



San Diego County

STORMWATER BEHAVIOR CHANGE CAMPAIGN

MARKETING AND COMMUNICATIONS PLAN 2020-2024

PRESENTED BY





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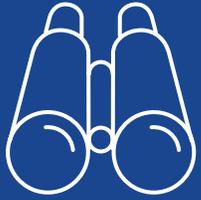


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01



CHAPTER ONE

SUMMARY OVERVIEW

The Project Clean Water Workgroup exists to increase knowledge and awareness of water quality, stormwater quality and watershed protection to improve community perceptions on how to prevent stormwater pollution and to provide a foundation for behavior change to improve stormwater quality.

Per direction from the Workgroup, MIG was contracted to design, develop, implement and evaluate a comprehensive behavior change marketing campaign to improve stormwater quality through public education, public participation and engagement.

The behavior change marketing campaign is a 5-year county-wide public education and outreach initiative created in response to regional surveys reflecting a decline in public awareness that stormwater entering our storm drains is not treated before reaching our rivers, lagoons and the ocean. The multi-year educational campaign



Welcome to
San Diego Wetlands Natural Trail



Small text on the bottom sign, likely providing trail information.



starts with increasing awareness about stormwater not being treated before entering our waterways and will then focus on three areas to reduce the impacts of polluted stormwater:

1. Reduce stormwater runoff and use of garden chemicals
2. Engage in proper trash and pet waste disposal
3. Capture and reuse stormwater

Currently in year one of the campaign, we launched the “52 Ways to Love Your Water” Pledge, which focuses on building foundational awareness of stormwater and pollution issues through weekly small actions that everyone can participate in to help protect our waterways and keep San Diego County communities healthy. These actions are aligned with wet and dry weather messaging, with the goal of solidifying basic stormwater understanding in the community from which to build upon over the next 4 years of the campaign. The primary goal of the behavior change marketing campaign is to encourage the target audiences to take small actions that can be sustained over time to improve stormwater pollution.

Section One of this plan has been prepared to provide a summary of the audit and analysis that was conducted which included a review of existing survey results and targeted research efforts, the WQIP/Watershed audit, relevant campaign reviews, and a review of the Project Clean Water website and existing marketing materials. Section Two is the core deliverable requested by the Workgroup - a plan that outlines the proposed brand and marketing strategies for Project Clean Water’s regional behavior change marketing campaign 2021–2024.

It includes recommended SMART goals, strategies, target audiences, tactics, budget, and metrics and evaluation techniques.

STRATEGIC ACTIONS IN THIS PLAN

- 1 Countywide Marketing & Media Relations
- 2 Jurisdictional Outreach
- 3 Educational Materials
- 4 Events & Activities
- 5 Youth Engagement
- 6 Commercial Pilot Testing & Outreach
- 7 Pilot Marketing Areas
- 8 Coalition Outreach
- 9 Retail Partner Marketing

5-YEAR IMPLEMENTATION PLAN

CAMPAIGNS AND CONTENT FOCUS	KNOWLEDGE AND AWARENESS							
	LAUNCH	AWARENESS	RAINY SEASON WEATHER AWARENESS	KNOWLEDGE	KNOWLEDGE	SUMMER DRY WEATHER AWARENESS	RAINY SEASON WEATHER AWARENESS	PREVENT RUN-OFF
	52 WAYS TO LOVE YOUR WATER						ACTION CAMPAIGN #1: IRRIGATION RUNOFF	
YEAR	2021				2022			
SEASON	SPRING	SUMMER	FALL	WINTER	SPRING	SUMMER	FALL	WINTER
WEBSITE	Launch	Diagonal Lines	Stormwater is not treated			Summer Campaign	Irrigation Runoff/Garden Chemicals	
SOCIAL MEDIA	Launch	Stormwater Knowledge	Stormwater is not treated			Summer Campaign	Irrigation Runoff/Garden Chemicals	
YOUTH	Diagonal Lines	Stormwater Knowledge	Stormwater is not treated			Summer Campaign	Irrigation Runoff/Garden Chemicals	
EARNED MEDIA	Launch	Summer Trash Tips	Stormwater Awareness Week and Labor Day Tips	Wet/Rainy Season Awareness	World Water Day	Dry Season Awareness	Stormwater Awareness Week and Labor Day Tips	Wet/Rainy Season Awareness
DIGITAL ADVERTISING	Post Boost Social Ads	Post Boost Social Ads	Post Boost Social Ads	Retargeted	Post Boost Social Ads	GeoFence Beach & Parks	Post Boost Social Ads	Retargeted
OOH ADS	Diagonal Lines	CIRCUIT - Curbside	Diagonal Lines	Diagonal Lines	Diagonal Lines	CIRCUIT - Curbside	Diagonal Lines	Diagonal Lines
POINT-OF-SALE	Diagonal Lines	Pet Stores	Gas Stations	Diagonal Lines	Landscaper Product Suppliers	Diagonal Lines	Gas Stations	Diagonal Lines
ENVIRONMENTAL	Diagonal Lines	Diagonal Lines	Diagonal Lines	Diagonal Lines	Diagonal Lines	Diagonal Lines	Storm Drain Stencils & Beach Signage- Contaminated Water (Jurisdictional)	
PARTNERSHIPS	Loyals/Padres	Diagonal Lines	NCM/ Comic Con	Diagonal Lines	Loyals/Padres	Diagonal Lines	NCM/ Comic Con	Diagonal Lines
EVENTS	Paddle Out	Coastal Cleanups	Balboa Park - Food Truck Fridays	Diagonal Lines	Earth Day	Coastal Cleanups Paddle Out	Balboa Park - Food Truck Fridays	Diagonal Lines
BUSINESS PARTNERSHIPS	Diagonal Lines	Diagonal Lines	HOA's Restaurant Associations	Diagonal Lines	Diagonal Lines	Diagonal Lines	HOA's Restaurant Associations	Diagonal Lines
DIRECT OUTREACH - BCMC	Diagonal Lines	Diagonal Lines	Diagonal Lines	Diagonal Lines	Diagonal Lines	Diagonal Lines	Irrigation Runoff/Garden Chemicals	



KNOWLEDGE AND AWARENESS								
PREVENT RUN-OFF	SUMMER DRY WEATHER AWARENESS	RAINY SEASON WEATHER AWARENESS	SOURCE REDUCTION	SOURCE REDUCTION	SUMMER DRY WEATHER AWARENESS	RAINY SEASON WEATHER AWARENESS	CAPTURE WATER	CAPTURE WATER
ACTION CAMPAIGN #1: IRRIGATION RUNOFF		ACTION CAMPAIGN #2: TRASH & DOG WASTE			ACTION CAMPAIGN #3: CAPTURE WATER			
2023				2024				2025
SPRING	SUMMER	FALL	WINTER	SPRING	SUMMER	FALL	WINTER	SPRING
	Summer Campaign	Trash & Dog Waste			Summer Campaign	Capture & Redirect		
	Summer Campaign	Trash & Dog Waste			Summer Campaign	Capture & Redirect		
	Summer Campaign	Trash & Dog Waste			Summer Campaign	Capture & Redirect		
World Water Day	Dry Season Awareness	Stormwater Awareness Week and Labor Day Tips	Wet/Rainy Season Awareness	World Water Day	Dry Season Awareness	Stormwater Awareness Week and Labor Day Tips	Wet/Rainy Season Awareness	World Water Day
Post Boost Social Ads	GeoFence Beach & Parks	Post Boost Social Ads	Retargeted	Post Boost Social Ads	GeoFence Beach & Parks	Post Boost Social Ads	Retargeted	Post Boost Social Ads
	CIRCUIT - Curbside				CIRCUIT - Curbside			
Landscaper Product Suppliers		Gas Station/ Pet Stores		Landscaper Product Suppliers		Gas Station/ Pet Stores		Landscaper Product Suppliers
		Storm Drain Stencils & Beach Signage- Contaminated Water (Jurisdictional)				Storm Drain Stencils & Beach Signage- Contaminated Water (Jurisdictional)		
Loyals/Padres		NCM/ Comic Con		Loyals/Padres		NCM/ Comic Con		Loyals/Padres
Earth Day	Coastal Cleanups Paddle Out	Balboa Park - Food Truck Fridays		Earth Day	Coastal Cleanups Paddle Out	Balboa Park - Food Truck Fridays		Earth Day
		HOA's Restaurant Associations				HOA's Restaurant Associations		
		Trash & Dog Waste				Capture & Redirect		





ADVERTISING BUDGET

MARKETING/MEDIA CHANNEL	ANNUAL AD BUDGET	ESTIMATED IMPRESSIONS/EYEBALLS/USERS	ANNUAL FREQUENCY	CADENCE	1-YEAR TOTAL	4-YEAR TOTAL
ENVIRONMENTAL	N/A	50,000	1	Annual	50,000.00	200,000.00
YOUTH-PARTICIPATION **Determine Budget Option *Teachers, Parents, Students	\$10,000	15,000	4	1 Week Periods	60,000.00	240,000.00
HOA OUTREACH	N/A	100,000	3	1xMonthly	300,000.00	1,200,000.00
MEDIA RELATIONS (PRINT/DIGITAL)	N/A	3,500,000 *based on reach of publication	1	Monthly News Spots	4,500,000.00	18,000,000.00
SOCIAL MEDIA (ORGANIC)	N/A	100,000	12	Months	1,200,000.00	4,800,000.00
SOCIAL MEDIA (PAID)	\$10,000	1,000,000	4	1 Week Periods	4,000,000.00	16,000,000.00
RADIO	\$15,000	1,500,000	2	2-Week Periods	3,000,000.00	12,000,000.00
PSA PRE-ROLL	\$5,500	1,000,000	1	1 Week	1,000,000.00	4,000,000.00
CTV/INTERNET-CONNECTED TV (HULU, ROKU, PLUTO)	\$5,500	1,000,000	1	2 Week	1,000,000.00	4,000,000.00
EVENTS ** Determine Budget Option	\$10,000	75,000	4	Day	300,000.00	1,200,000.00
POINT-OF-SALE MARKETING *Based on partial partnership: TBD	\$5,000	80,000	4	4 Week Periods	320,000.00	1,280,000.00
OTHER MARKETING *Based on partial partnership: TBD	\$5,000	1,500,000	4	4 Week Periods	6,000,000.00	24,000,000.00
TOTAL ADVERTISING BUDGET	\$66,000				20,730,000.00	86,920,000.00



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CHAPTER TWO

AUDIT & ANALYSIS

The San Diego Region is widely diverse socio-economically, ethnically and geographically. Traditional marketing approaches have not historically resulted in large-scale behavior change regarding stormwater issues in this region.

Knowledge that stormwater is not treated has declined by 20% based on a 2018 (survey) and a 2011 (survey).

The 5-Year Marketing Campaign aims to address these knowledge gaps and encourage pollution-reducing behaviors using an innovative, measurable and adaptively manageable framework.

The findings from the 2018 countywide survey revealed that residents are concerned about water pollution and can identify some significant sources; however, there is still room to increase engagement in specific behaviors to improve water quality in the region.



➔ **Irrigation Runoff:** Over 50% of respondents with automatic sprinkler systems stated they do not experience water runoff from their property. Observational research revealed that a large proportion of residents do experience water runoff when they are not present to witness the runoff.

➔ **Trash and Litter:** Respondents from the 2018 survey reported a high-level of concern for trash as a stormwater pollutant, yet 16% stated they had littered in the past month. Cigarettes, gum and candy wrappers, food wrappers, plastic bottles or caps and recently during the pandemic face masks have become the most common pollutants.

