

**THINK BLUE**  
MASSACHUSETTS

# Think Blue Massachusetts

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

# Agenda

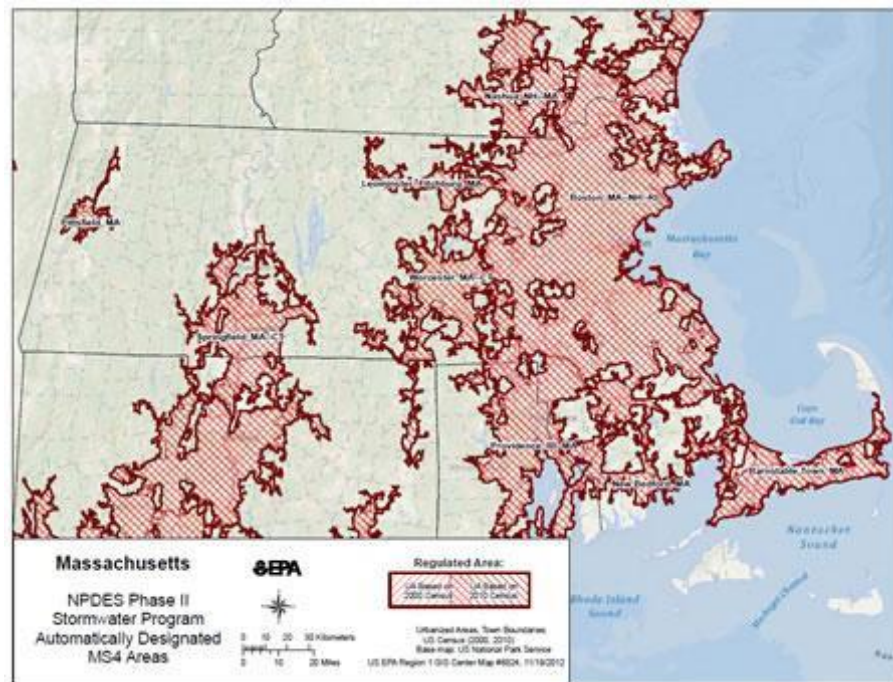


1. Welcome & Introductions
2. Municipal perspective of Massachusetts NPDES MS4 Permit
3. Massachusetts Statewide Municipal Stormwater Coalition
4. Think Blue Massachusetts campaign
5. What's next?

# 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.....

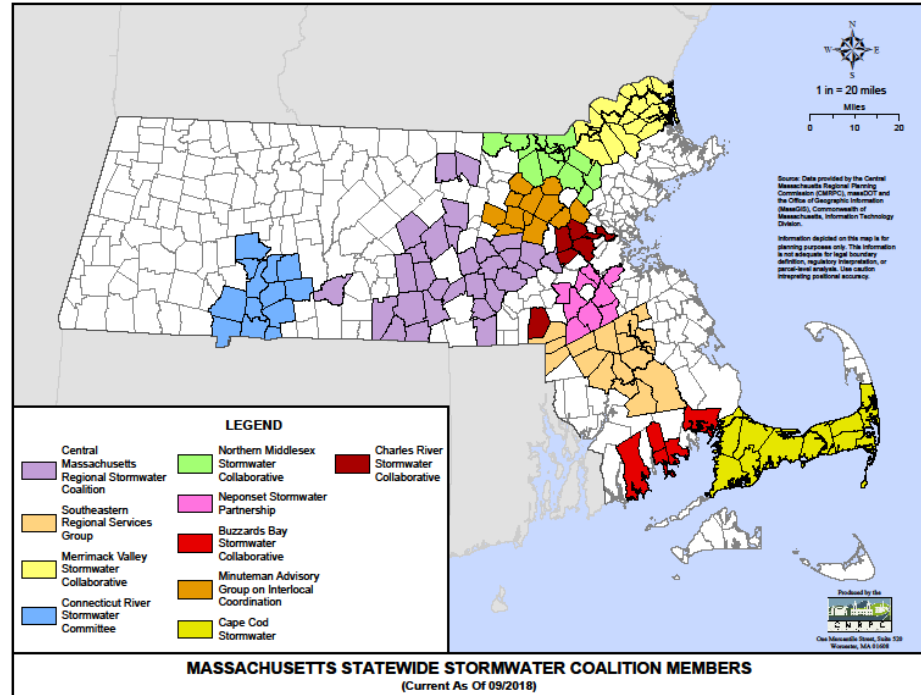
- No dedicated funding for stormwater – competing for general fund
- Overwhelmed by new MS4 permit requirements
- Dispersed responsibilities amongst departments
- Limited public knowledge of infrastructure or stormwater

# 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



# What has the Statewide Coalition done?



1. Brought together regional coalitions
2. Coordinate quarterly meetings; with guest speakers from EPA, MassDEP, etc.
3. Shared tools & training
  - Public education materials
  - SOPs & SWPPP templates
4. Developed Think Blue Massachusetts public education campaign, with grant from MassDEP





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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.**"

# 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.*





# 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 Towns & Cities



- 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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A free program to help you meet those requirements!

