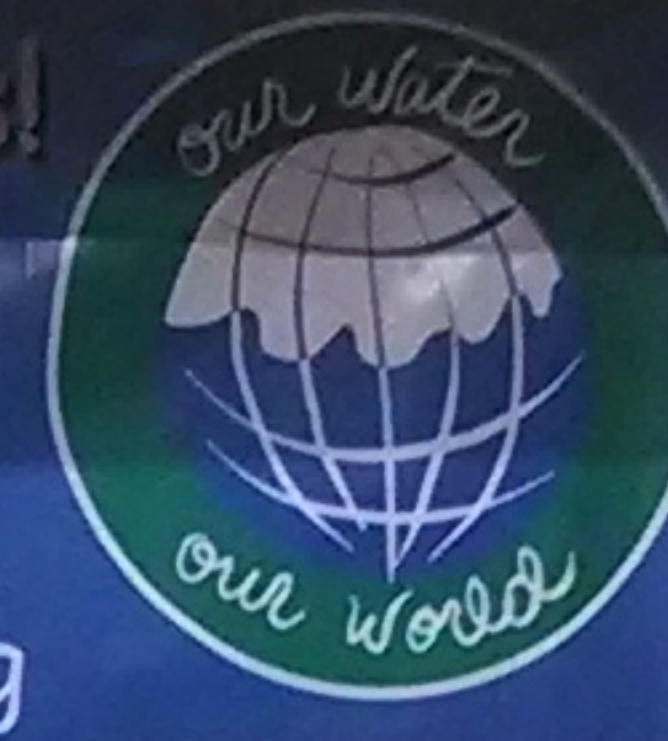
ORGANICS



Got Bugs? Get Answers!

Choose less toxic products for a healthy home and garden

visit www.ourwaterourworld.org



Look for this symbol before you buy





Healthy Gardening for People, Pets, and Our Environment!

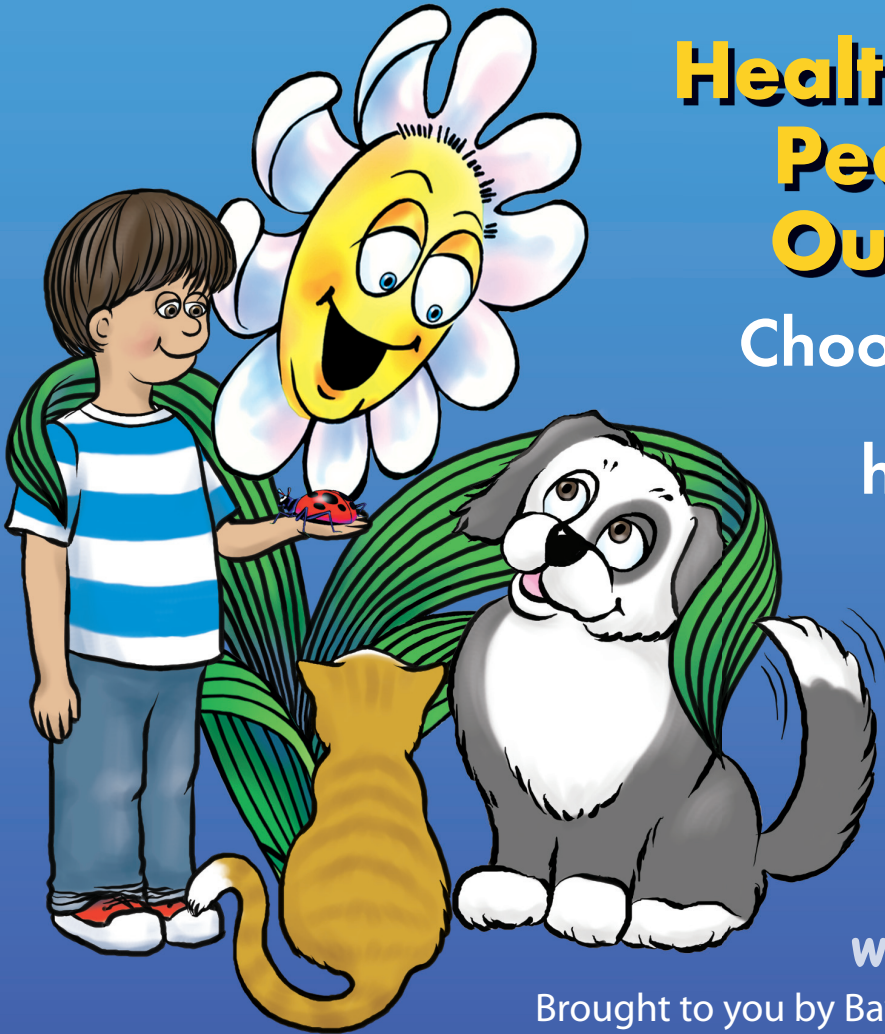
Choose less toxic products
for a healthy
home and garden

Look for this tag before you buy



www.OurWaterOurWorld.org

Brought to you by Bay Area Water Pollution Prevention Agencies



Avoid Pesticides to Help Protect the Bay

Wondering how to prevent pesky insects without using toxic chemicals?

Most consumers are willing to try less-toxic option for managing household and garden pests. They just need to know that alternatives do exist, and which ones they should use.

Fortunately, help is available. In the Bay Area more than 170 local nurseries and hardware stores have partnered with local government to help educate consumers about less-toxic options. These retailers place tags on store shelves in front of less-toxic products, and carry fact sheets with tried and true ways to control common household and garden pests.

Look for this tag before you buy



**Less toxic to
people and pets!**



Visit www.OurWaterOurWorld.org to find out:

- which insects actually benefit your garden
- how to cultivate a lawn that deters weeds and other pests
- which less-toxic products can replace conventional pesticides
- how to dispose of leftover pesticides safely so they won't end up in our creeks, Bay, and Ocean
- what questions to ask before hiring a pest control company

You can even submit a question about your pest problem, and get a free personalized online response in less than 24 hours!

www.OurWaterOurWorld.org

BAY NATURE

Exploring Nature in the
San Francisco Bay Area

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[Magazine](#)


Leaves of three: The rash success of poison oak

Poison oak is one native plant people love to hate. But it does have a good side, feeding birds and other wildlife. For people, the best thing is to learn to recognize it, and step aside.



Current Issue



Jul-Sep 2013

Bay Nature joins this year's celebration of "The Year of the Bay" with the publication of "Baylands Reborn: Restoration and Renewal on San Francisco Bay." We also head to Butano State Park, take a close look at poison oak, and more!

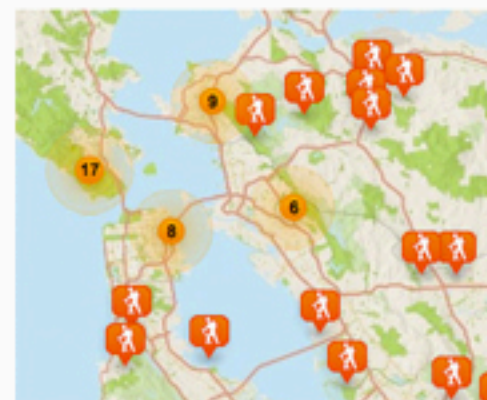


Past Issues



[More Magazine →](#)

Find Your Next Hike!



Let the Trailfinder be your guide. Over 420 local parks, 320 trails! [Explore the Trailfinder now.](#)

Advertise with BayNature

Choose less toxic products!

Look for this tag before you buy



Less toxic to
people and pets!



www.OurWaterOurWorld.org

HOME DEPOT & OWOW REGIONAL PILOT PROGRAM

THE HOME DEPOT & *OUR WATER OUR WORLD*

REGIONAL PILOT PROGRAM 2014 PROPOSED PLAN

December 20, 2013

Background:

Since 2003, Home Depot and Our Water Our World (OWOW) have partnered to reduce toxic runoff from fertilizers and pesticides into local waterways. This partnership has grown, but must expand to meet the ever-increasing needs of consumers seeking less-toxic products.

2014 Plan:

For 2014, we would like to continue the program in 47 stores: 42 of which participated in 2013 and 5 of which have been added for 2014. We have also received funding to run an enhanced program in 10 select stores, which will include advanced training for one Associate per store that would be designated as the Green Gardening Specialist. With the help of a Sales Specialist, we will also implement a field campaign promoting large end-cap displays and smaller seasonal wing-stack displays of less-toxic products. Following is a list of the 10 enhanced program stores:

COUNTY	CITY & STORE #
Alameda	Emeryville 627
Marin	San Rafael 657
Napa	Napa 6652
San Mateo	San Mateo 632, E. Palo Alto 6603
Solano	Fairfield 637, Vallejo 633
Sonoma	Santa Rosa 1379
Contra Costa	San Ramon 6604
Sacramento	Elk Grove 6674

Outline of the enhanced resources for the 10 stores:

- Identify the Green Garden Specialist (HD Associate) who will become the expert at their store. (OWOW will work with Store Manager to identify ideal candidates)
- Have resources ready to use so Associates have confidence when helping customers. Websites, support agencies, OWOW Advocate access
- Provide books, Pest ID cards, pest samples, hand lenses with lanyards
- Monthly store visits from OWOW Advocate
- Provide a Seasonal Pest Calendar that will address pest problems ahead of the outbreak and will focus on the products Home Depot carries
- Enhanced training for Associates
- Advanced training for Green Garden Specialist

- Mentoring for twelve months of Green Garden Specialist by Advocate
- Access to Entomologist for OWOW Advocates to help identify pests and diseases
- An outreach event with customers focusing on current pest problems. (1 event per store, 4-hour event. Customer outreach and education, involve suppliers)
- Will add seasonal display ideas for pest problems (Wing Stacks) and provide signage

The remaining 32 stores will continue to receive the same program that they have received in the past:

- Associate written training materials, in person training where funding is available
- District kick off meetings
- Road shows
- Supplier involvement: we will work directly with suppliers as we have in the past
- An apron guide: *"Pest Bugging You Pocket Guide"* specific to Home Depot products

County	City and Store Number
Alameda	Fremont 6636, Newark 6964, Pleasanton 629, Union City 635, (NEW in 2014: Oakland 1007 and Hayward 1017)
Contra Costa	Concord 634, El Cerrito 643, (NEW in 2014: Pittsburgh 644 and Brentwood 1076)
Fresno (Pac.C.)	East King's Canyon Road 1086
Monterey	Salinas 1843, Seaside 6967
Placer	Roseville 636, Roseville 6688
Sacramento	Carmichael 650, Florin Road 651, Folsom 6675; Sacramento: Meadowview Road 1003, Power Inn/Folsom Blvd. 6620, Truxel Road 6649, (NEW in 2014: Howe 6966)
Santa Cruz	Soquel 6968
San Mateo	Colma 639, Daly City 1092, San Carlos 628
Santa Clara	Blossom Hill Road 622, Campbell 642, De Anza Blvd. 6635, Hillsdale 1009, Milpitas 1041, Monterey Hwy 1861, Santa Clara—Lafayette St. 630, Story Road 6672, Sunnyvale—Kiefer Road 640, West Capital Expressway 6621
Stanislaus	Modesto 6601
San Luis Obispo (Pac.C.)	San Luis Obispo 1052

East Bay

Chinook Book

Bicycling

East Bay Bicycle Coalition



East Bay Bicycle Coalition
www.ebbc.org



In Your Home

Pollution & Waste Preventi...

BAYWISE.ORG



Home & Garden

Less Toxic Pest Control



CHOOSE Oakland

Oakland Events & Resourc...



CITY OF OAKLAND



Ready Set Recycle

Recycling Tips & Prizes



Recycling

Hotlines, E-waste, Apps, C...



Green Investing

Invest in Solar



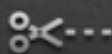
Food



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01. Find Less Toxic Products >

02. Ants >

03. Aphids >

04. Cockroaches >

05. Fleas >

06. Mosquitoes >

07. Rats & Mice >

08. Snails & Slugs >

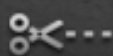
09. Spiders >



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07. Rats & Mice >

08. Snails & Slugs >

09. Spiders >

10. Weeds >

11. Yellowjackets >

12. Roses >

13. Ask our Expert >

14. Hire a Pest Control Pro >

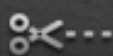
15. About Our Water Our World >



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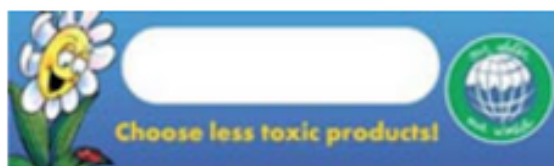
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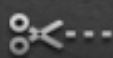


01. Find Less Toxic Products

These Our Water Our World stores feature less toxic pest control products and accept Chinook Book coupons. Look for this tag before you buy!



- Almaden Valley Nursery - \$35 off
- Berkeley Ace Hardware - \$15 off
- Berkeley Horticultural Nursery - \$15 off
- Bill's Ace Hardware - \$15 off
- Broadway Terrace Nursery - 20% off
- Carlmont Ace Hardware - \$15 off
- Cole Hardware - \$50 off
- East Bay Nursery - \$10 off
- Flowerland Nursery - \$10 off
- Hortica - \$5 off
- Robert's Hardware - \$5 off
- SummerWinds Nursery - \$60 off
- Urban Farm Store - 20% off
- Westbrae Nursery - \$60 off



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01. Find Less Toxic Products

Carlmont Ace Hardware - \$15 off
Cole Hardware - \$50 off
East Bay Nursery - \$10 off
Flowerland Nursery - \$10 off
Hortica - \$5 off
Robert's Hardware - \$5 off
SummerWinds Nursery - \$60 off
Urban Farm Store - 20% off
Westbrae Nursery - \$60 off

All Our Water Our World stores, by county:

[Alameda](#)
[Contra Costa](#)
[Marin](#)
[Monterey](#)
[Napa](#)
[Sacramento](#)
[San Francisco](#)
[San Mateo](#)
[Santa Clara](#)
[Santa Cruz](#)
[Solano](#)
[Sonoma](#)



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02. Ants

Ants - Less Toxic Products:

Amdro Kills Ants Ant Killing Bait (bait stations)

Amdro Kills Ants Ant Killer (liquid ant bait stations)

Combat Source Kill 4 Ant Bait Station

Combat Source Kill Max R1 Bait Station

Concern Diatomaceous Earth Crawling Insect Killer

Drax Ant Kil Gel

Orange Guard

Pest Pistol

Safer Brand Ant and Crawling Insect Killer

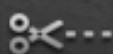
Stikem Tree Pest Barrier



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02. Ants

Combat Source Kill 4 Ant Bait Station

Combat Source Kill Max R1 Bait Station

Concern Diatomaceous Earth Crawling Insect Killer

Drax Ant Kil Gel

Orange Guard

Pest Pistol

Safer Brand Ant and Crawling Insect Killer

Stikem Tree Pest Barrier

Tanglefoot

Terro Ant Killer II Liquid Bait

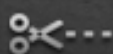
For more info, view the complete fact sheet at ourwaterourworld.org from a PC or tablet.



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10:32 AM

Chinook Book

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03. Aphids

Aphids - Less Toxic Products:

Bonide All Seasons Spray Oil



Bonide Insecticidal Soap

Concern Insect Killing Soap

Garden Safe

Ladybugs Insecticidal Soap

Monterey Horticultural Oil

Natria Neem Oil

Ortho Volck Oil Spray

Safer Brand Insecticidal Soap

Safer Brand Yard and Garden Insect Killer

Stikem Tree Pest Barrier

Tanglefoot



For more info view the complete fact sheet



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03. Aphids

Bonide All Seasons Spray Oil

Bonide Insecticidal Soap

Concern Insect Killing Soap

Garden Safe

Ladybugs Insecticidal Soap

Monterey Horticultural Oil

Natria Neem Oil

Ortho Volck Oil Spray

Safer Brand Insecticidal Soap

Safer Brand Yard and Garden Insect Killer

Stikem Tree Pest Barrier

Tanglefoot



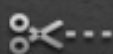
For more info, view the complete fact sheet
at ourwater.org Copied to clipboard or tablet.



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04. Cockroaches

Cockroaches - Less Toxic Products:

Black Flag Roach Motel

> Combat Source Kill for
Ants and Roaches (bait
stations)



Combat source Kill 1
Roach Bait Station

Concern Crawling Insect Killer Diatomaceous
Earth

Grow More Diatomaceous Earth

Harris Roach Tablets

Hot Shot MaxAttrax Roach Killing Powder

Niban Granular Bait

Niban FG Fine Granular Bait

Pest Pistol



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04. Cockroaches

Concern Crawling Insect Killer Diatomaceous Earth

Grow More Diatomaceous Earth

Harris Roach Tablets

Hot Shot MaxAttrax Roach Killing Powder

Niban Granular Bait

Niban FG Fine Granular Bait

Pest Pistol

Roach Prufe

Safer Brand Ant and Crawling Insect Killer

Seabright Labs Roach Free System

Victor Roach Magnet

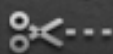
For more info, view the complete fact sheet at ourwaterourworld.org from a PC or tablet.



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05. Fleas

Fleas - Less Toxic Products:

Concern Diatomaceous Earth
Crawling Insect Killer

Ecology Works' Dustmite and
Flea Control

Pest Pistol

Raid Flea Killer Plus Trap

Safer Brand Ant and Crawling Insect Killer

Beneficial Nematodes



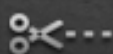
For more info, view the complete fact sheet
at ourwaterourworld.org from a PC or tablet.



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06. Mosquitoes

Mosquitoes - Less Toxic Products:

Bite Blocker

Bonide Mosquito Plunks

Cutter Advanced Insect Repellent

Mosquito Bits

OFF!

Prestrike Granules (larvae control only)

Repel Lemon Eucalyptus

Summit Mosquito Dunks

Vectobac



For more info, view the complete fact sheet at ourwaterourworld.org from a PC or tablet.



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Resources



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10:32 AM

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07. Rats & Mice

Rats & Mice - Less Toxic Products:

Ortho Home Defense Press
and Set Mouse Traps

Ortho Home Defense Press
and Set Rat Traps

Raticator Plus Rodent Trap

Rat Zapper Rodent Trap

Tom Cat Snap Traps

Tom Cast Mouse VI (0.005% diphacinone)

Victor Electronic Mouse Traps

Victor Electronic Rat Traps

Victor Mouse Snap Traps

Victor Rat Snap Traps



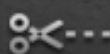
For more info, view the complete fact sheet
at ourwaterourworld.org from a PC or tablet



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Sponsored by:



08. Snails & Slugs

Snails & Slugs - Less Toxic Products:

Bonide Slug Magic

Copper Barrier Tape

Easy Gardener Plant and Seed Blanket

Escar-Go! Slug Control

Fast Start Seed Blanket

Garden Safe Slug & Snail Bait

Natria Snail & Slug Killer Bait

Safer Slug and Snail Copper Barrier Tape

Sluggo

Spectracide Snail & Slug Killer Bait

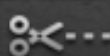
Worry Free Slug & Snail Bait



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08. Snails & Slugs

Copper Barrier Tape

Easy Gardener Plant and Seed Blanket

Escar-Go! Slug Control

Fast Start Seed Blanket

Garden Safe Slug & Snail Bait

Natria Snail & Slug Killer Bait

Safer Slug and Snail Copper Barrier Tape

Sluggo

Spectracide Snail & Slug Killer Bait

Worry Free Slug & Snail Bait



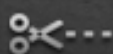
For more info, view the complete fact sheet at ourwaterourworld.org from a PC or tablet.



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09. Spiders

Spiders - The Helpful Hunters

Spiders are beneficial creatures. Because they feed on large quantities of insects, they should be tolerated as much as possible in the home and garden. If you're willing to share your house with a few spiders, you can periodically vacuum up webs that are eyesores or embarrassing to you as a housekeeper. Leaving the spiders will allow them to continue to do their pest control work.



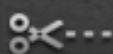
For more info, view the complete fact sheet at ourwaterourworld.org from a PC or tablet.



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10. Weeds

Weeds - Strategies & Less Toxic Herbicides:

Burn Out II

Eco Smart Organic Weed and Grass Killer

Natria Grass and Weed Killer

Safer Brand Fast Acting Weed and Grass Killer



Non-Chemical Strategies:

Hand weeding

Mulching

Competitive Planting

Cultivation

Mowing

For more info, view the complete fact sheet at ourwaterourworld.org from a PC or tablet.



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11. Yellowjackets

Yellowjackets - Less Toxic Products:

Rescue! Yellowjacket
(disposable)

Rescue! Trap (reusable)

Victor Yellow Jacket Trap (use
liquid bait such as apple juice)

Victor Yellow Jacket and Flying Insect Trap (use
liquid bait such as apple juice)



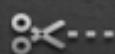
For more info, view the complete fact sheet
at ourwaterourworld.org from a PC or tablet.



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12. Roses

Roses - Less Toxic Products:

Bonide All Seasons Spray Oil

Bonide Neem Oil

Bonide Rose RX 3 in 1

Cloud Cover

Garden Safe Fungicide 3

Kaligreen

Natria Disease Control

Natria Neem Oil

Osmocote

Rose Defense

Serenade Garden Disease Control

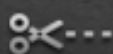
Wilt Pruf



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12. Roses

Bonide Neem Oil

Bonide Rose RX 3 in 1



Cloud Cover

Garden Safe Fungicide 3

Kaligreen

Natria Disease Control

Natria Neem Oil

Osmocote

Rose Defense

Serenade Garden Disease Control

Wilt Pruf

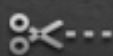
For more info, view the complete fact sheet
at ourwaterourworld.org from a PC or tablet.



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13. Ask our Expert

[Ask Our Expert](#)

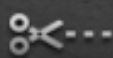
Stumped by a pest problem? Ask our expert! [Submit your questions here](#). You'll receive an answer explaining less-toxic approaches to eliminating those pests from your home or garden.



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14. Hire a Pest Control Pro

If you hire a pest management professional, ask for less toxic services, using integrated pest management (IPM) techniques.



When you hire professional gardening services, use a Bay-Friendly Qualified Landscape Professional.

Click on the logos below to find less toxic services.



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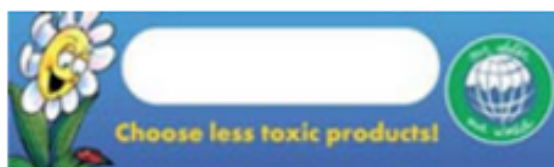


15. About Our Water Our World

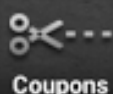
Since 1997, [Our Water Our World](#) has educated California residents about less toxic pest control practices. The project maintains a comprehensive [website](#) that includes [fact sheets](#) on specific pest problems and solutions that are less toxic to our creeks, streams, and coastal waters.



Look for this tag when you buy pest control products!



Funding for Our Water Our World has been provided by local water pollution prevention agencies, the State Water Resources Control Board, the California Department of Pesticide Regulation, and the National Foundation for Integrated Pest Management Education (US



Our Water Our World

Find Less Toxic Pest
Control Products

Now there's an app
for that!

[Residents](#)[Businesses](#)[Contact Us](#)

HEALTHY BAY, HEALTHY YOU.

Preventing pollution where we live, work, and play is the "Bay-wise" way to keep the Bay and our families healthy.

Powered by [Earth911.com](#)

Get this widget

Find a recycling location

what? paint, medicine, fluorescent bulbs

where? zip or city, state

GO

Powered By:



Earth911

More Ideas, Less Waste

► [Sign up](#) for Bay Area
Flows e-newsletter





Got Bugs? Get Answers!

Choose less toxic products for a
healthy home and garden

www.ourwaterourworld.org



\$7.48



\$7.48



\$16.48

Pest Management Alliance Grant Final Report

March 30, 2014



This report summarizes the 2012-2014 Got Ants? project, funded by the Pest Management Alliance Grant program of the California Department of Pesticide Regulation.

Association of Bay Area Governments for the
San Francisco Estuary Partnership
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Prepared by Athena Honore,
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Got Ants? Final Report

Overview of the project

The Got Ants? project was conceived as a community-based social marketing project to do public outreach on residential ant issues, which have been tied to the pesticides and pesticide application practices of greatest concern for surface water quality in California. Numerous findings of stream toxicity have brought concerns about pyrethroid and fipronil use to the fore for regulators and scientists, who continue to work to understand how these registered and currently used pesticides are impacting waters and what can be done to address these impacts. This project took aim at the outreach angle: what resources does the average citizen with an ant problem need to help him/her make a less toxic choice to manage the ants. Taking advantage of recent advances in thinking about public outreach, we proposed to create a community-based social marketing, or CBSM outreach project as opposed to a traditional information-based outreach project. The Got Ants? project worked with a multidisciplinary team to develop a suite of outreach materials and disseminate that outreach through numerous partners and avenues.

This Final Report summarizes activities conducted for each objective and task for the project. Additional details regarding evaluating the project's success are included in the brief Evaluation Report included in the Appendix to this report.

Objective 1. Identify target audience, select target behavior for campaign, and determine barriers and motivators.

The intent of this portion of the project was to complete an exercise to structure the outreach campaign in community-based social marketing terms. Social marketing can be defined as “striving to change the behavior of communities to reduce their impact on the environment.” Realizing that simply providing information is usually not sufficient to initiate behavior change, community-based social marketing uses tools and findings from social psychology to discover the perceived barriers to behavior change and ways of overcoming these barriers.¹ Social marketing campaigns work to identify barriers (why it may be difficult for a given person to adopt the desired new behavior); develop a strategy that utilizes tools that have been shown to be effective in changing behavior; pilot the strategy; and evaluate the strategy once it has been implemented across a community. Understanding the audience, selecting the behaviors to target for a behavior change during the campaign, and understanding what will help (a motivator) or hinder (a barrier) a person within the audience to change his or her behavior, all feed into a successful CBSM outreach project. By understanding which groups to target, CBSM aims to increase the likelihood that people will take the desired action. Perhaps more importantly, CBSM campaigns are built on knowing exactly what you want the audience to do: to make a specific change in their behavior. Rather than focusing on educating the audience a problem—in this case that pesticides are causing stream

¹ Wikipedia, Social Marketing: http://en.wikipedia.org/wiki/Social_marketing

toxicity—the CBSM campaign focuses on what the individual person should do to address the problem. Addressing built-in barriers to success (e.g., if you want your audience to recycle, make sure they have access to a recycling program) will increase chances of a successful behavior change, as will understanding why people might want to make the behavior change that you suggest. CBSM relies on a body of recent social psychology work showing that people are motivated far less by information and far more by the perception of what their peers are doing. Decisions are less often made at the rational level (based on understanding and analyzing options), and more often made at a subconscious level of instinctively seeking to conform to a group. In other words, if others are doing it, you are more likely to do it too.

Task 1.1. Research demographics and distinctive characteristics of each group (Domestic Outsourcers and DIYers) through literature searches, soliciting information from partners, and surveys of participating pest management companies, if possible. Refine target audience profiles beyond initial groups identified by S. Groner Associates, Inc. (SGA).

Task 1.2. Hold meeting for Management Team and Partners to review and confirm audience profile information.

Ants affect just about everyone in the state of California, making ant management a relevant topic. However, such a mass audience can be hard to approach. Residential ant problems are typically tackled either by the resident or by the resident hiring a pest management company (our project adopted the monikers “do it yourselves” [DIYers] and “Domestic Outsourcers” for these two respective groups, based on a preliminary study by SGA about the potential for a CBSM campaign focused on using less toxic pesticides.) While professionals are considered to apply the bulk of pyrethroids in California, the DIYer or residential applicator still makes up a significant fraction of those who apply pyrethroids. Given also that regulations such as the recent surface water protection regulations target professionals rather than residents, and that residents purchase many pesticide products containing pyrethroids and bifenthrin, the most toxic pyrethroid, we decided that DIYers as well as Domestic Outsourcers were important groups to target.

Our goal through this task was to find any available information, such as demographics, geography, and income, to narrow the audience and help target an outreach campaign. Information from previous investigations yielded some insights, as reported in the deliverable for this task, such as the potential for overlap between DIYers and Domestic Outsourcers (i.e., people try to tackle pests themselves, but many give up and hire a company); likelihood of people to apply pesticides regularly (1-3 times a year), and tendency for owners of detached single family homes to hire a pest professional more often than renters or condo owners. However, there were few insights that allowed us to meaningfully segment the audience beyond the DIYer and Domestic Outsourcer groups already established. Getting further information about pesticide users and use practices related to home ant management would be a promising area for future work.