➔ **Dog Waste:** Overall, respondents' concerns about dog waste as a stormwater pollutant were moderate. Picking up dog waste is a socially desirable behavior.

ITEMS REVIEWED IN AUDIT & ANALYSIS

1. Previous Research Efforts
2. Targeted Research Efforts
3. WQIP/Watershed Audit
4. Relevant Marketing Campaigns
5. Think Blue Campaign
6. Project Clean Water Website



KEY TAKEAWAYS:
Countywide Surveys

- Trash, litter and plastic are consistently well-known pollutants, cited by around half of the respondents
- Soaps, yard debris, runoff and animal waste are less frequently cited, around 5–10%
- Households are generally responsible for their own yard maintenance, around two thirds
- The use of fertilizer is on the decline year over year from almost half to over a third
- Pesticide use has remained consistent around a third
- Few residents wash cars at home (15%) but of those, 74% of them washed on a concrete driveway



KEY TAKEAWAYS:
Event Surveys

- Knowledge of stormwater non-treatment was higher for booth visitors than on the general county-wide survey
- Booth visitors were likely to take any action based on event attendance
- Booth visitors reported seeing pet waste in their neighborhoods and believed it contributes to water pollution



KEY TAKEAWAYS:
Targeted Outreach

- Knowledge and awareness increased from pre to post
- Self-reported instances of the desired behaviors increased from pre to post
- Clear single actions were preferred
- Technical terminology is challenging to convey in other languages
- Vivid positive imagery was preferred

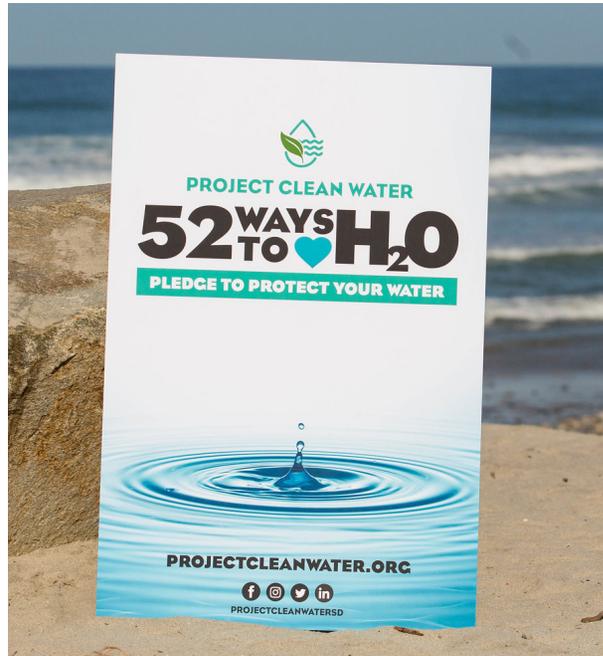


KEY TAKEAWAYS:
Marketing Campaign Overview

- Convenient for people to interact with, simple to understand and easy to put into practice
- Empowering people to change is to show them how - don't tell them
- Encourage people to do their part without feeling it is too little to make a difference
- Actionable behavior change methods
- Highlight the benefits of following suggested behavior
- Emphasize the health and safety of children/future
- Time commitment to campaign to build an engaged audience

PROJECT CLEAN WATER WEBSITE RECOMMENDATIONS

ISSUES	RECOMMENDATIONS
<p>DESIGN</p>	<p>Content is too dense and there is not enough graphic imagery or visual storytelling.</p> <p>Utilize more imagery to tell the story. Consider changing page navigation to more clearly map out all content.</p> <p>Homepage could provide quick access graphics to important resources.</p>
<p>CONTENT</p>	<p>Overuse of acronyms.</p> <p>Inconsistent use of Project Clean Water.</p> <p>Document library needs a better inventory system.</p> <p>Use more imagery to replace text.</p> <p>Build a site glossary with rollover pop-out definition.</p> <p>Establish an inventory system using Categories/Tags to allow for better searchability.</p>
<p>PERFORMANCE</p>	<p>The page speed is very low and server response time is low due to the total page size.</p> <p>Reduce total page file size for better performance.</p> <p>Optimize images to reduce file size.</p> <p>Resolve JavaScript errors.</p>
<p>SEO</p>	<p>Page is largely optimized for SEO Performance.</p> <p>Some areas could be cleaned up to perform better.</p> <p>Project Clean Water comes up in position one.</p> <p>Add Meta Description tags.</p> <p>Add to all keywords and phrases.</p> <p>Add titles and tags to all images</p>



KEY TAKEAWAYS:
Successful Campaign Brand & Components

- Use strong visual storytelling - infographics/short videos
- Create a consistent social media presence across the foundational and action campaign
- Develop a campaign that provides seven or more touch points for each target audience
- Partnerships - for profit and non-profit organizations were instrumental in expanding the reach of the campaign



KEY TAKEAWAYS:
Website

- Succeeds in providing the Stormwater San Diego Region Copermittees with a centralized point of access to water quality information
- Lacks the focus around specific behavior change efforts and does not provide an opportunity to “educate at a glance”



03

CHAPTER THREE

BEHAVIOR CHANGE CAMPAIGN

A successful campaign must first target behaviors that are linked to the desired outcome or goal and then identify the best strategy to approach the target audience for testing and implementation.

PROCESS TITLE



McKenzie-Mohr, D. (1999, 2011)



SMART Goals

The origins of the **SMART** acronym came from a Washington Water Power company planning paper in 1981. The paper was called “There’s a **S.M.A.R.T.** Way to Write Management’s Goals and Objectives.”

Today **SMART** is a well-established methodology used for individual professional development, small business planning, big company management and nonprofits. When applied to social services organizations, **SMART** objectives can be used to systematically monitor progress towards a target or outcome. For San Diego County Stormwater, **SMART** Goals will create a structured approach to developing and designing a multi-year work plan.

The acronym descriptors for SMART Goals has changed slightly over time but the premise for achieving objectives remains the same:

S	Specific	What will be accomplished? What actions will you take?
M	Measurable	What data will measure the goal? (How much? How well?)
A	Achievable	Is the goal doable? Do you have the necessary skills and resources?
R	Relevant	How does the goal align with broader goals? Why is the result important?
T	Time-Bound	What is the time frame for accomplishing the goal?

SMART Goals for San Diego County Stormwater

The results of the initial audit and analysis established the foundation for setting reasonable and measurable goals and objectives for high priority issues.

➔ **Behavior Objectives:** What specifically do we want to influence the target audience to do as a result of this campaign?

➔ **Knowledge Objectives:** What concepts do we want the audience to know?

➔ **Goal Objectives:** What quantifiable, measurable goals will we target that are specific, realistic, achievable, relevant and time-bound?

GOAL 1 – DEVELOP AND ADOPT A BRAND PLATFORM FOR PROJECT CLEAN WATER		
S	Specific	Develop and implement a brand strategy that includes platform, promise, voice, values, vision, identity and messaging based on green and emotional branding approach
M	Measurable	Adoption by co-permittees and representative cities. Website analytics, 20M gross impressions per annum
A	Achievable	MIG has deep expertise in brand development for consumer, nonprofit, public agencies and social services organizations. Current Project Clean Water name is established and needs to be elevated
R	Relevant	Beyond memorability, a strong brand identity (supported by the platform) will build loyalty and awareness of Project Clean Water values, credibility and leadership in preventing stormwater pollution
T	Time-Bound	Year 1 for brand strategy and associated development. Years 2, 3 for implementation and awareness; mid-year 2 for awareness audit; years 3, 4, 5 for integration with behavior action campaigns

GOAL 2 – ELEVATE THE PROJECT CLEAN WATER WEBSITE AS MAIN PORTAL

S	Specific	Create and maintain a forward-facing website that becomes the “go-to” resource for stormwater pollution prevention
M	Measurable	Visitor count, bounce rate, average time on site, CTA. Conversion metrics include increased visits to Project Clean Water from social channels, Pledge Sign-ups, Report Pollution Tool, inquiries for more information, % of new sessions, channels, device traffic over 5 years
A	Achievable	MIG has the expertise to complete a portal website. SDCSW Tiger Team will have set milestones to meet website launch date
R	Relevant	Project Clean Water website is essential in distributing information to a wide audience, define behavior campaigns, establish brand awareness: all needed to show end-state behaviors
T	Time-Bound	Completed and launched in year 1 of contract scope

GOAL 3 – IMPROVE OVERALL AWARENESS OF STORMWATER-RELATED ISSUES

S	Specific	Foundational or brand awareness campaigns will establish overall awareness of stormwater (causes of pollution and prevention)
M	Measurable	Pre- and post-audits to determine aided and unaided awareness of stormwater pollution and its causes. Demonstrate increased awareness from 2019 survey findings
A	Achievable	MIG and Action Research has the staff and expertise to implement messaging and campaigns. Determine desired percentage improvement of awareness
R	Relevant	Current research showed a decline in awareness: What goes into storm drains is not treated. Important baseline information that needs to be understood for all engagement efforts
T	Time-Bound	Years 1, 2 primary messaging in all community engagement. Years 3, 4, 5 secondary messaging in all community engagement

GOAL 4 – IMPLEMENT AN EFFECTIVE BEHAVIOR CHANGE MARKETING CAMPAIGN		
S	Specific	Action or behavior change campaigns will target end-state behaviors to produce the desired outcomes
M	Measurable	Paid and earned media metrics to determine success of reach, frequency, penetration. Appropriate research methodology applied. Deliver 20M+ gross impressions (GI) per annum and over 100M GIs by year five. Data will be tracked using website analytics and gross impressions
A	Achievable	The expertise is in place to create engagement campaigns that are effective and embrace CBSM methodology. Success will be evaluated based on paid media budgets
R	Relevant	SDCSW must demonstrate increased awareness of stormwater issues that result in changed behaviors that stop stormwater pollution. Note: Key metric for all SMART goals
T	Time-Bound	Years 2, 3, 4, 5
GOAL 5 – EVALUATE THE EFFECTIVENESS OF THE CAMPAIGN I.E. SAN DIEGO PROJECT CLEAN WATER		
S	Specific	Identified behaviors & benefits research. Campaign impact determined by CPM, gross impressions, online analytics
M	Measurable	Research, observation, focus groups, surveys, media analysis
A	Achievable	Action Research and MIG have the expertise and experience to measure campaign(s) impact and determine behavior change trends
R	Relevant	SDCSW must demonstrate increased awareness of stormwater issues that result in changed behaviors that stop stormwater pollution: overall awareness and end end-state behaviors
T	Time-Bound	Mid-year 2, Years 4, 5



Priority Behaviors

KNOWLEDGE/AWARENESS		
POLLUTANT	TOPIC	APPROACH
Runoff	*Common pollutants, particularly: soaps, yard debris, runoff, and animal waste	Education
Runoff	*Pollution prevention hotline	Education
Runoff	*Storm drain system is not treated	Education
Various	Awareness of available rebates	Education
Runoff	Function of a watershed	Education
Runoff	Living in a watershed	Education
Runoff	Local efforts to prevent pollution	Education
Runoff	Negative effects of stormwater pollution on aquatic and human life	Education
Runoff	Project Clean Water website	Education
Runoff	Project Clean Water, particularly ties to stormwater	Education
Runoff	Runoff may occur when not visible	Education
Runoff	The difference between storm drains and sewers	Education
Runoff	What runoff is	Education
Runoff	What stormwater is	Education

