

Orange County Stormwater Program

Education and Outreach Campaign And Water Quality Improvement Plan



Acknowledge
Stephen Groner Associates
NPDES Public Education Committee

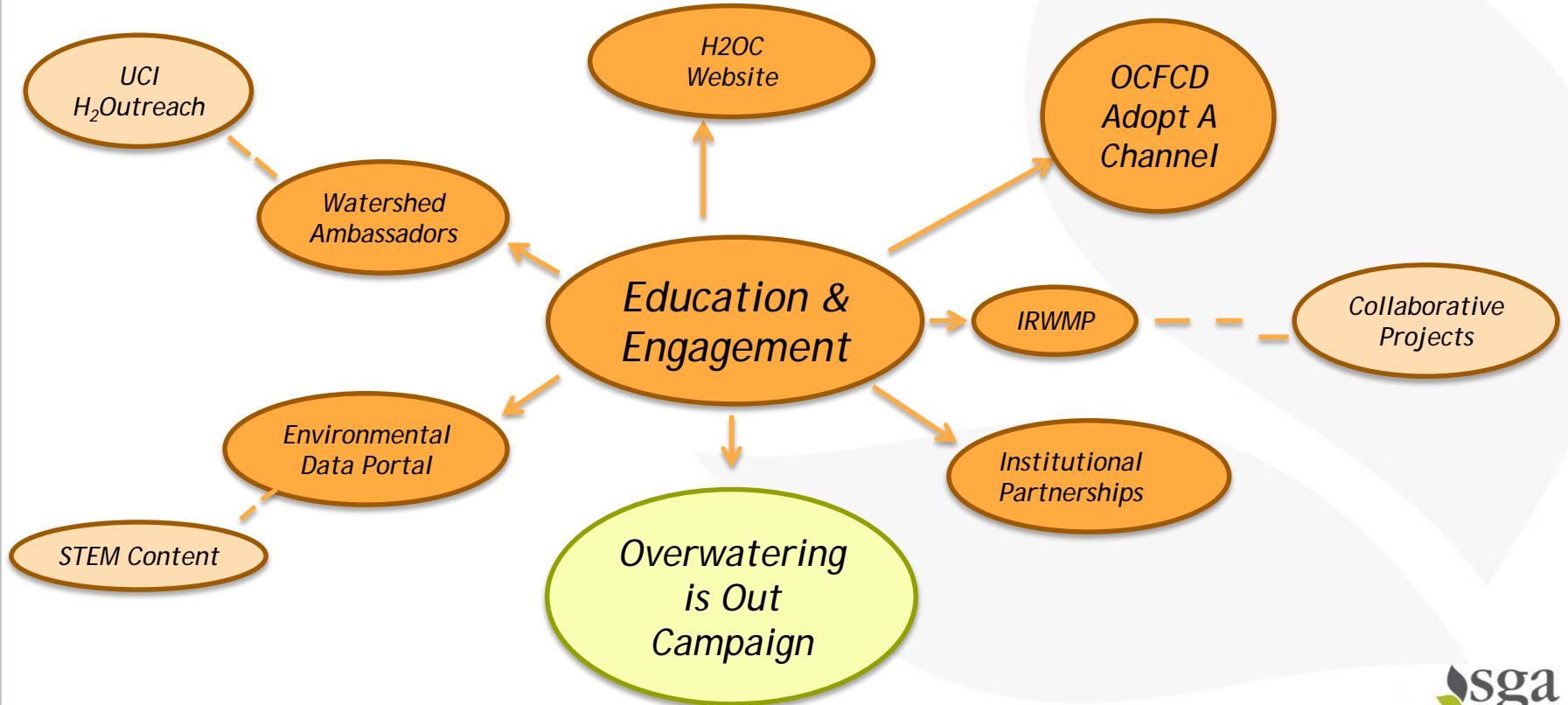


Agenda

- *Introduction*
- *Overwatering Is Out - Campaign Overview*
- *Overwatering Is Out - WQIP*
 - *Program Evaluation/Adaptive Management*
- *Questions*



Introduction



Overwatering is Out

Campaign Overview



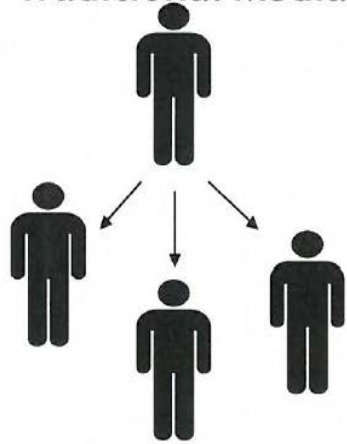
Campaign Overview

Community-based social marketing is composed of four steps: uncovering barriers to behaviors and then, based upon this information, selecting which behavior to promote; designing a program to overcome the barriers to the selected behavior; piloting the program; and then evaluating it once it is broadly implemented (McKenzie-Mohr & Smith, 1999).