The Got Ants? campaign intended to work with selected California communities. Most California areas face Argentine ant issues that can be remedied with the same IPM methods. Though some subregional differences have been identified in pesticide use behaviors, for our purposes it worked to consider any

California community part of the audience. We focused on the San Francisco Bay Area, because that is where most of our partners were located, with other partners helping to extend outreach into other geographic areas within the state.

Task 1.3 Identify end-state, nondivisible behavioral actions that produce the desired outcome—reduced pesticide toxicity in receiving waters. [“End-state, nondivisible” means that the behavior is a single step, not part of another action.] Conduct a group exercise with the Management Team and Partners to identify specific behavioral actions with greatest impact and probability of implementation. Supplement with recommendations from outreach consultant, SGA.

Our next task as a group was to hone in on a behavior to target. CBSM campaigns seek to provide a clear directive statement to perform a certain action. CBSM considers that giving the audience information about negative effects of a behavior (for example, “Smoking causes cancer”) doesn’t necessarily lead to any particular response on the part of the audience. CBSM would recommend instead selecting a clear behavior to advocate, for example, “Don’t smoke.” Examining the problem of pyrethroid and fipronil pesticide application to manage ants in

structural pest control for residences yields many actions or behaviors that can contribute to water pollution, and the team needed to narrow those. Some of the potential behaviors we considered were: hire an integrated pest management (IPM) certified pest management company, do your part in pest-proofing, follow label instructions when applying pesticides, don’t apply pesticides to impervious surfaces, and remove mulch from foundations. We



screened for water quality impact and adoptability of these behaviors at a group exercise with the Management Team and used surveys to the team to follow up. To our surprise, and somewhat contrarily to a standard CBSM campaign, these exercises yielded a suite of actions rather than a single one. In a nutshell, the behaviors were: practice IPM at home, or hire a pest management company that practices IPM. The Management Team thought it made little sense to talk about doing IPM without talking about cleanup, baits, removing food and water sources for ants, etc. A similar set of actions emerged for both the DIYer and Domestic Outsourcer groups. Based on this work, we began to think of our core message in terms of steps one would take to manage ants, and to draft messages that would cover a series of actions. In this case, it seemed that the CBSM template needed to be modified to fit this issue.

Task 1.4 Identify barriers and motivators, or benefits, to adopting the new behavior selected for promotion by the campaign. Conduct a group exercise with the Management Team, partners, and consultant.

The Management Team also discussed barriers and motivators. A follow-up survey to the Management Team elicited further detail. Identified barriers to behavior adoption, such as ants in the home triggering fear of the natural world entering domesticated spaces or stigma around perceptions that ants in the

home were “unclean,” were discussed and provided as a list to SGA to keep in mind as they developed messages and ad concepts. Motivating factors included effectiveness of ant management practices and safety for family, children, and pets. Importantly, the team concluded that protecting water quality and being pro-environment were not strong motivating factors for most people.

Task 1.5. Further research to provide additional information on barriers and motivators to behavioral change.

Further discussions were held with SGA about the potential usefulness of the barriers and motivators the Management Team identified. Ways to incorporate motivating factors were: emphasizing effectiveness of IPM, using humor and light approaches rather than requiring people to read and master technical information, and using peer approaches to establish the concept of IPM as a social norm.

Objective 2: Develop campaign materials.

The Management Team developed specifications for materials to be created by an outreach consultant SGA, under subcontract to the Bay Area Stormwater Management Agencies Association (BASMAA, a member of the Management Team). SGA’s contract for \$94,500 included (amounts rounded for clarity):

1. \$3,900 for grassroots engagement planning,
2. \$16,600 for advertising brief and creative development,
3. \$9,900 for developing ad layouts,
4. \$34,000 for the ad buy,
5. \$6,000 for earned media (two press pitches),
6. \$18,000 for website production,
7. \$1,700 for social media consultation,
8. \$3,000 for search engine optimization, and
9. \$1,400 for evaluation plan development.

Task budgets were reallocated somewhat during the course of the project, with some funds from media and grassroots engagement planning going to cover overruns in the advertising brief and creative development task. SGA provided some work pro bono as well.

Small contracts to University of California Statewide IPM Program (UCIPM, \$10,000) and the Bio-Integral Resource Center (BIRC, \$5000) funded some members of the Management Team’s time for reviewing materials and disseminating them once complete.

The Management Team spent a good portion of the project period on developing campaign materials. The process took longer than expected, but the team felt that we generated a strong end product, which justified the extra rounds of review. This resulted in a shorter implementation period for the campaign, given that the project’s fixed end date.

Task 2.1. Develop specifications for materials to be produced by consultant. Partners will participate in developing specs for the materials, developing a creative brief for two “concepts” which would

serve as creative spines for the rest of the program. The concepts will be fleshed out into logo; images; core text; ads sized for mobile/print/online and usable in partner materials; and website.

The Management Team worked on a creative brief which captured the team's deep expertise in pest management, IPM, pesticides, and water quality in a template to guide the creative team at SGA, who were all relatively unfamiliar with our subject. The Management Team provided information for both DIYers and Domestic Outsourcers in an online collaboration using Google Documents.

SGA developed three ad concepts from the initial creative brief. Based on the Management Team's feedback via email and an online survey, the initial set of concepts was rejected because it did not include strong enough CBSM elements or provide clear IPM steps in simple terms, and because it incorporated too many whimsical elements not related to the project. The creative brief was redrafted, and three more rounds of review and tweaking generated the Got Ants? Get S.E.R.I.O.U.S tagline that fed into the logo, flyers, magnets, website, and Facebook page. The core text included these elements:

Don't play around with spray when there are better ways to keep ants away

Got Ants? Get S.E.R.I.O.U.S.

S Spot where ants are coming in

E Eliminate crumbs, messes, and spills

R Rinse with soap and water

I Isolate food and water sources

O Obstruct entryways and seal cracks

U Use baits if ants don't go away

S Stick to it to keep ants away!

We had some difficulty in achieving a focus on both the DIYer and Domestic Outsourcer group. The consultant wanted to focus on only one group, whereas the Management Team wanted to cover both. Despite the Management Team's requests, the messaging focused more on the DIYer group. Given the time already invested in developing the Got Ants? Get S.E.R.I.O.U.S message, and the limited time remaining, we decided to move forward even though the Domestic Outsourcer group didn't get its own set of messages. It would have taken more time than we had to develop another set of materials that focused more on the Domestic Outsourcers, or to retool the Got Ants? Get S.E.R.I.O.U.S message to include the Domestic Outsourcer audience. We attempted to amplify the Domestic Outsourcer message by providing material on the website addressing how to hire IPM certified professionals, and by structuring some of the materials to drive people to the website, and once at the site they could choose to pursue information focused on hiring professionals or addressed to DIYers.

SGA and San Francisco Estuary Partnership (SFEP) staff and the Management Team also worked on the structure for the project website—the website wireframe—and the social media aspect of the project. SGA staff did some search engine optimization (SEO) work, incorporating keywords and a link structure that would help make the Got Ants? website appear near the top of web search results.

Task 2.2. Oversee production of materials by the outreach consultant, including the completed concepts; logo; images; core text; ads sized for mobile/print/online and usable in partners materials; and website.

Two ads, one “intro” and one “detailed,” were generated from the Got Ants? Get S.E.R.I.O.U.S tagline. The intro ad was meant to prominently feature the website and encourage people to access the website by clicking directly. The detailed ad included more information, and was designed for placements where captive audiences would spend longer looking at the material (such as interior cards on transit).

Following several iterations, the principal investigator (PI) and Management Team approved the project logo, “intro” and “detailed” ads sized to fit a variety of placements, a flyer, a magnet, the project website, and the project Facebook page. Images from these pieces are reproduced below.



Image 1. The Got Ants? “intro” ad, left, and the “detailed” ad, right



Image 2. Some of the Got Ants? ads sized for online, transit, and print ad placements



Image 3. The Got Ants? magnet, featuring image and text from Step 3, Rinse

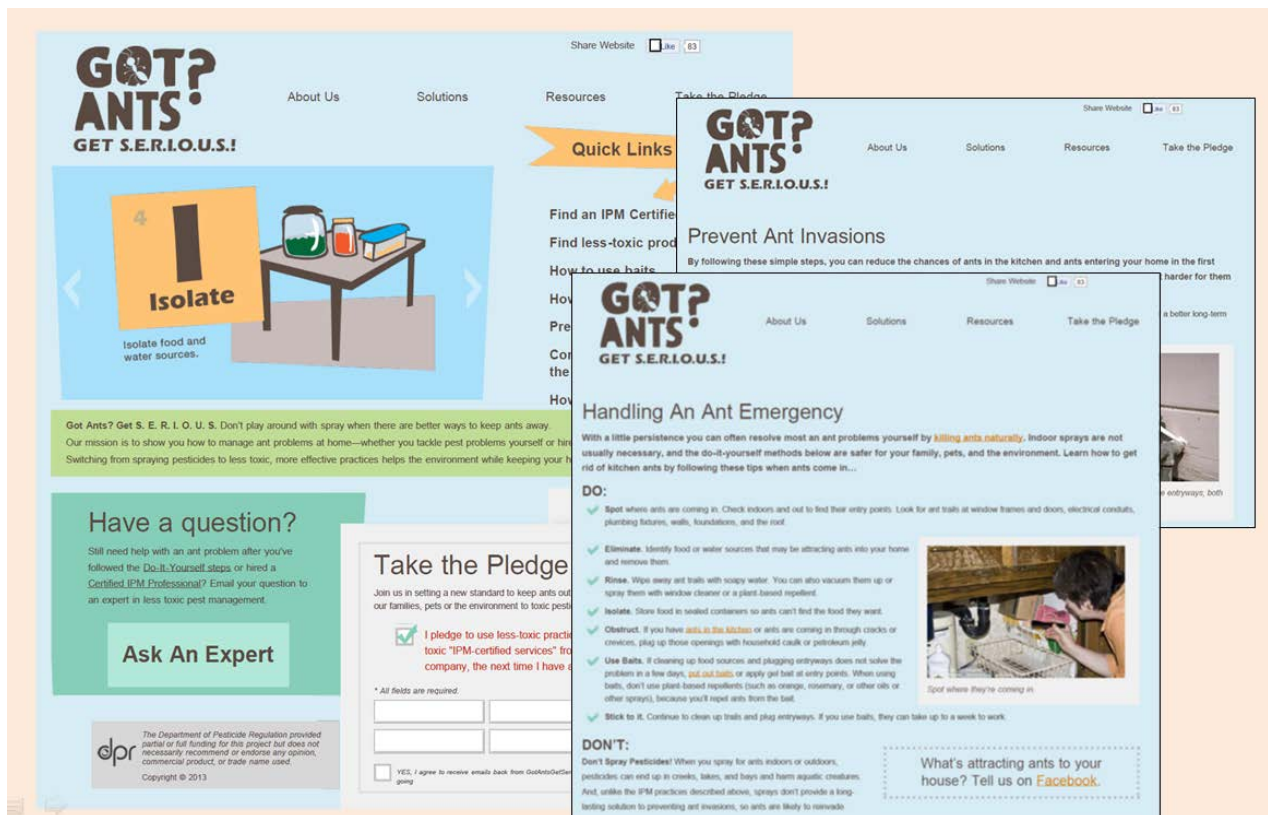


Image 4. Screenshots from the Got Ants? website, www.gotantsgetserious.org



Image 5. Screenshot of the Got Ants? Facebook page

Files for these images may be obtained from DPR or from Athena Honore of the San Francisco Estuary Partnership. Downloadable images are also posted at <http://www.gotantsgetserious.org/contact>.

Task 2.3 Pilot-test campaign materials.

A pilot test of the draft ads was conducted informally by the Management Team. Team members took the ad drafts to colleagues, family, or friends unfamiliar with the project and asked them for input. Several last changes were made based on the pilot test.

A lesson learned from work under this objective was that it takes time to develop an acceptable product, especially when the management team had very little experience in developing creative material and the creative consultants had very little experience in pest and pesticide issues. Although it would have been helpful to budget more time and money for the creative materials development, we were fortunate to be able to exceed the originally allotted time and budget on this section to develop a strong set of materials and modify time and budget allotted to other tasks.

Objective 3: Launch and conduct campaign.

After the materials were created, the project moved into “launch” mode to start disseminating the campaign products and do the actual outreach. The PI was responsible for coordinating partner outreach and selecting the mix of activities, whereas the partners did most of the actual outreach work.

Task 3.1. Develop campaign calendar, including launch activities and peak outreach times when ants are most likely to invade.

The campaign calendar planned month by month activities for various aspects of the project: website, Facebook page, print ads, online ads, SEO work, events, partner promotions, and media work. Table 1 shows the most recent campaign calendar, submitted April 2013.

Table 1. Got Ants? Campaign Calendar

	April	May	June	July	August	September	October	November	December	January '13	February '13	Impressions
Website live	website traffic not yet known											0
Facebook page live	Facebook page traffic not yet known											0
Print ads running												0
Transit		290,000	580,000	870,000	1,160,000							2,900,000
Sunset			350,000	350,000	350,000							1,050,000
												0
Online ads running												0
Google Ads	google ad impressions being revised to cover longer period											0
Facebook and YouTube ads			166,000	216,000								382,000
												0
SEO work												0
												0
Events	Earth Day events in San Mateo County (2-3), Vallejo/Fairfield (1), Santa Clara Valley	National River Cleanup Day events 5/18; retail store events incl Sunnyvale DSH	Master Gardeners Farmers Market events; Sunnyvale Fm Mkt; Alameda County Fair late June-July; SCV	Master Gardeners Farmers Market events	Master Gardeners Farmers Market events	BAPPG P2 Week 9 17-23/Eat Real 9/27-29/Coastal Cleanup Day 9/21 for municipalities	Master Gardeners Farmers Market events; retail store events; SCV events				retail store events	0
Flyers distributed	125	30	50	50	50	100	100				100	605
Magnets distributed		10	20	20	20	80	50				50	250
Partner Work	Soliciting partners to demo "steps" and report success stories											0
Newsletters to members/Web/FB posts				500	1,000	2,000	3,000	300	100	500	600	8,000
												0
Media Pitches					pitch: "success stories" - media outlets and impressions not yet kn				2nd pitch: ants coming in the house in winter			0
												0
Evaluation	Begin GreenPro baseline company survey	Begin EcoWise baseline info survey								"After" surveys for GreenPro and EcoWise	Analyze data and write up report	0
												0
Likely high-ant periods of the year					summer heat		rains begin		winter cold		rain/spring weather changes	0
Monthly Imp. Total	125	290,040	1,096,070	1,436,570	1,511,070	2,180	3,150	300	100	500	750	4,340,855

By and large, activities in the campaign followed the planned calendar, with some changes to specifics for events, numbers and timing of partner newsletters, media work, and evaluation. SEO work should not necessarily have been included in the calendar, as search engine optimization was a behind-the-scenes part of website development rather than an outreach activity.

Task 3.2. Recruit partners to participate in the campaign, especially the launch.

We worked with more than 50 partners who disseminated outreach on the project. There may be more who used the Got Ants? materials without officially contacting us. Key partners included Management Team members, members of Bay Area stormwater or wastewater associations, and the IPM Advocates (a group of citizens, trained through a program created under another Pest Management Alliance Grant, who provide training on IPM and less toxic pesticide use to retail store staff at home and garden stores in California). The agencies listed below partnered with the project to disseminate Got Ants? outreach in some fashion. Management Team agencies are designated (MT).

Participating partners in the Got Ants? project

1. San Francisco Estuary Partnership (MT)
2. California Department of Pesticide Regulation (MT)
3. University of California Statewide IPM Program (UCIPM) (MT)

4. Bay Area Stormwater Management Agencies Association (BASMAA) (MT)
5. Bay Area Clean Water Agencies (BACWA), parent agency of the Bay Area Pollution Prevention Group (BAPPG) (MT)
6. San Francisco Department of the Environment (MT)
7. Sacramento County Department of Water Resources (MT)
8. Bio-Integral Resource Center (BIRC) (MT)
9. City of San Jose (MT)
10. Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP) (MT)
11. Santa Monica Bay Restoration Commission (MT)
12. Morro Bay National Estuary Partnership (MT)
13. University of Riverside Urban Entomology Program
14. National Pest Management Association (MT)
15. San Francisco Bay Regional Water Quality Control Board (MT)
16. Clean Water Program (Alameda County) (MT)
17. California Poison Control System
18. IPM Advocates at 11 Bay Area retail hardware, home, and garden stores
19. City of El Cerrito
20. Raptors Are The Solution (RATS)
21. City of Santa Rosa
22. City of Belmont
23. City of Sunnyvale
24. Marin County
25. UC Riverside
26. San Luis Obispo County
27. Solano Master Gardeners
28. Sonoma County
29. Contra Costa County
30. Association of Bay Area Governments
31. San Francisco Bay Joint Venture
32. City of American Canyon
33. City of Dublin
34. East Bay Municipal Utility District
35. City of Hayward
36. Annie Joseph, consultant to Our Water Our World program and IPM Advocates
37. Central Marin Sanitation District
38. City of Millbrae
39. Napa Sanitation District
40. City of Pacifica
41. San Francisco Public Utilities Commission
42. City of Paso Robles
43. San Mateo County Stormwater Pollution Prevention Program
44. South Bayside System Authority



45. Watershed Watch (Santa Clara County)
46. Sonoma County Water Agency
47. City of Vacaville
48. Santa Barbara County
49. Elihu Harris State Building, Oakland
50. Vallejo Sanitation and Flood Control District
51. City of Brisbane
52. San Francisco Estuary Institute
53. San Francisco Bay Planning Coalition
54. City of Newark
55. City of Piedmont
56. City of Danville
57. City of San Rafael
58. City of Pacifica
59. Town of Campbell
60. Redwood City/Town of Woodside
61. Western Regional IPM Center
62. Sacramento-San Joaquin Delta Conservancy
63. USEPA Colorado

Partners distributed flyers, held tabling events, tweeted about the project, wrote or shared Facebook posts, promoted the project through news stories, published blurbs about the project in e-newsletters, included Got Ants? information in utility bill inserts, and more. The IPM Advocates took Got Ants? flyers to the retail stores they supported (11 stores in the Bay Area) and to tabling events. The PMAC presentation in the Appendix gives graphic examples of each kind of partner promotion.

The following tables summarize partner activity to promote the project. It was not possible to capture every activity by all partners, but this gives a good idea of the type of outreach partners did for the project.

Website links

The agencies listed in Table 2 hosted links to the Got Ants? website (www.gotantsgetserious.org) on their websites. The URLs for these links are noted. This kind of link increases search engine optimization for the Got Ants? website, helping it to appear higher in results lists for online searches. As some websites displayed Got Ants? information in current events or other short-term sections, not every website is still featuring the project.

Table 2. Websites linking to the Got Ants? website

	Agency	URL of web page hosting Got Ants? information
1	San Mateo Countywide Water Pollution Prevention Program	http://www.flowstobay.org/
2	Marin County Stormwater Pollution Prevention Program	www.mcstoppp.org

	Agency	URL of web page hosting Got Ants? information
3	City of Brisbane	http://www.ci.brisbane.ca.us/news/2013-10-15/got-ants
4	Under the Solano Sun, ANR blogs	http://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=10970
5	Marin County	http://www.marincounty.org/depts/pw/divisions/mcstoppp
6	Santa Barbara County Agriculture, Weights and Measures	http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.countyofsb.org%2FuploadedFiles%2Fagcomm%2Foutreach%2FFall%2520Edition%25202013.pdf&ei=ggs1U5jTJ8nOyQH6u4CoBA&usg=AFQjCNGISVx89yljs31f-Xl32t3on2XW1Q&sig2=BfVI6nwqjEKJFIjSzVn7g&bvm=bv.63808443,d.aWc
7	Sonoma County Permit and Resource Management	http://sonomacounty.ca.gov/Departments-Agencies/Permit-and-Resource-Management/
8	Bay Planning Coalition	http://bayplanningcoalition.org/2013/11/news-from-the-san-francisco-bay-joint-venture-november-2013/
9	Baywise.org, a collaboration of BAPPG and BASMAA	www.baywise.org
10	Bio-Integral Resource Center	www.birc.org
11	Vallejo Sanitation & Flood Control District	https://www.vsfcd.com/Site_PDFs/Newsletter_Vol_9_Issue_4.pdf
12	City of Paso Robles	http://www.prcity.com/government/departments/publicworks/stormwater/swmp-postconstruction.asp
13	HGTV.com	http://boards.hgtv.com/eve/forums/a/tpc/f/4284011632/m/9833939177
14	Fitzgerald Area of Special Biological Significance Marine Reserve	http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CDEQFjAB&url=http%3A%2F%2Fsmchealth.org%2Fsites%2Fdefault%2Ffiles%2Fdocs%2FEHS%2FFitz_news2013.pdf&ei=CA41U-aMPKm4yQH-uYD4DA&usg=AFQjCNFVun9YG_z4tPlnw--A9XeuxXymRg&sig2=yUn256oxfQnEbulxz14aXA&bvm=bv.63808443,d.aWc
15	SFEP	http://www.sfestuary.org/our-projects/stewardship/pesticides/
16	Santa Clara County supervisor Mike Wasserman	http://www.sccgov.org/sites/d1/upcoming%20events/pages/upcoming-events.aspx
17	City of Millbrae	http://www.ci.millbrae.ca.us/index.aspx?page=432
18	City of Sunnyvale	http://sunnyvale.ca.gov/
19	City of Cupertino	http://www.cupertino.org/index.aspx?page=165
20	City of Yreka	http://ci.yreka.ca.us/utilities/storm-drains
21	Contra Costa Supervisor John Gioia	http://archive.constantcontact.com/fs173/1111030452123/archive/1116009084130.html

Tweets

These organizations tweeted about the Got Ants? project. Tweets are 140-character messages sent via the twitter.com social media platform, from an accountholder to his or her “followers” on Twitter. Tweets can be “re-tweeted” by a follower and can spread virally. Tweets can also include links or images, allowing someone to click to a website or see a picture directly. Many partners tweeted multiple times over the length of the campaign.

1. San Francisco Estuary Institute/Aquatic Science Center
2. Western IPM Center
3. Flowstobay (San Mateo County Stormwater)
4. UCANR (UC Agricultural and Natural Resources)
5. Montgomery County Master Gardeners
6. Pestec (pest management company)
7. U.S. Environmental Protection Agency, Region 2 (NY/NJ)
8. California Poison Control System
9. San Francisco Estuary Partnership
10. Los Gatos Patch (press)
11. City of Menlo Park Sustainability Department
12. Southern IPM Center
13. City of Belmont Public Works
14. National Pesticide Information Center, Oregon State University
15. Ventura County Star (press)
16. Urban Integrated Pest Management
17. California Department of Pesticide Regulation

In addition to the agencies listed, numerous citizens also tweeted about the Got Ants? project.

Facebook posts and shares

These agencies posted information about the Got Ants? project on their Facebook pages. Some created their own Got Ants? posts, and some “shared” or reposted material from the Got Ants? Facebook page.

1. Raptors are the Solution (RATS)
2. Bright Green San Jose
3. City of Sunnyvale
4. Santa Rosa Water
5. City of Belmont Public Works Department
6. CA Department of Pesticide Regulation
7. Delta Conservancy
8. City of Menlo Park



Flyers and magnets distributed

Agency partners helped to distribute the flyers and magnets at tabling events or by placing them at counters or other information distribution areas. Table 3 shows participating agencies and the number of flyers and/or magnets those agencies took for distribution. Some agencies did not take magnets.

Table 3. Partner agencies distributing Got Ants? flyers and magnets

	Agency	Flyers	Magnets
1	City of American Canyon	200	
2	Bay Area Pollution Prevention Group (BAPPG)	500	100
3	City of Burlingame	1,000	100
4	City of Dublin	1,000	
5	East Bay Municipal Utilities District	10	
6	City of Hayward	500	100
7	IPM Advocates	5,500	500
8	Marin County Stormwater Pollution Prevention Program (MCSTOPPP)	250	
9	Central Marin Sanitation Agency	1,000	
10	City of Millbrae	200	100
11	Napa Sanitation District	300	
12	City of Pacifica	100	
13	Sacramento County	1,000	25
14	San Luis Obispo County	10,000	
15	San Mateo County	500	100
16	South Bayside System Authority	200	100
17	Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)	500	
18	County of Sonoma	200	
19	City of Sonoma	100	
20	City of South San Francisco	50	
21	City of Sunnyvale	250	
22	Vallejo Sanitation and Flood Control District	250	250
23	West County Water District	20	
	Totals	23,630	1375

Tabling events

Tabling events staffed by partners were good opportunities to interact directly with interested members of the public and hand out the flyers and magnets, which bear the URL to the Got Ants? website. Participating agencies include San Francisco Estuary Partnership (SFEP) and members of Marin County Stormwater Pollution Prevention Program (MCSTOPPP), Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP), Bay Area Pollution Prevention Group (BAPPG), and San Mateo Stormwater Pollution Prevention Program (SMSTOPPP). Table 4 shows the agencies and date, location, and name of the tabling events. Some agencies tracked participation at those events, and those partial details are included in the last column.

Table 4. Partner tabling events where Got Ants? materials were distributed

	Agency	Date	Location	Event Name	Distribution Numbers
1	City of Sunnyvale	4/13/2013	Sunnyvale	Farmers Market	not tracked
2	SMSTOPPP	4/20/2013	Pacifica	Earth Day	not tracked
3	City of Sunnyvale	4/22/2013	Sunnyvale	Northrop Grumman Business Event	not tracked

	Agency	Date	Location	Event Name	Distribution Numbers
4	SMSTOPPP	4/27/2013	Portola Valley/ Woodside	Earth Fair	84 people engaged total, not all specifically about ants
5	City of Sunnyvale	4/27/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
6	SMSTOPPP	5/4/2013	San Bruno	San Bruno Clean Sweep	27 people engaged total, not all specifically about ants
7	City of Sunnyvale	5/11/2013	Sunnyvale	Table at OSH	not tracked
8	City of Hayward	Month of June, 2013	Downtown Hayward	Thursday night Street Festival table	see below
9	City of Sunnyvale	6/8/2013	Sunnyvale	Farmers Market	not tracked
10	City of Sunnyvale	6/8/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
11	SMSTOPPP	6/8-16/2013	San Mateo	San Mateo County Fair	850 people engaged, estimated
12	SMSTOPPP	6/22/2013	Half Moon Bay	Farmer's Market	55 people engaged total, not all specifically about ants
13	City of Sunnyvale	7/13/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
14	City of Hayward	7/18/2013	Downtown Hayward	Thursday night Street Festival table	see below
15	IPM Advocate Steve Griffin	7/27/2013	Livermore	Ace Concord tabling event re less toxic pesticide products	talked with 40 people
16	City of Hayward	Month of August, 2013	Downtown Hayward	Thursday night Street Festival table	total for three events: approx 100 flyers, less than 10 magnets
17	City of Sunnyvale	8/3/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
18	SMSTOPPP	8/10/2013	Half Moon Bay	Farmer's Market	37 people engaged total, not all specifically about ants
19	City of Burlingame	8/10-11/2013	Burlingame Ave. Downtown Business Dist.	Art Fest	not tracked
20	SMSTOPPP	8/25/2013	Redwood City	North Fair Oaks Festival	215 people engaged total, not all specifically about ants
21	City of Millbrae	fall-winter	Millbrae	Posted at Library and City Hall display windows	not tracked

	Agency	Date	Location	Event Name	Distribution Numbers
22	City of Sunnyvale	9/14/2013	Sunnyvale	Farmers Market	not tracked
23	City of Sunnyvale	9/14/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
24	City of Burlingame	9/15/2013	Burlingame Avenue Downtown Business District	Green Street Faire	not tracked
25	City of Millbrae	9/15-21/2013	Downtown Millbrae	Pollution Prevention Week outreach table	not tracked
26	City of Millbrae	9/21/2013	Millbrae	Coastal Cleanup Day table	rain, poor turnout
27	City of Sunnyvale	9/19/2013	Sunnyvale	Lockheed Business Event	not tracked
28	BAPPG	9/27-29/2013	Oakland	Eat Real street food festival	not tracked
29	SMSTOPPP	10/6/2013	Redwood City	Redwood City Fire Prevention Day	78 people engaged total, not all specifically about ants
30	SCVURPPP	10/12/2013	San Jose	Spring in Guadalupe Gardens	6 flyers, 26 magnets
31	IPM Advocate Debi Tidd	10/12/2013	San Ramon	OSH San Ramon tabling event re less toxic pesticide products	30 flyers
32	IPM Advocate Lisa Graves	10/13/2013	San Leandro	OSH San Leandro tabling event re less toxic pesticide products	not tracked
33	City of Sunnyvale	10/19/2013	Sunnyvale	World Water Monitoring Day:	not tracked
34	SFEP	10/27-28/2013	Oakland	State of the Estuary Conference	not tracked
35	IPM Advocate Teresa Lavell	10/29/2013	Vallejo	Home Depot Vallejo tabling event re less toxic pesticide products	talked to 25 customers
36	IPM Advocate Lisa Graves	11/3/2013	Oakland	Grand Lake Ace tabling event re less toxic pesticide products	25 flyers
37	City of Sunnyvale	11/16/2013	Sunnyvale	Farmers Market	not tracked

	Agency	Date	Location	Event Name	Distribution Numbers
38	City of Sunnyvale	11/19/2013	Sunnyvale	Live Green/Save Green Presentation at Sunnyvale Library	not tracked
39	MCSTOPPP	1/11/2014	Mill Valley	Health and Wellness Fair	few; poor weather and low attendance

Other types of outreach

A few partners had unique types of outreach dissemination, such as mailing out other print pieces with Got Ants? information, and those are grouped into Table 5.