SOURCE REDUCTION

POLLUTANT	BEHAVIOR	APPROACH
Bacteria	*Pick up pet waste and place in trash bin	Education, Norms, Modeling, Prompts, Commitments
Garden Chemicals	*Use less fertilizers	Education, Norms, Modeling, Commitments
Garden Chemicals	*Use less pesticides	Education, Norms, Modeling, Commitments
Runoff	*Repair leaking vehicles	Education, Norms, Modeling, Prompts, Commitments
Trash	*Pick up trash and litter and place it in a bin	Education, Norms, Modeling, Commitments
Garden Chemicals	Apply fertilizers appropriately according to directions, not before rain	Education, Norms, Modeling, Prompts, Commitments
Garden Chemicals	Apply pesticides appropriately according to directions, not before rain	Education, Norms, Modeling, Prompts, Commitments
Garden Chemicals	Practice integrated pest management	Education, Norms, Modeling, Commitments
Runoff	Place drip pans under leaking vehicles	Education, Norms, Modeling, Prompts, Commitments
Runoff	Replace turf	Education, Norms, Modeling, Incentives
Sediment	Use erosion prevention BMPs (straw wattles, sandbags, silt fences, mulch)	Education, Norms, Modeling, Prompts, Commitments
Sediment	Vegetate bare areas, ideally with drought tolerant plants	Education, Norms, Modeling, Prompts, Commitments, Incentives
Trash	Blow driveways, sweep debris, and place in trash bin	Education, Norms, Modeling, Prompts, Commitments

SOURCE REDUCTION		
POLLUTANT	BEHAVIOR	APPROACH
Trash	Cover loads on vehicles	Education, Norms, Modeling, Commitments
Trash	Cover trash cans	Education, Norms, Modeling, Commitments
Trash	Place trash in bin	Education, Norms, Modeling Commitments
Trash	Proper disposal of HHW	Education, Norms, Modeling, Prompts, Commitments
Trash	Proper disposal of liquids	Education, Norms, Modeling, Prompts, Commitments
Trash	Rake yard debris and place in trash or green waste bin	Education, Norms, Modeling, Prompts, Commitments
Trash	Sweep driveways and place in a trash bin	Education, Norms, Modeling, Prompts, Commitments

CAPTURE WATER		
POLLUTANT	BEHAVIOR	APPROACH
Runoff	*Install permeable pavement	Education, Norms, Modeling, Commitment, Incentives
Runoff	*Install rain barrels	Education, Norms, Modeling, Commitment, Incentives
Runoff	*Install structural BMPs (vegetated swale, tree well, etc.	Education, Norms, Modeling, Commitment, Incentives
Runoff	*Redirect gutters and downspouts to a permeable landscape	Education, Norms, Modeling, Commitment
Runoff	Remove impermeable surfaces	Education, Norms, Modeling, Commitment, Incentives



PREVENT RUNOFF		
POLLUTANT	BEHAVIOR	APPROACH
Runoff	*Fix broken sprinklers	Education, Norms, Modeling, Prompts, Commitments
Runoff	*Reduce watering time	Education, Norms, Modeling, Prompts,
Runoff	*Take car to a car wash	Education, Norms, Modeling, Incentives, Prompts, Commitments
Runoff	Align misaligned sprinklers	Education, Norms, Modeling, Prompts, Commitments
Runoff	Drain pools to permeable surfaces	Education, Norms, Modeling, Commitments
Runoff	Drain pools to sanitary sewer	Education, Norms, Modeling, Commitments
Runoff	Fix irrigation system leaks	Education, Norms, Modeling, Prompts, Commitments
Runoff	Seasonally adjust irrigation timers	Education, Norms, Modeling, Prompts
Runoff	Use smart irrigation technology: rotating sprinkler nozzles, soil moisture sensor systems, weather-based irrigation controller, etc.	Education, Norms, Modeling, Incentives, Prompts, Commitments
Runoff	Wash Cars on permeable surfaces	Education, Norms, Modeling, Prompts, Commitments

Target Audience

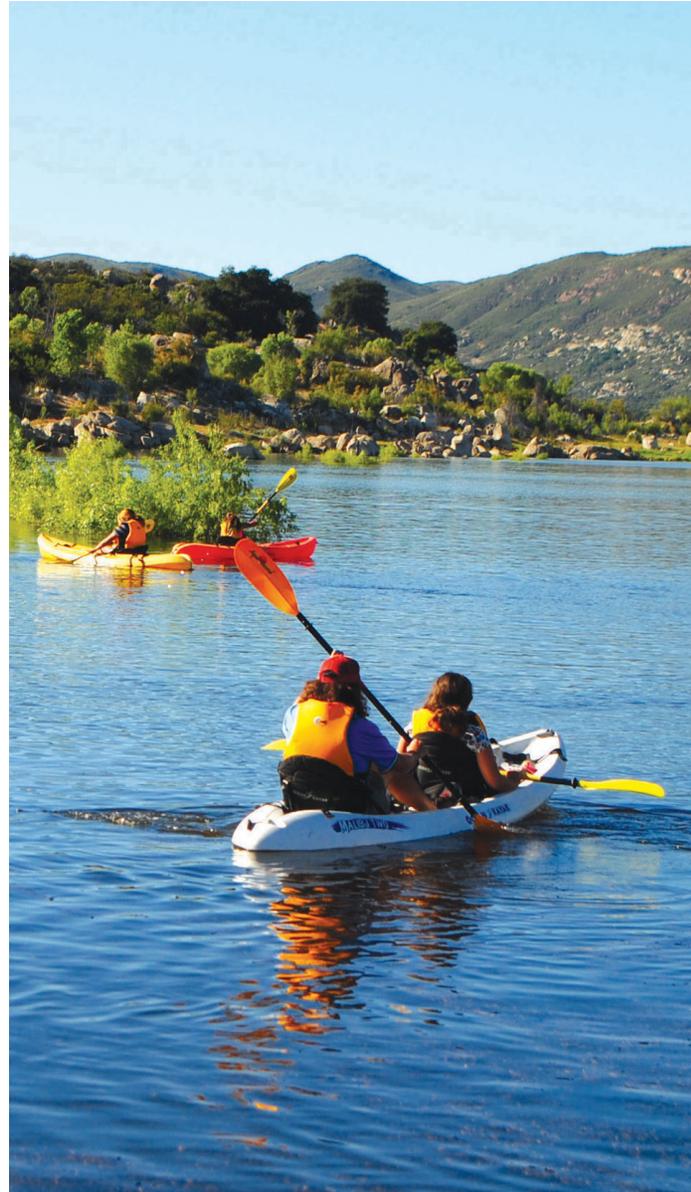
A comprehensive list of audiences and behaviors was developed to identify sectors with high potential for polluting behavior and those that have the greatest likelihood of improving water quality outcomes.

After identifying key audiences we developed a list of desired behaviors and the recommended approach to best reach each audience type.

Target Audience: Residential

- Homeowners and Renters (single-family homeowners without HOA's, single-family homeowners within HOA's, multi-family residences, condominium complexes and mobile home parks)
- Coastal and Inland Homeowners/Renters
- Mothers
- Fathers
- Teens/Young Adults
- Special Interest: Gardening, Cars, Dog Owners, People with Pools

Note: There are 2.1 M housing units in the San Diego region. 51% single detached, 36.5% multi-family. 47% are renters and 53% are homeowners. 33.9% had children under the age of 18 living with them. 25.7% under the age of 18.



Audience By Age Group

GEN X (40–55)



PSYCHOGRAPHIC

More than two-thirds Gen Xers are concerned about climate change. More than two-thirds feel that climate change is having or will have an impact on their families



DEMOGRAPHIC

Greatest share of homeowners, highest median household income



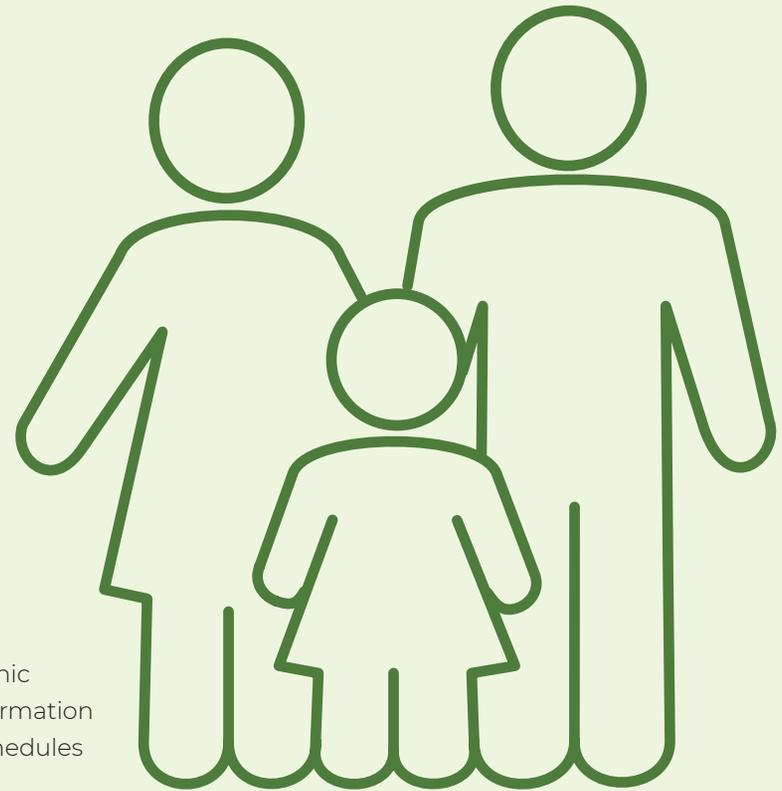
CHANNELS

Email, Social Media (Facebook, Instagram, Twitter, LinkedIn), Events, Youth Programs, Retailers



BEHAVIORAL

Many homeowners in the San Diego County in this demographic identify as environmentally conscious but may need more information on what steps to take to save time and money. Due to busy schedules with work and kid's activities they lack time



GEN Y (24–39)



PSYCHOGRAPHIC

More likely than their parent's generation to be environmentally conscious. Seven out of ten have a pet. 76% will pay extra for sustainable products. 70% are concerned about global warming



DEMOGRAPHIC

Struggle with housing costs in San Diego county. 19.8 percent homeownership rate (2015). Median annual income is \$63K (2017). San Diego has one of the biggest Latino millennial populations. Make up much of the workforce at 49%



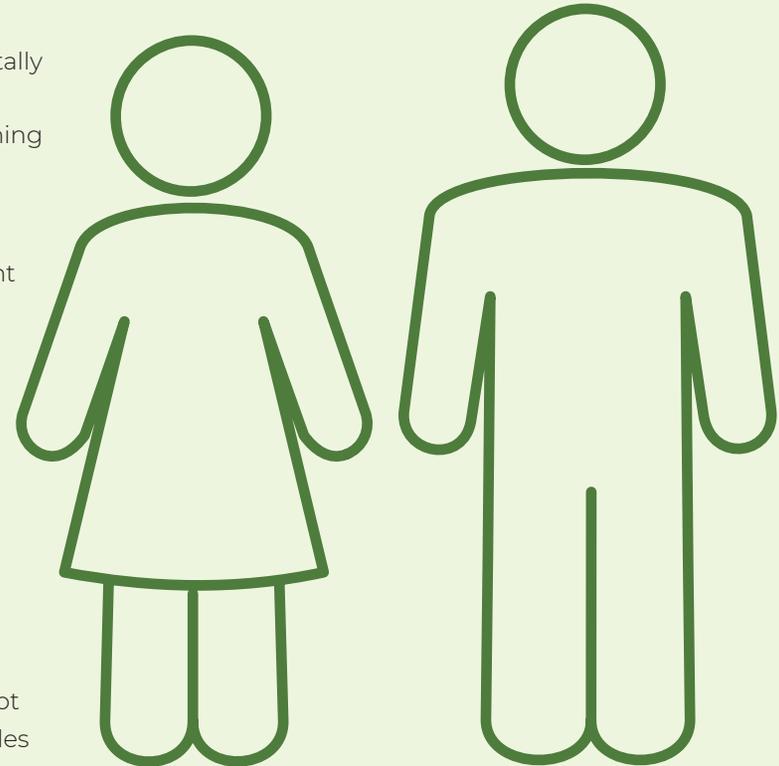
CHANNELS

Text, Social media (Instagram, TikTok), Events, Retailers



BEHAVIORAL

Some studies show that Gen Y are “attitudinally green but not practically green.” 33% recycle, 40% drink from reusable bottles