# 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



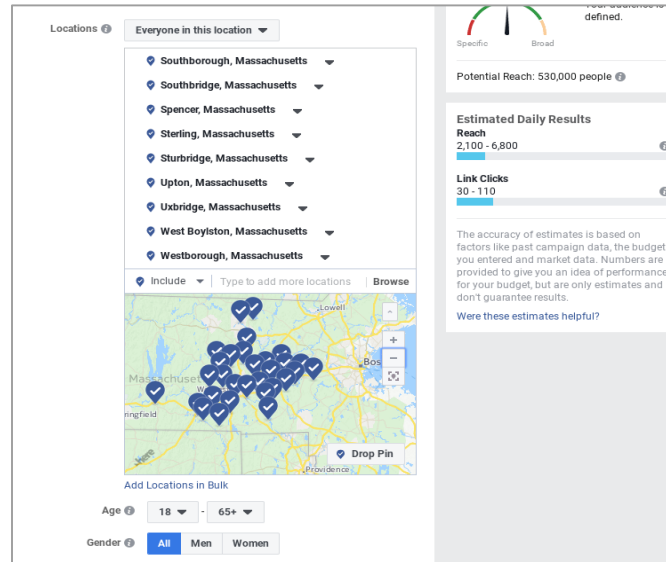
Please "Like" the page.



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










# Think Blue Facebook ads






- The ad appeared in areas served by a regional stormwater coalition, and a **separate report is 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.






Locations  Everyone in this location 




- Southborough, Massachusetts 
- Southbridge, Massachusetts 
- Spencer, Massachusetts 
- Sterling, Massachusetts 
- Sturbridge, Massachusetts 
- Upton, Massachusetts 
- Uxbridge, Massachusetts 
- West Boylston, Massachusetts 
- Westborough, Massachusetts 


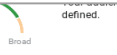
Include  Type to add more locations 




Add Locations in Bulk


Age  18  - 65+ 


Gender  All  Men  Women

Specific  Broad 

Potential Reach: 530,000 people 

Estimated Daily Results

Reach  
2,100 - 6,800 

Link Clicks  
30 - 110 

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



Advertising Campaign Report

Central Massachusetts Regional Stormwater Coalition  
Educational Advertisement Campaign Report

On behalf of the members of the Central Massachusetts Regional Stormwater Coalition, Think Blue Massachusetts ran an educational advertising campaign from May 31 to June 20th, 2018. The "Yowl Yowler" advertisement helps remind residents stormwater pollution from motor oil, pet waste, and trash become stormwater pollution.

We selected Facebook sponsored video and YouTube pre-roll advertisements for two primary reasons:

- These channels offer superior "bang for the buck" to cable and broadcast television
- Facebook and YouTube will accept the file formats that were available to us in 2018.

This 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."

Message Targeting  
Think Blue Massachusetts targeted the advertisements to residents of the following municipalities:

- Andover
- Auburn
- Chariton
- Dudley
- Fitzburg
- Framingham
- Grafton
- Holden
- Hopkinton
- Lancaster
- Lunenburg
- Marlborough
- Millbury
- Fallis
- Northborough
- Northbridge
- Palmer
- Plainfield
- Rutland
- Shelburne
- Southborough
- Southbridge
- Spencer
- Sterling
- Sturbridge
- Upton
- Uxbridge
- West Boylston
- Westborough

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.

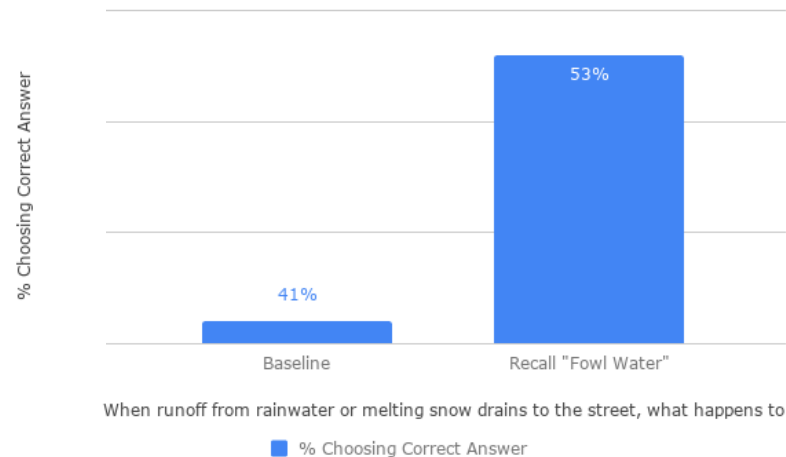
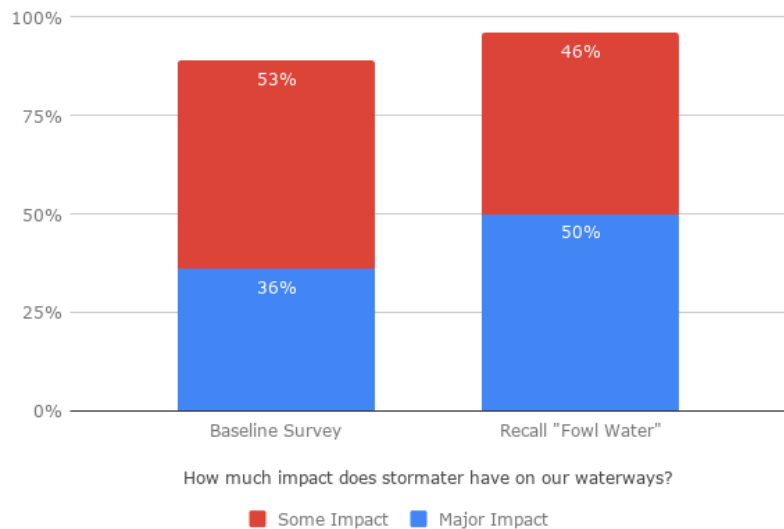
# Think Blue video – results