Table 5. Miscellaneous outreach by partner agencies

	Agency	Type of outreach
1	Marin County Stormwater Pollution Prevention Program	2014 wall calendar featured Got Ants? information on September page
2	US EPA in Colorado	Distributed flyers
3	City of Sonoma Water	Mailed utility bill insert from
4	Vallejo Sanitation & Flood Control District	Mailed newsletters (2x)

In general, we were happy with the level of partner participation. Management Team partners, stormwater agencies, and wastewater agencies were the mainstay of the outreach team. UCIPM noted at the last Management Team meeting that their services could have been used more actively, and that was a lost opportunity. Some partners were stellar, while others did not have the time to be very active on the project. The IPM Advocates were a particularly effective partner, as part of their time was supported by SFEP through another grant (the EPA San Francisco Bay Water Quality Improvement Fund), which gave them some time dedicated to coordination with the Got Ants? project, and allowed for greater accountability. Of the project's geographic area, there was greatest reach and engagement in the Bay Area. We had planned to roll out outreach to several geographic "hubs" in the state (Morro Bay, Santa Monica, Sacramento), but those partners did not remain fully engaged over the course of the project. There appears to be potential for broader statewide rollout of Got Ants? outreach through statewide associations such as the California Stormwater Quality Agencies and the Phase II stormwater permittees.

Task 3.3. Launch campaign in conjunction with partners while deploying media strategy.

The campaign launched when the website went live, on May 15, 2013. The Management Team, as well as stormwater agency and wastewater agency partners, helped to promote the project, as described above. Media work to promote the project was rescheduled to the fall of 2013.

BASMAA provided a press pitch from their PR agency, O'Rourke Inc., about Got Ants? resources for ant invasions related to the beginning of the rainy season. The October 25 pitch resulted in coverage in 52 local Patch.com websites (a set of online-only local community news sites) over late October and early November and radio coverage: a KCBS story and a "Helping Your Hometown" radio spot which played

four times a day on KKIQ and KKDV over two weeks in December. The story got excellent coverage throughout the region. A Patch.com sales representative provided readership numbers for the Patch websites that ran the news stories, which totaled 1,103,606 unique visitors (see Table 8). Unfortunately, we were not able to get parallel information from the radio stations about their listenership.

We would have liked to see bigger outlets pick up the story; but we learned that it would take more effort to create a news hook to garner coverage in the San Francisco Chronicle, Oakland Tribune, or San Jose Mercury News. In addition, it was a bad year for a rainy season pitch; the rainy season didn't really happen and extreme drought conditions were all the news that season. We weren't able to promote our media hits as effectively as we would have in a more typical weather year.

Task 3.4. Continue rollout of activities to engage people through end of campaign period.

After the launch, the project's rollout continued with several elements: flyers and magnets distributed at partner offices or tabling events, IPM Advocates keeping Got Ants? materials stocked in 11 hardware stores in the Bay Area, online outreach to community e-newsletters and parent groups, a press release and media pitch as noted in the previous section, outreach to all Bay Area city and county elected officials to distribute project materials, and ongoing Facebook posts and cross-promotion with partner agencies.

The partner and media efforts are described in previous sections. The project's social media presence was originally planned to extend just to Facebook, but other social media platforms were added. A Twitter function built into the Got Ants? website was used by a number of visitors and organizations to tweet about the Got Ants? website. As we didn't plan for Twitter tracking up front, we weren't able to track the Twitter reach well. However, we saw at least 20 agencies and citizens tweeting about the project, some



multiple times. Additionally, a Pinterest account was created for the project. Pinterest is a bookmarking social network that allows users to "pin" or save, websites, stories, or pictures from the web to collections, or "boards" on various topics. Followers can view others' pins and repin items of interest to their own boards. Because Pinterest is very graphically oriented, we thought it might work to post the Got Ants? graphics that were developed. Many people use Pinterest to track home and garden inspiration or handy tips. We created several "pinboards" about pest management and populated those boards with pins (small images that link to the website) from the Got Ants? Get S.E.R.I.O.U.S graphics. For our seven pins, four people started following us, potentially exposing us to 245 more people (their followers). We didn't want to spend any more effort than that to further develop the concept but were pleasantly surprised to see that Pinterest did generate some activity and interest. It may be possible to get more results by seeding project images and materials on Pinterest more regularly.

To reach out to an environmentalist/activist audience, we posted Got Ants? material on the Care2.com website. An “action” website, Care2.com offers a place for activists to click links to support petitions and other activities. We set up a pledge link on the Care2.com website as well as links to the Got Ants? website. Unfortunately, this did not produce any significant traffic, and we aren’t sure quite why.

Task 3.5. Create a plan for future use of campaign material after grant period is complete.

We are pleased to note that BASMAA has agreed to take over web hosting for the www.gotantsgetserious.org website after the grant period has ended. This will keep the website live and available for use.

Additionally, SFEP secured another grant for pesticide outreach from the U.S. Environmental Protection Agency’s San Francisco Bay Water Quality Improvement Fund. That grant will cover a broad range of outreach to encourage less toxic pesticide practices in the San Francisco Bay Area, including use of the Got Ants? ads. It is anticipated that the EPA funds will cover another round of advertising. This will offset the shortened active campaign period covered under this grant, and extend it over a much longer period than originally anticipated. Also, lessons learned about effectiveness and cost-effectiveness from this grant will inform the future Got Ants? outreach efforts.

Objective 4. Evaluate campaign’s effectiveness.

This section discusses effectiveness and cost effectiveness of the campaign activities.



Task 4.1. Develop an evaluation plan with partners in the early stages of the campaign.

SGA worked with the PI to develop an evaluation plan, which was submitted to satisfy this deliverable. It became clear fairly early on that several elements of the plan would not be feasible to collect, as described in Semi-Annual Report #3. The evaluation plan was revised with input and approval of the DPR grant manager. The plan includes several metrics related to reach of the campaign, which are addressed in Task 4.2. Additional reporting against the evaluation plan metrics is in an Evaluation Report attached at the end of this report.

Task 4.2. Track reach of campaign and campaign materials on a quarterly basis, including number of people who have received or viewed materials from the program; number of partners participating; number of commitments from households to change pesticide use behavior.

Reach of the campaign, across the various outreach avenues, is tracked by month in the series of tables below. The first shows Advertising and Website traffic. The second shows Partner Promotions and Earned Media. The third shows Social Media and overall totals. Further information about each type of advertising is included in a section below.

Table 6 shows the reach of print ads, transit ads, and online ads, and traffic to the website during the campaign period. Table 7 shows partner promotions and earned media during the campaign period.

Table 6. Advertising and website results for the project

	Advertising				Website
	Print ad viewers, Transit	Print ad viewers, Sunset magazine	Facebook advertising (online)	Google advertising (online)	Web hits (unique visitors)
May-13				11,842	414
Jun-13	5,139,780		1,361,710	34,095	1233
Jul-13	3,276,300	1,250,000	1,472,861	82,672	1837
Aug-13	2,338,455			40,736	1009
Sep-13	1,928,918	350,000			699
Oct-13					357
Nov-13					506
Dec-13					244
Jan-14					172
Feb-14					214
Mar-14					163
Totals	12,683,453	1,600,000	2,834,571	169,345	6,848
Subtotals by type				17,287,369	6,848

Table 7. Partner promotions and earned media results for the project

	Partner Promotions			Earned Media
	Flyers/magnets distributed & events	Email blast recipients (<i>info is very partial</i>)	Mailed newsletters, etc.	Earned media stories viewers/ listeners
May-13	2 events			
Jun-13	5 events			
Jul-13	3 events		35,000	
Aug-13	5 events			
Sep-13	8 events			
Oct-13	7 events	1,350		
Nov-13	3 events	35,020		1,103,606
Dec-13			28,000	KKDV & KKIQ radio interviews
Jan-14	1 event		35,000	
Feb-14				
Mar-14			12,000	
monthly totals not available	25,005			
Totals	25,005	36,370	112,000	1,103,606
Subtotals by type			173,375	1,103,606

We didn't capture all email blasts or total recipients, but what we captured is in Table 7. The October 2013 total shown is from the San Francisco Bay Joint Venture, and November 2013 activity is from the Urban Pesticide Committee, Berkeley Parents Network, and DPR's School IPM listserv. Similarly, mailed pieces were not always known, but two print newsletters with different stories on the Got Ants? project were mailed by the Vallejo Sanitation and Flood Control District to 35,000 households in July 2013 and January 2014; 28,000 wall calendars with Got Ants? information on the September page were distributed by the Marin County Stormwater Pollution Prevention Program to Marin County households in December 2013; and City of Menlo Park sent a newsletter to 12,000 households in March 2014.

The media hits came from a wave of news stories about the Got Ants? project that were run by local Patch blogs in 52 Bay Area communities. The online viewership of those stories was provided by a Patch.com sales executive, shown in Table 8. Listenership numbers for the stations playing radio interviews were requested but not provided.

Table 8. Viewership for Patch.com websites that carried stories about Got Ants?

Patch.com community	Unique Visitors		
Alameda	35,862	Mill Valley	26,918
Albany	27,464	Millbrae	6,102
Belmont	14,007	Milpitas	17,533
Benicia	19,881	Mountain View	21,465
Berkeley	31,425	Napa	32,579
Burlingame-Hillsboro	9,179	Newark	21,168
Campbell	16,751	Palo Alto	46,583
Capitola-Soquel	11,909	Petaluma	25,405
Castro Valley	23,673	Piedmont	14,455
Concord	25,399	Pleasanton	49,369
Cupertino	16,484	Pleasant Hill	13,383
Danville	22,806	Redwood City	26,586
Dublin	22,105	Rohnert Park	17,549
El Cerrito	17,828	San Bruno	12,459
Foster City	13,926	San Carlos	12,140
Gilroy	28,195	San Leandro	28,057
Half Moon Bay	34,347	San Mateo	20,626
Healdsburg	14,889	San Rafael	27,445
Hercules-Pinole	13,250	San Ramon	29,925
Lamorinda	15,517	Santa Cruz	31,842
Larkspur	8,558	Saratoga	6,070
Livermore	49,655	Scotts Valley	9,192
Los Altos	14,593	Sonoma	12,311
Los Gatos	28,712	South San Francisco	18,778
Martinez	10,639	Union City	18,458
Menlo Park	30,154	Total	1,103,606

*Data for the City of Clayton Patch site was missing.

Table 9 shows social media results for the project during the campaign period. Social media analytics covered Facebook and Pinterest. The Facebook analytics came from admin tools provided with the Facebook page. The first column shows people who “liked” the page, by month. The second column shows the greater reach of people, outside of those fans, who saw various posts that month through organic shares, fans of fans, etc. The third column shows “likes” totals for pages where the Got Ants? project posted information, using the feature “posts by others.” This allowed us to comment directly on other pages for local news organizations, parents’ groups, and community organizations, exposing their fans to Got Ants? information. Pinterest traffic was counted manually since we had a very small footprint on that website. Unfortunately, we were not able to capture Twitter information.

Table 9. Social media results for Got Ants?

	Social Media				TOTAL
	Facebook page "likes"	Facebook page posts, likes, shares (outside of those who liked the page)	Total likes on other pages where Got Ants? posted information	Pinterest	
May-13		0			
Jun-13		0			
Jul-13	37	0			
Aug-13	5	52			
Sep-13	13	1,469			
Oct-13	14	590	39,217		
Nov-13	8	315			
Dec-13	2	285			
Jan-14	0	458			
Feb-14	3	166			
Mar-14	2				
monthly totals not available				245	
Totals	84	3,335	39,217	245	18,574,617
Subtotals by type				42,881	

Totals

We tracked the number of impressions and interactions with the Got Ants? campaign. “Impressions” are the number of times that an ad is displayed on a screen or the number of views a billboard is expected to receive. Impressions are a passive type of dissemination. “Interactions” entail a viewer taking a more active role in engaging with the campaign materials through actions such as clicking a link, visiting a website, writing a comment, or asking a question. The outreach we could track totaled 18,572,617 impressions and interactions combined. This surpasses our target of approximately four million impressions when the target campaign calendar was first developed. Most (over 17,000,000) are from advertising, with earned media a distant second but still significant at more than 1 million views, partner promotions adding up to about 173,000 impressions, and social media contributing about 42,000

impressions. The social media numbers are somewhat incomplete, as we didn't track Twitter activity (not a planned part of the project, plus we couldn't easily find a way to capture historical analytics of tweets from multiple accounts). More than six thousand people went directly to the website.

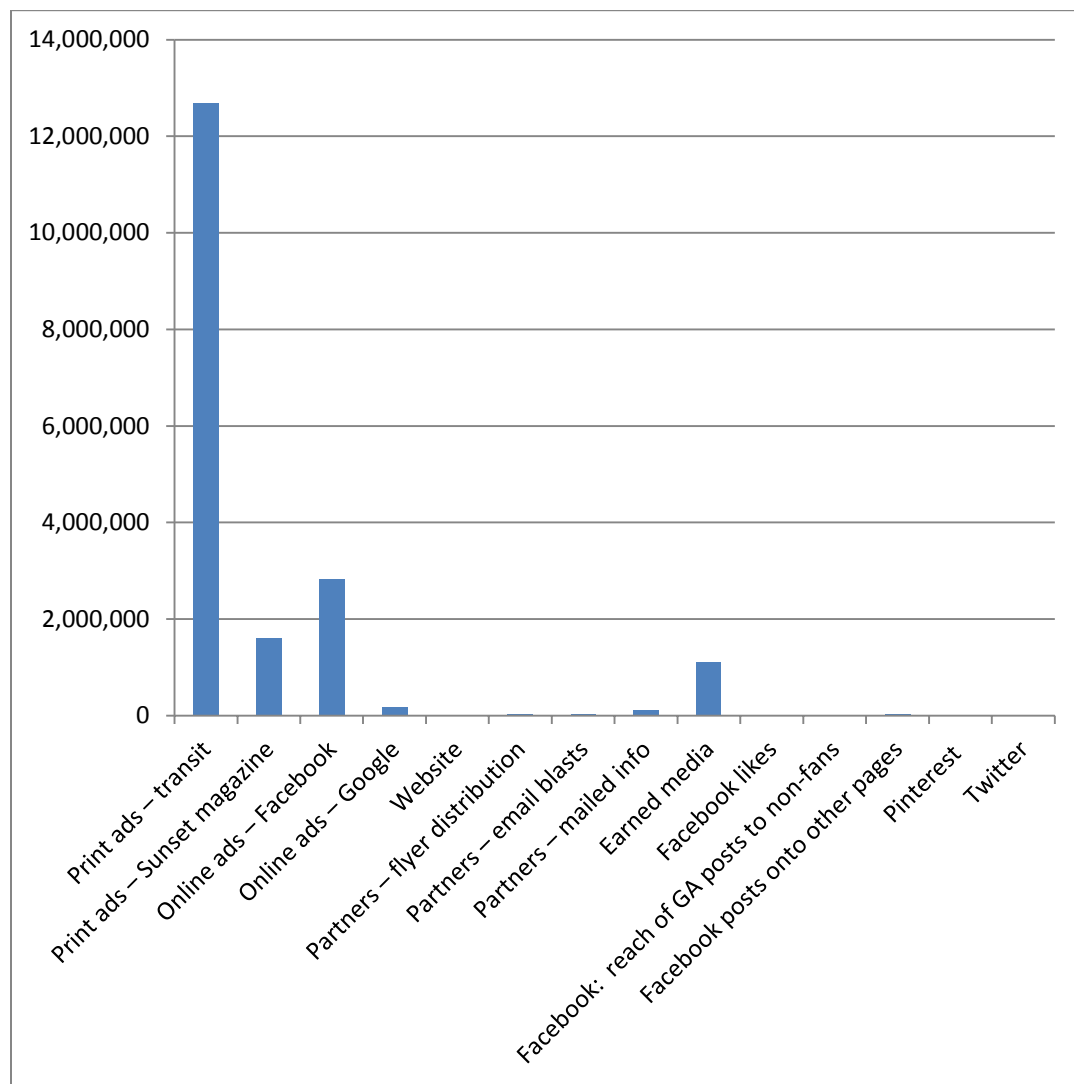


Chart 1. Comparison of results for various types of outreach.

Advertising

The mix of advertising was based on recommendations from SGA. Advertising included online ads on Facebook and Google, and print ads in Sunset Magazine, and transit ads on BART, AC Transit, and Muni. Online Google advertising ran from May-August, including ads on Google search pages, YouTube, and side banners. Facebook advertising ran in June and July. Both Google and Facebook ads were geotargeted to San Francisco Bay Area zip codes. A 2-inch ad ran in Sunset Magazine's July issue for the Western region (covering California and a few other Western states, circulation 1.25 million), and a half-page ad ran in the September issue of Sunset's Bay Insider edition (San Francisco metropolitan area, circulation 350,000). The transit ads were the most complex package, with flights of advertising running

on various interior cards and exterior bus tails from June through September, stepping up over the several month run. We chose a mix of online ads, which are generally cheaper, plus some real-world print advertising to supplement the online ads with a sense of “place,” as online advertising can be more easily ignored if it feels generic to the viewer.

The amount spent on each type of advertising was \$998 on Facebook ads, \$2,800 on Google ads, \$9,000 on Sunset Magazine ads, and \$12,965 on transit ads. The higher the amount spent on advertising, generally the higher the total of impressions (views) or more clicks. The following table summarizes the impressions, clicks to the website, cost, cost per impression, cost per click, and click-through rate for each type of advertising. Some table columns were not directly applicable for the print advertising modes; the nearest cognate method is explained below.



Table 10. Advertising types and results for Got Ants?

Ad type	Impressions	Clicks	Cost	Cost per impression	Cost per click	CTR (Clickthrough rate or clicks per impression)
Google ads	169,345	682	\$2,800	\$0.0165	\$4.11	0.004
Facebook ads	2,834,571	605	\$998	\$0.0004	\$1.65	0.0002
Sunset Magazine ads	1,600,000	225*	\$9,000	\$0.0056	n/a	0.0001**
Transit ads (BART, AC Transit, Muni)	12,683,453	n/a	\$12,965	\$0.0010	n/a	n/a
Totals	17,287,369	1,512	\$25,345			

*Follow-up requests generated via email, not clicks. This was the closest equivalent to clicks for print advertising.

**Rate of follow-up requests for the overall number of copies of the magazine, the closest equivalent to CTR.

The ads varied in cost per impression; the cost per impression of Facebook ads was lower than any other advertising avenue at 0.04 cents each, compared to 0.1 cents per transit ad view, 0.56 cents per magazine ad view, and 1.65 cents per Google ad view. It was easier to compare the two online mechanisms in terms of effectiveness at generating clicks to the website. Based on that information, Google ads were far more effective, with 0.004 clicks per impression compared to 0.0001 clicks per impression for Facebook. Whether Google ads provide the best “bang for the buck” is questionable; they were about 18 times more effective at generating web traffic but 46 times more expensive than Facebook ads. Facebook may have been the more cost-effective online option. It wasn’t possible to compare the online and print methods directly.

The Sunset ads generated 116 requests for email follow-up from the July edition and 109 such requests from the September edition. At 0.56 cents per impression, these were also relatively low-cost. The

clickthrough rate to the website cannot be directly calculated, but follow-up emails requesting further information were generated at a rate similar to that of the Facebook ads. This type of print (magazine) advertising appears to have been fairly cost-effective as well.

Transit ads began on June 17 and continued through September 14 on AC Transit, BART, and Muni. (AC Transit is a bus service covering Alameda and Contra Costa Counties in the East Bay section of the San Francisco Bay Area, BART is the Bay Area Rapid Transit light-rail system, and Muni is the San Francisco Municipal Transit Agency's bus and light rail system within the City of San Francisco.) The details of the package are listed below. Bus tails are ads in a large placard at the rear exterior of the bus, seen by people behind the bus. Interior cards are placards on the interior walls of buses or BART or Muni cars, seen by transit riders. The stepwise increase in coverage is designed to maximize the length of time the ads can run for a given budget rather than rolling out everything at once for a shorter period. The rollout progressed as shown in Table 11.

Table 11. Transit advertising details

Date Range	Carrier	Advertising Package Details	Paid or Bonus	Impressions
Flight 1 June 17-July 15, 2013	AC Transit	14 Bus Tails	Paid	1,519,380
		1 Bus Tail, 100 Bus Interior Cards	Bonus	3,620,400
Flight 2 July 1-28, 2013	BART	50 Car Interior Cards	Paid	1,638,150
		50 Car Interior Cards	Bonus	1,638,150
Flight 3 August 1-28, 2013	SF MUNI	14 Bus Tails	Paid	1,519,380
		1 Bus Tail, 25 LRV Cards	Bonus	819,075
Flight 4 September 1-14, 2013	SF MUNI	15 Bus Tails	Bonus	759,690
		25 Interior Cards	Bonus	409,538

The advertising carrier provided the detailed impressions information shown in the table. SGA negotiated this package and was able to secure the bonus coverage shown, over and beyond the advertising budget. This was a good way to extend the advertising reach for our budget. Unfortunately, it wasn't possible to track any direct correlation between the transit advertising and traffic to the website.

A lesson learned is that if we had set up the advertising rollout with only one type of advertising happening at any given time, we could have separated out the various influences each type of advertising and promotion had on web traffic. That would have helped to plan future campaign work.

Was the advertising mix "the right one?" Or "the perfect one?" We suspect that there are any number of ways to have structured this, and we are pleased with this mix in terms of the results and what we learned.

Partner promotions

Partner promotions included posting Got Ants? information on their websites, publishing blurbs about the Got Ants? campaign in e-newsletters, and mailing out information about the project in utility bills and other print pieces. A few promotions clearly increased web traffic: Facebook shares of a rainy season ants post by several agencies in October, 2013; an announcement in the November 5, 2013

Berkeley Parents Network e-newsletter to 32,604 people; and several elected officials' e-newsletters in December 2013.

Social media

The PI maintained a Facebook page for the Got Ants? project. New items were posted on the page one to two times per week from approximately October 2013 through March 2014. Following best practices for Facebook brand pages, the items strove for a light tone, and used a mix of content including graphics from the project and website, photos showing the Got Ants? Get S.E.R.I.O.U.S "steps," photos provided by IPM Advocates of less toxic products and store promotions, links to funny ant-related stories, and graphics such as meme generators using Got Ants? Get S.E.R.I.O.U.S messages. The page got some traction, garnering 84 "likes" and several shares on key posts by partner agencies.

However, during the time of highest effort spent on the Facebook page, a policy shift by the company lowered our chances of reaching a wider audience. On December 1, Facebook changed its News Feed algorithm, reducing the dissemination of stories on brand pages to their fans. An article by Ignite Social Media estimated that reach of stories across all brand pages declined an average of 35%, and as much as 76% in some cases, meaning that a story that reached all your fans before December 1, 2013, would only reach 65% of them, or even 24% of them, after the algorithm change. (See <http://www.ignitesocialmedia.com/facebook-marketing/facebook-brand-pages-suffer-44-decline-reach-since-december-1>.) This hurt our numbers, unfortunately. As a result of this change, using Facebook as a no-cost way to reach people appears to be much less feasible, and we didn't see the Facebook page take off as the interactive platform that it was meant to be.

Social media approaches (outside of advertising) couldn't be limited to a targeted geographic area. Once messages are posted to Facebook, Twitter, Pinterest, or other platforms, they are shared organically with the friends or followers network of those who forward the messages. Those audiences can be in other states or other countries. We saw partners spreading our work outside our intended target area as well, through the networks of Regional IPM Centers and EPA Regional Offices.

Comparing outreach to web traffic

Various types of advertising and corresponding web traffic are shown in Chart 2. (Not every partner promotion is labeled on the chart, just those that we know generated visible spikes.) Web activity was higher when more advertising was being conducted. The upward trend in web activity continues throughout the May-August advertising period, then falls off fairly quickly after advertising stopped. Once advertising funds were expended, no-cost methods such as partner promotions and Facebook posts were used. Those methods generated lower activity compared to advertising. Looking at a finer level of detail brings into question how far we can push our use of this data. For example, there is an uptick in activity from late August through mid-September. Did that mean that the advertising happening at that time (Muni ads) were more effective than the ads in July and September? It's not clear whether we can parse the results that finely.

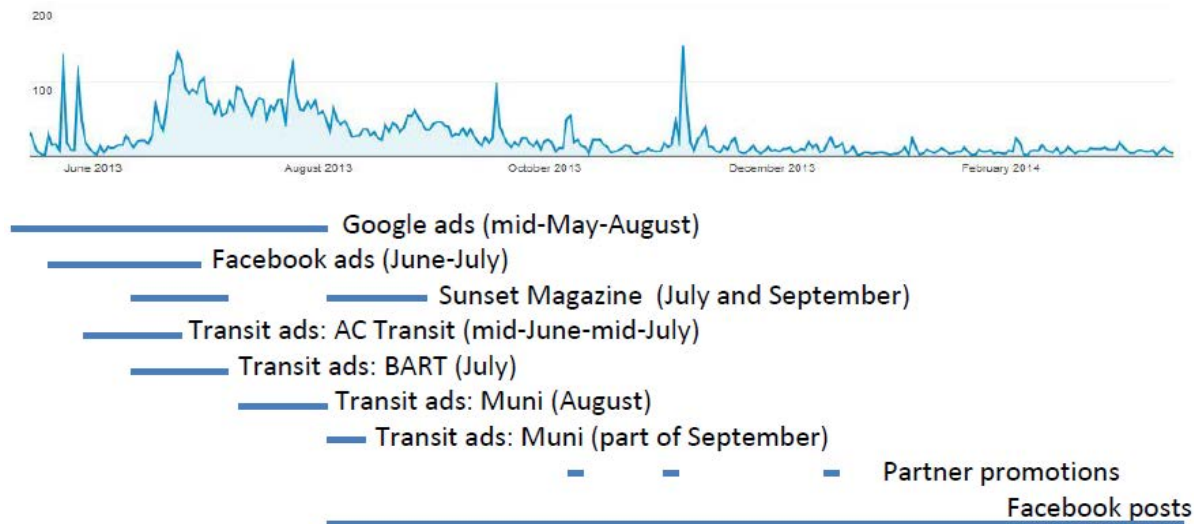


Chart 2: Got Ants? website traffic during campaign period, mapped against active outreach types

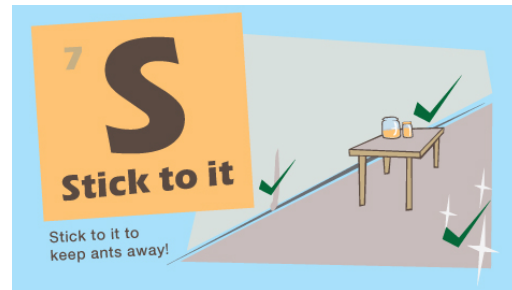
The project’s advertising results came from the relatively modest advertising budget of \$34,000 for hard costs and some consultant staff time. We would have liked to have more advertising dollars available and a longer time period in which to do the outreach. On the non-advertising side, we would have liked to see even more active participation from partners. More staff time for the PI to coordinate could have led to further engagement from partners. The peaks of partner promotions generally came after significant effort from the PI. We did not reach a point where requests to share Facebook posts or post blurbs were self-sustaining; partners had to be asked to repeat actions rather than taking it upon themselves to keep doing a certain outreach action.