GEN Z (BORN AFTER 1996)



PSYCHOGRAPHIC

Feel personally responsible to make a difference. 90% believe companies must drive action on social and environmental issues. Tech-savvy and more inclusive



DEMOGRAPHIC

21.4% percent of population in San Diego is under 18. 11.4% of Gen Z are renters. 70% of Gen Z earn their own spending money



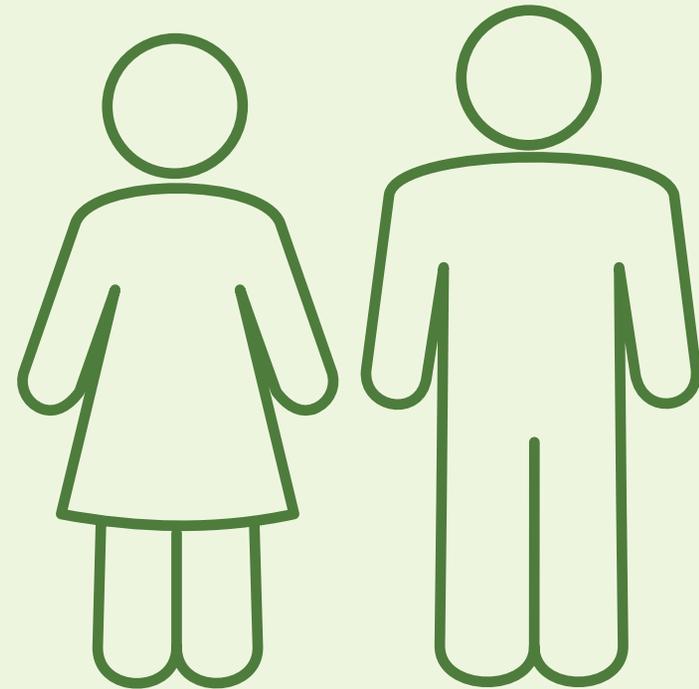
CHANNELS

Social Media (YouTube, TikTok), Text, Volunteer, Events, Youth Programs,*44% check their social media profiles on an hourly basis. Influenced by peers



BEHAVIORAL

Believe their actions will positively impact topics they care about. They volunteer, protest, sign petitions and share on social media



Target Audience: Residential

RESIDENTIAL - PREVENT RUNOFF			
POLLUTANT	DESIRED BEHAVIOR	APPROACH	TARGET AUDIENCE
Runoff	Reduce watering time	Education, Norms, Modeling, Prompts	Gardeners Single family residents with lawns and automated sprinkler systems
Runoff	Take car to car wash	Education, Norms, Modeling, Prompts, Commitments, Incentives	Families with children
Runoff	Fix broken sprinkler heads	Education, Norms, Modeling, Prompts, Commitments	Single family residents with lawns and automated sprinkler systems
Runoff	Don't drain pools/spas into storm drains	Education, Norms, Modeling, Prompts, Commitments	Homeowners with pools
RESIDENTIAL - SOURCE REDUCTION			
POLLUTANT	DESIRED BEHAVIOR	APPROACH	TARGET AUDIENCE
Trash	Pick up trash and litter and place in bin	Education, Norms, Modeling, Commitments	Families with children (Homeowners/Renters), Teens/School Children Age group: 18–39
Bacteria	Pick up pet waste and place in trash bin	Education, Norms, Modeling, Prompts, Commitments	Families with children Dog Owners

RESIDENTIAL - SOURCE REDUCTION			
POLLUTANT	DESIRED BEHAVIOR	APPROACH	TARGET AUDIENCE
Garden Chemicals	Use less fertilizer	Education, Norms, Modeling, Prompts, Commitments	Gardeners
Garden Chemicals	Use less pesticides	Education, Norms, Modeling, Prompts, Commitments	Gardeners
Runoff	Repair leaking vehicles	Education, Norms, Modeling, Prompts, Commitments	Old-model car owners

RESIDENTIAL - CAPTURE WATER			
POLLUTANT	DESIRED BEHAVIOR	APPROACH	TARGET AUDIENCE
Runoff	Redirect gutters and spouts to a permeable landscape	Education, Norms, Modeling, Commitments	Gardeners
Runoff	Install rain barrels	Education, Norms, Modeling, Incentives, Commitments	Gardeners
Runoff	Install permeable pavements	Education, Norms, Modeling, Incentives, Commitments	Gardeners
Runoff	Plant landscaping that allows water to absorb on site	Education, Norms, Modeling, Prompts, Commitments	Gardeners



Target Audience: Commercial

COMMERCIAL – PREVENT RUNOFF			
POLLUTANT	DESIRED BEHAVIOR	APPROACH	TARGET AUDIENCE
Runoff	Reduce watering time	Education, Norms, Modeling, Prompts	Landscapers management companies, HOA boards and property management companies and managers
Runoff	Seasonally adjust irrigation timers	Education, Norms, Modeling, Prompts, Commitments, Incentives	Landscapers management companies, HOA boards and property management companies and managers
Runoff	Fix and adjust broken sprinkler heads	Education, Norms, Modeling, Prompts, Commitments	Landscapers management companies, HOA boards and property management companies and managers
Runoff	Don't drain pools/spas into storm drains	Education, Norms, Modeling, Prompts, Commitments	Pool and pond management companies

COMMERCIAL – SOURCE REDUCTION

POLLUTANT	DESIRED BEHAVIOR	APPROACH	TARGET AUDIENCE
Automotive business oil, grease and hazardous fluids management	Dispose of oil properly	Education, Norms, Modeling, Commitments	Auto Repair Business/Gas Stations
Restaurant and hospitality fats, oil and grease management	Proper disposal of fats, oil and grease	Education, Norms, Modeling, Prompts, Commitments	Restaurant Associations/ Local Restaurants
Garden Chemicals	Proper application of fertilizer, use low or no-phosphorus fertilizers	Education, Norms, Modeling, Prompts, Commitments	Landscape Maintenance Businesses
Garden Chemicals	Use less pesticides	Education, Norms, Modeling, Prompts, Commitments	Landscape Maintenance Businesses
Runoff	Repair leaking vehicles	Education, Norms, Modeling, Prompts, Commitments	Auto Repair Business/Gas Stations

COMMERCIAL – CAPTURE WATER			
POLLUTANT	DESIRED BEHAVIOR	APPROACH	TARGET AUDIENCE
Runoff	Redirect gutters and spouts to a permeable landscape	Education, Norms, Modeling, Commitments	Landscapers management companies, HOA boards and property management companies and managers
Runoff	Install rain barrels	Education, Norms, Modeling, Incentives, Commitments	Landscapers management companies, HOA boards and property management companies and managers
Runoff	Install permeable pavements	Education, Norms, Modeling, Incentives, Commitments	Landscapers management companies, HOA boards and property management companies and managers
Runoff	Plant	Education, Norms, Modeling, Prompts, Commitments	Landscapers management companies, HOA boards and property management companies and managers



04

CHAPTER FOUR

BRAND IDENTITY

The Project Clean Water brand identity was created to help communicate and elevate the brand voice and purpose in a clear and concise manner. This laid the foundation for messaging, visuals and overall feeling about the brand.

Project Clean Water Brand Platform

MISSION

Our mission is to protect water quality and inspire others to take action to stop polluted runoff

TAGLINE

CLEAN WATER MEANS HEALTHY COMMUNITIES

We all deserve clean water and together we can make it happen

THEMES

Clean Water

Healthy

Communities

Thriving

Ecosystems

BRAND VALUES

Stewardship

Conservation

Teamwork

Inspiration

Sense of Wonder

Visual Brand Assets

PROJECT CLEAN WATER LOGO



PROJECT CLEAN WATER

COLOR AND LINEART



HORIZONTAL COLOR AND LINEART



52 WAYS TO LOVE YOUR WATER LOGO





05

CHAPTER FIVE

MASTER MESSAGING

Master messaging paints a clear picture of what Project Clean Water is and how to talk about what the initiative does for the community.

About Project Clean Water

Project Clean Water is a county-wide initiative dedicated to protecting water quality in San Diego County. The initiative fosters greater awareness of everyday actions people can take to reduce runoff and stormwater pollution. Project Clean Water is made up of 21 agencies that offer a centralized point-of-access for water quality information, resources, and water management plans. Project Clean Water encompasses all 11 of the regional watersheds. The goal is to support the region's water quality on behalf of healthy ecosystems and communities.

Project Clean Water is a joint, coordinated effort by the: County of San Diego; City of San Diego; City of Carlsbad; City of Chula Vista; City of Coronado; City of Del Mar; City of El Cajon; City of Encinitas; City of Escondido; City of Imperial Beach; City of La Mesa; City of Lemon Grove; City of National City; City of Oceanside; City of Poway; City of San Marcos; City of Santee; City of Solana Beach; City of Vista; Port of San Diego; and the San Diego County Regional Airport Authority.



PROJECT CLEAN WATER
52 WAYS TO H₂O
PLEDGE TO PROTECT YOUR WATER
PROJECTCLEANWATER.ORG

MISSION

Our mission is to protect water quality and inspire others to take action to stop polluted runoff

TAGLINE

CLEAN WATER MEANS HEALTHY COMMUNITIES

We all deserve clean water and together we can make it happen

THEMES

- Clean Water
- Healthy Communities
- Thriving Ecosystems

Fact Sheet

WHAT IS PROJECT CLEAN WATER?

Project Clean Water is a county-wide initiative dedicated to protecting water quality in San Diego County. Project Clean Water supports efforts that encourage greater awareness of everyday actions people can take to reduce runoff and stormwater pollution. The Project Clean Water website, www.ProjectCleanWater.org, serves as a resource to the public on water quality information, as well as a Regional Clearinghouse of regional water quality data for State and Federal regulatory bodies.

WHO IS INVOLVED IN PROJECT CLEAN WATER?

Project Clean Water involves everyone who lives in San Diego County. The initiative is coordinated through 21 governmental agencies, the County, Port of San Diego, San Diego International Airport, and the 18 incorporated cities

within the county, and it aims to involve a wide range of regional groups, nonprofits, businesses and individuals.

WHY IS THIS ISSUE IMPORTANT?

Project Clean Water is about supporting clean water and healthy communities. Many people are not aware that storm water entering our storm drains is not treated, which means pollutants from runoff, including trash, chemicals, pet waste and more can contaminate our rivers, lagoons and the ocean. The good news is that each of us can take steps to reduce this potential damage.

HOW DID PROJECT CLEAN WATER GET STARTED?

Project Clean Water was created in 2000 as a forum for exploring water management issues of regional significance, with representation from the 21 agencies and municipalities with a role in water quality. Project Clean Water now serves as a publicly accessible resource for water quality information about the 11 of the regional watersheds that flow into the Pacific Ocean. Project Clean Water represents all San Diegans striving for clean water and healthy communities.