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
<b>Total:</b>	<b>1,877,796</b>	<b>4.3</b>	<b>8,046,195</b>	<b>934,959</b>	<b>8,633</b>

*\*As of June 30, 2018*

# “Fowl Water” Highlights



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 the Think Blue logo on the left and menu items: Home, About, Stormwater 101, Residents, Businesses, Developers, Industrial Facilities, and MS4 Communities (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 provides a brief description of the campaign. On the right, there is a video player showing a field of yellow duck-shaped plants. Below the video is an "About Us" button. The bottom section features a large image of a person and a child by a stream, with the heading "Why Do We Care?" and a paragraph about stormwater pollution.

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

# Think Blue distributable materials



This page on the website is a library of materials for communities to use to meet MS4 permit requirements.

The screenshot shows a webpage titled "MS4 Communities" with a navigation bar at the top containing links for Home, About, Stormwater 101, Residents, Businesses, Developers, and More. The main content area features a header image of two yellow ducks in water. Below the header, there is a paragraph explaining the program's goal to reduce educational goals based on stormwater runoff. This is followed by a list of four audience categories: 1. Residents, 2. Businesses, institutions (churches/hospitals), and commercial facilities, 3. Developers/contractors, and 4. Industrial facilities. Further down, there are sections for "U.S. EPA requires you to distribute two educational messages over the permit term to each of these audiences, spaced at least a year apart," "Finally, your permit requires you to 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," and "Think Blue Massachusetts offers pre-prepared materials that you can use to meet these permit requirements, along with guidance on how to provide evidence that you are making progress towards the goals of the program." At the bottom, there is a section titled "Think Blue Massachusetts's Partner Materials" which lists various resources such as Permit Section 2.3.3, Public Education and Outreach Checklist, and numerous "Think Blue" campaigns from 2018 to 2023, each with a "Click Here" link.

# Think Blue print materials




Businesses



### 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.

<p><b>DO</b></p> 	<p><b>DON'T</b></p> 
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- 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](http://www.ThinkBlueMassachusetts.org)

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





Residents



### 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.


<p><b>DO</b></p> 	<p><b>DON'T</b></p> 
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**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 Neponset [stormwater](#) Partnership and used by permission.



# 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 to learn more. #thinkblue". Below the text is a photo of a small brown and white puppy running on grass, with a green overlay on the right side that says "DO YOUR DOODY SCOOP MY POOP" and features the Think Blue logo. The post has 1 like and 1 share. A red arrow points to the "Share" button in the interaction bar. The left sidebar shows navigation options: Home, Posts, Videos, Photos, About, Community, Groups, Promote, and Manage Promotions.

Think Blue Massachusetts  
@ThinkBlueMassachusetts

Home  
Posts  
Videos  
Photos  
About  
Community  
Groups  
Promote  
Manage Promotions

Like Follow Share

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

DO YOUR DOODY SCOOP MY POOP

Like Comment Share

1  
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](http://www.thinkbluemassachusetts.org)



## Think Blue ads placed in local newspapers in October 2018

**Worcester Telegram**: Oct 3, 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

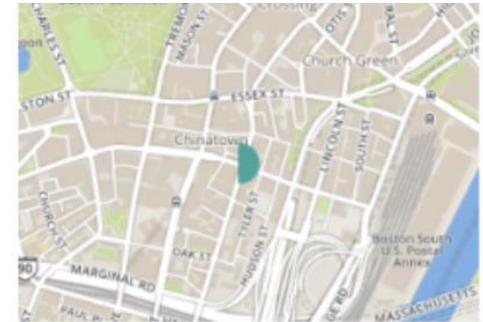
# Think Blue billboard



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



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





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What's Next?

# 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!

**RSVP to:** Andrea Briggs, MassDEP, [andrea.briggs@mass.gov](mailto:andrea.briggs@mass.gov)



# Think Blue booth at MMA Annual Conference



Look for the duck at the:  
40th MMA Annual Meeting & Trade  
Show  
January 18 & 19, 2019  
Hynes Convention Center & Sheraton  
Boston Hotel



# Contact Info



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