We also would have liked to do more with the in-person aspects of the project, as in-person interactions are considered the most effective ways to change behavior in CBSM. (They are necessarily limited in scale, since it takes so much time and effort compared to mass outreach, which is less effective but has a broader reach.) We intended to develop a “grassroots activity” for partners to use to engage members of the public at tabling events, but that aspect of SGA’s scope of work was dropped in favor of completing the materials. Further pursuing development of an engaging activity related to the Got Ants project would be helpful and could be shared with partners to extend the future life of the campaign.

Conclusion

We believe that this campaign addresses the problem of reducing pesticide toxicity in streams generated by using pesticides to control ants. While some of our materials focus on indoor activities, much of the outreach was structured to get people to the www.gotantsgetserious.org website, where they could find material related to hiring professionals or for DIYers. The project provides less toxic alternatives to managing ants both indoors and outdoors, and with further outreach we believe that it can change residential behaviors around ant management.

In terms of disseminating materials and reaching everyone in California who has an ant problem, or reaching everyone who would need to change behavior in order to sustain water quality improvements, this project has just scratched the surface. Fortunately, activity using the materials created by this project will continue, at least in the 9-county San Francisco Bay Area, under a next installment of grant funding from the U.S. EPA's San Francisco Bay Water Quality Improvement Fund. We'd like to continue outreach, incorporating the lessons learned from this project on reach and cost-effectiveness of various methods of outreach. Of particular interest would be to pursue new areas such as working more closely with community organizations and other types of partners, to do more media work such as targeting bloggers to cover ant issues, and to conduct further advertising including sponsored Facebook posts or ads. Several areas for potential future focus with pest management professionals were recommended by Management Team partners as well. We may seek additional funding for future outreach using this material over the next several years.



Effectiveness of outreach at “solving the problem” of pesticide impacts on water quality, particularly related to ant control, remains unknown. It’s a difficult problem to track the effectiveness of any activity. For this project, stringently tracking real water quality improvements or shifts in pesticide use practices would have taken more time than was available under a two-year project (as pesticide sales or stream toxicity data take more than a year to become available). Tracking pesticide practice shifts would also take significant funding dedicated to evaluation to provide meaningful data. For a project this size (\$200,000), so much of the budget would have needed to go to evaluation that we would have been able to achieve significantly less in terms of materials development or outreach. Future work under the EPA grant may address effectiveness more directly than this project was able to.

We would like to express our deep appreciation to the Pest Management Advisory Committee for funding this project. We’d also like to acknowledge all the efforts of the Management Team partners in developing the material, and our many, many partners in disseminating outreach. This campaign could not have happened without them. Our partners were very happy with the materials developed by this project. There was general agreement that the materials sidestepped technical complexity and opened the issue to a new audience in a new way, meeting our goals. We look forward to building from these materials and greatly extending the reach of the campaign work done to date under the Got Ants? project.

Appendix

Presentation

Evaluation report

Got Ants? Outreach Campaign Successes, Challenges, and Next Steps





Overview

- Vision for the Campaign
- How We Built It
- What We Made
- How We Got the Word Out
- Preliminary Results
- The Campaign's Future





Vision

- Why Ants:
 - Pesticide and application impact water quality
 - Home users and those who hire professionals
- What is Community-Based Social Marketing?
 - ~~Education~~ -> Behavior change
 - Science behind why people act



How We Built It

- Pest Management Alliance Grant
- Management Team:
 - DPR, UCIPM, BASMAA, BACWA, SF Environment, Sacramento County, BIRC, City of San Jose, SCVURPPP, Santa Monica Bay Restoration Commission, Morro Bay National Estuary Program, SF Water Board, UC Riverside, Alameda County Clean Water Program, National Pest Management Association
- Consultant on CBSM and outreach
 - S. Groner Associates, Inc. (SGA)

What We Made

- Developed jingle: Got Ants? Get S.E.R.I.O.U.S
 - **S**: Spot where the ants are coming in
 - **E**: Eliminate crumbs, messes & spills
 - **R**: Rinse with soap & water
 - **I**: Isolate food & water sources
 - **O**: Obstruct entryways & seal cracks
 - **U**: Use baits if ants don't go away
 - **S**: Stick to it to keep ants away!
- Graphics for each “step”




Campaign Elements

- Website
- Facebook page
- Hard copy flyers
- Magnets



Website:

www.gotantsgetserious.org




Share Website ☐ Like ☐ 83


About Us Solutions Resources Take the Pledge

Quick Links

- Find an IPM Certified Professional
- Find less-toxic products
- How to use baits
- How to prevent ant invasions
- Prevent ant invasions
- Control the ants
- How to handle an ant emergency



Isolate food and water sources.



Share Website ☐ Like ☐ 83


About Us Solutions Resources Take the Pledge

Prevent Ant Invasions

By following these simple steps, you can reduce the chances of ants in the kitchen and ants entering your home in the first place.

By following these simple steps, you can reduce the chances of ants in the kitchen and ants entering your home in the first place.

By following these simple steps, you can reduce the chances of ants in the kitchen and ants entering your home in the first place.



Share Website ☐ Like ☐ 83

About Us Solutions Resources Take the Pledge

Handling An Ant Emergency


With a little persistence you can often resolve most ant problems yourself by **killing ants naturally**. Indoor sprays are not usually necessary, and the do-it-yourself methods below are safer for your family, pets, and the environment. Learn how to get rid of kitchen ants by following these tips when ants come in...

DO:

- ✓ **Spot** where ants are coming in. Check indoors and out to find their entry points. Look for ant trails at window frames and doors, electrical conduits, plumbing fixtures, walls, foundations, and the roof.
- ✓ **Eliminate**. Identify food or water sources that may be attracting ants into your home and remove them.
- ✓ **Rinse**. Wipe away ant trails with soapy water. You can also vacuum them up or spray them with window cleaner or a plant-based repellent.
- ✓ **Isolate**. Store food in sealed containers so ants can't find the food they want.
- ✓ **Obstruct**. If you have ants in the kitchen or ants are coming in through cracks or crevices, plug up those openings with household caulk or petroleum jelly.
- ✓ **Use Baits**. If cleaning up food sources and plugging entryways does not solve the problem in a few days, **put out baits** or apply gel bait at entry points. When using baits, don't use plant-based repellents (such as orange, rosemary, or other oils or other sprays), because you'll repel ants from the bait.
- ✓ **Stick to it**. Continue to clean up trails and plug entryways. If you use baits, they can take up to a week to work.

DON'T:

- Don't **Spray Pesticides!** When you spray for ants indoors or outdoors, pesticides can end up in creeks, lakes, and bays and harm aquatic creatures. And, unlike the IPM practices described above, sprays don't provide a long-lasting solution to preventing ant invasions, so ants are likely to reinvade.
- Don't **Use Ant Chalk!** Ant chalk products contain toxic ingredients such as arsenic or pyrethroids that may not be approved for sale in the U.S. Because



Spot where they're coming in.

What's attracting ants to your house? Tell us on **Facebook**.

Have a question?

Still need help with an ant problem after you've followed the [Do-It-Yourself steps](#) or hired a [Certified IPM Professional](#)? Email your question to an expert in less toxic pest management.

Ask An Expert

Take the Pledge

Join us in setting a new standard to keep ants out of our families, pets or the environment to toxic pests.

☒ I pledge to use less-toxic practices and to hire toxic "IPM-certified services" from a company, the next time I have a pest problem.

* All fields are required.

☐ YES, I agree to receive emails back from GoAntsGetSerious going

dpr The Department of Pesticide Regulation provided partial or full funding for this project but does not necessarily recommend or endorse any opinion, commercial product, or trade name used.

Copyright © 2013

Facebook page:

www.facebook.com/safer.ant.control

facebook Search for people, places and things

Got Ants? Timeline Recent Admin Panel Ads Manager

GOT ANTS? GET SERIOUS



Got Ants?
75 likes · 13 talking about this

Update Page Info

Organization
Have YOU got ants??? Who doesn't? GOT ANTS? is all about easy ant control without poisonous sprays. Take the pledge! <http://www.gotantsgetserious.org/>

About Photos Likes

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

 **Got Ants?** shared a link.
November 9 near Sacramento

BAM! We just had our biggest web traffic day ever! Thanks to all the new fans and visitors. Keep the URL handy for when those

Recent Posts by Others on Got Ants?

Wendy Atkins
I had a funny dream last night—there were ants all over ...
1 · November 7 at 2:22pm

James Muller
Skidaddle my six legged friends...go find your crumbs els...
1 · October 7 at 4:09pm

Cathy Hersh
I in fact do, how did you know Athena Honore?
1 · September 18 at 3:41pm

See Your Ad Here

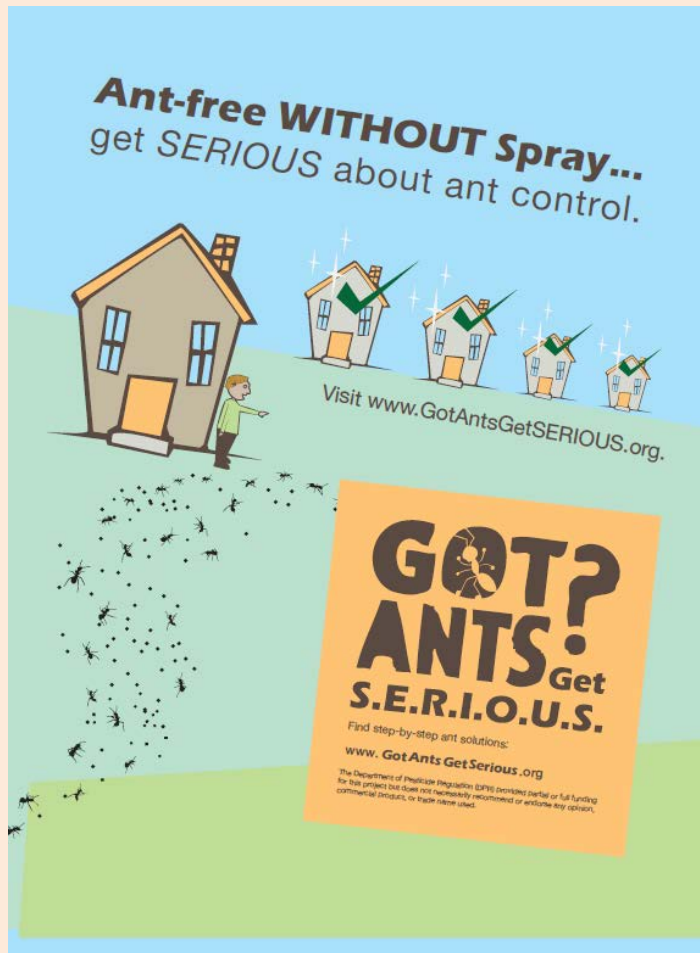
Got Ants?



Have YOU got ants??? Who doesn't? GOT ANTS? is all about easy ant control without poisonous sprays....
Like · Got Ants? likes this.

Advertise your page

Flyer: 2-Sided Handout



Magnets

Step 3:

RINSE

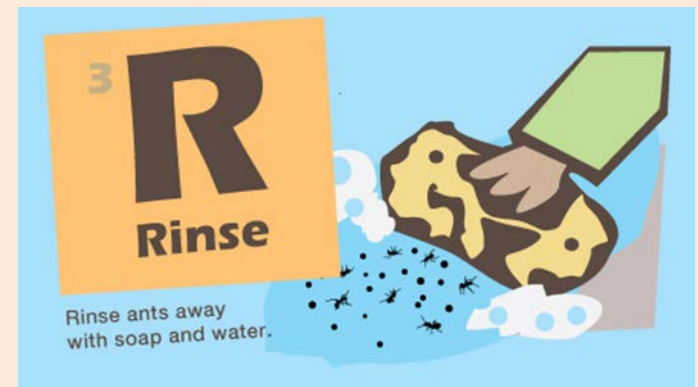
ants away with
soap and water.



For more on how to stop ants in your home, check out
www.gotantsgetserious.org

How We Got the Word Out

- Advertising (print and online)
- Social media
- Partner support
- Earned media
- Events and in stores



**GOT?
ANTS!** Get
S.E.R.I.O.U.S.

Find step-by-step ant solutions at
[www. Got Ants Get Serious .org](http://www.GotAntsGetSerious.org)

Funding for this project has been provided in full or in part through a grant awarded by the Department of Pesticide Regulation



Advertising

- Online ads (pay-per click)

- Google
- Facebook



- Print ads

- Sunset Magazine
- Transit ads: BART, Bus (AC Transit, Muni)



Social Media

- Facebook
- Twitter
- Pinterest




Facebook page:

www.facebook.com/safer.ant.control

facebook Search for people, places and things

Got Ants? Timeline Recent Admin Panel Ads Manager

GOT ANTS? GET SERIOUS



Got Ants?
75 likes · 13 talking about this

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1 · September 18 at 3:41pm

See Your Ad Here

Got Ants?



Have YOU got ants??? Who doesn't? GOT ANTS? is all about easy ant control without poisonous sprays....
Like · Got Ants? likes this.

Advertise your page

Facebook partners



Twitter

 Have an account? [Sign in](#)

Results for **gotantsgetserious** 

[Top](#) / [All](#)



Western IPM Center @IPMWest 23h
Got ants? Here's a link with great info on how to get rid of them without toxic sprays.
gotantsgetserious.org
[Expand](#)



Pestec IPM @pestec 8 Nov
Got #Ants? Get S.E.R.I.O.U.S. ow.ly/qCBG4 #takethepledge #pestcontrol #IntegratedPestManagement #IPM cc: @CA_Pesticides
[Expand](#)



MCMGMD @mcmgmd 7 Nov
There are simple and effective ways to deal with ants. fb.me/PJsiOKBk
[Expand](#)



Urban IPM @URBANIPMtweets 7 Nov
Take the pledge to use IPM when you are treating for ants. fb.me/3gW1QrJwZ
[Expand](#)



SFEI / ASC @sfei_asc 22 Oct
At the #SFEstuary conference, learn from "Got Ants" how streams are polluted when city dwellers use ant spray: ow.ly/q3Vkz
[Expand](#)



Belmont Public Works @BelmontCA_PWORK 10 Oct
Did you know the City uses integrated pest management (IPM) certified professionals for managing pests using... fb.me/2p6NgE7Ck
[Expand](#)

Retweets

The screenshot shows the Twitter profile of SMCWPPP (@flowstobay). The profile banner features a photo of people outdoors with the text: "SMCWPPP @flowstobay San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) partners with residents and businesses to prevent pollution of our local water bodies. San Mateo County · flowstobay.org". The profile statistics show 942 tweets, 273 following, and 317 followers. A "Follow" button is visible.

On the left sidebar, there are links for "Tweets", "Following", "Followers", "Favorites", and "Lists". Below these is a "Follow SMCWPPP" section with input fields for "Full name", "Email", and "Password", and a "Sign up" button. Further down is a "Photos and videos" section with a grid of images.

The "Tweets" section on the right shows a tweet from SMCWPPP (@flowstobay) dated 3h ago: "Get in the reusable bag habit! Get a free bag TODAY, Rite Aid, 2150 Roosevelt Ave, #RedwoodCity @ 12:30pm until all bags are gone #BYOBAGSMC". Below this is a retweet by SFEI / ASC (@sfei_asc) dated 22 Oct: "At the #SFEstuary conference, learn from 'Got Ants' how streams are polluted when city dwellers use ant spray: ow.ly/q3Vvkz". This retweet is circled in blue. Below the retweet are options to "Expand", "Reply", "Retweet", "Favorite", and "More". The bottom tweet is from SMCWPPP (@flowstobay) dated 23 Oct: "#SanBruno residents, special expired/unused medications drop off THIS Friday, 10/25 @ San Bruno Senior Center 8am-2pm ow.ly/q4JhU".

Pinterest

Repins from



Nancy Randall Gossman



Bite



Snarky Little Stitcher

3 Followers

26 Following

nd Friends



Our Water - Our World



Our Water Our World - Assist consumers in managing home and garden pests in a way that helps protect our water, our world



Athena Honore
get rid of ants!



Today's tip: the season is changing - are the ants coming inside yet? SPOT them = the first step to getting rid of them. More ways to get rid of them at www.gotantsgetser...



Athena Honore
get rid of ants!



Diatomaceous Earth provides permanent barrier against many pests, both indoors and out, naturally. Forget harsh synthetic chemicals! Get rid of: Ants, fire ants, caterpillars, cut worms, worms, fleas, ticks, cockroaches, snails, spiders, termites, scorpions, silver fish, lice, mites, flies.

How To Get Rid of Gnats



s For Getting Rid Of Gnats



Partner Support

- 55 partners supported campaign through
 - Email blasts
 - Facebook posts and “shares”
 - Tweets
 - Distribute through e-newsletters
 - Links on websites
 - Events, in stores



Email blasts

- **From:** Berkeley Parents Network <bpn_admin@lists.berkeley.edu>
To: Berkeley Parents Network <bpn_admin@lists.berkeley.edu>
Sent: Thursday, November 7, 2013 5:27 PM
Subject: Announcements Nov 6, 2013

November 06, 2013

Berkeley Parents Network Announcements & Events

Circulation: 32,604

Contents

Other Announcements for Parents

Ants coming in? Less toxic, family safe solutions
Host a High School Student from China
Joaquin Miller School Online Auction

- Ants coming in? Less toxic, family safe solutions

Cold weather and rains bring ants inside. We all get them. See the Got Ants Get Serious site for how to get rid of ants, safely for family, pets, and the environment: www.gotantsgetserious.org. The Got Ants? facebook page has timely tips on more effective, less toxic ways to stop ants from coming into your home.
<https://www.facebook.com/safer-ant-control>.
Submitted by: Athena Honore

The screenshot shows an email interface with a sidebar on the left and a main content area on the right. The sidebar contains several links: [BAY AREA AUDIO TOURS](#), [SEBAY JV WEBSITE](#), [PODCASTS](#), [FOR THE BAY](#), [SOUTH BAY SALT PONDS](#), and [BAY NATURE CALENDAR](#). The main content area has a header [Bay Nature Seeks Nominations](#) followed by a paragraph about the "Local Heroes" award. Below this is a section titled [Protect Creeks by Liking "Got Ants" on Facebook](#), which is circled in blue. This section describes the "Got Ants" campaign and includes a link to www.gotantsgetserious.org. At the bottom of the main content area, there is a section titled **GRANTS** with a sub-header [Deadline: 11-7; U.S. Fish and Wildlife Service NAWCA Small Grants Program](#) and a brief description of the program.

[BAY AREA AUDIO TOURS](#)
[SEBAY JV WEBSITE](#)
[PODCASTS](#)
[FOR THE BAY](#)
[SOUTH BAY SALT PONDS](#)
[BAY NATURE CALENDAR](#)

[Bay Nature Seeks Nominations](#)
The Bay Nature Institute is seeking nominations for its fourth annual "Local Heroes" award, recognizing extraordinary contributions to the understanding and preservation of the natural world of the San Francisco Bay Area. The three award categories include: Conservation Action, Environmental Education and Youth Engagement. [More information here ...](#)

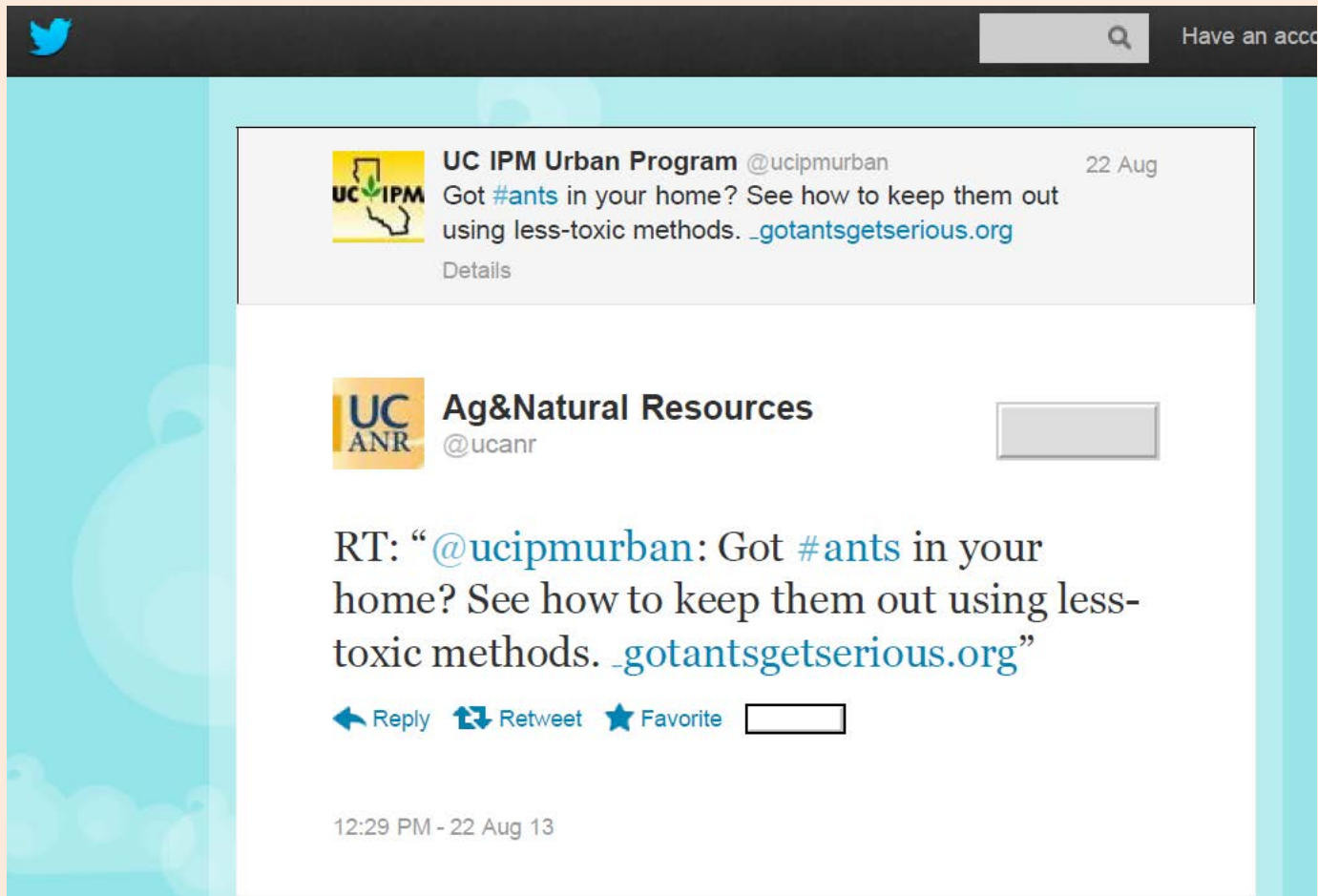
[Protect Creeks by Liking "Got Ants" on Facebook](#)
When creeks go toxic, the cause is often urban pesticide use for household pests like ants. "Got Ants," a new community-based social marketing campaign, is reaching out to the public with easy, less toxic solutions for ants in the home. Help us reach more people by "liking" the Got Ants facebook [here](#). And invite your friends to [like the page](#). You can take a pledge to use less-toxic solutions [next time ants invade](#) at www.gotantsgetserious.org.

GRANTS
[Deadline: 11-7; U.S. Fish and Wildlife Service NAWCA Small Grants Program](#)
The Small Grants Program is a competitive matching grants


Partner Facebook Posts





Partner Tweets



The image shows a screenshot of a Twitter interface. At the top, there is a dark header with the Twitter logo on the left, a search bar in the center, and the text "Have an account" on the right. Below the header, the main content area has a light blue background. The first tweet is from "UC IPM Urban Program @ucipmurban" dated "22 Aug". The tweet text is "Got #ants in your home? See how to keep them out using less-toxic methods. [_gotantsgetserious.org](http://gotantsgetserious.org)". Below the tweet text is a "Details" link. The second tweet is a retweet from "UC ANR @ucanr". The retweet text is "RT: '@ucipmurban: Got #ants in your home? See how to keep them out using less-toxic methods. [_gotantsgetserious.org](http://gotantsgetserious.org)'". Below the retweet text are icons for "Reply", "Retweet", and "Favorite", followed by a small rectangular box. At the bottom of the retweet, the timestamp "12:29 PM - 22 Aug 13" is displayed.

 Have an account

 **UC IPM Urban Program** @ucipmurban 22 Aug
Got #ants in your home? See how to keep them out using less-toxic methods. [_gotantsgetserious.org](http://gotantsgetserious.org)
[Details](#)

 **UC ANR** Ag&Natural Resources @ucanr

RT: “@ucipmurban: Got #ants in your home? See how to keep them out using less-toxic methods. [_gotantsgetserious.org](http://gotantsgetserious.org)”

[← Reply](#) [↻ Retweet](#) [★ Favorite](#)

12:29 PM - 22 Aug 13

Partner E-Newsletters

Volume 9 Issue 4

Page 2

Fitzgerald Special Edition

PROTECTING THE MARINE RESERVE TOGETHER

SUMMER 2013

LEARN MORE ONLINE:

- See maps of the Reserve, the ASBS, and the pilot projects
- View photos of the Reserve and the incredible sea life there, plus before-during-and-after shots of swale construction
- Read about the Reserve's history
- Find links to more great resources online, local groups, and upcoming events

For all this and more, visit:
www.smcchcslab.org/asbs

What's in the Water?

During the 2012-2013 rainy season, rainwater runoff from properties and streets in Montara and Moss Beach was sampled to determine the quality of stormwater draining to the Fitzgerald Marine Reserve (Reserve) and to assess the effectiveness of Best Management Practices (BMPs) designed to remove pollutants from the stormwater runoff.

This effort is part of a larger project called the James V. Fitzgerald Area of Special Biological Significance Pollution Reduction Program (Fitzgerald Project) that is led by the County of San Mateo, in collaboration with the San Mateo County Resource Conservation District (RCD) and the San Francisco Estuary Institute (SFEI).

A total of 82 samples were collected from six pilot BMP locations in Montara and Moss Beach where roadside ditches have been converted to vegetated swales to reduce storm drain

filtration devices have been installed. Based on water quality testing results prior to treatment, pollutants of concern include metals (copper, lead, nickel, zinc), polycyclic aromatic hydrocarbons (PAHs), permethrin pesticides, sediment, and fecal indicator bacteria (FIB).

Where do these pollutants come from? Many of these pollutants are related to vehicles and combustion. For example, copper from brake pads and zinc from tire wear can end up in stormwater. PAHs from fuel burning (i.e., engine combustion, wood), diesel particulates, fluid leaks from cars, and the breakdown of the roadway surfaces can also end up in the storm drain system.

Elevated levels of FIB, such as *E. coli* and *Salmonella*, found in feces from humans, pets, and

wildlife, can leak from septic lines or wash off from yards.

Other pollutants such as sediment can result from erosion due to bare soil that is exposed to rainfall during the winter (i.e., from improper grading & construction practices, trails, rural roads). Contaminants can also come from building materials (i.e., roofs and gutters) and household products used in the yard.

Read more in this issue to find out how you can help and what the County is doing to reduce stormwater pollution.

Antsy? Get Better Pest Control

Water quality monitoring results revealed elevated levels of permethrin in stormwater at several of the sampled BMP locations. Permethrin is a type of pyrethroid pesticide that is found in many of the leading bug sprays sold at nursery or hardware stores for control of common pests such as ants, cockroaches, grubs, termites, and wasps. These products can be highly toxic to aquatic organisms, cats, and beneficial insects that naturally keep pest populations under control.

Fortunately, there are effective alternatives to these chemicals and products. For ant control, learn more at:

www.GotAntsGetSerious.org
For other pests, visit:
www.flowstobay.org/pestcontrol

Funding for this project has been provided in full or in part through an agreement with the State Water Resources Control Board. The contents of this document do not necessarily reflect the views and policies of the State Water Resources Control Board. Neither does mention of trade names or commercial products constitute endorsement or recommendation for use.

