

THINK BLUE
MASSACHUSETTS

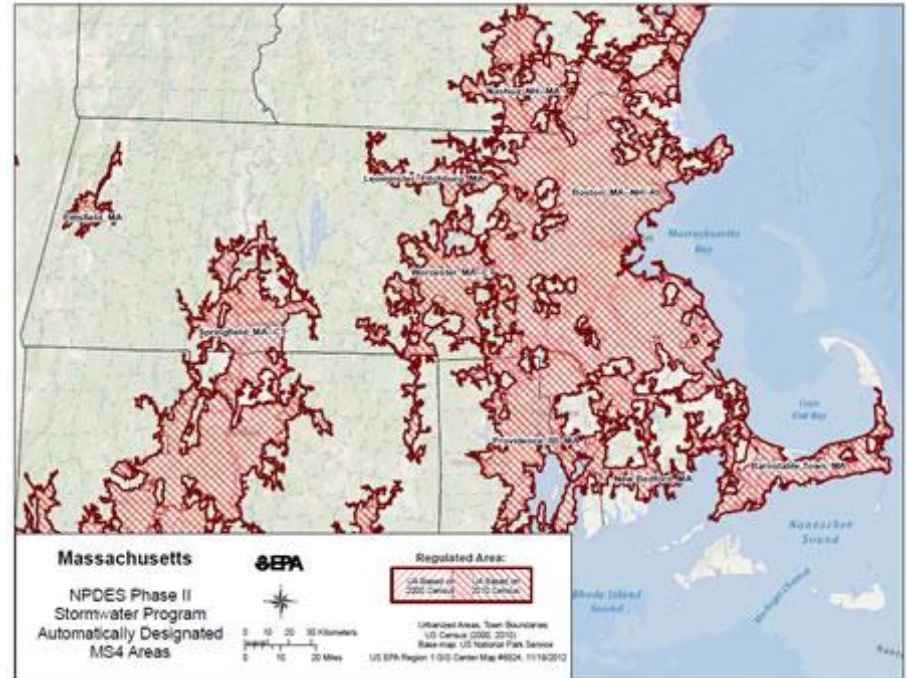
Think Blue Massachusetts

Clean Water Begins With You, Let's Think Blue

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





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 " for the following audiences: (1) Residents, (2) Businesses/ institutions/ commercial facilities, (3) Developers (4) Industrial facilities

AND

"...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.**"

Public Education is a challenge for municipal staff!!!



For most MA communities.....

- Limited existing public knowledge of infrastructure or stormwater
- Overwhelmed by new MS4 permit requirements
- No dedicated funding – competing for general fund
- Stormwater program managed by technical & financial specialists...not marketing & education specialists

Think Blue Massachusetts 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.

Started with a grant from MassDEP



Built off successful
Think Blue Maine
campaign model



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
- About 1/2 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
- 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





Think Blue Materials -
available for free to the public

Think Blue brand



Think Blue video

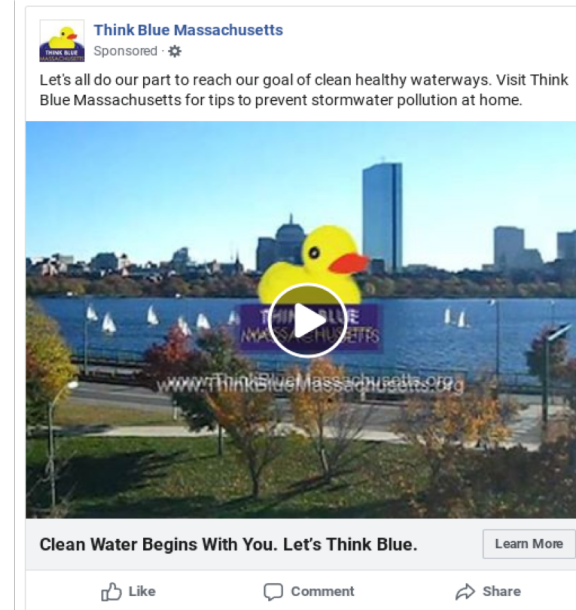


Modified rubber duck video from
Think Blue Maine

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.

