



# Think Blue Massachusetts

*Clean Water Begins With You, Let's Think Blue*



# Agenda



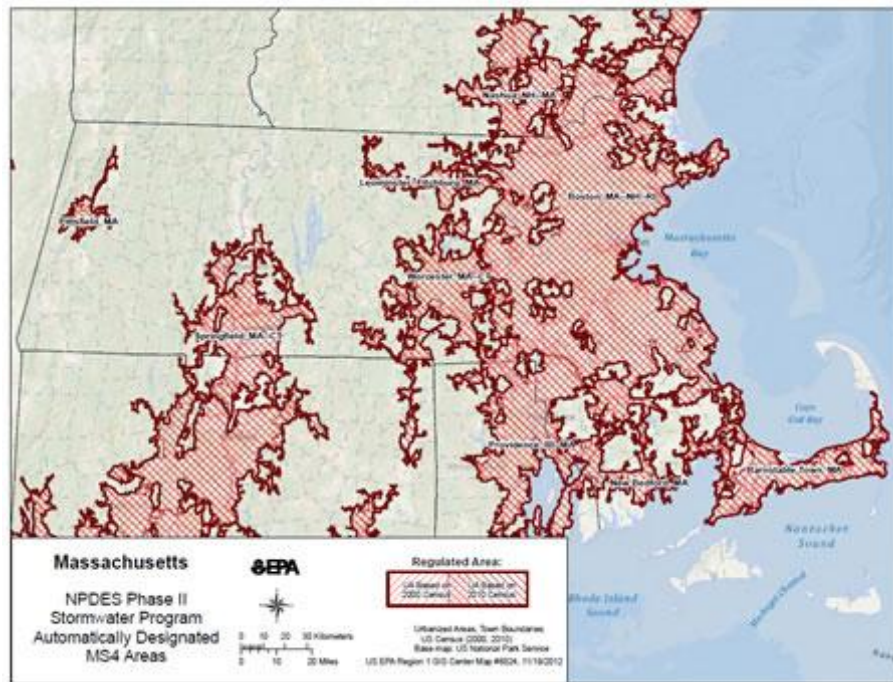
1. Welcome & Introductions
2. Municipal perspective of Massachusetts NPDES MS4 Permit
3. Massachusetts Statewide Municipal Stormwater Coalition
4. Think Blue Massachusetts campaign
5. What's next?



# The Massachusetts NPDES MS4 Permit

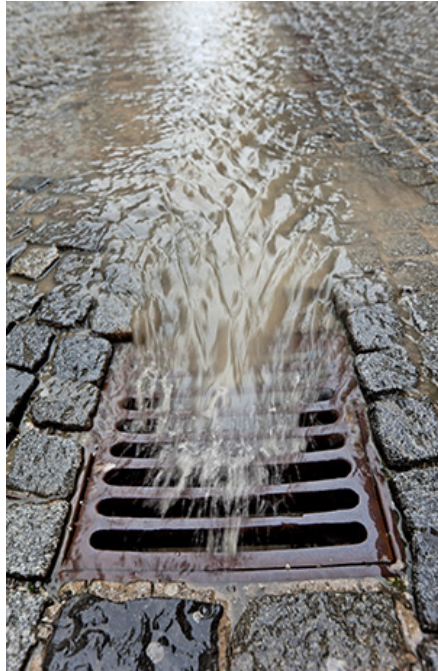


- Phase II less than 100,000 persons
- Original permit effective in 2003, administratively continued until 2018
- New permit effective July 1, 2018
- ~ 260 permitted communities





# Municipal stormwater management challenges



For most MA communities.....