COASTAL CLEANUP DAY IS COMING!



Mark your calendars for Saturday, September 21. That's the day that folks all over Vallejo will be out by the hundreds to

clean our shores, lakes and creek banks.

There will be 15 different sites all over Vallejo. Volunteers will be able to pre-select their

site by visiting www.ValcoreRecycling.org or calling (707) 55-EARTH.

Wear sturdy shoes, comfortable clothing, hat, sunscreen and gloves. We'll provide bags, tools, dumpsters and water. (Bring your own refillable water bottle if you have one.)

Volunteers will spend the morning picking up trash that has been littered, then meet at the Vallejo Marina for a free thank-you lunch.

Vallejo's Coastal Cleanup is hosted by Vallejo Sanitation & Flood Control, Valcore Recycling, Recology Vallejo, and the City of Vallejo. See you there!



Tip of the Season

Many of you are familiar with the groups of students who come tour the treatment plant.

But did you know that we also give free tours to other groups as well?

If your club or group is interested in a one-hour tour of Vallejo's wastewater treatment plant, give us a call at (707) 644-8949 ext. 292 or email jaiser@vsfcd.com and we'll find a time and day that works for everyone.



Green is printed on recycled paper using soy-based inks. It is produced bi-monthly by the Vallejo Sanitation & Flood Control District. For more information, visit www.VSFCD.com or call (707) 644-8949 ext. 292.

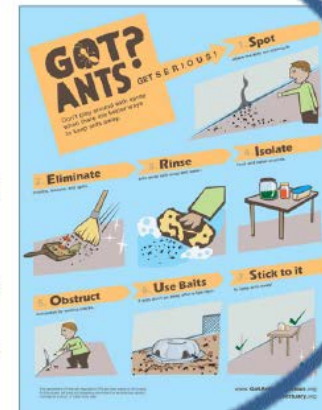


GOT ANTS? GET SERIOUS!

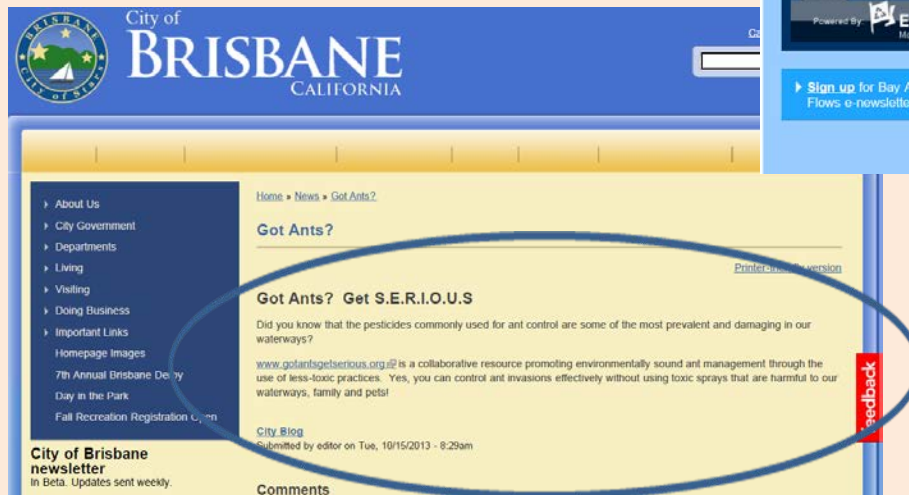
When you spray for ants, pesticides can end up in creeks, lakes, and the Bay, where they are toxic to birds, fish and wildlife. Around your house, pesticides can harm your children and pets.

Learn what kills ants in effective, less toxic ways. Visit the GotAntsGetSerious.org website, and they'll show you how to get rid of them. Here's a quick preview:

Spot where the ants are coming in. Eliminate crumbs, messes, and spills. Rinse ants away with soap and water. Isolate food and water sources. Obstruct entryways by sealing cracks. Use baits if ants don't go away after a few days. Stick to it to keep ants away.



Partner Website Links



City of BRISBANE
CALIFORNIA

- » About Us
- » City Government
- » Departments
- » Living
- » Visiting
- » Doing Business
- » Important Links
- Homepage Images
- 7th Annual Brisbane Derby
- Day in the Park
- Fall Recreation Registration

City of Brisbane newsletter
In Beta. Updates sent weekly.

Home » News » [Got Ants?](#)

Got Ants?

Got Ants? Get S.E.R.I.O.U.S.

Did you know that the pesticides commonly used for ant control are some of the most prevalent and damaging in our waterways?

www.gotantsgetserious.org is a collaborative resource promoting environmentally sound ant management through the use of less-toxic practices. Yes, you can control ant invasions effectively without using toxic sprays that are harmful to our waterways, family and pets!

City Blog
Submitted by editor on Tue, 10/15/2013 - 8:29am

Comments



BAYWISE.ORG

Select Language | ▼

Residents Businesses Contact Us

Pest Control

Find a Certified Less-Toxic Pest Control Professional

For safer structural pest control, seek out an IPM certified pest control professional. EcoWise, GreenPro and Green Shield offer certification programs. Click on the links below to find a certified pest control operator near you.

[EcoWise](#)
[GreenPro](#)
[Green Shield](#)

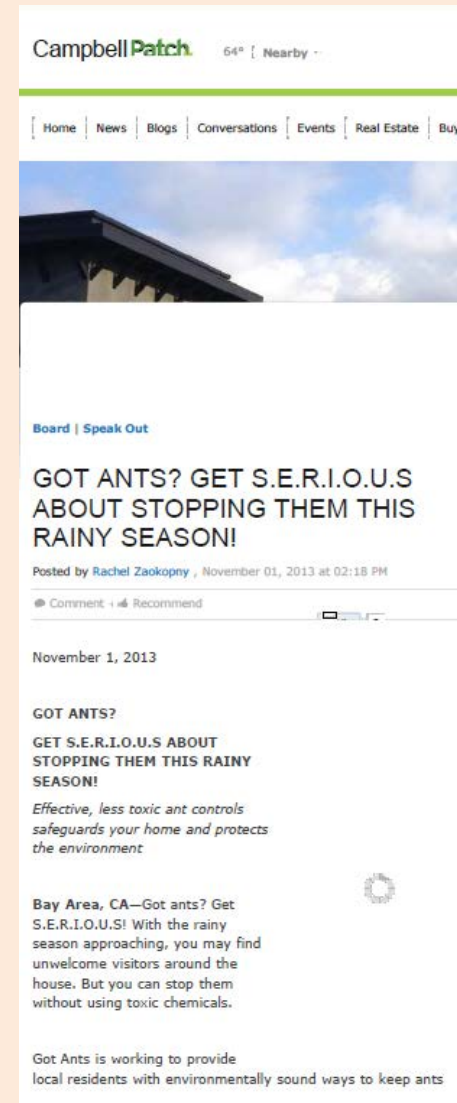
Got Ants?

GOT? ANTS! GET SERIOUS!

For loads of information about preventing ant invasions, and what to do if ants are already a problem, visit [Got Ants? Get S.E.R.I.O.U.S.!](#)

Earned Media

- Partners provided press release and media pitch, resulting in local blog coverage
- Radio interview forthcoming



Events



In Stores: IPM Advocates

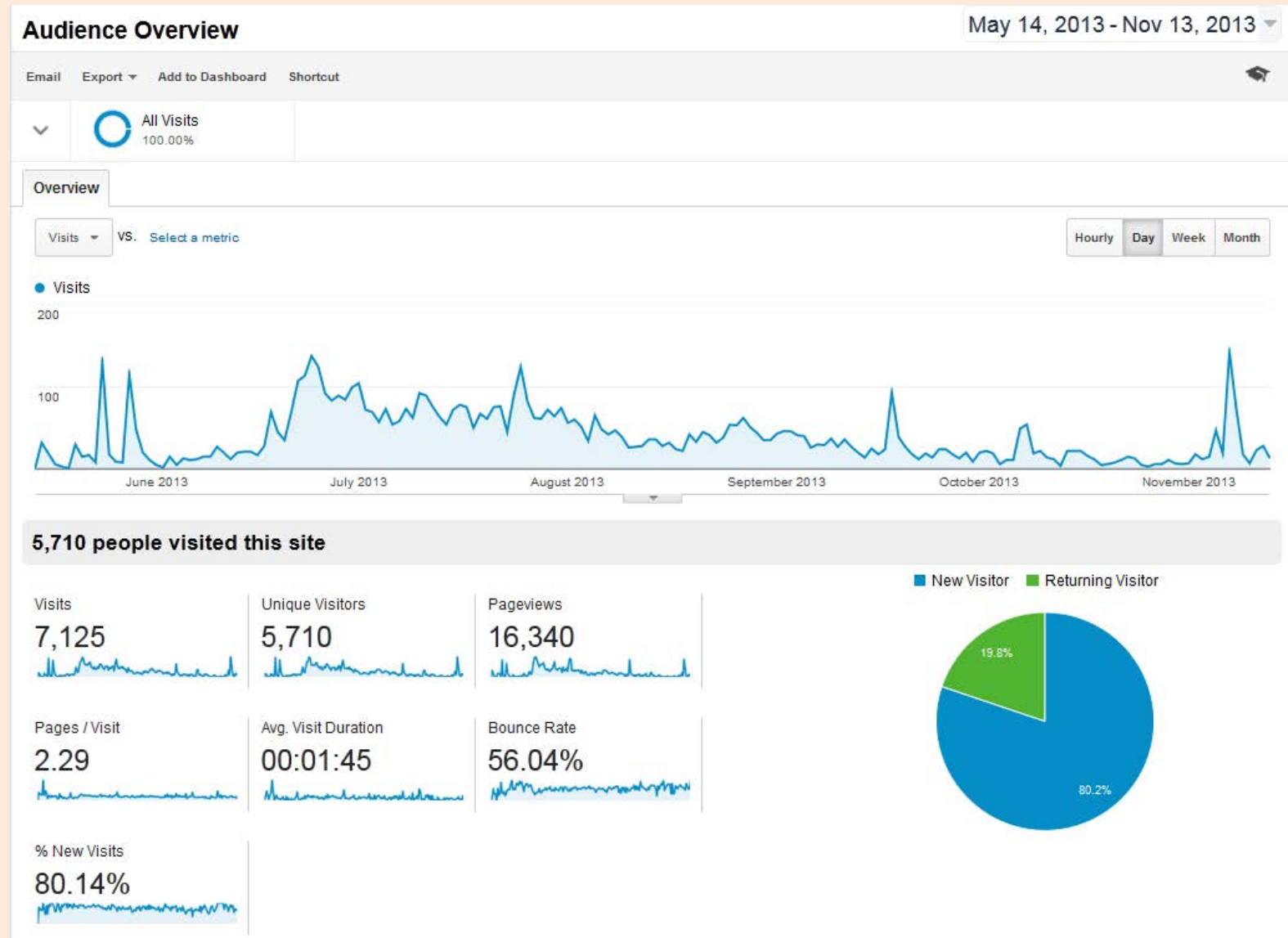


Preliminary Results

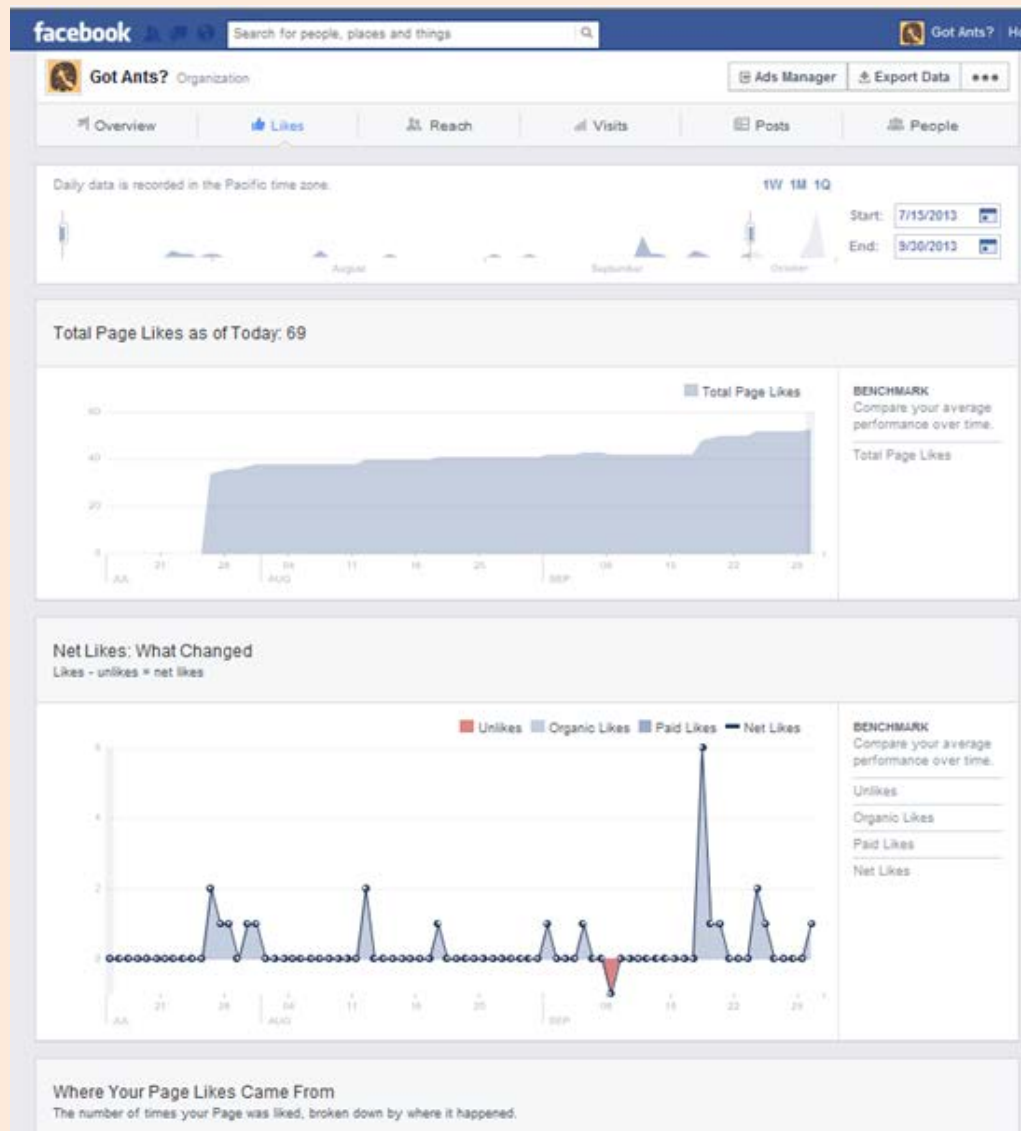
- Evaluation strategy shift away from measuring pesticide use
- Tracking reach of campaign – web traffic, advertising “impressions,” Facebook “likes,” pledges



Website Traffic Analytics

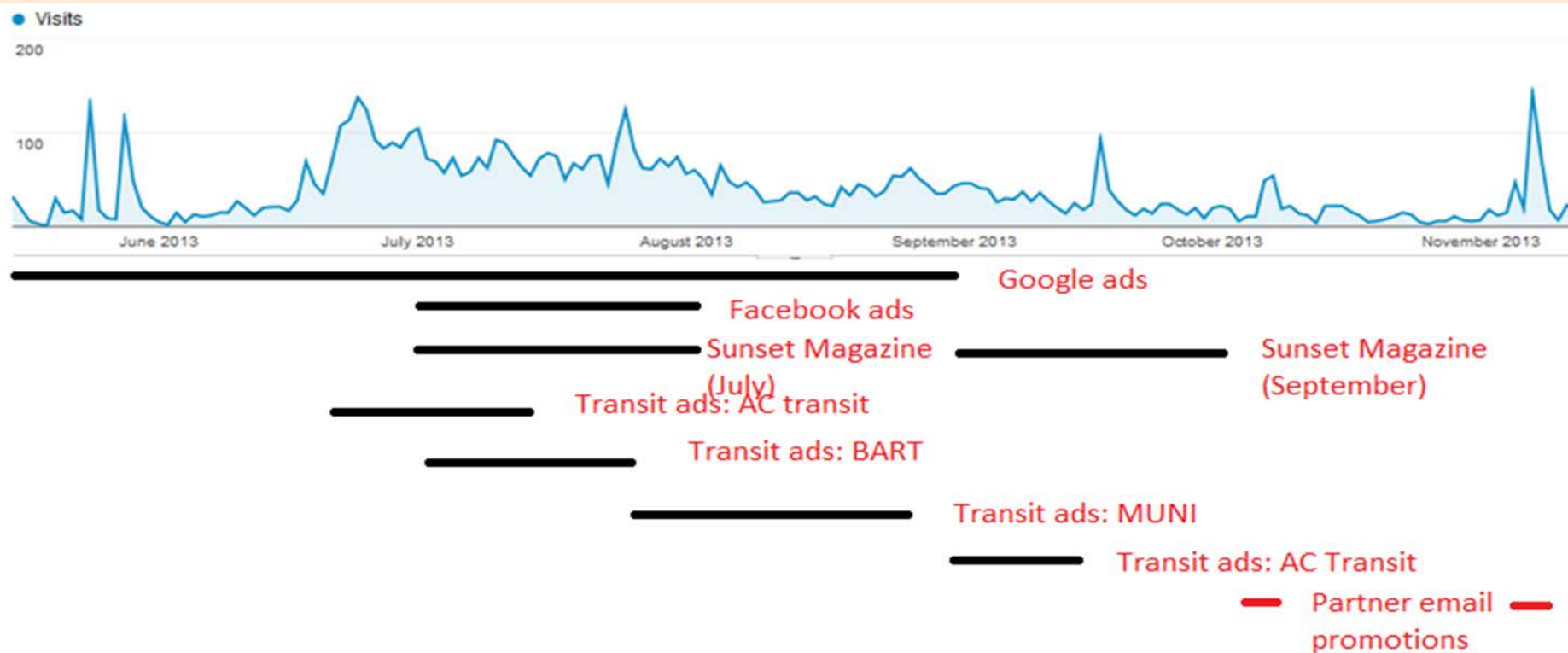


Facebook Analytics



Campaign Reach (Preliminary)

- Online advertising: 1.6 million impressions, 987 web visits
- Magazine ads: 1.25 million, 225 follow-up requests
- Transit ads: 11.9 million impressions



Web visits with major outreach avenues mapped

Preliminary Results

- Impressions: 14.75 million, past 100,000 goal
- Web traffic: 5700, past goal of 4000
- 76 Facebook likes, 125 Pledges (of 500 goal)
- Further analytics to come
- Final report will analyze cost-effectiveness



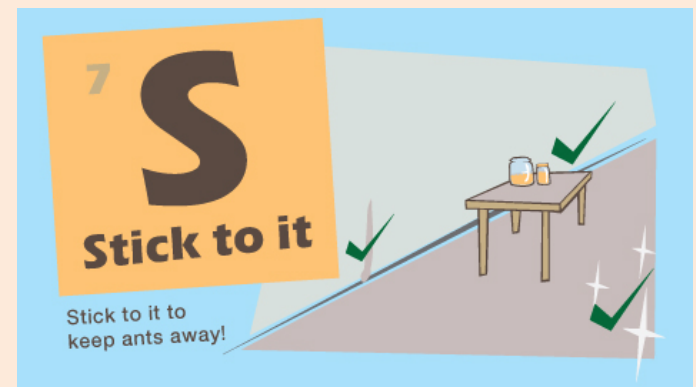
The Campaign's Future

- Got Ants Phase 2: Potential directions
 - Additional advertising, using current graphics base to spin off new pieces
 - Work with 501c3 organizations to secure donated ad space on transit, television
 - Additional community group promotion
 - Further work with pest control operators
- Transition plan after PMAG funding
 - BASMAA to host website going forward
 - New orders of cards and magnets



Conclusion

- Thank you to the committee for funding the campaign and its launch!
- Campaign has generated enthusiasm among partners and users, and we foresee a long useful life for the products with much left to do.



San Francisco Estuary Partnership

Got Ants? Evaluation Report

March 30, 2014

This document briefly summarizes results of the San Francisco Estuary Partnership (SFEP) Got Ants? campaign, following the evaluation plan finalized February 10, 2014.

Goal 1: Distribute information that is intended to increase public awareness of the advantages and availability of integrated pest management (IPM) for controlling ants by implementing outreach campaign.

- Objective 1-1: Build website, Facebook page, ad graphics, and other supporting materials (e.g., flyers, magnets, graphics for Facebook page) by 2012.
 - **All deliverables were finalized by the end of the project period.**
- Objective 1-2: Obtain 100,000 touch points for the campaign throughout CA by March 2014.
 - Evaluation approach - From the start of project implementation, track and record the following information monthly in a spreadsheet:
 - number of recipients of email blasts (i.e., emails sent out to a large list of recipients)
 - number of viewers of print ads
 - number of earned media stories (i.e., reported stories in print/online or broadcast media outlets that were not purchased but “earned” through reporters’ follow-up on press releases) and size of audience reached, where available
 - number of listeners to radio PSAs, click-throughs on ads (i.e., viewers who clicked on online ads and went to the Got Ants website)
 - number of website hits (i.e., web visits as recorded by Google Analytics)
 - number of flyers distributed
 - **Initial numbers became available close to the end of the shortened campaign period. Preliminary information was first presented to the PMAC committee on November 12, 2013 and then reported in quarterly reports per Task 4.2 of the scope of work. Final metrics are presented in Tables 6-9 in the Final Report.**
- Objective 1-3: Distribute materials through 50 partner organizations.
 - Evaluation approach: Track number of participating organizations who publicize campaign material.

- **55 participating partners, mostly municipalities, were first reported in Progress Report #7 and are listed under Task 3.2 in the Final Report.**

Goal 2: Reduce use of pyrethroids and fipronil by pest management professionals (PMPs) in traditional broadcast or perimeter sprays around homes for ant control by 5% by 2014.

- Objective 2-1: California PMPs report a 5% reduction in pounds of pyrethroid and fipronil active ingredients used in residential pest control for ants.
 - **We will not be able to report progress towards this goal.**

Goal 3: Reduce use of pyrethroids and fipronil by Bay Area residents who practice their own pest control (do-it-yourselfers) by 5% by 2014.

- Objective 3-1: Pyrethroids and other pesticides used by do-it-yourselfers are reduced by 5% in the Bay Area as measured by sales of products over-the-counter to residents.
 - **We will not be able to report progress towards this goal.**

Goal 4: Promote the use of less-toxic, IPM methods.

- Objective 4-1: Customer requests for IPM services increase by 10% by 2014.
 - **Clicks from EcoWise Certified website to Got Ants page: 54 during the campaign period**
 - **Clicks from GreenPro website to Got Ants page: 43 during the campaign period**
We don't have the background data to understand what percentage increase in requests might be represented by 97 clicks, but it's likely to be very small. Partners agreed that additional outreach or subcampaigns would have helped to increase results here. Partners shared feedback that the Got Ants? Get S.E.R.I.O.U.S. message was considered to focus on do-it-yourself methods rather than hiring IPM certified pest management professionals. Additional messaging might help to increase focus on pest management professionals.
- Objective 4-2: 4000 people interact with the campaign by May 2014.

This objective was designed to cover interactions, meaning active engagement than rather than the more passive impressions (merely viewing or being exposed to Got Ants messaging). We surpassed the goal of 4000 people interacting with the campaign:

- **Web hits: 6594 unique visitors over the course of the project, comprising 8199 visits and 18,597 page views (average visit duration 1 minute 44 seconds)**
- **Number of "likes" on Facebook as of 3/24/14: 84**
- **Number of posts on Facebook: 56**
- **Number of comments (and likes) on Facebook page (including photos): 106**
- **Number of workshop participants: estimated 20**

- In addition, many more people were reached with Got Ants information in person at one of the more than 30 tabling events held by campaign partners. Tabling event details are listed in Table 4 in the Final Report.
- Objective 4-3: Collect 500 commitments from households to adopt less-toxic, IPM methods for ant control by May 2014.

We did not reach our goal for the number of commitments received. “Commitments” are part of the community-based social marketing model. Research has shown that if someone makes an official statement of support, they are more likely to follow through with adopting a behavior. We collected “pledges” to use less toxic pest methods for ant invasions through the Got Ants website. However, only 136 unique pledges were received over the course of the campaign. We collected people’s email addresses as a way to track whether pledges were unique or duplicates. It may be that people are becoming more reticent to give out their email addresses; our outreach consultant theorized that in the wake of national news in 2013 about NSA surveillance and widespread data leaks, people are less likely to share their email addresses. It may be that setting up the pledge form on the web site differently would have generated more traffic, or that more actively marketing a “take the pledge” subcampaign would have helped generate higher numbers.

- Objective 4-4: 150 households report switching from traditional to less-toxic, IPM methods for ant control by May 2014.

We were not able to track useful information for households switching to IPM methods. We had originally planned to do a “success stories” concept for partnering with community organizations, asking them to pilot the Got Ants, Get Serious steps, and then featuring their “success stories” in media outreach. The campaign period was somewhat shortened from the original campaign timeline, leaving little time to conduct this kind of follow-up.

**Association of Bay Area Governments for San Francisco Estuary Partnership
Greener Pesticides for Cleaner Waterways**

Progress Report

Seventh Quarter, January 1–March 31, 2014

Submitted April 30, 2014

Grant Number 00T97901

Project Title: Greener Pesticides for Cleaner Waterways

Grant Budget: \$250,000.00

Match Budget: \$83,334.00

Total Budget: \$333,334.00

Invoiced this quarter: \$7,107.65

Percent of Work Completed: 25%

Percent of Grant Budget Expended: 26.5% (\$66,307.19)

Summary of Project Tasks

Activity continues on the in-person outreach at retail stores work (IPM Advocates) and mobile app development. A revision of the workplan and budget are underway, which will affect other areas.

Task 1: Campaign Coordination with Partners

Sub-Task 1-1, Coordinate Bay Protection and Behavior Change partners' project activities: schedule coordination meetings, designate online hub.	<i>Coordinate BPBC partners' project activities:</i> The project manager or Janet Cox, representing SFEP and this project, coordinated with the Bay Area Stormwater Management Agencies Association (BASMAA) through its Public Information/ Participation (PIP) subcommittee conference calls on January 22, February 26, and March 26; and with the Bay Area Pollution Prevention Group (BAPPG) on February 5. On January 16, SFEP staff notified Bay Protection and Behavior Change partners about the Executive Committee's decision to shut down the program, and memorialize its findings and materials for a potential future revival of this or a similar project. See Appendix for these materials.
Sub-Task 1-2, Recruit Eco-Net Partners: draft lists of potential partners, pitch benefits of BPBC involvement, draft document describing how Eco-Net and BPBC will engage.	This task will be updated to reflect that Eco-Net development is not officially proceeding under BPBC.
Sub-Task 1-3, Benchmark national campaign models, such as Puget Sound Starts Here: coordinate with PSSH and bring back lessons	Report was submitted 10/31/12.

learned to this project.

Sub-Task 1-4: Develop plan for pesticide campaign materials post-grant period

BASMAA has agreed to pay for hosting the Got Ants website at its current URL after the DPR-funded grant period is complete. The DPR grant ended 4/30/14, and the website maintenance fee will be covered by BASMAA when the current year's hosting expires.

Task 2: In-Person Outreach through Our Water Our World

Sub-Task 2-1: Update materials: refresh with logos and incorporate QR codes into shelf talkers or other in-store materials, reprint fact sheets, distribute to stores, prepare tabling kit

Update materials: BASMAA updated the product lists on the fact sheets and other material, and ordered reprints for partner agencies.

Our Water Our World partners have agreed to refresh all of the program materials, including the logo, over the summer-fall 2014 timeframe. Fact sheets will be edited to a consistent "smart 8th-grader" level. A new Spanish language section will be added to the OWOW website.

Sub-Task 2-2: Develop mobile phone app for OWOW material

The OWOW section of the Chinook Book app was re-edited and finalized, and went live (www.chinookbook.net/mobile) in mid-March. BASMAA's media relations consultant issued a press release about the app's availability on April 2 (the pitch and coverage will be included in the next quarterly report).