The screenshot shows the Facebook Ads Manager targeting interface. The 'Locations' section is set to 'Everyone in this location' and lists several Massachusetts municipalities: Southborough, Southbridge, Spencer, Sterling, Sturbridge, Upton, Uxbridge, West Boylston, and Westborough. A map below shows these locations marked with blue pins. The 'Age' range is set to 18-65+, and 'Gender' is set to 'All'. On the right, the 'Potential Reach' is 530,000 people, and 'Estimated Daily Results' show a reach of 2,100-6,800 and link clicks of 30-110.

The report is titled 'Central Massachusetts Regional Stormwater Coalition Educational Advertisement Campaign Report'. It includes a 'Message Targeting' section listing 20 municipalities: Ashland, Auburn, Chariton, Dudley, Fitzburg, Framingham, Crafton, Holden, Hopkinton, Lancaster, Lunenburg, Marlborough, Millbury, Natick, Northborough, Northbridge, Rutland, Falmers, Fitchburg, Sturbridge, Southborough, Southbridge, Spencer, Sterling, Uxbridge, Upton, West Boylston, and Westborough. The report also contains a section on 'The effort helps coalition members meet their requirements to document in each annual report the messages for each audience, the method of distribution, the measurement methods used to assess the effectiveness of the messages, and the methodologies used to assess the overall effectiveness of the education program.'

Google & Facebook estimate they can reach approximately 570,000 people in these areas. Residency is determined using a combination of account registration information and IP addresses.

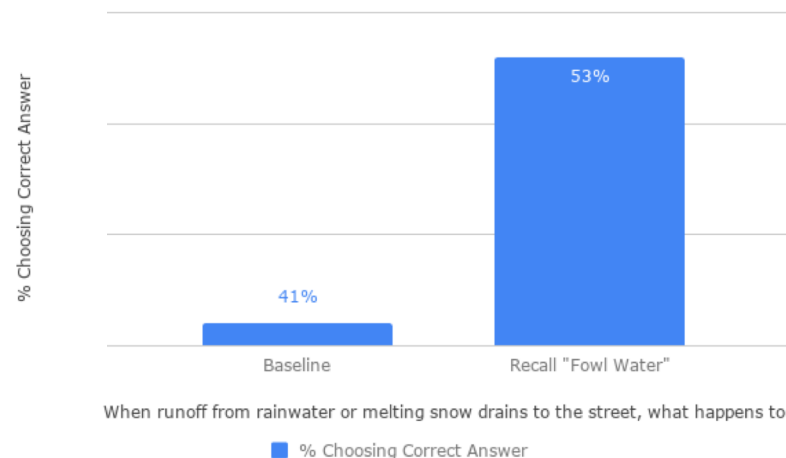
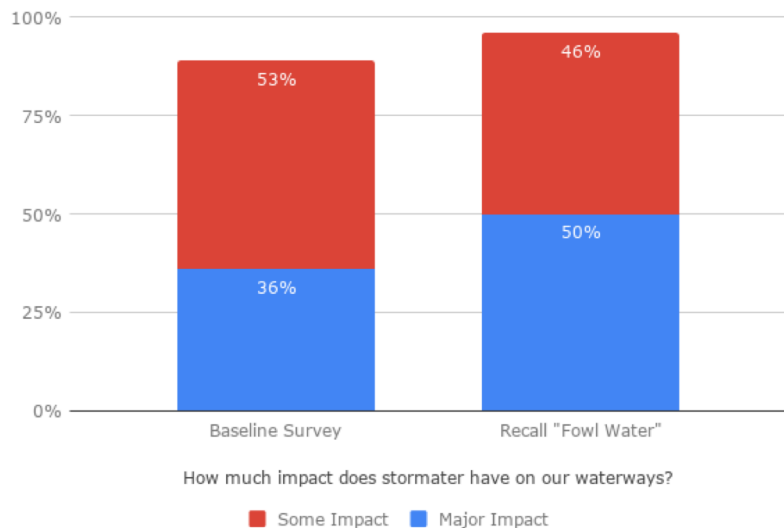
Think Blue video – results



| 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 includes links for Home, About, Stormwater 101, Residents, Businesses, Developers, Industrial Facilities, and MS4 Communities (highlighted with a red box). The main content area features a "Welcome to Think Blue Massachusetts" section with a video player showing a field of yellow duck-shaped plants. Below this is an "About Us" button. The bottom section is titled "Why Do We Care?" and includes text about stormwater pollution. The background of the bottom section shows a person and a child looking at a stream in a wooded area.