WHY ARE WATERSHEDS A PART OF THIS EFFORT?

No matter where you call home, you live in a watershed. A watershed is an area of land that drains to a common water body, such as rivers, lakes and our ocean. As the water flows through our watersheds, often as a result of rainfall or storms, it may pick up pollutants that enter our storm drains, which empty into water bodies untreated. This means you can make a difference in your home and community!



06

CHAPTER SIX

MARKETING STRATEGY

The multi-year educational campaign starts with increasing awareness that stormwater that enters our drains is not treated before it reaches our waterways. It will then focus on three areas to reduce the impacts of polluted stormwater.

THREE FOCUS AREAS

1. Reduce stormwater runoff and use of garden chemicals
2. Engage in proper trash and pet waste disposal
3. Capture and reuse stormwater

Communications Approach**RESIDENTIAL**

When communicating to residential audiences we aim to motivate them with memorable and credible “do the right thing” messages. We want to emphasize that individual actions can make a difference and encourage pollution-reducing behavior which will help in addressing knowledge gaps. In the first year, we will lay the foundation and then transition from basic education to call-to-action. Those who

are most likely to adopt change and behaviors that will result in the highest pollutant removals will take priority.

COMMERCIAL

With commercial audiences we will build bridges and forge partnerships that integrate County, city and jurisdictional programs and appropriately mix educational outreach with technical understanding that will leverage resources.

Marketing Approach

We want the general population to have a greater understanding of the effects of stormwater pollution on marine and human life and that individual actions can lead to healthier communities and cleaner water.

We will build on existing knowledge or positive practices and incorporate personal responsibility and individual empowerment through simple, straightforward and action-oriented messages.

We will accomplish this through:

- Countywide Marketing & Media Relations
- Jurisdictional Outreach
- Educational Materials
- Events & Activities
- Youth Engagement
- Commercial Pilot Testing & Outreach
- Pilot Marketing Areas
- Coalition Outreach



Marketing Channels By Audience

RESIDENTIAL

	DOG OWNERS	HOMEOWNERS	GARDENERS	TEENS/YOUNG ADULTS	POOL OWNERS
SOCIAL MEDIA	All Channels	NextDoor, Facebook, Instagram	Instagram, Facebook, Pinterest	Instagram, TikTok	Facebook, Instagram
ADVERTISING	Social Media Ads, Boosted Posts, Gas Stations, Bank ATM's, CIRCUIT	Social Media Ads, Boosted Posts, Gas Stations, Bank ATM's, CIRCUIT	Social Media Ads, Boosted Posts, Gas Stations, Bank ATM's, CIRCUIT	Geofencing, Mobile App Targeting	Social Media Ads, Boosted Posts, Gas Stations, Bank ATM's, CIRCUIT
EVENTS	Padres, The Loyals, Balboa Park Family Day Events, Curbside	Padres, The Loyals, Balboa Park Family Day Events, Curbside	Community Groups, Farmer's Markets, Local Events	Volunteer, Beach Clean Ups, Environmental Days, Paddle Outs	Balboa Park Family Days, Paddle Outs, Dog Events
OTHER	Point-of-Sale, Product Display	HOA's, Water Bill, Point-of-Sale, Product Display	Point-of-Sale, Product Display	Project Clean Water Youth Program	Point-of-Sale, Product Display

Marketing Channels By Audience

COMMERCIAL

	AUTOMOTIVE	RESTAURANTS/ HOSPITALITY	HOA ASSOCIATIONS	LANDSCAPE & POND MANAGEMENT	POOL MANAGEMENT COMPANIES
SOCIAL MEDIA	Special Interest Groups (Customers)	Special Interest Groups (Customers)	Special Interest Groups (Customers)	Special Interest Groups (Customers)	Special Interest Groups (Customers)
DIRECT	Educational Materials, Focus Groups	Educational Materials, Focus Groups	Educational Materials, Focus Groups	Educational Materials, Focus Groups	Educational Materials, Focus Groups
EVENTS	Association, Speakers Bureau	Association, Speakers Bureau	Association, Speakers Bureau	Association, Speakers Bureau	Association, Speakers Bureau
OTHER	Point-of-Sale, Product Display	Employee Signage	Monthly Bills	Point-of-Sale, Product Display	Point-of-Sale, Product Display

Marketing Outreach Coordination

 PROGRAM ELEMENT	 MIG	 E&O TIGER TEAM	 E&O WORKGROUP	 JURISDICTIONS
COLLATERAL MATERIALS	Design and develop collateral materials	Provide MIG updates needed to educational materials and canned or generalized statements required on materials	Approve content on educational materials	Distribute educational materials
WEBSITE	Design and develop content. Work with developers to create an engaging online portal for PCW. Report monthly analytics	Make ongoing updates. 1st Approval	Host website. Final Approval Design & Development PPS Approval of Site Map	Link to PCW.org website. Provide content and events
CAMPAIGN TOOLBOX	Design and develop content. Work with developers to feature on website (password protected *TBD)	Make ongoing updates. 1st Approval	Final approval of content	Utilize as the main resource for campaign materials, social posts and activities
SOCIAL MEDIA	Prepare annual strategy. Create quarterly content calendar. Develop graphics. manage ad buy. Admin access. Report monthly analytics	Approve short-term content	Approve dedicated PCW channels for PCW. Approve quarterly content calendar	Share posts and materials on own channels. Share posts on Think Blue. Share content and events to be promoted on page

 PROGRAM ELEMENT	 MIG	 E&O TIGER TEAM	 E&O WORKGROUP	 JURISDICTIONS
MEDIA RELATIONS	Prepare annual strategy. Maintain media contact list. Manage press outreach and write blogs	Approve short-term media opportunities	Approve public announcements. Provide list of jurisdictional representatives who can participate in highlights. Refer inquiries about PCW to MIG	Refer media inquiries to MIG. Provide contact information for community publications
OUTREACH EVENTS	Prepare annual outreach strategy. Manage and staff outreach	Identify jurisdictional members who are available for community group presentations	Approve outreach approach	Help staff outreach and identify community groups. Inform community residents about events
BUSINESS ASSOCIATIONS	Prepare annual outreach strategy to business associations. Manage outreach	Provide MIG with business ordinances, BMP materials with concise “how to” materials	Approve business association outreach strategy	Assist with identification of speaking opportunities, programs and associations in each jurisdiction. Share educational materials with business associations. Distribute posters and flyers during inspections

 PROGRAM ELEMENT	 MIG	 E&O TIGER TEAM	 E&O WORKGROUP	 JURISDICTIONS
BUSINESS PARTNERSHIPS	Prepare annual partnership strategy. Manage outreach and promotional strategy	Review and vet business partnership opportunities	Approve monetary or in-kind sponsorships or donations. Approve businesses for information dissemination	Assist with identification of potential businesses, and events in each jurisdiction. Share educational materials with businesses
SPONSORSHIPS	Develop an annual sponsorship strategy and present recommendations	Review and vet sponsorship opportunities	Approve sponsorship opportunities and budget	Promote sponsorships and events in your jurisdictions
YOUTH PROGRAMS	Develop a PCW youth educational program that works jointly with city and partner efforts (ProjectSWELL)	First approval of program development	Final approve curriculum tools and materials	Identify jurisdictional opportunities. Promote youth programs at the jurisdictional level
ADVERTISING	Develop an annual advertising strategy and present recommendations	Review and vet advertising opportunities	Approve advertising opportunities and budget	

Foundational Campaign

“52 WAYS TO LOVE YOUR WATER”

Provides weekly small actions that everyone can participate in that will help protect our waterways and keep San Diego County communities healthy. Each week, a new action will be revealed on Project Clean Water social media and through our newsletter while also providing additional context on the Project Clean Water website.

52 WAYS TO LOVE YOUR WATER LOGO



SOCIAL MEDIA POST EXAMPLES



52 PLEDGE ACTIONS

52 WAYS TO H₂O

I PLEDGE TO TAKE 52 ACTIONS TO PROTECT MY WATER

<p>01 </p> <p>Go to ProjectCleanWater.org and sign up for the Project Clean Water Pledge</p>	<p>02</p> <p>Share the Project Clean Water Pledge on social media</p>	<p>03 </p> <p>Tell a friend or family member about the Project Clean Water Pledge</p>	<p>04 </p> <p>Visit ProjectCleanWater.org and use "Find My Watershed" to discover which watershed you live in</p>	<p>05</p> <p>Check with your local government agency for rebate programs</p>	<p>06 </p> <p>Visit a local creek or river and enjoy being out in nature. Take a photo and share with us</p>	<p>07 </p> <p>Participate in a beach, river, creek or bay clean up</p>	<p>08 </p> <p>Visit a tidepool and appreciate the wildlife. Take a photo and share with us</p>	<p>09 </p> <p>Write a poem, draw a picture, write a song or make a craft project that features water as a theme</p>	<p>10</p> <p>Calculate how much water you should drink per day</p>
<p>11 </p> <p>Track how much water your household uses: www.watercalculator.org</p>	<p>12 </p> <p>Visit one of our non-profit partners website and find a way you can volunteer or help</p>	<p>13 </p> <p>Take the Project Clean Water knowledge quiz</p>	<p>14 </p> <p>Read up on stormwater pollution and how it is affecting San Diego</p>	<p>15 </p> <p>Read up on native, low-water use plants</p>	<p>16</p> <p>Learn about rain barrels</p>				
<p>17 </p> <p>Read this list of common pollutants. You might be surprised! LINK</p>	<p>18</p> <p>Find your nearest recycling center or drop-off sites for safe disposal of hazardous materials</p>	<p>19</p> <p>Did you know San Diego is a Mediterranean climate? Use this interactive tool to explore plants well-suited for this climate: www.watersmartslandscaping.org</p>	<p>20</p> <p>Use reusable bags next time you go grocery shopping</p>	<p>21</p> <p>Shop local</p>	<p>22</p> <p>Decrease the amount of your showers this week by 5 minutes</p>				
<p>23</p> <p>If you haven't already, invest in a reusable water bottle</p>	<p>24</p> <p>If you don't already have some, buy reusable straws and pledge to not use plastic straws anymore</p>	<p>25</p> <p>As often as you can, walk or ride your bike instead of driving</p>	<p>26</p> <p>Try only run your dishwasher and washing machine when you have a full load</p>	<p>27</p> <p>Spread fresh leaf or wood chip mulch throughout your garden/yard</p>	<p>28 </p> <p>Clean out your gutters</p>				
<p>29</p> <p>Use our Report Pollution tool if you see anything other than water from a rain event in the curb, gutter, alley or street</p>	<p>30</p> <p>Check your sprinklers for broken sections</p>	<p>31</p> <p>Reduce your watering time or adjust your sprinklers' water cycle</p>	<p>32</p> <p>Take your car to a certified car wash</p>	<p>33</p> <p>Check your car for leaks</p>	<p>34</p> <p>Switch to organic fertilizer and cut down on how much you use</p>				
<p>35</p> <p>Reduce pesticides and herbicides</p>	<p>36</p> <p>Pick up trash and litter and place in trash/recycling bin</p>	<p>37</p> <p>On your trash pick up day, make sure your cans and dumpsters are not overflowing</p>	<p>38</p> <p>Sweep your driveway and place items in the trash</p>	<p>39</p> <p>Rake the yard and place in trash bin</p>	<p>40</p> <p>Visit your nearest waterway (beach, creek, river, bay) and pick up any trash you see</p>				
<p>41</p> <p>Grab a trash bag and go for a hike, pick up trash you see along the way</p>	<p>42</p> <p>Cut down on single use plastic</p>	<p>43</p> <p>Capture cooking oil in a sealable container before placing in the trash</p>	<p>44</p> <p>Take a walk around your neighborhood and pick up trash, weeds and dead plants</p>	<p>45 </p> <p>Use our Trash Collector Counter on your next cleanup</p>	<p>46</p> <p>Replace part of your lawn with native, drought resistant plants</p>				
<p>47</p> <p>Take a walk in the rain</p>	<p>48 </p> <p>Plant a native, low-water use plant</p>	<p>49</p> <p>Redirect your downspout to vegetated areas on your property</p>	<p>50 </p> <p>Create a compost bin</p>	<p>51</p> <p>While you wait for hot water to come through your sink or shower, collect the water in a bucket or watering can for later use - water plants, run your garbage disposer or pour into the toilet bowl to flush</p>	<p>52 </p> <p>Renew your pledge to protect our waterways</p>				