Chinook Book and BASMAA's media consultant developed a "badge" that participating municipalities (and others) can link to their websites. Clicking on the image takes viewers to a landing page that directs them to download the free app on either Android phones or iPhones. The badge is posted on www.baywise.org.

See **Appendix** for final screen shots and the linkable image.

Sub-Task 2-3: In-store trainings and events

The IPM Advocates continued working with their assigned stores, holding meetings with store managers, trainings for store employees, and outreach events and creating in-store displays. See **Appendix** for a detailed report.

Sub-Task 2-4: Events outside of stores

None during this period.

Sub-Task 2-5: Track partner activities and report

No additional partner activities are noted at this time.

Task 3: Media Outreach (Advertising)

Subtask 3-1: Develop materials; translate into selected BPBC languages, establish social media presence (Facebook).

Develop materials: This activity was completed under the Got Ants grant (match for this grant). Got Ants materials developed include flyer, website, magnet, suite of graphics, and Facebook page.

Subtask 3-2: Develop and implement media plan	No activity during this quarter
Subtask 3-3: Media buy, including ads placed, cost-per-click advertising	<p>Preparatory work for this activity was completed under the Got Ants grant (match for this grant). Initial metrics were collected on Got Ants advertising in different modes (transit ads, online ads, magazine ads). The Got Ants final report analyzed effectiveness (reach) and cost-effectiveness of various modes of advertising. An excerpt is included in the Appendix; see the Advertising section on page 23.</p> <p>Facebook advertising and magazine ads were identified as the lowest cost methods in terms of actions (clicks to the website, requests for follow-up information) generated. Transit advertising also provided very high coverage, though it was not possible to track direct activity generated. Google ads provided the highest click-through rates, although the cost per click was somewhat higher than Facebook ads. (The full report is posted at http://www.cdpr.ca.gov/docs/pestmgt/grants/final-reports/got_ants.pdf.)</p>
Sub-Task 3-3a: Press pitches and events	No activity during this quarter, although the BASMAA pitch about the new OWOW app occurred on April 2 and will be included in the April-July quarterly report.
Sub-Task 3-4: Track partner activities	No activity on this sub-task during this quarter.

Task 4: Evaluating Environmental Outcomes

Sub-Task 4-1: Social indicators evaluations	No activity on this sub-task during this quarter. Additional evaluation discussions will be needed with EPA to finalize the revised workplan.
Sub-Task 4-1a: Surveys: draft survey questions, review against previous data, solicit and contract with company to conduct surveys, develop QAPP for surveys.	No activity on this sub-task during this quarter.
Sub-Task 4-2: Less-toxic sales evaluation: solicit sales information from representative sample of participating stores, summarize.	No activity on this sub-task during this quarter.

Task 5: Project Management and Reporting

Sub-Task 5-1: Contracting and subawards: issue RFPs and contract with organizations to provide graphic	No new contracting activity took place this quarter; the project manager reviewed the performance of project partner BASMAA on its subaward to provide IPM Advocates activity.
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design, retail store staff training and support, development of new ad materials, media buys, survey data including QAPP. Oversee contractor performance and contract management.

Sub-Task 5-2: Quarterly progress reports, financial statements, and invoices


A progress report was submitted via email to Luisa Valiela (acting for Erica Yelensky during Erica's maternity leave) on January 30, 2014.

Sub-Task 5-3: Final report

No activity on this sub-task during this quarter.

APPENDIX

Contents:

- **Sub-Task 1-1:**
 - **BASMAA PIP meeting agendas and summaries**
 - **Bay Protection and Behavior Change closure notice and summary memo**
- **Sub-Task 2-2: Web graphic and final Chinook Book screenshots**
- **Sub-Task 2-3: Advocates report**
- **Sub-Task 3-3: Got Ants? final report** 



B A S M A A

Public Information / Participation Committee **DRAFT** Meeting Agenda

Wednesday, January 22, 2014
1:30 – 3:00

Conference call only meeting

Conference line: 1-800-786-1922; Code: 43253259#
Phone key pad commands: *4 = +/- Volume; *6 = Mute line on/off

- 1:30 Introductions, Announcements, Changes to Agenda.....Tim Swillinger
- 1:35 Approval – December 11, 2013 meeting summary.....Tim Swillinger
- 1:40 Regional Outreach Cynthia Butler
The Regional Outreach Campaign work group will receive an update
and discuss next steps
- 1:50 *Our Water, Our World* Annie Joseph
Committee members will receive an update and discuss next steps
- 2:05 Regional Media RelationsSharon Gosselin / Julia Fishman, O'Rourke
Committee members will receive an update on 2013-14 work plan / efforts
- 2:20 Other CampaignsAthena Honore, SFEP
Committee members will receive updates and discuss next steps
- Bay Protection and Behavior Change
 - Got Ants
 - Greener Pesticides for Cleaner Waterways
- 2:40 IDDE videos Gina Purin
Committee members decide whether to purchase
- 3:00 Adjourn.....Tim Swillinger

Next BASMAA PI/P Committee meeting is Wednesday, February 26, 2014



B A S M A A

DRAFT Meeting Summary **Public Information / Participation Committee** **Wednesday, January 22, 2014**

Introductions, Announcements, Changes to AgendaTim Swillinger

- Award – BASMAA's IPM Advocates for Retail Stores project was awarded an IPM Innovator Award by DPR
- Grant – BASMAA is developing a concept proposal focused on structural pest control for a DPR Pest Management Alliance grant (same grant program as funded the IPM Advocates for Retail Stores project)

Approval – December 11, 2013 meeting summaryTim Swillinger

- ☒ Vote: Committee members approved the meeting summary.

Regional Outreach Cynthia Butler

The Regional Outreach Campaign work group received updates and discussed the following:

- Meme – In development; Scheduled for a February 17 launch; Work group being surveyed to define
 - Action: Work group members to respond to the online survey
- App – In development; Scheduled for April 22 launch; Work group being surveyed to define
 - Action: Work group members to respond to the online survey

Our Water, Our World Annie Joseph / Janet Cox

Committee members received an update on recent efforts and discussed next steps:

- Materials makeover – An attempt to quickly make some simple changes to the OWOW logo and graphics stalled from lack of consensus so the makeover will be conducted methodically later this year in prep for 2015. In the meantime, necessary edits to the copy in the fact sheets to address changes in product names and to address growing concerns about references to imidacloprid, fipronil, and some rat poisons with secondary kill potential will be made.
- Master solicitation – Orders and cost estimates have been received in response to the solicitation for printed OWOW materials, and orders placed.
- Drought – As could be expected, there is interest from stores in providing drought information. Annie Joseph and Debi Tidd are working on some materials conveying drought-related messages as they relate to *Our Water, Our World*, and will be making a presentation to OSH employees on February 6.
 - Action: A new drought-related *Our Water, Our World* fact sheet will be developed.
- Home Depot – The pilot Enhanced Program is kicking off, including Home Depot issuing a memo to the 10 participating stores about the pilot, store visits, and new training for “green garden specialists” scheduled for February 20 in Napa. Home Depot corporate is also expected to issue its annual internal memo supporting the *Our Water, Our World* program to all its participating stores.
- Effectiveness Assessment – There is renewed interest from a number of sources in measures of effectiveness for the *Our Water, Our World* program. Committee members discussed this interest and agreed it would be prudent to develop a standardized measure(s) to be used and reported on regularly.
 - Action: *Our Water, Our World* program to develop standardized measure(s)

- Product lists / Label files – The product lists have been updated for 2014, and will be disseminated / posted soon. Home Depot and OSH-specific product lists and label files will follow soon thereafter.
- App – The mobile app is in draft form and will be ready for review soon.
 - Action: Geoff Brosseau will distribute the app for review / comment.

Regional Media RelationsJulia Fishman, O’Rourke
 Committee members received an update on the pitches for the fiscal year. Three pitches have been completed to-date. A letter to the editor was submitted regarding an article about an adopt-a-storm drain program in the San Francisco Chronicle. A new pitch regarding the IPM Innovator award (see Announcements above) is being made today. Ideas are being solicited for a trash pitch; Committee members offered the submittal of the long-term trash plans and/or the ARRA Trash Capture Demonstration project report as possible hooks/pitches.

Other Campaigns.....Athena Honore, SFEP
 Committee members received and discussed updates on three related projects:

- Bay Protection and Behavior Change – The project has been discontinued; project files are being saved in case there is renewed interest.
- Got Ants – The campaign as originally scoped is wrapping up with a Final Report in February to DPR.
 - Action: Local agencies should send information to SFEP regarding their local Got Ants outreach efforts.
- Greener Pesticides for Cleaner Waterways – Beyond the IPM Advocates for Retail Stores related task, grant project staff are tracking and engaging in the OWOW mobile app development, and are reprogramming the remaining project funds at the invitation of the funding agency – EPA. EPA has agreed to put some of the remaining funds into the Enhanced OWOW at Home Depot Pilot (see *Our Water, Our World* above) and extending the Got Ants campaign.

IDDE videosTim Swillinger / Gina Purin
 Committee members received information on the cost of some commercially produced videos (~1 cent/person or ~\$60,000 for Bay Area programs) and decided not to consider proposing a regional project to purchase the videos, but to keep the product in mind for purchase by local agencies.

Next Regular Meeting is Wednesday, February 26, 2014

	Representing	Name	Meetings Attended											
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1	Alameda Co. CWP	Jim Scanlin	P	P		P								
2	Alameda Co. CWP	Sharon Gosselin				P								
3	Alameda Co. CWP	Cynthia Butler		P	P	P		P	P					
4	Contra Costa CWP	Tom Dalziel				P								
5	Contra Costa CWP	Tracy Hein	P	P	P									
6	Contra Costa CWP	Dan Jordan	P	P	P			P						
7	Contra Costa CWP	Deanna Constable							P					
8	Fairfield-Suisun URMP	Kevin Cullen	P											
9	Marin Co. STOPPP	Gina Purin		P	P	P		P	P					
10	SM Co. WPPP	Tim Swillinger	P	P	P	P		P	P					
11	SC Valley URPPP	Vishakha Atre	P	P	P	P		P	P					
12	Vallejo San & FCD	Jennifer Kaiser		P	P	P			P					
13	BASMAA	Geoff Brosseau	P	P	P	P			P					
14	S. Groner & Assoc.	Nick Laurell	P	P	P	P								
15	S. Groner & Assoc.	Philip Kao			P									
16	Consultant	Annie Joseph	P			P		P	P					
17	City of Sunnyvale	Jackie Davison	P	P	P			P	P					
18	O'Rorke	Julia Fishman	P		P	P			P					
19	SFEP	Janet Cox	P	P	P				P					
20	SFEP	Athena Honore			P	P		P	P					
21	CLEAN South Bay / SCBWMI	Trish Mulvey	P	P										
22	City of Palo Alto	Maree Doden		P	P			P	P					
23	City of San Jose	Sharon Newton		P	P									
24	Consultant	Debi Tidd			P									
25	City of Modesto	Gayle Ziegler			P			P	P					
26	City of Roseville	Delyn Ellison-Lloyd							P					
27														
28														
29														
30														

X = In-person; P = by phone



B A S M A A

Public Information / Participation Committee **DRAFT** Meeting Agenda

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1:30 – 3:00

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- 2:25 Regional Media RelationsSharon Gosselin / Julia Fishman, O'Rorke
Committee members will receive an update on 2013-14 work plan / efforts
- 2:40 Other CampaignsAthena Honore, SFEP
Committee members will receive updates and discuss next steps
- Got Ants
 - Greener Pesticides for Cleaner Waterways
- 3:00 Adjourn.....Tim Swillinger

Next BASMAA PI/P Committee meeting is Wednesday, March 26, 2014



B A S M A A

DRAFT Meeting Summary **Public Information / Participation Committee** **Wednesday, February 26, 2014**

Introductions, Announcements, Changes to AgendaTim Swillinger

- Announcements
 - Grant – Based on its concept proposal regarding IPM, including structural pest control, for multi-unit housing, BASMAA has been invited to submit a full proposal for a DPR Pest Management Alliance grant. The full proposal is due April 4.
 - Got Ants – Reminder from SFEP to any agency that has not yet sent information for the Got Ants report, to send information to SFEP regarding their local Got Ants outreach efforts.
- Change to Agenda – Remove item Other Campaigns

Approval – January 22, 2014 meeting summaryTim Swillinger

- ☒ Vote: Committee members approved the meeting summary.

Regional Outreach Cynthia Butler

The Regional Outreach Campaign work group received updates and discussed the following:

- Meme contest – Launched February 17; Deadline for responses is March 17, with winners picked March 24.
- App – In development; Scheduled for April 22 launch; Work group met before this meeting to discuss development process, status, and content; Work group is providing direction to make the content more positive, less dark and violence-based.
- Beyond FY 13-14 – The current Regional Outreach Campaign project was scoped and budgeted as a 3-year project with FY 13-14 being the last year. As such, it meets MRP requirements, but there is some interest in continuing the effort and concern if it is not in some form. Committee members briefly discussed the situation, noting the current project includes production of a report that will include significant lessons learned and recommendations sections, which the programs can use to guide decisions about continuing the effort and if so, in what ways.

Our Water, Our World Annie Joseph / Janet Cox

Committee members received an update on recent efforts and discussed next steps:

- Home Depot – The pilot Enhanced Program continues to ramp up. It is important agencies part of this new program get contracts in place to cover the Advocates new work. A new training for “green garden specialists” was conducted February 20 in Napa. A ‘roadshow’ highlighting *Our Water, Our World* will start soon – visiting select Home Depot stores.
- Drought – IPM Advocate Debi Tidd developed a drought-related piece, and it was highlighted in a presentation to OSH employees on February 6.
- Master solicitation – Shelf talkers and literature rack signage orders have been delivered; fact sheets deliveries are 2-3 weeks out. Other materials orders will be placed thereafter.
- Materials makeover – An attempt to quickly make some simple changes to the OWOW logo and graphics stalled from lack of consensus so the makeover will be conducted methodically later this year in prep for 2015.

- Product lists / Label files – The Home Depot and OSH-specific product lists and label files were disseminated recently.
- Effectiveness Assessment – There is renewed interest from a number of sources in measures of effectiveness for the *Our Water, Our World* program. Committee members discussed this interest last month and agreed it would be prudent to develop a standardized measure(s) (e.g., shelf space changes) to be used and reported on regularly. In today's meeting, Committee members also expressed interest in a standardize survey for store trainings.
 - Action: Gina Purin will compile surveys being used now, consolidate their questions and work with the Committee to review and produce a standardized survey.
- App – Development of the *Our Water, Our World* portion of the Chinook Book mobile app is almost complete. Committee members discussed and agreed on the desirability of creating a direct link to the *Our Water, Our World* portion of the Chinook Book app.
 - Action: Janet Cox will check with Chinook Book about creating a direct link.

Regional Media RelationsJulia Fishman, O'Rorke
 Committee members received an update on the pitches and other media relations work for the fiscal year. Three pitches have been completed to-date. Additionally:

- Litter / trash - A letter to the editor was published in the San Francisco Chronicle regarding an article about the single use filter cigarette bill.
- Pitches
 - IPM Innovator award – Annie Joseph was interviewed on the radio, and a pitch regarding the IPM Innovator award continues to be made.
 - Trash – Ideas continue to be solicited for a trash pitch; O'Rorke reviewed ideas suggested last month – submittal of the long-term trash plans and/or the ARRA Trash Capture Demonstration project report as possible hooks/pitches, and found them unlikely to be compelling enough to be picked up.
- Action: O'Rorke will assess doing an Op-Ed piece regarding the end of the fiscal year reporting on trash reduction performance.

Next Regular Meeting is Wednesday, March 26, 2014

	Representing	Name	Meetings Attended											
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1	Alameda Co. CWP	Jim Scanlin	P	P		P				P				
2	Alameda Co. CWP	Sharon Gosselin				P				P				
3	Alameda Co. CWP	Cynthia Butler		P	P	P		P	P	P				
4	Contra Costa CWP	Tom Dalziel				P								
5	Contra Costa CWP	Tracy Hein	P	P	P									
6	Contra Costa CWP	Dan Jordan	P	P	P			P						
7	Contra Costa CWP	Deanna Constable							P	P				
8	Fairfield-Suisun URMP	Kevin Cullen	P											
9	Marin Co. STOPPP	Gina Purin		P	P	P		P	P	P				
10	SM Co. WPPP	Tim Swillinger	P	P	P	P		P	P	P				
11	SC Valley URPPP	Vishakha Atre	P	P	P	P		P	P	P				
12	Vallejo San & FCD	Jennifer Kaiser		P	P	P			P					
13	BASMAA	Geoff Brosseau	P	P	P	P			P	P				
14	S. Groner & Assoc.	Nick Laurell	P	P	P	P								
15	S. Groner & Assoc.	Philip Kao			P									
16	Consultant	Annie Joseph	P			P		P	P	P				
17	City of Sunnyvale	Jackie Davison	P	P	P			P	P					
18	O'Rorke	Julia Fishman	P		P	P			P	P				
19	SFEP	Janet Cox	P	P	P				P	P				
20	SFEP	Athena Honore			P	P		P	P					
21	CLEAN South Bay / SCBWMI	Trish Mulvey	P	P										
22	City of Palo Alto	Maree Doden		P	P			P	P					
23	City of San Jose	Sharon Newton		P	P									
24	Consultant	Debi Tidd			P									
25	City of Modesto	Gayle Ziegler			P			P	P					
26	City of Roseville	Delyn Ellison-Lloyd							P	P				
27														
28														
29														
30														

X = In-person; P = by phone



B A S M A A

Public Information / Participation Committee Meeting Agenda

Wednesday, March 26, 2014
1:30 – 3:00

Conference call only meeting

Conference line: 1-800-786-1922; Code: 43253259#
Phone key pad commands: *4 = +/- Volume; *6 = Mute line on/off

- 1:30 Introductions, Announcements, Changes to Agenda.....Tim Swillinger
- 1:40 Approval – February 26, 2014 meeting summaryTim Swillinger
- 1:45 Approval – Changes to MRP Annual Report form for FY 13-14.....Tim Swillinger
- 1:55 Regional Outreach Cynthia Butler
Committee members will receive an update and discuss next steps
- 2:10 Regional Media RelationsSharon Gosselin / Julia Fishman, O’Rourke
Committee members will receive an update on 2013-14 work plan / efforts
- 2:20 Other CampaignsAthena Honore, SFEP
Committee members will receive updates and discuss next steps
- Greener Pesticides for Cleaner Waterways
- 2:30 *Our Water, Our World* Annie Joseph / Janet Cox
Committee members will receive an update and discuss next steps
- Master solicitation
 - Mobile app
 - Home Depot pilot
 - Effectiveness assessment
- 3:00 Adjourn.....Tim Swillinger

Next BASMAA PI/P Committee meeting is Wednesday, April 23, 2014



B A S M A A

DRAFT Meeting Summary **Public Information / Participation Committee** **Wednesday, March 26, 2014**

Introductions, Announcements, Changes to AgendaTim Swillinger

Approval – February 26, 2014 meeting summary.....Tim Swillinger

- ☒ Vote: Committee members approved the meeting summary.

Approval – Changes to MRP Annual Report form for FY 13-14Tim Swillinger

Committee members discussed two recommended deletions of reporting information not required in the MRP, but that a member program each desired to leave in the form:

- C.7.a Storm drain inlet marking
- C.7.b.iii.1 Pre-campaign survey reporting

Committee members agreed to recommend to the Board of Directors both items be included on the form. Additionally, Regional Water Board staff requested MRP permittees report all the pesticide-related outreach in the C.9 section of the annual reports. Committee members felt such a change at this late date in the FY 13-14 form's review and approval (set for tomorrow) as well as the permit term (MRP expires nominally in December) would be disruptive and an added expense. Committee members recommended the concept be considered for MRP 2.0.

Regional Outreach Cynthia Butler

The Regional Outreach Campaign work group received updates and discussed the following:

- Meme contest – Launched February 17; Deadline for responses was March 17 but has been extended to March 31. Over 80 entries have been received – many local to the Bay Area. The work group will review and vote on winners.
- App – In development; Scheduled for April 22 launch; Based on comments provide by work group on February 26, comics are being revised.

➤ Action: Committee members with prize ideas should provide them to Nick Laurell.

Regional Media RelationsJulia Fishman, O'Rorke

Committee members received an update on the pitches and other media relations work for the fiscal year. Four pitches have been completed to-date. Additionally:

- IPM Advocates: Drought angle – Little interest has been expressed; remarkably the drought seems to be yesterday's news currently.
- Our Water, Our World app – O'Rorke as started pitching the app and it appears to be piquing some interest.

Other CampaignsGeoff Brosseau for Athena Honore, SFEP

- Got Ants – SFEP has been focusing on completing the final report, and thanks all the agencies that contributed time, information, and publicity to the project.

Our Water, Our World Annie Joseph / Janet Cox

Committee members received an update on recent efforts and discussed next steps:

- Master solicitation – Shelf talkers and literature rack signage orders have been delivered; fact sheets deliveries are 2-3 weeks out. Other materials orders will be placed thereafter.



B A S M A A

- Action: Annie Joseph will work on a “Do not label” list and an Active Ingredient list for just the most important or popular pesticides.

- Mobile app – Development of the *Our Water, Our World* portion of the Chinook Book mobile app is complete. Committee members were provided with screen shots of the app and access instruction. Committee members viewed and provided comments on an "app badge" graphic that agencies would put on their websites.
- Home Depot pilot – The pilot Enhanced Program is up and running. Home Depot corporate staff visited the Bay Area – participating in a training at a Home Depot and meeting with *Our Water, Our World* representatives. Home Depot is itself piloting something new – “Less Toxic” wobblers placed next to selected products – pesticides and others. Also, end caps have been built in 9 of the 10 pilot stores.
- Scotts Miracle-Gro – Prompted by the *Our Water, Our World*-Bayer promotion last year, Scotts approached *Our Water, Our World* about working with Scotts on a joint promotion of some of their less-toxic products. Scotts is going to build small displays of their slow release fertilizer on small wing stack racks. They will be providing 50 displays -- one for each OWOW Depot in the Bay Area and Sacramento area. *Our Water, Our World* will be providing OWOW signage and shelf talkers. These displays will also be outdoors so shelf talkers will need to be laminated.
- Effectiveness Assessment – Last month Committee members discussed renewed interest from a number of sources in measures of effectiveness for the *Our Water, Our World* program and agreed it would be prudent to develop a standardized measure(s) (e.g., shelf space changes, standardize survey for store trainings) to be used and reported on regularly. Subsequently, Gina Purin compiled surveys being used now, consolidated their questions, and provided the result to the Committee to review and produce a standardized survey.
 - Action: Committee members should provide comments on the pre-training and post-training surveys to Gina ASAP.

Next Regular Meeting is Wednesday, April 23, 2014

	Representing	Name	Meetings Attended											
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1	Alameda Co. CWP	Jim Scanlin	P	P		P				P	P			
2	Alameda Co. CWP	Sharon Gosselin				P				P				
3	Alameda Co. CWP	Cynthia Butler		P	P	P		P	P	P	P			
4	Contra Costa CWP	Tom Dalziel				P					P			
5	Contra Costa CWP	Tracy Hein	P	P	P									
6	Contra Costa CWP	Dan Jordan	P	P	P			P						
7	Contra Costa CWP	Deanna Constable							P	P	P			
8	Fairfield-Suisun URMP	Kevin Cullen	P											
9	Marin Co. STOPPP	Gina Purin		P	P	P		P	P	P	P			
10	SM Co. WPPP	Tim Swillinger	P	P	P	P		P	P	P	P			
11	SC Valley URPPP	Vishakha Atre	P	P	P	P		P	P	P	P			
12	Vallejo San & FCD	Jennifer Kaiser		P	P	P			P					
13	BASMAA	Geoff Brosseau	P	P	P	P			P	P	P			
14	S. Groner & Assoc.	Nick Laurell	P	P	P	P								
15	S. Groner & Assoc.	Philip Kao			P									
16	Consultant	Annie Joseph	P			P		P	P	P	P			
17	City of Sunnyvale	Jackie Davison	P	P	P			P	P		P			
18	O'Rorke	Julia Fishman	P		P	P			P	P	P			
19	SFEP	Janet Cox	P	P	P				P	P	P			
20	SFEP	Athena Honore			P	P		P	P					
21	CLEAN South Bay / SCBWMI	Trish Mulvey	P	P										
22	City of Palo Alto	Maree Doden		P	P			P	P		P			
23	City of San Jose	Sharon Newton		P	P									
24	Consultant	Debi Tidd			P									
25	City of Modesto	Gayle Ziegler			P			P	P					
26	City of Modesto	Jennifer Peet									P			
27	City of Roseville	Delyn Ellison-Lloyd							P	P	P			
28														
29														
30														

X = In-person; P = by phone

From: Honore, Athena@Waterboards
To: ["Adam Olivieri"; "Amy Hutzler"; "BAWWP"; "Cassie Prudhel"; "Catherine Allin"; "Chandra Johannesson"; "Cheri Donnelly"; "Cheryl Wessling \(Cheryl.Wessling@sanjoseca.gov\)"; "Cox, Janet@Waterboards"; "Cullen, Kevin"; "Cynthia Knowles"; "Dianne Lynn"; "Don Freitas"; "Elaine Marshall \(EMarshall@sunnyvale.ca.gov\)"; "Erica Yelensky"; "Garner, Dylan@Waterboards"; "Geoff Brosseau"; "Gina Purin"; "Jacqueline Davison"; "Jaime Kooser"; "Jean Walsh"; "Jennifer Kaiser"; "Jill Bicknell"; "Jim Kelly"; "Jim Scanlin \(jims@acpwa.org\)"; "Joe Neugebauer"; "Julie Weiss"; "Karin North"; "Karri Ving"; "Kate Slama"; "Kelly, Judy@Waterboards"; "Laura Wright"; "Lauren Tacke"; "Luisa Valiela"; "Marie Kulka"; "Mark Randolph"; "Marty Grimes"; "Meg Gale"; "Melanie Denninger"; "Melody LaBella"; "Melody Tovar"; "Michelle Daher"; "Napp Fukuda"; "Phil Bobel"; "Ricardo Barajas"; "Riley, AL@Waterboards"; "Sarah Scheidt"; "Sharon Newton"; "Teresa Alvarado"; "Terri Fashing"; Tim Swillinger; Tracy Hein; Vishakha Atre](#)
Cc: ["David Williams"; "Matt Fabry \(mfabry@co.sanmateo.ca.us\)"](#)
Subject: notice from SFEP of closing down Bay Protection and Behavior Change regional outreach branding effort
Date: Thursday, January 16, 2014 2:45:00 PM

To the participants in the Bay Protection and Behavior Change effort,

This update is a long time coming; I'm writing to let you know that the Executive Group of funders for the Bay Protection and Behavior Change effort has decided to discontinue the BPBC work. We are closing down our efforts to develop a regional brand identity for stormwater and wastewater pollution prevention, which was to serve as the foundation for increased regional unity around behavior change campaigns on specific pollutant issues.

We had come a long way since the City of San Jose, the project's visionary, held a first retreat to discuss the concept in May of 2011. Since then, the group has held monthly to quarterly meetings for the Steering Committee (full group of participants) or the Executive Committee. After forming the group, we began work on developing a regional brand, with tagline and logo. But our initial group of designers produced draft logos that didn't excite us, and when we brought on a different group to produce another set, those similarly failed to ignite. The Executive Committee spent much of 2013 working with several communications consultants to examine our mission and procedures to identify a clearer path towards our goal. Ultimately, these efforts didn't produce the clear road that we needed. Given our small initial funding investment and limited staff resources, the Executive Group made the decision to wrap up the project rather than continue on.

We continue to believe in the concept of a single, unified brand for pollution prevention outreach. We hope that the effort may be revisited in the future. SFEP will maintain an archive for the project.

We truly appreciate all the input and participation in this project from each of you. This project enjoyed a high caliber of ideas and discussion. While it was challenging at times to work with so many partners and in new ways, we hope that those discussions will continue to inform the way we work on P2 outreach: with a broad vision of regional sharing for greater efficiency on the road to behavior change.

Thank you,
Judy Kelly
Director, SFEP

Forwarded by Athena Honore, Communications Officer
San Francisco Estuary Partnership

FROM: Athena Honore and Judy Kelly

TO: BPBC Executive Group

DATE: December 6, 2013

SUBJECT: Recap: Bay Protection and Behavior Change Efforts to Date

To document progress and allow for easy reference, the following timeline shows meetings, decisions, and process for the Bay Protection and Behavior Change brand development activities to date.