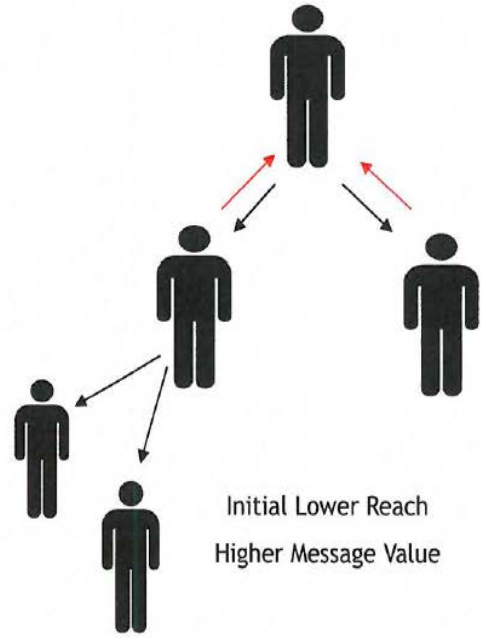
Campaign Overview

Traditional Media



Higher Reach
Lower Message Value

Online Media



Initial Lower Reach
Higher Message Value

Source: SGA





2017 - Objectives

1. Grow program participation.
2. Measurably increase knowledge and produce behavior change of target audiences.
3. Reduce pollutant releases to the municipal storm drain system and the environment.
4. Expand the campaign brand to address priority pollutants.



Campaign Overview

Campaign Tactics

Community Outreach

- Yard Sign and Stickers Program
- OC Garden Friendly Events
- Community Champions



"I removed my turf and planted all drought tolerant plants."
- Sheri L. Costa Mesa

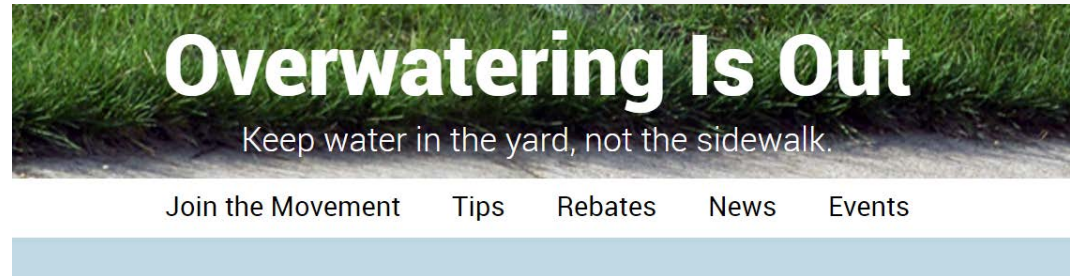


Campaign Overview

Campaign Tactics

Online Content

- Blog
- Website





Campaign Overview

Program Tactics

Digital Marketing: E-newsletter



 **OVERWATERING IS OUT**

3 Gardening Tips for Cool, Rainy Weather

It's been raining in Orange County neighbors! There are several actions you can take now in the garden to take advantage of the rain while protecting your garden from the the cool, damp weather.





Campaign Overview

Program Tactics

Social Media:

Facebook Fan Page



Orange County Stormwater Program

Sponsored

Want the scoop on gardening events in Orange County? Like us!



Orange County Stormwater Program

Government Organization

8,580 people like this.

 Like Page

Overwatering is Out

WQIP & OWIO Campaign



WQIP Highest Priority Water Quality Conditions

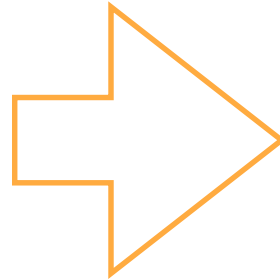
- 1) Bacteria
- 2) Unnatural Water Balance
- 3) Geomorphic Impacts



Campaign & WQIP Priorities

WQIP Priorities:

- 1) Bacteria
- 2) Unnatural Water Balance
- 3) Geomorphic Impacts

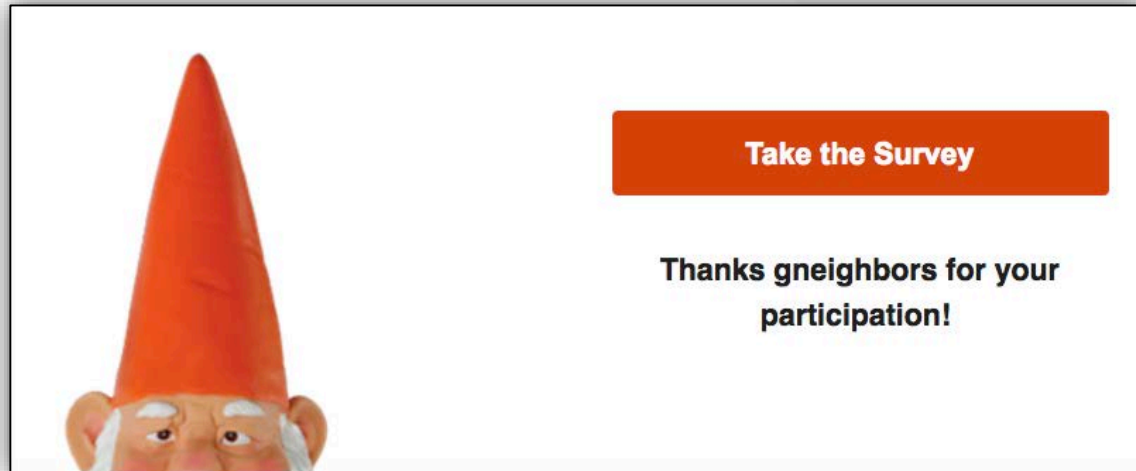


Overwatering is Out
Campaign Expansion



Campaign Evaluation:

1) Pre- and Post-Outreach Surveys





Campaign & WQIP Priorities

Campaign Evaluation:

- 1) Pre- and Post-outreach Surveys
- 2) Impression Metrics

 **Orange County Stormwater Program**
Published by Social Marketing [?] · February 5 at 11:00am · 🌐

Hey gneighbors! Check out the first column in our series of California friendly plants. This one's on the one and only California state flower -- the California poppy.



Plant of the Month: California Poppy (*Eschscholzia californica*) | Overwatering Is Out

512 People Reached

19 Reactions, Comments & Shares





Campaign & WQIP Priorities

Campaign Evaluation:

- 1) Pre- and Post-outreach Surveys
- 2) Impression Metrics
- 3) **Research Pilot Program**

Map of Pilot Neighborhoods





Campaign & WQIP Priorities

Campaign Evaluation:

- 1) Pre- and Post-outreach Surveys
- 2) Impression Metrics
- 3) Research Pilot Program
- 4) Documented Behavior Change

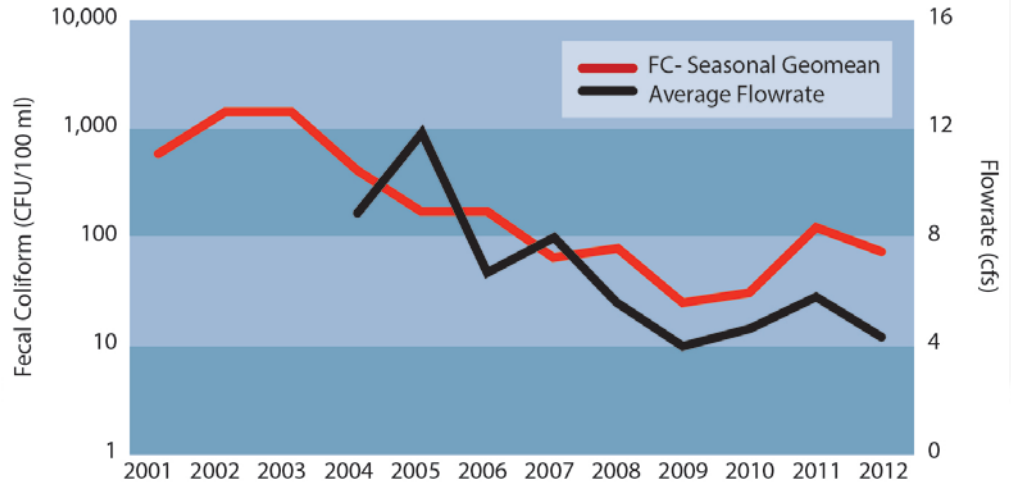




Campaign & WQIP Priorities

Campaign Evaluation:

- 1) Program Surveys
- 2) Impression Metrics
- 3) Research Pilot Program
- 4) Documented Behavior Change
- 5) **Environmental Monitoring**



Fecal coliform seasonal geomean in Aliso Creek And average dry weather flow rate





Questions?