- No dedicated funding for stormwater –competing for general fund
- Overwhelmed by new MS4 permit requirements
- Dispersed responsibilities amongst DPW & other departments
- Limited public knowledge of infrastructure or stormwater

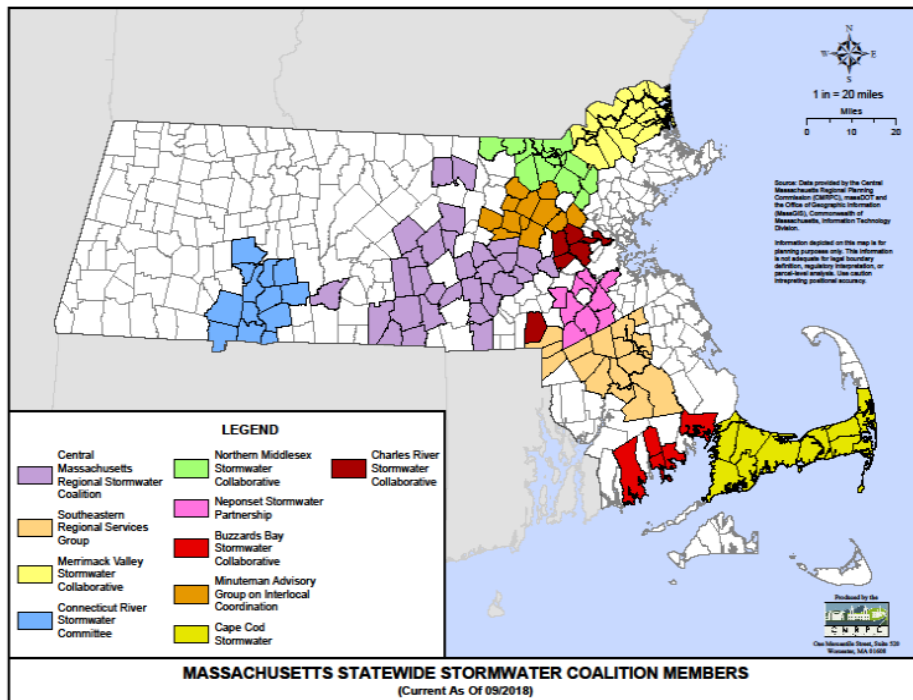


# What is the Statewide Coalition?



The Massachusetts Municipal Statewide Stormwater Coalition is a group of regional municipal coalitions working together to more effectively manage municipal stormwater.

- 10 regional coalitions
- Over 130 permitted MS4 communities







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What does the permit require Towns &  
Cities to do for public education?



# MS4 Permit Requirements



"...implement an education program that includes educational goals based on stormwater issues of significance within the MS4 area."



# MS4 Permit Requirements



The permit goes on to define the following four audiences for this required educational program:

1. Residents
2. Businesses, institutions (churches, hospitals), and commercial facilities
3. Developers (construction), and
4. Industrial facilities.



# MS4 Permit Requirements



- **Two educational messages** over the permit term to each of these audiences, **spaced at least a year apart**.
- The U.S. EPA explicitly allows you to "...**use existing materials** if they are appropriate for the message the permittee chooses to deliver."
- The permit states that you "... **may partner** with other MS4s, community groups or watershed associations to implement the education program to meet this permit requirement."



# MS4 Permit Requirements



Finally, you must "...show evidence of focused messages for specific audiences as well as **evidence that progress** toward the defined educational goals of the program **has been achieved.**"





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A free program to help you meet those  
requirements!



# Think Blue Massachusetts campaign



A \$200,000 grant from MassDEP to develop and implement a statewide stormwater education and outreach campaign.

*The goal of the statewide stormwater education and outreach campaign is to develop and implement an integrated strategy that will maximize the effectiveness and efficiency of public outreach and participation efforts at the statewide, regional and local scales.*