Timeline of activity

May 2011: Group first convened to explore City of San Jose's proposal for joint regional outreach work under a unified regional brand.

June and July 2011 meetings: Discussed scope of P2 campaigns and joint work, decisionmaking, participation, and funding.

October 2011: Steering Committee (SC) reviewed potential approaches to brand development, decided to ***move forward with GeniusRocket***, discussed first campaign to use regional brand (Got Ants, funded by DPR).

December 2012: BASMAA and BACWA voted to fund the regional outreach work at \$15,000 each. ***Total approved funding level: \$35,000*** with \$5000 pledge from SFEP.

January 2012: SC reviewed draft creative brief for GeniusRocket, discussed public review options and decisionmaking process.

February 2012: Executive Group (EG) ***approved the decisionmaking process.***

March 2012: SC drafted mission statement, continued work on creative brief, discussed regional vs statewide applicability.

April 2012: Contract signed with GeniusRocket to provide 25 tagline concepts and 15 logo concepts, taking the top selected 3-5 of each tagline and logo to public review, refining the final selected tagline and logo, and providing basic brand usage guidelines. Work to proceed between April and November 2012.

May 2012: ***Creative brief finalized***, SC meets to review criteria for evaluating taglines, discuss first round of taglines.

July 2012: SC meets to assess logos according to scoring criteria, scores are summarized and **top first round logos/taglines are selected:**



August & September 2012: WG compiles feedback and directs GeniusRocket re improving logos. WG asked for #s 4 and 5 to be refined as well.



September 2012: GeniusRocket returns **revised (second round) top 5 logos:**



October 2012: 45+ agencies reviewed and public feedback obtained on 2nd round logos (GeniusRocket got public review from 500 respondents, in 9-county Bay Area, conducted online). Topline results:

Both taglines have some problems, and while a couple of logos did rise to the top, they didn't get strong reviews either from the public or from the agencies. Most agencies made the same points: "Clean Water Bright Future" doesn't have any sense of Bay Area identity and evokes drinking water or other even sanitation rather than our area of concern; "Dream Blue" doesn't inspire action; and "Bay Ocean Delta You" can be a little confusing. On our voting scale of 1-5,

with 5 being the best, no logo ranked even as high as a 3. Several agencies said that they supported the goal but didn't find any of the options compelling.

SFEP proposes and **EG approves new round of logos from MIG, funded by SFEP (\$6500)**. Proposed streamlined approval process, but changed to full group review. Direction to MIG includes existing creative brief plus an initial meeting with EG.

SCVWD drafts own logo and forwards to Working Group, no action taken.

December 2012: MIG presents 7 new concepts to EG. Agencies review and score those 7 plus the top one from last round for comparison; public feedback is not solicited.

SCVWD objects that their logo was not considered, considers leaving coalition.

January 2013: EG reviews scoring results and discusses options re moving forward with logos.

Top 3 as ranked by agencies:



Not immediately clear how well logos meet group's objectives (clear, SF Bay-specific element, not to be confused with water conservation). Group scheduled to review Creative Brief and revise if necessary on 2/15/13. **Remaining funding: \$18,300.** Discussed option to use www.baywise.org website and incorporating Baywise into tagline. Commitments remain to the process although additional funding commitment is unclear. Agreed that decision-making power should be formally moved to the Executive Group.

Spring 2013: EG meets in person 2/15 and reviews key sticking points. Decided not to use MIG logos, proceed with revising creative brief based on discussions of key issues. Creative brief is revised and circulated. EG meets by phone 3/26. Work with MIG is terminated. EG to seek new consultants to provide input into process. EG met via phone 4/22 and finalized the revised creative brief.

Summer 2013: Discussions with Eric Eckl of Water Words that Work, Laurie Carrigan and Margaret Hartwell, and Hunter Wimmer and Phil Hamlett of Academy of Art University (School of Graphic Design), seeking their input on how to restart process. Carrigan and Hartwell submit proposal for additional work, but it does not get as far as an RFP for a consultant.

October 2013: EG meets via phone 10/7 to respond to Carrigan-Hartwell proposal (no thank you). Decided to put project on hold and draft a wrap-up report, and then return unspent project funds to the original funders in proportion to their contributions.

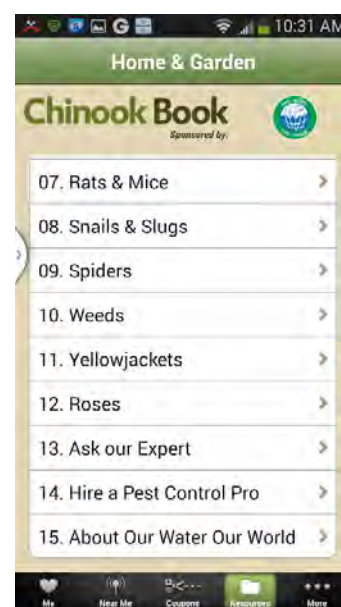
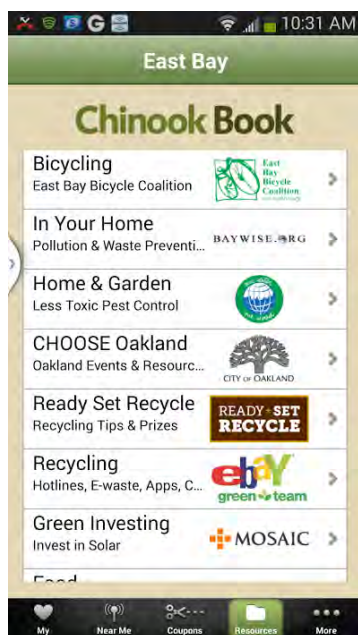
December 2013: Wrap-up report is completed and circulated to Executive Group.

Sub-Task 2-2: Web graphic and final Chinook Book screenshots

The graphic below is posted on www.baywise.org and has been sent to OWOW partner agencies, BASMAA Public Information/Participation committee members, and the Bay Area Pollution Prevention Group. It links to a splash page.

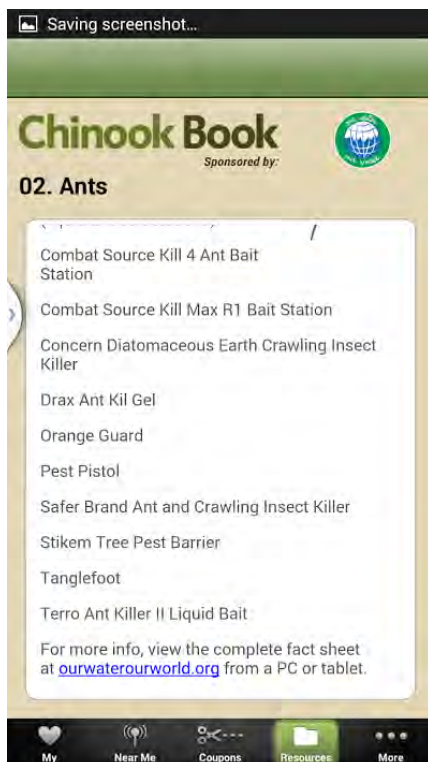
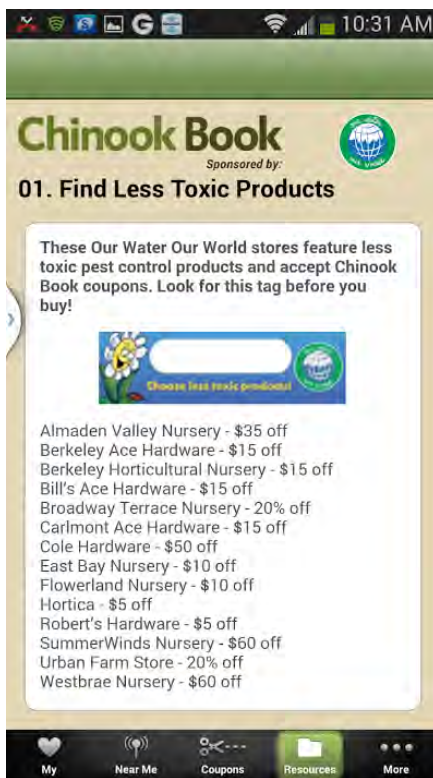


Below, the final screen shots of the free Chinook Book Our Water Our World app. Development of the app is substantially funded by BASMAA as match to this project.



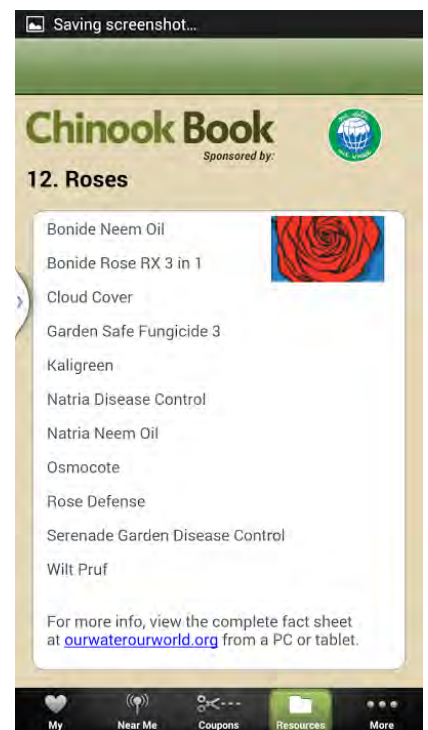
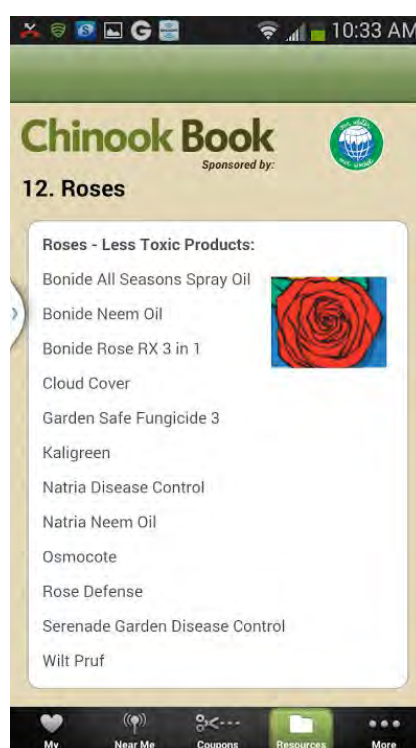
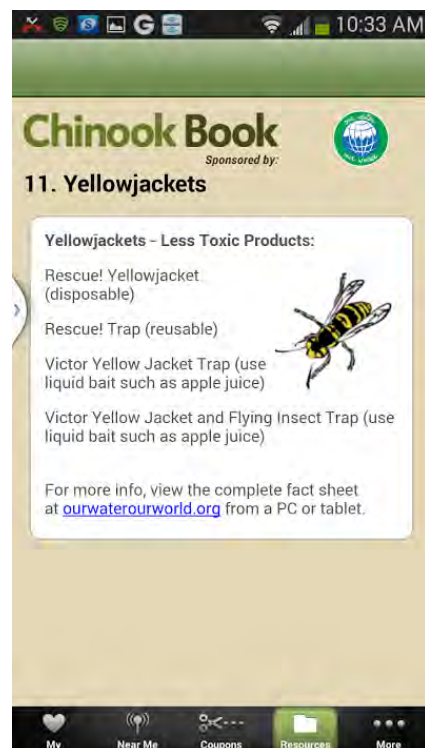
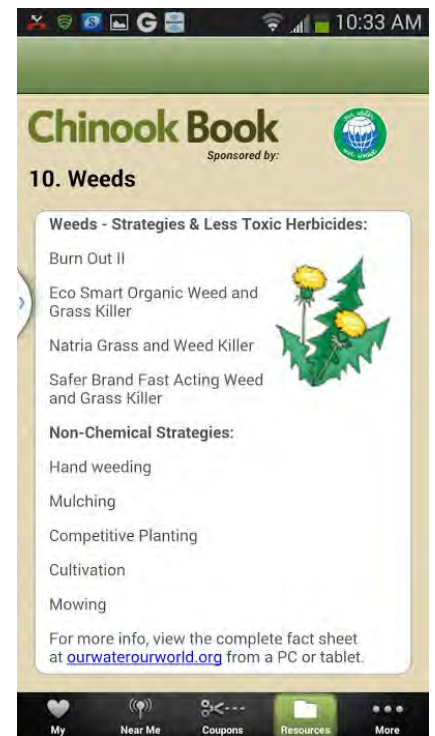
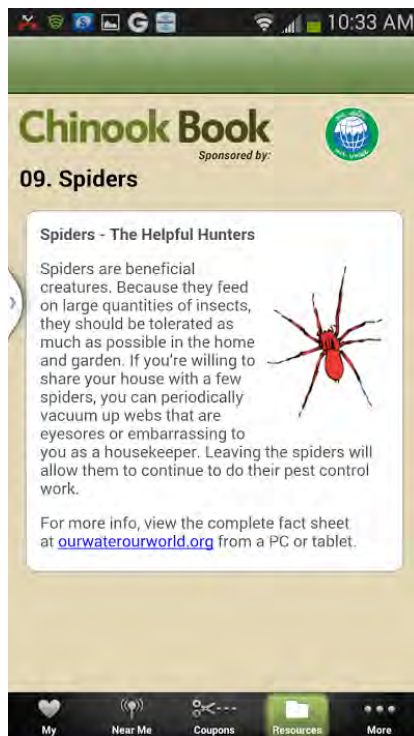
Greener Pesticides for Cleaner Waterways

January-March 2014 Quarterly Report

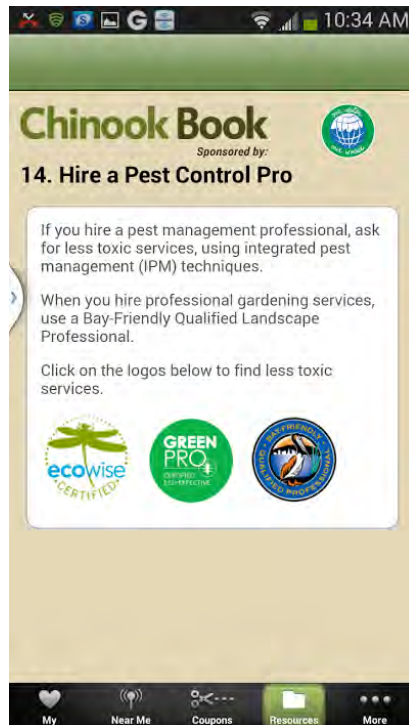
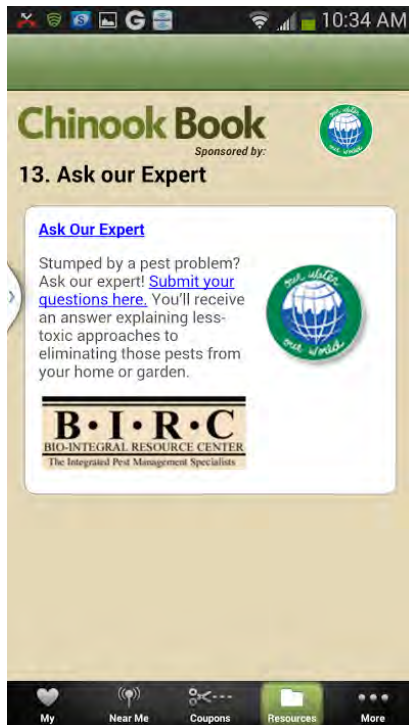




Greener Pesticides for Cleaner Waterways
January-March 2014 Quarterly Report



Greener Pesticides for Cleaner Waterways
January-March 2014 Quarterly Report



Sub-Task 2-3: IPM Advocates report

IPM Advocates' activity is coordinated by Annie Joseph, who has been the main consultant for BASMAA's Our Water Our World program for many years. Each Advocate is working closely with his or her assigned stores. Below, a description of each Advocate's activity this period.

Anne Rogers

Marin Ace

Anne was out ill during January and February.

She visited **Marin Ace** on 3/13/14, and met with staff to discuss an April promotion at all the Ace stores in Marin: Tomato Mania. The stores, and Anne, will promote organic projects during the second week of April.

Anne helped Jason with questions he had about a new product called Eco-Scraps, made from recycled restaurant scraps -- seems like a great product for mulching vegetable gardens. He also had questions about environmentally friendly resources to address bedbug infestations.

Anne helped customers with questions on ants and gophers, emphasizing bait stations (instead of pyrethroid pesticides) for ants and repellants (rather than baits) for gophers.

Anne has also been in touch with Marin Ace owner Michelle, who is launching a campaign with many Ace stores to raise awareness of the need to protect honeybees from neonicotinoid pesticides.

Sloat on Miller

On 3/14/14 Anne visited **Sloat on Miller** and worked on a display about healthy gardens, beneficial insects, and eco-friendly gopher management with Will, Scott, Paul, and Dan. See photo

Four employees had questions about treating moss in lawns, worm composting, earwig management, peach leaf curl, leaf miner on Ceanothus, rust on roses, white flies on hibiscus, and scale and how it spreads. Anne guided them to less toxic solutions the store carries.



David Perkins:

Summerwinds Mountain View

On 1/02/14 David met with three staff to discuss some of this year's new less toxic products, including Monterey Liqui-cop a ready to use dormant spray, Monterey BT ready to use for caterpillars, and three new animal repellents from Liquid Fence. He replenished all the shelf talkers for 2014 and also cleaned up the dormant spray display end cap.

On 2/2/14 David met a new staff member and explained the OWOW program and engaged him in a conversation about less toxic products. David and staff began planning for an event on May 4, to include a walk along Steven's Creek, which runs behind the store.

David assisted three customers in selecting less toxic products including boric acid baits and diatomaceous earth for ants, Sluggo for slugs and snails, and Repels All to repel deer. He placed shelf talkers for products that are new this year.

On 3/30/14 David met with staff to review details of the outreach event for May 4th. The program will include education for the customers on insectary plants and a walk along the creek trail and identify native plants that thrive in the local climate. Customers will also review how pollutants get into the creek from home gardeners. David will lead some of the walks; to prepare, staff person Susan took him on a tour of the walk route so he could familiarize himself with the local plants.

David helped two customers and mentored 2 staff members on using beneficial nematodes for flea control. He also walked them through the proper application method.

David took a photo of a poster at Summerwinds on the beneficial insects and the pests they control.



Debi Tidd

OSH San Ramon

On 1/9 /14 Debi placed shelf talkers for new products. She asked when the store reset was going to occur so she could replenish the bulk of the shelf talkers for 2014. She moved the literature rack to a better location.

1/31/14 Debi re-labeled all the products with fresh shelf talkers and restocked the fact sheet rack. She spoke with nursery staff about the program and how the shelf talkers help identify products.

2/7/14 Debi added shelf talkers for newly stocked products.

She labeled an organic fertilizer end cap and took a photo. She worked with customers in the aisle who had questions on ants and on fertilizing plants. Debi was able to guide them to less toxic products and organic fertilizers.

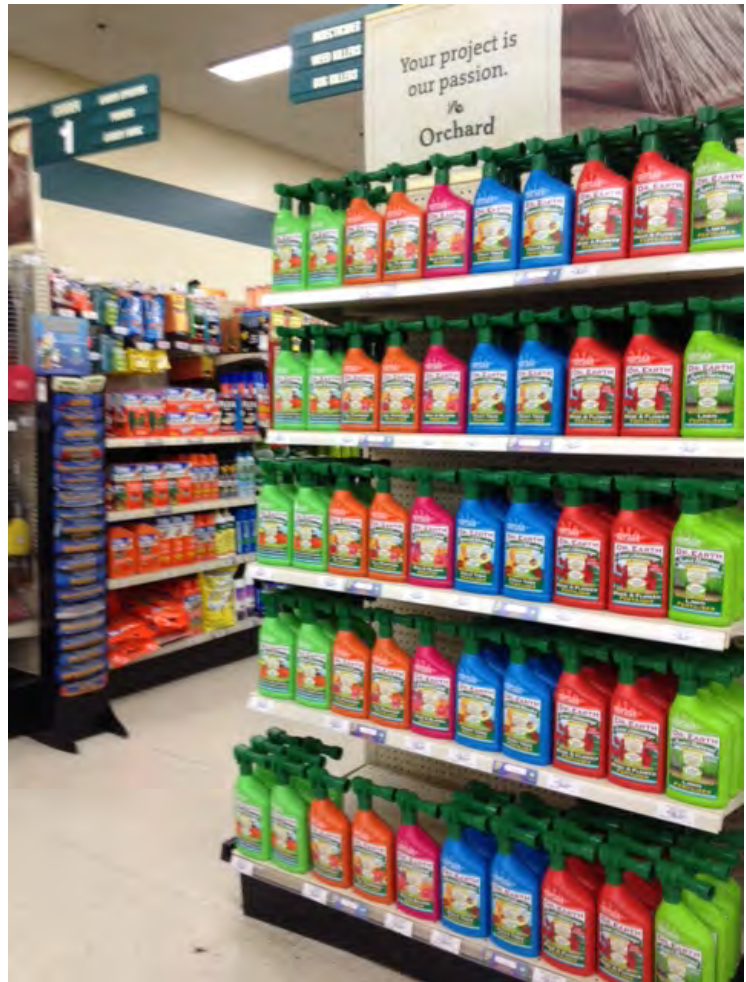
On 2/15/14 Debi held a tabling for the store's President's Day event. Most customers' questions were on fertilizing and proper fruit tree care. She guided customers to organic fertilizers and spoke with several people about managing aphids on citrus. Other questions customers had were: How to identify beneficial insects, less toxic controls for rats, and how to manage ants in the house. In addition she gave out the handout 10 Tips for Waterwise Gardening. She spoke with many customers about their drought year concerns and guided them to environmentally thoughtful solutions. She spoke with 50 customers during the event.



During the tabling Debi was also able to speak with several staff members and the store manager. Store assistant manager Bob spoke with Debi about new organic fertilizer products and how to introduce those to customers. Manager Gina mentioned that the training Annie and Debi presented at OSH Corporate headquarters was a big hit and helped with their support of the OWOW Program.

Debi worked with the nursery manager Barbara on identifying new less toxic products, and spoke with a new staff member about beneficial insects the store sells.

3/13/14 Debi checked shelf talkers and fact sheets and replenished them as needed. She spoke with store manager Gina about setting up a training for store staff. Gina requested Debi wait until April or May when new staff will be hired. Debi helped five customers while she was in the store. She talked about the benefits of the electronic rat traps, how to identify beneficial insects as the aphids emerge, and the benefits of using organic fertilizers when it comes to managing sucking pests.



Lisa Graves

OSH San Leandro

On 1/21/2014 Lisa refilled the fact sheet rack and put up the new shelf talkers. The store's new manager (Jake) was the store manager before the remodel.

A staff person told Lisa that the former manager (Dennis) sent her and another staff to the UCIPM Retail workshop in Oakland the week prior and they really enjoyed it.



Lisa helped customers with questions about fertilizing fruit trees. She spoke with them about the general care of fruit trees and sent them the UC Davis website for further information.

On 2/28/14, soon after the reset, Lisa replenished fact sheets and shelf talkers. She helped a customer select the appropriate dormant spray and sprayer for his fruit trees.

She put up shelf talkers on an end cap of organic fertilizers.

On 3/28/14 Lisa brought in additional shelf talkers for all the remaining new products for the set. She talked to the department manager and gave her copies of the new UCIPM Retail newsletter. This manager was in having the IPM Kiosk for a month or so at her store. They talked about a possible date. Lisa helped three customers with pest problems about powdery mildew, hornets, rats, and flies. She guided them all to less toxic solutions.

Grand Lake Ace

On 1/25/14 Lisa visited the nursery, spoke with staff, and made note of new items that needed shelf talkers. The store was busy with customers and Lisa was able to help several customers to select less toxic ant baits. She gave them the fact sheets on ants.

2/18/14 Lisa made sure the store was well stocked with fact sheets and that all new labels were up. She made an additional visit on the 19th to make sure new tags were placed. She spoke with staff about the *Ten Tips for Waterwise Gardening*. He will be happy to share this information with customers and with the many nurseries who would be represented at a regional meeting on water conservation, at East Bay Mudd that week.

3/22/14 Lisa met with the nursery manager Tom and gave him a copy of the new UCIPM Retail newsletter. They discussed a May training date. Lisa helped a customer with a question on fertilizing her vegetables and gave her the link to the UCIPM website for further information along with guiding her to using compost and organic fertilizers.

Steven Griffin

OSH Livermore

On 1/16/14 Steve labeled end caps and took photos. The store manager has moved on but the expected new manager, Dennis, is from another OSH Greener Pesticides store. Steve called him and discussed a training date for March. He worked on two end-caps with three staff. He put up shelf talkers and refilled the literature rack.

On 3/24/2014 Steve met with the new manager and saw the progress of the store remodel. They still have our fact sheet rack up during the remodel and most of the shelf talkers were in place. Dennis and Steve agreed on a training date for May and also an outreach event for the store's grand reopening the last Saturday in May.



Ace Hardware Concord

On 1/16/2014 Steve engaged three staff and worked on an end cap to include dormant spray materials. Steve and the manager Tommy spoke about an outreach tabling in spring after the rainy season.

On 3/11/14 Steve met with the store manager to give him the UCIPM Newsletter. He replaced all of the shelf talkers in the garden section, and refreshed the end cap display. He set up a tabling date for April 19th.



Suzanne Bontempo

Sloat Gardens

On 1/08/14 Suzanne visited Sloat #1. She brought several packages of the Rose fact sheets for their rose care display and their pending rose clinics. She also visited the store on 1/18/14 to add shelf talkers on the new products they are adding for 2014. She spoke with ten customers about using kelp as a fertilizer, how to attract beneficial insects, using mulch for water retention, how to use neem oil for insect control on perennials, how often to use organic fertilizers, organic lawn care in winter, less toxic options for slugs and snails, and less toxic control strategies for gophers.

On 2/4/14 Suzanne visited the store to check on the shelf talkers and fact sheets. She spoke with five customers on rose care the organic way, how to use neem oil, *Ten Tips for Water Wise Gardening*, planting with native plants, and sustainable lawn care. She met with the manager and scheduled a training for March 18th during business hours.

On 3/18 Suzanne trained nine new employees. They were all very enthusiastic about the training and now feel better informed to help their customers.



Suzanne has scheduled two customer outreach events, on 4/27 and 5/11.

Home Depot San Carlos 1/24/14

When she visited on 1/24/14 the store was not ready for shelf talker reset, so Suzanne restocked the fact sheets and spoke to several staff members about the OWOW program and how the components of the fact sheets and shelf talkers work.

On 2/27/14 Suzanne replenished fact sheets and shelf talkers. She scheduled a training for 3/28/14. She also helped a customer with questions on fertilizing her citrus. Suzanne guided her to an organic citrus fertilizer.

On 3/17 Suzanne completed the major reset of shelf talkers. She met with the new department head and scheduled staff training for April 2.

She also discussed making a less toxic product end cap. Suzanne will work with the reps from Kellogg's and Bayer to coordinate the display.

OSH Foster City:

On 1/13/14 Suzanne visited the store, spoke with staff, and reset all the shelf talkers. She also redid shelf talkers on the dormant spray end cap. She spoke with staff about the *Ten Tips for Waterwise Gardening* handout, mulching, good soil health and proper water techniques that conserve water. She discussed some future dates for training and customer outreach.

On 2/4 Suzanne spoke with staff about what products would be good for a new end cap display. She helped four customers who had questions about fertilizers, dormant spraying, rose care and pruning.

She guided them to less toxic solutions.

On 2/10 Suzanne returned to build the rose and flower product display.

3/5/14 Suzanne met with staff to see how the end cap was going. She was told it is getting

a good response from customers and needs restocking frequently. With the manager, she scheduled a tabling event for 3/22/14.

3/10/14 Suzanne stopped by to bring fact sheets and a flier for the upcoming tabling on 3/22/14. She met with Rafael, the store manager.



3/22/14 Suzanne conducted a tabling event. She spoke to 34 customers and answered questions about beneficial insects, termites, fertilizing with organic vs inorganic, container gardening, citrus, tomatoes, scale outbreaks, hydrangea diseases, houseplant insect problems, and shade plants that can attract beneficials.