Pledge to take one action each week to protect your waterways.

projectcleanwater.org/52

 Youth friendly



52 WEEK PLEDGE COLLATERAL ITEMS



PLEDGE SIGN UP & INTERACTIVE MAP

The screenshot shows the Project Clean Water website interface. At the top, the 'PROJECT CLEAN WATER' logo is on the left, and navigation links for 'REPORT POLLUTION', 'HOW CAN I HELP?', 'WATERSHEDS', 'ACTIVITIES', and 'RESOURCES' are on the right. A search bar is also present. The main heading is '52 WAYS TO H₂O'. Below this is the pledge text: 'PLEDGE TO TAKE ONE ACTION EACH WEEK TO PROTECT OUR WATERWAYS'. A sign-up form includes fields for Name, Email, Address, City, and Zip Code. A 'Take the Pledge' button is accompanied by a checked checkbox for 'Get weekly reminders'. There is a link to 'DOWNLOAD THE PDF 52 WAYS TO LOVE YOUR WATER' and social media sharing options for Facebook, Twitter, and Email. To the right of the form is an interactive map of San Diego with numerous blue location pins. At the bottom, a teal banner reads 'STAY INFORMED WITH TIPS AND RESOURCES' with an 'EMAIL ADDRESS' input field. The footer contains copyright information: 'COPYRIGHT © 2020 PROJECT CLEAN WATER | ALL RIGHTS RESERVED | POWERED BY IMG' and links to 'TERMS OF USE' and 'PRIVACY POLICY'.



Launch Campaign

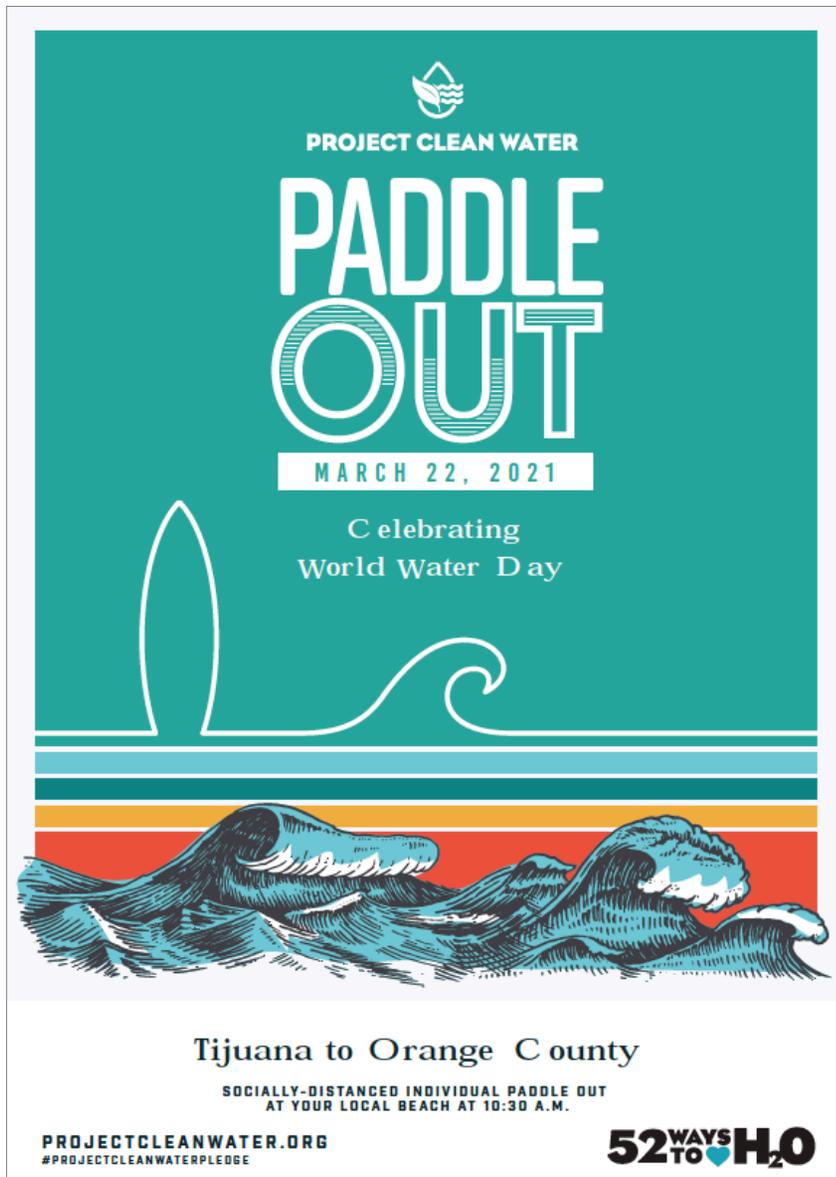
A formal announcement of the Project Clean Water campaign was developed for World Water Day on March 22. The goal was to secure media coverage while encouraging residents to learn more about Project Clean Water and ways to minimize environmental impacts of untreated stormwater.

- **Opportunity:** World Water Day 2021 (a United Nations-designated day) focuses on the theme ‘Valuing Water’ to include the environmental, social and cultural value people place on water and how we can better protect this vital resource
- **Timing:** Time the “unveiling” of the new website, social media channels and 52 Ways to Love Your Water on March 22

- **Components:** Press conference, 52-week pledge collateral, event collateral, website and social channels in place

The objectives of the launch campaign included hosting a press conference with key representation and participation to reflect a unified message; encouraging the general public to commit to actions through “52 Ways to Love Your Water”; and formally introducing Project Clean Water’s new website and social media channels.

LAUNCH EVENT POSTER



LAUNCH EVENT T-SHIRTS



LAUNCH EVENT PHOTO SHOOT



COALITION PARTNERS

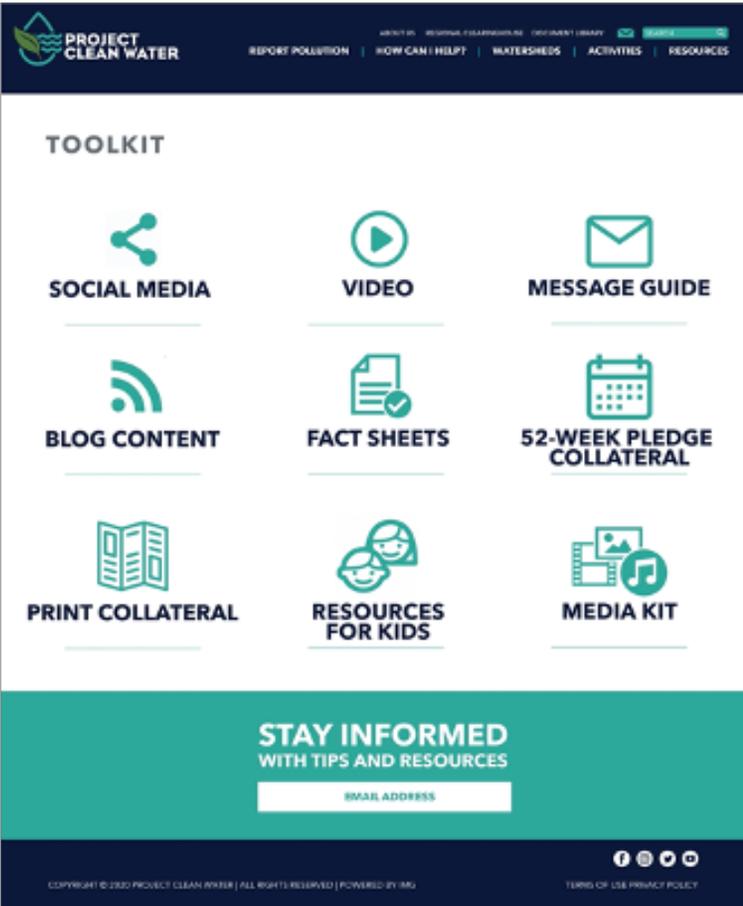


Jurisdictional Tools

MIG will create an online toolbox to provide resources to Copermitttees, Community-Based Organizations, media and educational partners. The toolbox will include content in English and Spanish and include:

TOOLBOX COMPONENTS

 <p>Social Media</p> <p>Calendar and click-to-post with branded graphics, photography and hashtags</p>	 <p>Video</p> <p>Four educational videos focused on the following knowledge and behaviors: Stormwater is not treated, litter behaviors, pet waste behaviors and irrigation runoff</p>	 <p>Message Guide</p> <p>References will include core messages, messages aimed at sub-groups, quick-glance educational guides on each priority issue: prevent runoff; source reduction and capture water, frequently asked questions</p>	 <p>Social Media Content & Tools</p> <p>Campaign content calendars coordinated with campaign strategy for partners to share on their own channels. Facebook frames and branded graphics</p>
 <p>Newsletter/ Blog Content</p> <p>Copy/paste content and graphics that can be distributed through the partners newsletters</p>	 <p>Fact Sheets</p> <p>Four downloadable factsheets focused on the following knowledge and behaviors: Stormwater is not treated, litter behaviors, pet waste behaviors and irrigation runoff</p>	 <p>Print-on-Demand Collateral</p> <p>Posters, Bookmarks, Palm Cards, Logos, Project Clean Water Street Teams T-Shirts</p>	 <p>Activity Sheets & Resources for Kids</p> <p>A series of print-on-demand worksheets and links to resources around stormwater related issues and education</p>



PROJECT CLEAN WATER

REPORT POLLUTION | HOW CAN I HELP? | WATERSHEDS | ACTIVITIES | RESOURCES

TOOLKIT

- SOCIAL MEDIA
- VIDEO
- MESSAGE GUIDE
- BLOG CONTENT
- FACT SHEETS
- 52-WEEK PLEDGE COLLATERAL
- PRINT COLLATERAL
- RESOURCES FOR KIDS
- MEDIA KIT

STAY INFORMED WITH TIPS AND RESOURCES

EMAIL ADDRESS

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TERMS OF USE | PRIVACY POLICY

Website

The website will be promoted as the main portal for community events, educational resources, reporting pollution issues and for general inquiries about local water quality, the storm drain system and watersheds. The home page will feature the current running campaign and associated interactive activities. All campaign advertising will link back to the website. The website special features will include:

- Report Pollution Tool
- Water quality by geographic area map
- Campaign Toolbox
- Project Clean Water youth program portal
- News, Events and Resources
- Foundational and Action Campaigns
- Pledge Sign-up with Interactive Map

PROJECT CLEAN WATER WEBSITE



Social Media

MIG will heavily use social media to reach target audiences while minimizing cost, beginning at launch and continuing throughout the campaign. Project Clean Water will establish its own social channels to include Facebook, Instagram, Twitter and LinkedIn channels.

