

Our Region's Water.

PROTECTING. PRESERVING. PROMOTING.

Building an Effective Outreach Program

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Storm Water Management Plans and Expectations for MS4 Communities
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Social Marketing is:

- Marketing a behavior
- Making change easier
- Transforming society

Example campaign



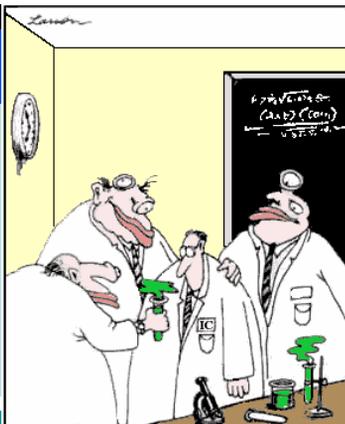
Dayton area initiative to encourage and enable alternative transportation use

- Ridesharing
- Biking
- Walking
- Taking the bus

The partnership



Social Norms in the lab



In this session . . .



- Learn steps of behavior change campaigns
- Describe value of involving target audience
- Create a measurable objective of your own

Changing Behavior

- Identify target audience and desired behaviors
- Identify barriers & benefits
- Select tools that match the identified barriers
- Refine and define your approach
- Pilot test and adjust
- Implement throughout target audience
- Evaluate



Desired behaviors



- What do you want people to do or not do?
- Are they likely to make the change?
- How will you know?

Desired Behaviors for Drive Less, Live More

•What do you want people to do or not do?

Use alternative transportation more and drive own car less

•Are they likely to make the change?

With enough personal benefits

•How will you know?

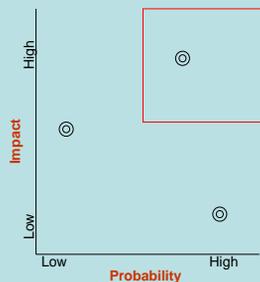
Participation & Census

Your turn!

What behaviors would you like to change?

What behaviors matter?

Behavior	Environmental Impact
Disconnect downspouts	Reduce hydromodification
Reduce or eliminate lawn fertilizer use	Reduce nutrient overloading
Properly dispose of household hazardous waste	Reduce VOCs and other toxic pollutants



Target Audience



- Who has the power to change?
- What can we know about them?
- How will we find out?

Outreach campaigns are most likely to waste effort and money when organizers fail to segment and understand the target audience.

Target Audience for Drive Less, Live More



- Adult car owners in Montgomery County area
- Who bike recreationally
 - Who live & work near bus line
 - Who want to save money
 - Who want to improve health

Your Turn!

- Who has the power to change?
- What can we know about them?
- How will we find out?

Identify barriers & benefits

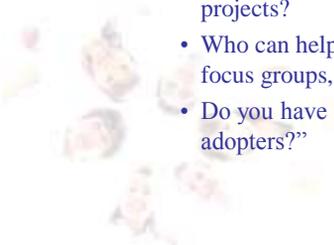


- Research similar projects
- Interviews/focus groups
- Objective surveys

Barriers & benefits for Drive Less, Live More

Mode	Barrier	Benefit
Bus	Inconvenient Routes	Dependability
Bike/Walk	Time & Distance	Increased fitness
Carpool	Inflexibility	Cost savings
Drive	Expense	Convenience

Your turn!



- Where can you find assessment & evaluation data about similar projects?
- Who can help conduct interviews, focus groups, and surveys?
- Do you have a list of “early adopters?”

Select the right tools



- Magnify benefits
- Overcome barriers

Social Marketing Tools

- Commitments
- Prompts
- Social norms
- Messages
- Incentives
- Removing external barriers

Commitment examples



Prompts



Social Norms



Effective messages



Providing incentives



Need Financial Assistance to Spay or Neuter Your Pet?

Barrier removal examples



Drive Less, Live More Tools

- Commitments – Log your trips
- Prompts – E-newsletters, ads
- Social norms - Gatherings
- Messages
 - Get fit
 - Save money
 - Enjoy life
 - Protect the planet
- Incentives – Pancakes, Prizes

One Less Trip



Media

- Website
- Ads
- Earned Media



Gatherings



Incentives



Removing External Barriers

- **Carpool** – Promote “Guaranteed Ride Home” program
- **Bike** – Target trips of < 5 miles
- **Walk** – Target trips of < 1 mile
- **Bus** – Improve way-finding capacity

Great Miami River Recreation Trail: Plan a Trip



Your turn!



- How can you help your target audience overcome the barriers?
- What messages might resonate, helping to magnify the benefits?

Refine and define your approach



- Draft a strategic communications plan
- Draft a budget
- Assemble your advisory committee

Drive Less, Live More approach



- Strategic communications plan
- Committee of four partner agencies
- **Target audience assessment**

Your turn!



- Who will be on your planning committee?
- What financial partners might be involved?

Pilot test and adjust

- Pick small geographic area
- Run it
- Assess initial success
- Make adjustments as needed

Implement!

- Quality
- Responsiveness
- Continuous Improvement
- Record-keeping

Evaluate

- Gather baseline data
- Monitor progress
- Multiple measures
- 10% of program budget



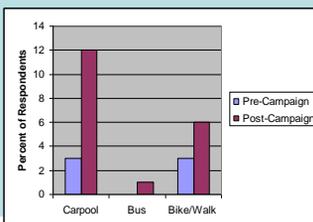
Drive Less, Live More Results

- Baseline data
 - US Census
 - Online pre-campaign survey
- Over 700 participants
- Over 30,000 miles not driven
- Rich personal stories
- Online post-campaign survey



Drive Less, Live More Survey Results

- 43% heard about campaign & were confident could drive less



Use of alternative transportation modes three times per week or more

Key ingredient

Persistence



CLICK IT OR TICKET.



Questions?