Built off successful Think Blue Maine campaign model

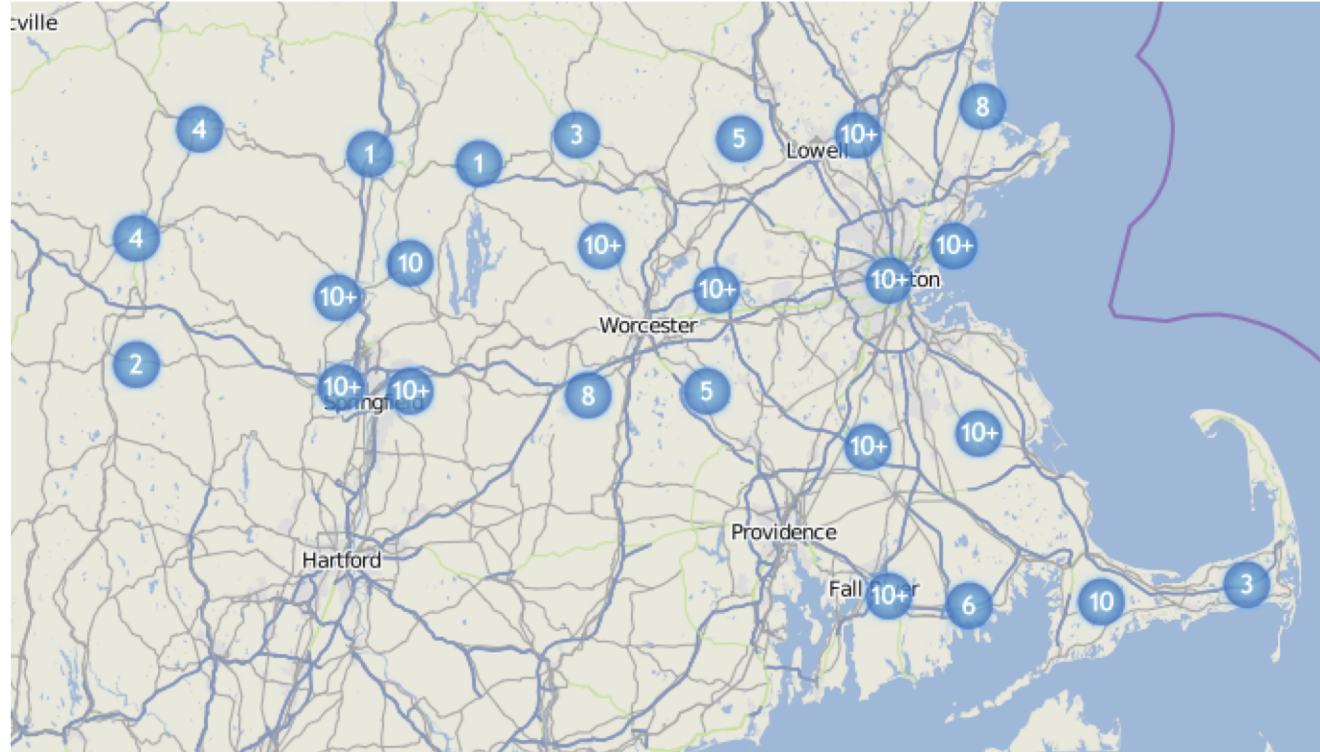




# What we learned from the public



To inform our work,  
we surveyed 400  
Massachusetts  
residents about  
stormwater





# Baseline public survey results



Statewide Baseline Survey					
Statement	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I can take action to prevent water pollution	17%	46%	28%	8%	2%
The actions of a single person like me won't make any difference	3%	16%	26%	36%	19%
If the community works together, we can prevent water pollution	33%	47%	15%	5%	1%
There is nothing we can do to prevent water pollution	3%	7%	12%	37%	41%

Question #10: When runoff from rainwater or melting snow drains to the street, what happens to it?

Answer	Statewide Baseline Survey	Recall Seeing "Fowl Water" Ad
It goes directly to a local waterway	41%	53%
It goes to a wastewater treatment plant and then into a local waterway	45%	29%
It disappears	9%	7%
It is stored in underground tanks	5%	11%

The Think Blue Massachusetts survey provides a baseline from which to measure the effectiveness of the outreach efforts.