GOALS

- Build awareness and increase engagement/interest in Project Clean Water
- Position Project Clean Water as stormwater experts and build awareness about the role they play
- Educate residents and businesses about protecting water quality
- Inspire residents and businesses to take action to stop pollution
- Encourage visitors to go to the Project Clean Water website
- Encourage visitors to take an action: sign up for tips, take an action, attend a local event and share

STRATEGY

- Editorial content calendar to align with foundational and action campaigns
- Platform focused on content for targeted audience and special interest groups

- Videos: short educational videos
- Social Shareables: Data visualization, Infographics and Call-to-Action graphics
- Education at Scale: Quizzes that click to website (PCWA)
- Interactive campaigns: Home water challenge, daily fun tips, Drab-to-Fab, Plant of the month, Landscaping tips, etc.
- Invite and elevate influencers and coalition partners to share content

STYLE & POSITIONING

- Positioning: Primarily residential-friendly tips
- Voice/Tone: Informally educational, evoking a “neighbor to neighbor” approach
- Photos, videos and infographics
- Dynamic content will be used to highlight improvements in the quality of life and local experiences
- Project Clean Water branded images will be created for consistency
- Photography filters will be used to deliver a consistent look for images

SOCIAL TOOL KIT



ProjectCleanWater | 

CAMPAIGN  **Project Clean Water**

DESCRIPTION

Project Clean Water is a county-wide initiative dedicated to protecting water quality in San Diego County. The initiative fosters greater awareness of everyday actions people can take to reduce runoff and stormwater pollution. Project Clean Water is made up of 21 agencies that offer a centralized point-of-access for water quality information, resources, and water management plans. Project Clean Water encompasses all 11 of the regional watersheds. The goal is to support the region's water quality on behalf of healthy ecosystems and communities. For more information: www.projectcleanwater.org. Project Clean Water is a joint, coordinated effort by the: County of San Diego; City of San Diego; City of Carlsbad; City of Chula Vista; City of Coronado; City of Del Mar; City of El Cajon; City of Encinitas; City of Escondido; City of Imperial Beach; City of La Mesa; City of Lemon Grove; City of National City; City of Oceanside; City of Poway; City of San Marcos; City of Santee; City of Solana Beach; City of Vista; Port of San Diego; and the San Diego County Regional Airport Authority.

Stormwater pollution is the most persistent threat to San Diego's coastline and ecosystem. Water that enters storm drains is not treated, which means runoff from homes and properties can carry pollutants such as bacteria, chemicals, auto fluids or trash directly into our waterways, untreated. Project Clean Water was established because we all deserve clean water and we believe that together, we can make it happen.

Project Clean Water inspires people to take everyday actions to help prevent pollution and in doing so creating a healthier ecosystem and protecting the environment. We need everyone's help to protect water quality and we all play a role in ensuring that our families, communities and future generations have clean water.

We ask that you share our message and help spread awareness about the initiatives and resources available through Project Clean Water. We've put together the following suggested social media copy and images to make spreading the news across your various channels as easy as possible. Thank you for your support!

HASHTAGS
#projectcleanwater

Project Clean Water - General Awareness  52 Week Pledge 

FACEBOOK POSTS



Project Clean Water - General Awareness
We all deserve clean water and together we can make it happen. Follow @ProjectCleanWaterSD today and learn how you can help. Learn more at ProjectCleanWater.org #projectcleanwater

SPECIFIC TIME / DURATION
Spring/Summer 2021

 [Post to timeline](#)



Project Clean Water - General Awareness
Become a part of the solution. Follow @ProjectCleanWaterSD and see how you can make a difference today. Learn more at ProjectCleanWater.org #projectcleanwater

SPECIFIC TIME / DURATION
Spring/Summer 2021

 [Post to timeline](#)



Project Clean Water - General Awareness
We all play a role in ensuring our families, communities and future generations have clean water. Follow @ProjectCleanWaterSD today and learn how you can help. Learn more at ProjectCleanWater.org #projectcleanwater

SPECIFIC TIME / DURATION
Spring/Summer 2021

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Project Clean Water - General Awareness  52 Week Pledge 

FACEBOOK POSTS



Project Clean Water - General Awareness
We all deserve clean water and together we can make it happen. Follow @ProjectCleanWaterSD today and learn how you can help. Learn more at ProjectCleanWater.org #projectcleanwater

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Clean water means healthy communities, and together we can make it happen. Follow @ProjectCleanWaterSD today and find out how you can make a difference today. Learn more at ProjectCleanWater.org #projectcleanwater

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TWEETS



Project Clean Water - General Awareness
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 [Tweet](#)



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SPECIFIC TIME / DURATION
Spring/Summer 2021

 [Tweet](#)

INSTAGRAM



Project Clean Water - General Awareness
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SPECIFIC TIME / DURATION
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SPECIFIC TIME / DURATION
Spring/Summer 2021

 [Download](#)



CADENCE

- Develop a quarterly calendar with content and graphics
- Posts will contain informative/engaging content aimed at informing the community about Project Clean Water and relevant topics connected to the brand
- Frequency will begin with around 4–6 posts per month, increasing to 6–8 as awareness is generated and ultimately moving towards 3–4 posts/week once dedicated channels are set up
- Platforms will include Facebook, Instagram and Twitter

CONTENT

- All posts will include a “call to action”
- Editorial content calendar will align with foundational and action campaigns
- Platform focused on content for targeted audiences
- Videos: short educational videos
- Social Shareables: Data visualization, infographics and call-to-action content & graphics
- Education at Scale: Quizzes that click to website
- Interactive campaigns: Home water challenge, drab-to-fab picture contest, plant of the month, landscaping tips, etc.
- Hashtags will be developed for key themes and to expand reach (i.e. #projectcleanwater)

SEASONAL TOPICS

- COVID-19 Integration: Initial focus on timely issues that are of relevance to COVID-19 and more people working from home
- Summer months: Relevant summertime topics (i.e. pools/car washing)
- Winter months: Relevant topics (rain, runoff, water quality; San Diego's rainy season typically lasts from October to March)
- Healthy community: Anything other than water that runs into the storm drain travels directly to waterways without any treatment - if you see pollution report it
- Clean water: Stormwater runoff is pollution. Runoff from your home and property can carry harmful pollutants such as bacteria, chemicals, trash, etc. directly into waterways
- Thriving ecosystems: Pollutants carried into the storm drains result in damage to the environment, destroys the health of wildlife and can make people sick

SOCIAL CHANNELS & WEBSITE

- Facebook: @ProjectCleanWaterSD
- Twitter: @CleanWaterSD
- Instagram: @projectcleanwatersd
- Website: www.projectcleanwater.org
- LinkedIn: Project Clean Water SD

Events

The focus will be to participate in environmental events, large family-day events and special interest group events. It is recommended that participation goes beyond just sponsorship and include “Street Teams” or a branded booth or shuttle and feature an interactive component.

- Balboa Park Family Day Events: Cinco de Mayo, Halloween, Food Truck Fridays
- Environmental Days: Balboa Park Earth Day, EnviroDay at San Diego County Fair
- Dog events: Surfing Dog Contest, Paws at the Park
- Surfrider Foundation/Coastal Clean-up days
- Outreach materials: pet waste bag dispensers, reusable bags, trash collection bag
- Movies in the Park
- San Diego County Fair

Business Partnerships

The campaign seeks to partner with businesses and organizations that can provide information, point-of-sale product displays and program collateral. This will allow Project Clean Water to expand reach and resources by establishing partnerships with groups and businesses.

- Local water districts, hardware stores and nurseries, pet stores
- CBO's, YMCA's, schools, SDG&E, Caltrans, SANDAG, NCTD
- Lowes, Home Depot, Anderson Nursery



Business & Commercial Outreach

Working with the County and jurisdictions, we will schedule and help conduct individual on-site/virtual meetings with approximately 10 of the largest businesses or association groups to provide educational materials and collateral materials. In addition, we will develop content specifically designed for distribution with business groups.

- HOA'S
- Rotary
- Chamber of Commerce
- Association events
- BMPs for target commercial audience

Youth Engagement

Youth will be able to participate in the “52 Ways to Love Your Water” and other Project Clean Water activities through the youth engagement portal, in partnership with The Wonderment, which provides a safe, interactive and accessible space for youth to get involved in Project Clean Water initiatives.

The Wonderment provides an award-winning digital platform designed specifically for youth engagement that allows Project Clean Water to own and develop a

community portal where various partners (Project Swell, SD Coastkeepers, etc) can have their own work elevated and connected to ongoing real youth work around targeted Project Clean Water behaviors and issues.

The Wonderment is a non-profit organization that supports young people to connect and create with inspiring people, orgs and opportunities in their communities (both locally and globally) through genuine curiosity, experience and action.

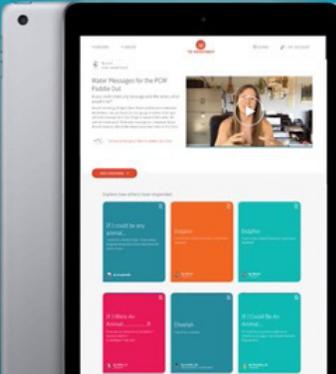
THE WONDERMENT

HOW IT COMES TOGETHER

1: We create video invitations from inspiring local leaders and partner orgs for young people to act or create, connected with targeted PCW actions and behaviors.



2: We host those invitations on “action paths” that make it easy for young people to engage and share their work with each other and you.



3: We create links and codes that make it easy for participants to text or share their actions on social and for partners to embed the action paths on their own sites and community outreach—helping to support both their own efforts and spread the PCW message and partnership.



4: All the collective resulting actions are gathered in the PCW community portal page and available to you to highlight, embed and share throughout the main PCW site and campaigns.



THE GOAL

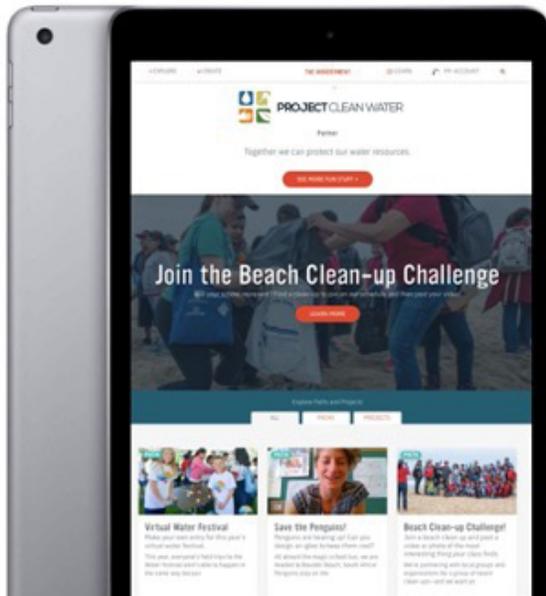
For Project Clean Water to emerge as the unifier and amplifier of water issues partners in the San Diego area and the digital leader for youth water conservation education.

THE NEED

A space where multiple partners, activities and efforts can co-exist (convened under the PCW umbrella and mission) that is safe, truly interactive and accessible—and where real youth engagement can be developed, documented and shared.

WHY THE WONDERMENT

The Wonderment provides an award-winning digital platform designed specifically for youth engagement that allows Project Clean Water to own and develop a community portal where various partners (Project Swell, SD Coastkeepers, etc) can have their own work elevated and connected to ongoing real youth work around targeted PCW behaviors and issues—and continue to interconnect their own communities' content and work with Project Clean Water as well.