Welcome to Think Blue Massachusetts

Think Blue Massachusetts is a statewide educational campaign to help residents and businesses do their part to reduce polluted runoff and keep our state's lakes, rivers, and streams clean and healthy.

[About Us](#)

Why Do We Care?

Stormwater pollution fouls our lakes, rivers, and streams. That's bad news for our water supplies and outdoor activities -- and also for the fish and wildlife that live there.

<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.

- Don't place leaking containers in the dumpster when emptying trash.
- Though it's sure to get smelly, never hose down the inside of your dumpster.

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

Adapted from DCR's Division of Water Supply Protection on www.mass.gov/dcr materials and used by permission

THINK BLUE MASSACHUSETTS

Businesses

YOUR LOGO HERE

THINK BLUE MASSACHUSETTS

Put a Brake on Stormwater Runoff from Gas Stations



- Cover the fueling area with a canopy.
- Install grooves around fueling island to contain spills should any occur.
- Install curbing around the fueling island prevent stormwater from flowing into the area.
- Post signs near pumps that explain what to do in case of a spill or an emergency.
- Pave the fueling area with an impervious surface, such as nonporous concrete.
- Clean up small leaks and drips with absorbent pads or kitty litter.
- Vegetated buffers help control stormwater flow and help prevent flooding.
- Keep spills out of drains.

Maintenance is important for the optimal performance of all these practices.

Business owners can do their part to keep Massachusetts' waterways clean.
Find more tips like these at www.ThinkBlueMassachusetts.org

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 a Facebook post from the page "Think Blue Massachusetts". The post includes a profile picture of a yellow duck, the name "Think Blue Massachusetts", and the handle "@ThinkBlueMassachusetts". The post text reads: "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". The image content shows a small brown and white puppy running on grass next to a green sign that says "DO YOUR DOODY SCOOP MY POOP" with the Think Blue logo. The post has 1 like and 1 share. A red arrow points to the "Share" button in the interaction bar.

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 to learn more. #thinkblue

DO YOUR DOODY SCOOP MY POOP

1 Like

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 our 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



Think Blue ads placed in local newspapers

Worcester Telegram: Oct 3, 2018, Dec 2018

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

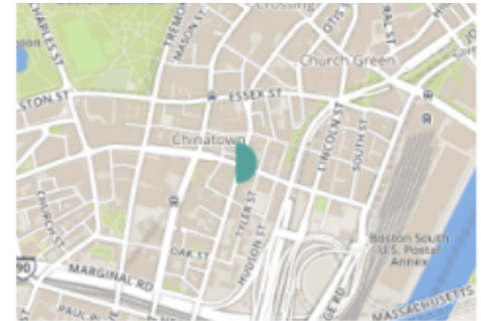
Think Blue billboard



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



Digital Think Blue billboard in Boston,
vicinity of Kneeland St/Harrison Ave,
October 2018 – May 2019



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

Contact us at thinkbluemassachusetts@gmail.com to borrow materials for your events!



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 5th 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

A screenshot of a webpage from the 'StormwaterReport' section of the WEF website. The page title is 'Massachusetts regulators help MS4 communities meet public outreach obligations'. The article text discusses how Massachusetts environmental regulators are making it easier for 260 municipal separate storm sewer system (MS4) permittees to meet public outreach and education requirements. It mentions that the Massachusetts Department of Environmental Protection (MassDEP) partnered with the Massachusetts Statewide Stormwater Coalition to develop the 'Think Blue Massachusetts' campaign. The article also notes that the campaign offers customizable flyers, posters, videos, and webinars for MS4 permittees to use. A quote from MassDEP Commissioner Martin Suuberg is included, stating that the material is available online and can be easily downloaded and customized to reflect a community's individual needs. The article concludes with the phrase 'Awareness leads to action'. On the right side of the article, there is a small image of a person holding a red umbrella, with the text 'Clean water begins with you. Let's Think Blue.' and 'THINK BLUE MASSACHUSETTS'.

WEF StormwaterReport, December 20, 2018

THE DUCK!





What's Next?

Phase 2....



- New Rubber Duck video!
 - Distribute video on cable access & government channels
- More social media marketing
 - Where's the duck?
- More community events
- Year 1 permit reporting
- Think Blue New England???

Contact Info



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