# What we learned from the public



- Massachusetts residents tend to perceive water pollution as something that **corporations cause** and the **federal government regulates**, and are less likely to recognize they are part of the solution to a local problem
- Residents display low knowledge of concepts and terminology for stormwater management, and most perceive stormwater as having “moderate” impact on waterways
- About half of residents report seeing news and social media coverage of their local government, but only ~10% report picking up literature from government offices



# What we learned from MS4s



- Municipal employees spend <10% of their time on stormwater education, and <2 hours per month on regional stormwater partnership
- Municipalities see the value of meeting education & outreach requirements collectively
- Most are *not* eager to create their own materials
- Many want to put their *own* logo on any materials they distribute
- Print materials are easy, social media is getting easier, and public events & press coverage are harder to coordinate





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Think Blue Materials -  
available to the public



# Think Blue brand





# Think Blue video



Modified rubber duck video from  
Think Blue Maine

Ran the video as a “sponsored video”  
Facebook and a “pre-roll” ad on  
YouTube for 4 weeks.





# Think Blue Facebook page



Please "Like" the page.

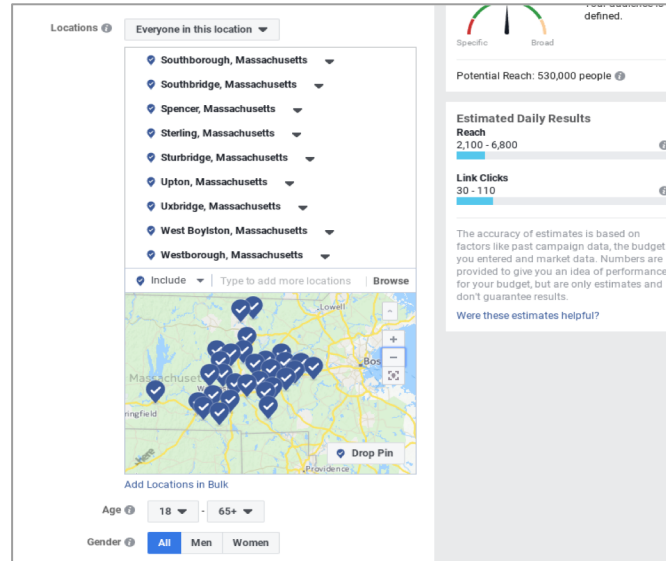
<https://www.facebook.com/ThinkBlueMassachusetts/>



# Think Blue Facebook ads



- The ad appeared in areas served by a regional stormwater coalition, and a separate report was made available for each region.
- The population of these areas is ~4 million, which is ~60% of the state's population.
- The ad budget worked out to ~2.5 cents for each resident.





# Think Blue video – results

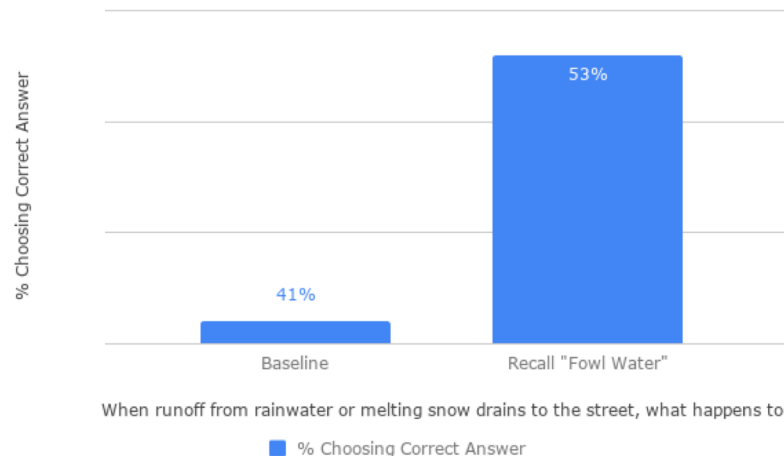
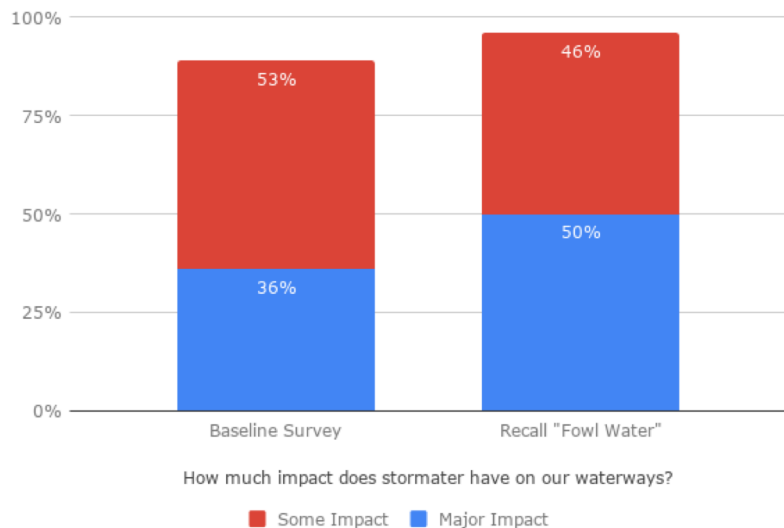