Staff training is set for 4/13/14, and a tabling event will be held on 5/18/14.

Teresa Lavell

Home Depot Vallejo

On 1/6/14, the reset had not been done, but Teresa added shelf talkers that were missing or needed replenishing. She also refreshed the fact sheets. She spoke with staff about setting up a less toxic display this spring and got an enthusiastic response.

On 2/11/14 with the reset complete, Teresa reset all the shelf talkers, refreshed the fact sheets, and helped several customers with rat and mouse problems. She guided them away from baits and encouraged trapping instead.

On 3/14/14 Teresa continued to work to coordinate an end cap with the Kellogg's and Bayer reps. She has made several attempts but no secure date has been set. She has a banner for when the end cap is done. She is also trying to schedule staff training; John said to check back in a few weeks when the store has hired more spring help. She helped two customers with ant

problems indoors and recommended cleaning up the trail with soapy water and then using bait stations close to the entrance.

Central Valley Builders Supply:

On 1/13 Teresa was happy to meet with staff and congratulate them on their decision to stop selling products with active ingredients metaldehyde, imidacloprid, and carbaryl. This has been long awaited and is a significant accomplishment. In anticipation of pushback from customers on the absence of Bayer for Roses, the store has scheduled an outreach event around organic rose care April 5th. With Teresa's guidance, they have decided to focus on healthy soils, protecting beneficial insects, and proper growing environment for the plant. They have scheduled a second outreach on May 31st with a focus on protecting beneficial insects.

A training date has been set for March 27th when more spring employees will be hired.

On 2/26/14 Teresa, Annie, and the store manager came up with wording for a flier on less toxic rose care in anticipation of demand for more toxic rose care products at the St. Helena store.

Teresa provided staff with a copy of the Red Blotch on Grapes, Brown Marmorated Stink Bug, and Bagrada Bug handouts, plus Debi's *Ten Tips for Water Wise Gardening*. She refreshed shelf talkers and replaced fact sheets.

On 3/10/14 the store manager told Teresa that staff training should be delayed until mid-April as they do not yet have their full staff for spring. They discussed the outreach on April 5th around rose care and would be confirming that later in the month. Teresa updated shelf talkers and fact sheets.



Pest Management Alliance Grant Final Report

March 30, 2014



This report summarizes the 2012-2014 Got Ants? project, funded by the Pest Management Alliance Grant program of the California Department of Pesticide Regulation.

Association of Bay Area Governments for the
San Francisco Estuary Partnership
1515 Clay Street, Oakland CA 94612

Prepared by Athena Honore,
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To reach out to an environmentalist/activist audience, we posted Got Ants? material on the Care2.com website. An “action” website, Care2.com offers a place for activists to click links to support petitions and other activities. We set up a pledge link on the Care2.com website as well as links to the Got Ants? website. Unfortunately, this did not produce any significant traffic, and we aren’t sure quite why.

Task 3.5. Create a plan for future use of campaign material after grant period is complete.

We are pleased to note that BASMAA has agreed to take over web hosting for the www.gotantsgetserious.org website after the grant period has ended. This will keep the website live and available for use.

Additionally, SFEP secured another grant for pesticide outreach from the U.S. Environmental Protection Agency’s San Francisco Bay Water Quality Improvement Fund. That grant will cover a broad range of outreach to encourage less toxic pesticide practices in the San Francisco Bay Area, including use of the Got Ants? ads. It is anticipated that the EPA funds will cover another round of advertising. This will offset the shortened active campaign period covered under this grant, and extend it over a much longer period than originally anticipated. Also, lessons learned about effectiveness and cost-effectiveness from this grant will inform the future Got Ants? outreach efforts.

Objective 4. Evaluate campaign’s effectiveness.

This section discusses effectiveness and cost effectiveness of the campaign activities.



Task 4.1. Develop an evaluation plan with partners in the early stages of the campaign.

SGA worked with the PI to develop an evaluation plan, which was submitted to satisfy this deliverable. It became clear fairly early on that several elements of the plan would not be feasible to collect, as described in Semi-Annual Report #3. The evaluation plan was revised with input and approval of the DPR grant manager. The plan includes several metrics related to reach of the campaign, which are addressed in Task 4.2. Additional reporting against the evaluation plan metrics is in an Evaluation Report attached at the end of this report.

Task 4.2. Track reach of campaign and campaign materials on a quarterly basis, including number of people who have received or viewed materials from the program; number of partners participating; number of commitments from households to change pesticide use behavior.

Reach of the campaign, across the various outreach avenues, is tracked by month in the series of tables below. The first shows Advertising and Website traffic. The second shows Partner Promotions and Earned Media. The third shows Social Media and overall totals. Further information about each type of advertising is included in a section below.

Table 6 shows the reach of print ads, transit ads, and online ads, and traffic to the website during the campaign period. Table 7 shows partner promotions and earned media during the campaign period.

Table 6. Advertising and website results for the project

	Advertising				Website
	Print ad viewers, Transit	Print ad viewers, Sunset magazine	Facebook advertising (online)	Google advertising (online)	Web hits (unique visitors)
May-13				11,842	414
Jun-13	5,139,780		1,361,710	34,095	1233
Jul-13	3,276,300	1,250,000	1,472,861	82,672	1837
Aug-13	2,338,455			40,736	1009
Sep-13	1,928,918	350,000			699
Oct-13					357
Nov-13					506
Dec-13					244
Jan-14					172
Feb-14					214
Mar-14					163
Totals	12,683,453	1,600,000	2,834,571	169,345	6,848
Subtotals by type				17,287,369	6,848

Table 7. Partner promotions and earned media results for the project

	Partner Promotions			Earned Media
	Flyers/magnets distributed & events	Email blast recipients (<i>info is very partial</i>)	Mailed newsletters, etc.	Earned media stories viewers/ listeners
May-13	2 events			
Jun-13	5 events			
Jul-13	3 events		35,000	
Aug-13	5 events			
Sep-13	8 events			
Oct-13	7 events	1,350		
Nov-13	3 events	35,020		1,103,606
Dec-13			28,000	KKDV & KKIQ radio interviews
Jan-14	1 event		35,000	
Feb-14				
Mar-14			12,000	
monthly totals not available	25,005			
Totals	25,005	36,370	112,000	1,103,606
Subtotals by type			173,375	1,103,606

We didn't capture all email blasts or total recipients, but what we captured is in Table 7. The October 2013 total shown is from the San Francisco Bay Joint Venture, and November 2013 activity is from the Urban Pesticide Committee, Berkeley Parents Network, and DPR's School IPM listserv. Similarly, mailed pieces were not always known, but two print newsletters with different stories on the Got Ants? project were mailed by the Vallejo Sanitation and Flood Control District to 35,000 households in July 2013 and January 2014; 28,000 wall calendars with Got Ants? information on the September page were distributed by the Marin County Stormwater Pollution Prevention Program to Marin County households in December 2013; and City of Menlo Park sent a newsletter to 12,000 households in March 2014.

The media hits came from a wave of news stories about the Got Ants? project that were run by local Patch blogs in 52 Bay Area communities. The online viewership of those stories was provided by a Patch.com sales executive, shown in Table 8. Listenership numbers for the stations playing radio interviews were requested but not provided.

Table 8. Viewership for Patch.com websites that carried stories about Got Ants?

Patch.com community	Unique Visitors		
Alameda	35,862	Mill Valley	26,918
Albany	27,464	Millbrae	6,102
Belmont	14,007	Milpitas	17,533
Benicia	19,881	Mountain View	21,465
Berkeley	31,425	Napa	32,579
Burlingame-Hillsboro	9,179	Newark	21,168
Campbell	16,751	Palo Alto	46,583
Capitola-Soquel	11,909	Petaluma	25,405
Castro Valley	23,673	Piedmont	14,455
Concord	25,399	Pleasanton	49,369
Cupertino	16,484	Pleasant Hill	13,383
Danville	22,806	Redwood City	26,586
Dublin	22,105	Rohnert Park	17,549
El Cerrito	17,828	San Bruno	12,459
Foster City	13,926	San Carlos	12,140
Gilroy	28,195	San Leandro	28,057
Half Moon Bay	34,347	San Mateo	20,626
Healdsburg	14,889	San Rafael	27,445
Hercules-Pinole	13,250	San Ramon	29,925
Lamorinda	15,517	Santa Cruz	31,842
Larkspur	8,558	Saratoga	6,070
Livermore	49,655	Scotts Valley	9,192
Los Altos	14,593	Sonoma	12,311
Los Gatos	28,712	South San Francisco	18,778
Martinez	10,639	Union City	18,458
Menlo Park	30,154	Total	1,103,606

*Data for the City of Clayton Patch site was missing.

Table 9 shows social media results for the project during the campaign period. Social media analytics covered Facebook and Pinterest. The Facebook analytics came from admin tools provided with the Facebook page. The first column shows people who “liked” the page, by month. The second column shows the greater reach of people, outside of those fans, who saw various posts that month through organic shares, fans of fans, etc. The third column shows “likes” totals for pages where the Got Ants? project posted information, using the feature “posts by others.” This allowed us to comment directly on other pages for local news organizations, parents’ groups, and community organizations, exposing their fans to Got Ants? information. Pinterest traffic was counted manually since we had a very small footprint on that website. Unfortunately, we were not able to capture Twitter information.

Table 9. Social media results for Got Ants?

	Social Media				TOTAL
	Facebook page "likes"	Facebook page posts, likes, shares (outside of those who liked the page)	Total likes on other pages where Got Ants? posted information	Pinterest	
May-13		0			
Jun-13		0			
Jul-13	37	0			
Aug-13	5	52			
Sep-13	13	1,469			
Oct-13	14	590	39,217		
Nov-13	8	315			
Dec-13	2	285			
Jan-14	0	458			
Feb-14	3	166			
Mar-14	2				
monthly totals not available				245	
Totals	84	3,335	39,217	245	18,574,617
Subtotals by type				42,881	

Totals

We tracked the number of impressions and interactions with the Got Ants? campaign. “Impressions” are the number of times that an ad is displayed on a screen or the number of views a billboard is expected to receive. Impressions are a passive type of dissemination. “Interactions” entail a viewer taking a more active role in engaging with the campaign materials through actions such as clicking a link, visiting a website, writing a comment, or asking a question. The outreach we could track totaled 18,572,617 impressions and interactions combined. This surpasses our target of approximately four million impressions when the target campaign calendar was first developed. Most (over 17,000,000) are from advertising, with earned media a distant second but still significant at more than 1 million views, partner promotions adding up to about 173,000 impressions, and social media contributing about 42,000

impressions. The social media numbers are somewhat incomplete, as we didn't track Twitter activity (not a planned part of the project, plus we couldn't easily find a way to capture historical analytics of tweets from multiple accounts). More than six thousand people went directly to the website.

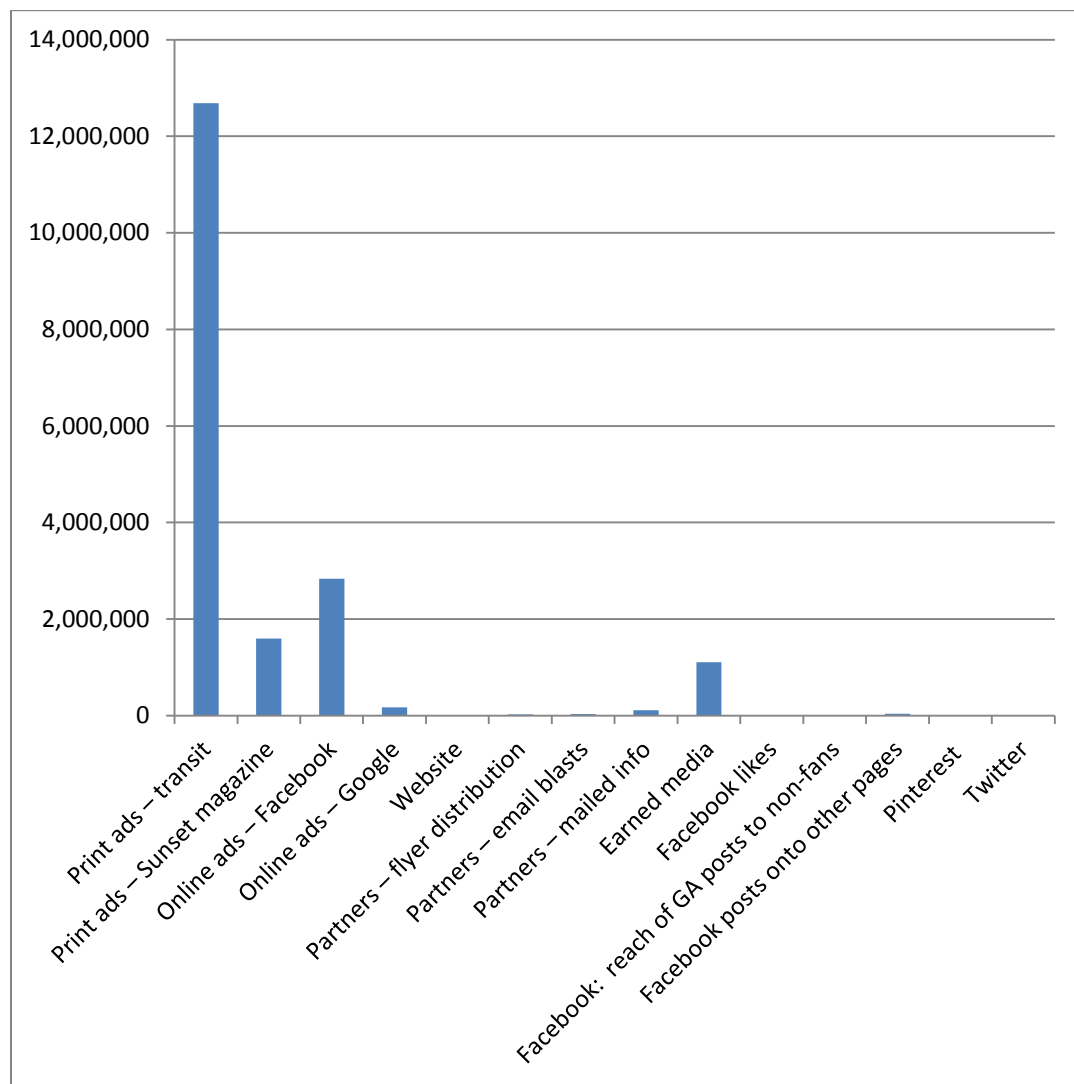


Chart 1. Comparison of results for various types of outreach.

Advertising

The mix of advertising was based on recommendations from SGA. Advertising included online ads on Facebook and Google, and print ads in Sunset Magazine, and transit ads on BART, AC Transit, and Muni. Online Google advertising ran from May-August, including ads on Google search pages, YouTube, and side banners. Facebook advertising ran in June and July. Both Google and Facebook ads were geotargeted to San Francisco Bay Area zip codes. A 2-inch ad ran in Sunset Magazine's July issue for the Western region (covering California and a few other Western states, circulation 1.25 million), and a half-page ad ran in the September issue of Sunset's Bay Insider edition (San Francisco metropolitan area, circulation 350,000). The transit ads were the most complex package, with flights of advertising running

on various interior cards and exterior bus tails from June through September, stepping up over the several month run. We chose a mix of online ads, which are generally cheaper, plus some real-world print advertising to supplement the online ads with a sense of “place,” as online advertising can be more easily ignored if it feels generic to the viewer.

The amount spent on each type of advertising was \$998 on Facebook ads, \$2,800 on Google ads, \$9,000 on Sunset Magazine ads, and \$12,965 on transit ads. The higher the amount spent on advertising, generally the higher the total of impressions (views) or more clicks. The following table summarizes the impressions, clicks to the website, cost, cost per impression, cost per click, and click-through rate for each type of advertising. Some table columns were not directly applicable for the print advertising modes; the nearest cognate method is explained below.



Table 10. Advertising types and results for Got Ants?

Ad type	Impressions	Clicks	Cost	Cost per impression	Cost per click	CTR (Clickthrough rate or clicks per impression)
Google ads	169,345	682	\$2,800	\$0.0165	\$4.11	0.004
Facebook ads	2,834,571	605	\$998	\$0.0004	\$1.65	0.0002
Sunset Magazine ads	1,600,000	225*	\$9,000	\$0.0056	n/a	0.0001**
Transit ads (BART, AC Transit, Muni)	12,683,453	n/a	\$12,965	\$0.0010	n/a	n/a
Totals	17,287,369	1,512	\$25,345			

*Follow-up requests generated via email, not clicks. This was the closest equivalent to clicks for print advertising.

**Rate of follow-up requests for the overall number of copies of the magazine, the closest equivalent to CTR.

The ads varied in cost per impression; the cost per impression of Facebook ads was lower than any other advertising avenue at 0.04 cents each, compared to 0.1 cents per transit ad view, 0.56 cents per magazine ad view, and 1.65 cents per Google ad view. It was easier to compare the two online mechanisms in terms of effectiveness at generating clicks to the website. Based on that information, Google ads were far more effective, with 0.004 clicks per impression compared to 0.0001 clicks per impression for Facebook. Whether Google ads provide the best “bang for the buck” is questionable; they were about 18 times more effective at generating web traffic but 46 times more expensive than Facebook ads. Facebook may have been the more cost-effective online option. It wasn’t possible to compare the online and print methods directly.

The Sunset ads generated 116 requests for email follow-up from the July edition and 109 such requests from the September edition. At 0.56 cents per impression, these were also relatively low-cost. The

clickthrough rate to the website cannot be directly calculated, but follow-up emails requesting further information were generated at a rate similar to that of the Facebook ads. This type of print (magazine) advertising appears to have been fairly cost-effective as well.

Transit ads began on June 17 and continued through September 14 on AC Transit, BART, and Muni. (AC Transit is a bus service covering Alameda and Contra Costa Counties in the East Bay section of the San Francisco Bay Area, BART is the Bay Area Rapid Transit light-rail system, and Muni is the San Francisco Municipal Transit Agency's bus and light rail system within the City of San Francisco.) The details of the package are listed below. Bus tails are ads in a large placard at the rear exterior of the bus, seen by people behind the bus. Interior cards are placards on the interior walls of buses or BART or Muni cars, seen by transit riders. The stepwise increase in coverage is designed to maximize the length of time the ads can run for a given budget rather than rolling out everything at once for a shorter period. The rollout progressed as shown in Table 11.

Table 11. Transit advertising details

Date Range	Carrier	Advertising Package Details	Paid or Bonus	Impressions
Flight 1 June 17-July 15, 2013	AC Transit	14 Bus Tails	Paid	1,519,380
		1 Bus Tail, 100 Bus Interior Cards	Bonus	3,620,400
Flight 2 July 1-28, 2013	BART	50 Car Interior Cards	Paid	1,638,150
		50 Car Interior Cards	Bonus	1,638,150
Flight 3 August 1-28, 2013	SF MUNI	14 Bus Tails	Paid	1,519,380
		1 Bus Tail, 25 LRV Cards	Bonus	819,075
Flight 4 September 1-14, 2013	SF MUNI	15 Bus Tails	Bonus	759,690
		25 Interior Cards	Bonus	409,538

The advertising carrier provided the detailed impressions information shown in the table. SGA negotiated this package and was able to secure the bonus coverage shown, over and beyond the advertising budget. This was a good way to extend the advertising reach for our budget. Unfortunately, it wasn't possible to track any direct correlation between the transit advertising and traffic to the website.

A lesson learned is that if we had set up the advertising rollout with only one type of advertising happening at any given time, we could have separated out the various influences each type of advertising and promotion had on web traffic. That would have helped to plan future campaign work.

Was the advertising mix "the right one?" Or "the perfect one?" We suspect that there are any number of ways to have structured this, and we are pleased with this mix in terms of the results and what we learned.

Partner promotions

Partner promotions included posting Got Ants? information on their websites, publishing blurbs about the Got Ants? campaign in e-newsletters, and mailing out information about the project in utility bills and other print pieces. A few promotions clearly increased web traffic: Facebook shares of a rainy season ants post by several agencies in October, 2013; an announcement in the November 5, 2013

Berkeley Parents Network e-newsletter to 32,604 people; and several elected officials' e-newsletters in December 2013.

Social media

The PI maintained a Facebook page for the Got Ants? project. New items were posted on the page one to two times per week from approximately October 2013 through March 2014. Following best practices for Facebook brand pages, the items strove for a light tone, and used a mix of content including graphics from the project and website, photos showing the Got Ants? Get S.E.R.I.O.U.S "steps," photos provided by IPM Advocates of less toxic products and store promotions, links to funny ant-related stories, and graphics such as meme generators using Got Ants? Get S.E.R.I.O.U.S messages. The page got some traction, garnering 84 "likes" and several shares on key posts by partner agencies.

However, during the time of highest effort spent on the Facebook page, a policy shift by the company lowered our chances of reaching a wider audience. On December 1, Facebook changed its News Feed algorithm, reducing the dissemination of stories on brand pages to their fans. An article by Ignite Social Media estimated that reach of stories across all brand pages declined an average of 35%, and as much as 76% in some cases, meaning that a story that reached all your fans before December 1, 2013, would only reach 65% of them, or even 24% of them, after the algorithm change. (See <http://www.ignitesocialmedia.com/facebook-marketing/facebook-brand-pages-suffer-44-decline-reach-since-december-1>.) This hurt our numbers, unfortunately. As a result of this change, using Facebook as a no-cost way to reach people appears to be much less feasible, and we didn't see the Facebook page take off as the interactive platform that it was meant to be.

Social media approaches (outside of advertising) couldn't be limited to a targeted geographic area. Once messages are posted to Facebook, Twitter, Pinterest, or other platforms, they are shared organically with the friends or followers network of those who forward the messages. Those audiences can be in other states or other countries. We saw partners spreading our work outside our intended target area as well, through the networks of Regional IPM Centers and EPA Regional Offices.

Comparing outreach to web traffic

Various types of advertising and corresponding web traffic are shown in Chart 2. (Not every partner promotion is labeled on the chart, just those that we know generated visible spikes.) Web activity was higher when more advertising was being conducted. The upward trend in web activity continues throughout the May-August advertising period, then falls off fairly quickly after advertising stopped. Once advertising funds were expended, no-cost methods such as partner promotions and Facebook posts were used. Those methods generated lower activity compared to advertising. Looking at a finer level of detail brings into question how far we can push our use of this data. For example, there is an uptick in activity from late August through mid-September. Did that mean that the advertising happening at that time (Muni ads) were more effective than the ads in July and September? It's not clear whether we can parse the results that finely.

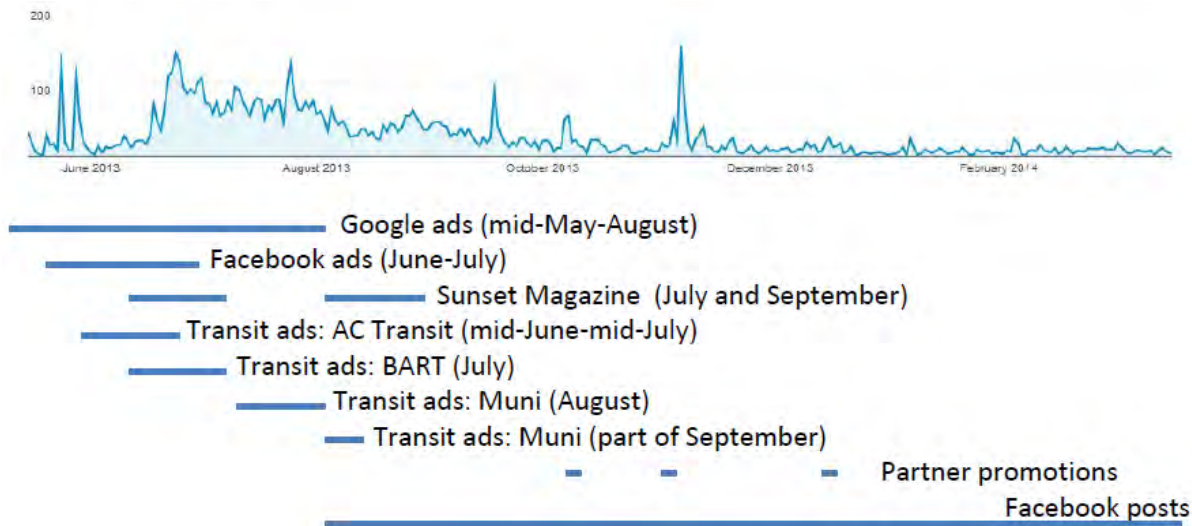


Chart 2: Got Ants? website traffic during campaign period, mapped against active outreach types

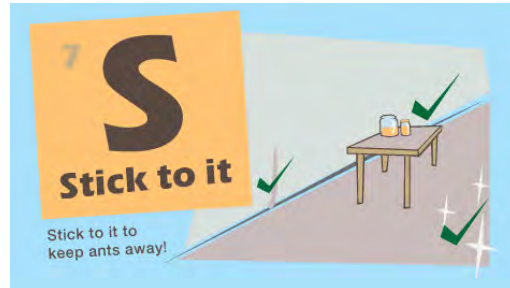
The project’s advertising results came from the relatively modest advertising budget of \$34,000 for hard costs and some consultant staff time. We would have liked to have more advertising dollars available and a longer time period in which to do the outreach. On the non-advertising side, we would have liked to see even more active participation from partners. More staff time for the PI to coordinate could have led to further engagement from partners. The peaks of partner promotions generally came after significant effort from the PI. We did not reach a point where requests to share Facebook posts or post blurbs were self-sustaining; partners had to be asked to repeat actions rather than taking it upon themselves to keep doing a certain outreach action.

We also would have liked to do more with the in-person aspects of the project, as in-person interactions are considered the most effective ways to change behavior in CBSM. (They are necessarily limited in scale, since it takes so much time and effort compared to mass outreach, which is less effective but has a broader reach.) We intended to develop a “grassroots activity” for partners to use to engage members of the public at tabling events, but that aspect of SGA’s scope of work was dropped in favor of completing the materials. Further pursuing development of an engaging activity related to the Got Ants project would be helpful and could be shared with partners to extend the future life of the campaign.

Conclusion

We believe that this campaign addresses the problem of reducing pesticide toxicity in streams generated by using pesticides to control ants. While some of our materials focus on indoor activities, much of the outreach was structured to get people to the www.gotantsgetserious.org website, where they could find material related to hiring professionals or for DIYers. The project provides less toxic alternatives to managing ants both indoors and outdoors, and with further outreach we believe that it can change residential behaviors around ant management.

In terms of disseminating materials and reaching everyone in California who has an ant problem, or reaching everyone who would need to change behavior in order to sustain water quality improvements, this project has just scratched the surface. Fortunately, activity using the materials created by this project will continue, at least in the 9-county San Francisco Bay Area, under a next installment of grant funding from the U.S. EPA's San Francisco Bay Water Quality Improvement Fund. We'd like to continue outreach, incorporating the lessons learned from this project on reach and cost-effectiveness of various methods of outreach. Of particular interest would be to pursue new areas such as working more closely with community organizations and other types of partners, to do more media work such as targeting bloggers to cover ant issues, and to conduct further advertising including sponsored Facebook posts or ads. Several areas for potential future focus with pest management professionals were recommended by Management Team partners as well. We may seek additional funding for future outreach using this material over the next several years.



Effectiveness of outreach at “solving the problem” of pesticide impacts on water quality, particularly related to ant control, remains unknown. It's a difficult problem to track the effectiveness of any activity. For this project, stringently tracking real water quality improvements or shifts in pesticide use practices would have taken more time than was available under a two-year project (as pesticide sales or stream toxicity data take more than a year to become available). Tracking pesticide practice shifts would also take significant funding dedicated to evaluation to provide meaningful data. For a project this size (\$200,000), so much of the budget would have needed to go to evaluation that we would have been able to achieve significantly less in terms of materials development or outreach. Future work under the EPA grant may address effectiveness more directly than this project was able to.

We would like to express our deep appreciation to the Pest Management Advisory Committee for funding this project. We'd also like to acknowledge all the efforts of the Management Team partners in developing the material, and our many, many partners in disseminating outreach. This campaign could not have happened without them. Our partners were very happy with the materials developed by this project. There was general agreement that the materials sidestepped technical complexity and opened the issue to a new audience in a new way, meeting our goals. We look forward to building from these materials and greatly extending the reach of the campaign work done to date under the Got Ants? project.