Channel	# of People Reached	Average # of Impressions Per Person	Total # of Impressions	Watched 10+ Seconds	Visited <small>www.ThinkBlueMassachusetts.org</small>
Facebook	919,810	6.26	5,760,785	151,290	5,434
YouTube	957,986	2.37	2,285,410	783,669	3,199
Total:	1,877,796	4.3	8,046,195	934,959	8,633

*\*As of June 30, 2018*



# Think Blue video – evaluation of effectiveness



The initial campaign measured a 14% increase in understanding of what stormwater is, and a 12% increase in where stormwater goes.



# Think Blue website



A screenshot of the Think Blue Massachusetts website. The top navigation bar is dark grey with a small duck logo and links for Home, About, Stormwater 101, Residents, Businesses, Developers, Industrial Facilities, and MS4 Communities (which is highlighted with a red box). The main content area has a dark blue background. On the left, it says "Welcome to Think Blue Massachusetts" and describes the campaign as a statewide educational effort to reduce polluted runoff. To the right is a video player showing a close-up of many small yellow ducks. Below the video is a red "About Us" button. The bottom section features a large image of a child and an adult by a stream, with the heading "Why Do We Care?" and text about stormwater pollution's impact on water supplies and wildlife.

<https://www.thinkbluemassachusetts.org/>



# Think Blue print materials



Businesses

Your Logo Here

THINK BLUE MASSACHUSETTS

### Put Waste in its Place for Clean Water in NAME OF TOWN

As a business owner, you are responsible for all pollutants that leave your property. You play a big role in keeping our waterways clean and healthy! Do your part by keeping your property clean and properly storing your trash until pick-up.

DO



DON'T



- Inspect your dumpster daily.
- Make sure the lid is kept closed and locked.
- Check for leaks and replace, if needed.
- Schedule regular trash pick-ups to prevent the dumpster from becoming too full.

**Why is this necessary?**  
Rain that falls into and around your dumpsters can pick up trash and dirt as it drains away. Much of this water, or **stormwater**, ends up in our lakes, rivers, and streams. It's the fastest growing type of water pollution in Massachusetts. **Stormwater** pollution is bad business for our state's waterways. It harms fish and wildlife, makes our water unsafe to drink, and can spoil outdoor activities.

Business owners can do their part to keep Massachusetts' waterways clean.  
Find more tips like these at [www.ThinkBlueMassachusetts.org](http://www.ThinkBlueMassachusetts.org)

Adapted from DCR's Division of Water Supply Protection [stormwater](#) materials and used by permission

THINK BLUE MASSACHUSETTS

Residents

Your Logo Here

THINK BLUE MASSACHUSETTS

### Do Your "Doody" for Clean Water

You hate stepping in it. And fish hate swimming in it, too! Dogs produce a lot of waste which, if not disposed of properly, can end up in our waterways. Do your part to keep our waters and public areas clean and healthy! Bag your pet's waste and throw it in a trashcan.

DO



DON'T



**Did you know that the average dog can produce nearly a pound of waste each day?**

- Pet waste left on lawns and in public spaces is not only gross. It can be quite harmful too.
- Pet waste contains twice as much bacteria as human waste!
- If left in your yard, pet waste can kill grass and other plants.
- Adults and children who come in contact with it can get sick.
- When pet waste washes into storm drains and waterways, it can make the water unhealthy for people and wildlife.
- Pet waste in waterways can even cause algae to grow, making the water turn an unpleasant green color.

**Do your "doody" in both public areas and in your yard.**  
To learn more, visit the [www.ThinkBlueMassachusetts.org](http://www.ThinkBlueMassachusetts.org)

Adapted from materials provided by Nepon set [stormwater](#) Partnership and used by permission

THINK BLUE MASSACHUSETTS



# Think Blue social media



If your town shares posts from Think Blue Massachusetts, you can easily measure and report on this activity

A screenshot of the Facebook page for "Think Blue Massachusetts". The page header shows the name and a search bar. The profile picture is the Think Blue logo with a duck. The cover photo features a dog running and a sign that says "DO YOUR DOODY SCOOP MY POOP" with the Think Blue logo. The post content includes a message about clean water and a link to the website. The interaction bar shows "Like", "Comment", and "Share" buttons. A red arrow points to the "Share" button. Below the post, there is a "1 Share" section and a comment box.

Think Blue Massachusetts

Published by Eric Eckl [?] · June 14 at 11:59 AM · ⚙️

Do your "doody" for clean water! You hate stepping in it and fish hate swimming in it. Visit [www.thinkbluemassachusetts.org](http://www.thinkbluemassachusetts.org) to learn more. #thinkblue

Like Follow Share

Like Comment Share

1 Share

Write a comment...



# Think Blue newspaper ad



Clean water begins  
with **you**.

Let's **Think Blue**.



If stormwater pollution was rubber duckies, we would see it polluting our waters whenever it rains. But stormwater pollution is actually pet waste, motor oil, trash, and lawn chemicals flowing unnoticed and untreated into Massachusetts' waterways and water supplies.

But there's hope! If we all do your part, we can make a difference and keep enjoying clean healthy waterways.

Visit our website for tips on what to do at home and at work.

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



## Think Blue ads placed in local newspapers

**Worcester Telegram**: Oct 3, 2018, Dec 2019

**Gate House/Wicked Local** : Oct 3, 2018

The Patriot Ledger, Cohasset Mariner, Hanover Mariner, The Hingham Journal, Marshfield Mariner, Norwell Mariner, Scituate Mariner, Braintree Forum, Weymouth News.

The Enterprise, Carver Reporter, Kingston Reporter, Old Colony Memorial, Pembroke Mariner & Express, The Sentinel, Wareham Courier, Bourne Courier, The Bulletin (Falmouth & Mashpee), The Register, (Barnstable, Dennis Yarmouth) Sandwich Broadside,

The Waltham News Tribune, Allston/Brighton TAB, The Arlington Advocate, Belmont Citizen Herald, Brookline TAB, Cambridge Chronicle & TAB, Somerville Journal, Watertown TAB

The Dedham Transcript, Dover-Sherborn Press, Medfield Press,

Norwood Transcript & Bulletin, Roslindale Transcript, Sharon Advocate, Walpole Times, West Roxbury Transcript, Westwood Press

Beverly Citizen, Cape Ann Beacon, Danvers Herald, Georgetown Record, The Hamilton-Wenham Chronicle, Ipswich Chronicle, Newburyport Current, North Andover Citizen, Tri-Town Transcript

**Stonebridge Papers**: Oct 5, 2018

Spencer New Leader, Auburn News, Charlton Villager, Sturbridge Villager, Southbridge News, Webster Times, Blackstone Valley Tribune, Winchendon Courier, Putnam Villager, Woodstock Villager, Thompson Villager, Killingly Villager



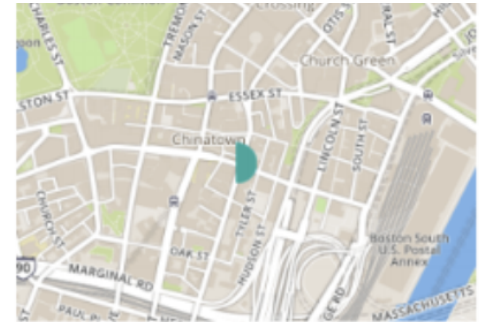
# Think Blue billboard



Clean water begins with **you**.  
Let's **Think Blue**.



Digital Think Blue billboard in Boston,  
vicinity of Kneeland St/Harrison Ave,  
October 2018





# Think Blue booth materials



Shared materials available to borrow for public events:

- Booth tablecloth & banner
- Materials stand
- Pop-up tent
- EnviroScape non-point source pollution model





# Kick-off with MassDEP



You're invited to join the Massachusetts Department of Environmental Protection, the  
Statewide Stormwater Coalition  
and the Joseph H. Gibbons Elementary School  
for  
the official launch of **Think Blue Massachusetts:**  
**Friday, October 5, 2018**  
10:00 am-11:30 am  
*at*  
Joseph H. Gibbons Elementary School  
235 Morton Street  
Stoughton, MA

Please join us for the launch of “Think Blue Massachusetts,” a public education campaign to generate awareness among residents and businesses of stormwater pollution and the effects it has on our waterbodies. We will be joined by 5<sup>th</sup> grade students from the J.H. Gibbons Elementary School who have been interacting with the school’s newly constructed rain garden as they learn about ways to reduce stormwater contamination. Please join us to learn more about this important outreach effort and how it can help your community comply with the new MS4 stormwater permit!





# Press coverage



## New 'Think Blue Massachusetts' campaign aims to reduce polluted stormwater runoff



CRAIG F. WALKER/GLOBE STAFF/FILE

A new ad uses rubber ducks to represent trash flowing through the water supply.

By Katie Camero | GLOBE CORRESPONDENT OCTOBER 05, 2018

*Boston Globe, October 5, 2018*

 **StormwaterReport**

HomeThe Report

December 20, 2018 | 0 Comments

**Massachusetts regulators help MS4 communities meet public outreach obligations**

Massachusetts environmental regulators are making it easier for 260 municipal separate storm sewer system (MS4) permittees in the state to meet public outreach and education requirements set by the U.S. Environmental Protection Agency (EPA). The Massachusetts Department of Environmental Protection (MassDEP) partnered with the Massachusetts Statewide Stormwater Coalition, a group of representatives from 94 municipal stormwater agencies, to develop the [Think Blue Massachusetts](#) campaign.

The campaign offers customizable flyers, posters, videos, and webinars for MS4 permittees to use. These materials outline ways homeowners, businesses, industrial managers, and other community stakeholders can contribute to more robust stormwater management. Adapting content from Think Blue Massachusetts enables smaller MS4 permittees to meet their requirements without significant investment in their own campaigns.

"The new campaign is a toolkit to help cities and towns meet the public education and outreach requirements of MS4," said MassDEP Commissioner Martin Souborg, in a statement. "The material is available online and can be easily downloaded and customized to reflect a community's individual needs. It provides one-stop shopping for our local officials who are working hard to meet these requirements."



Learn more at [www.ThinkBlueMassachusetts.org](http://www.ThinkBlueMassachusetts.org)

The Massachusetts Department of Environmental Protection partnered with the Massachusetts Statewide Stormwater Coalition to develop a new suite of stormwater-focused public outreach materials. The campaign, Think Blue Massachusetts, aims to make it easier for the 260 municipal separate storm sewer system permittees in the state to meet community education requirements mandated by the U.S. Environmental Protection Agency. Photo courtesy Think Blue Massachusetts.

Awareness leads to action

*WEF StormwaterReport, December 20, 2018*



# THE DUCK!







What's Next?



# Think Blue at regional conferences



- Massachusetts Municipal Association (MMA) Annual Meeting & Trade Show NEWEA
- Massachusetts Association of Conservation Commissioners (MACC)
- New England American Public Works Association (NEAPWA)
- New England Interstate Water Pollution Prevention Control Commission (NEIWPCC) Non-Point Source Pollution conference





## Phase 2....



- New Rubber Duck video
- More social media marketing
- Distribute video on cable access & government channels



# Contact Info



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