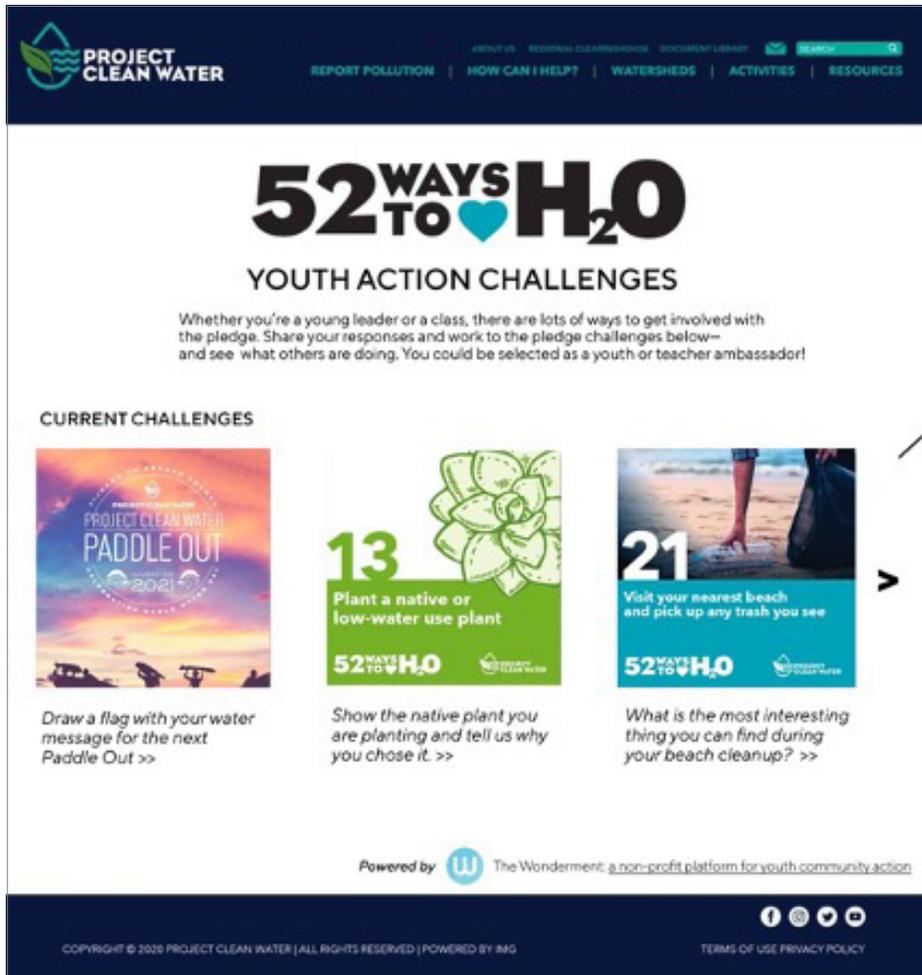


THE BENEFITS

With the Wonderment as an integrating partner platform, Project Clean Water gets:

- A branded youth action community portal that can integrate with the main PCW site and is optimized to host ongoing digital action and responses
- A support team that will develop engaging video invitations and content with partner orgs through our “interactive interview” process
- The reach and impact of a social digital platform with all of the necessary moderation, community management and identity safety to be COPPA-compliant
- A turnkey way for partner orgs to share and support the same action and benefit both their own work and PCW at the same time

YOUTH ACTION CHALLENGES



PROJECT CLEAN WATER

ABOUT US | REGIONAL CLEANUP RESPONSE | DOCUMENT LIBRARY | | REPORT POLLUTION | HOW CAN I HELP? | WATERSHEDS | ACTIVITIES | RESOURCES

52 WAYS TO H₂O

YOUTH ACTION CHALLENGES

Whether you're a young leader or a class, there are lots of ways to get involved with the pledge. Share your responses and work to the pledge challenges below—and see what others are doing. You could be selected as a youth or teacher ambassador!

CURRENT CHALLENGES



PROJECT CLEAN WATER PADDLE OUT 2021

Draw a flag with your water message for the next Paddle Out >>

13



Plant a native or low-water use plant

52 WAYS TO H₂O

Show the native plant you are planting and tell us why you chose it. >>

21



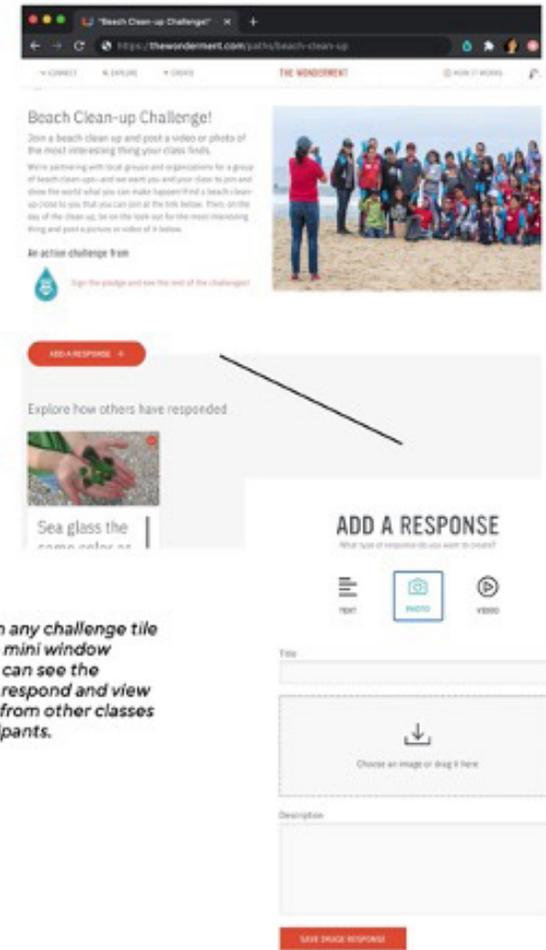
Visit your nearest beach and pick up any trash you see

52 WAYS TO H₂O

What is the most interesting thing you can find during your beach cleanup? >>

Powered by  The Wonderment: a non-profit platform for youth community action

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Beach Clean-up Challenge!

Join a beach clean up and post a video or photo of the most interesting thing your class finds.

We're partnering with local groups and organizations for a group of beach clean-ups and we want you and your class to join and show the world what you can make happen! Find a beach clean-up close to you that you can join at the link below. Then, on the day of the clean up, be on the look out for the most interesting thing and post a picture or video of it below.

An action challenge from  Sign the pledge and see the rest of the challenge!

ADD A RESPONSE

Explore how others have responded

Sea glass the

ADD A RESPONSE

What type of response do you want to create?

TEXT | PHOTO | VIDEO

Title

Choose an image or drag it here

Description

SAVE PAGE RESPONSE

Clicking on any challenge tile launches a mini window where you can see the challenge, respond and view responses from other classes and participants.

YOUTH SPECIFIC ACTIONS

52 WAYS TO H₂O

I PLEDGE TO TAKE 52 ACTIONS TO PROTECT MY WATER

01 Go to ProjectCleanWater.org and sign up for the Project Clean Water Pledge on Social Media	02 Share the Project Clean Water Pledge on Social Media	03 Tell a friend or family member about the Project Clean Water Pledge	04 Visit the Project Clean Water website and use "Find My Nearest" to discover which watershed you live in.
05 Take the Project Clean Water Insect Catch Kit	06 Contact your local watershed and ask how you can help.	07 Take your car to a certified car wash	08 Check your sprinklers for broken sections
09 Reduce your watering time or adjust your sprinkler's water cycle	10 Participate in a beach clean up	11 Pick up trash and litter and place in trash/recycling bin	12 Read up on native, low water use plants. LISA, NCEC
13 Plant a native, low water use plant	14 Check with your local government agency for rebate programs	15 Use reusable bags next time you go grocery shopping	16 Tell a friend, family member or coworkers about Project Clean Water and the storm water issues they can help solve.
17 Spread fresh leaf or wood chip mulch throughout your garden/yard	18 On your trash pick-up day, make sure your cans and dumpsters are not overflowing.	19 Sweep your driveway and place items in the trash	20 Raise the pond and place in trash bin
21 Visit your nearest beach and pick up any trash you see	22 Visit a local creek or river and bring out in nature	23 Leave your car at home at least one day this week and take public transit, carpool or bicycle	24 Get your car emissions checked
25 Switch to organic fertilizer	26 Cut down on fertilizers	27 Reduce pesticides and herbicides	28 Plant a tree/plant
29 Replace part of your lawn with native, drought resistant plants	30 Reduce your driveway to vegetable area on your property	31 Grab a trash bag and go for a hike, pick up trash you see along the way	32 Create a compost bin
33 Cut down on single use plastics	34 Wipe your	35 Donate \$5 or more to one of our local non-profit partners	36 Decrease the amount of your showers this week by 5 minute
37 Check your car for leaks	38 Recycle your used motor oil	39 Doing car repair? Use drip pans to catch engine oil and other pollutants.	40 Capture cooking oil in a sealable container before placing in the trash
41 If you haven't already, invest in a reusable water bottle	42 Calculate how much water you should drink per day	43 Drink your recommended daily water amount	44 Visit a sidewalk and appreciate the wildlife
45 Take a walk in the sun	46 "Walk your favorite song with water or sun in the grass" Drink it with us!	47 Take a walk in the sun	48 Take a walk in the sun
49 "Walk your favorite song with water or sun in the grass" Drink it with us!	50 Get outside! Drink a glass or glass a glass that features water as a theme	51 Visit a sidewalk and appreciate the wildlife	52 Visit a sidewalk and appreciate the wildlife

Pledge to take one action each week to protect your waterways.
projectcleanwater.org/52

Pledge actions with accompanying youth action challenges can be noted—and great responses from classes or individuals can be recognized/highlighted/rewarded.



Sea glass the same color as my shirt!



One Response to "Sea glass the same color as my shirt!"



PCW Team
January 10, 2025

This is an awesome find—and we loved seeing the trash your class was able to gather. You're our class of the week!

Reply



all of a walk drink

all jurisdiction water benefits

PROJECT CLEAN WATER

Public Service Announcement

Spoken word artist Gill Sotú created a poem about Project Clean Water and the 52 Ways to Love Your Water. He performed it at the launch press conference and we also filmed him reciting the poem to make a full length video and a shortened 30 second PSA. It will be shown at Movies in the Park on June 19 and a media buy was purchased with Regal and AMC theaters to show it throughout the summer. It will also be used and boosted on social media.

“52 WAYS TO LOVE YOUR WATER” BY GILL SOTU

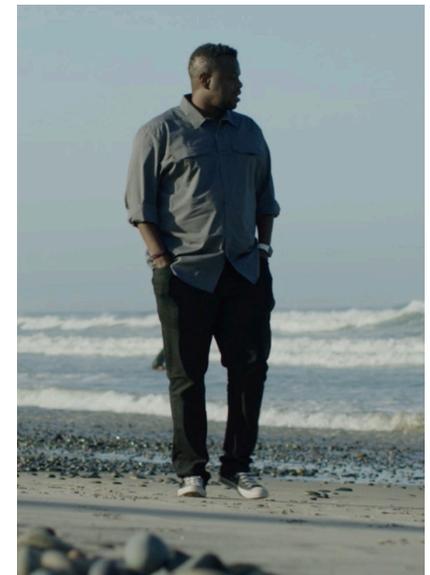
Full Length PSA

<https://migcom.egnyte.com/fl/oKac8Wib3w>
 Password: mYSnS7RzHbZ2

.30 Sec PSA

<https://migcom.egnyte.com/fl/9RFm1LAFpZ>
 Password: 7YLtcGN7nYBS

GILL SOTU



Environmental

Signage and wayfinding graphics will be created to be paired with campaign messaging

- NeverWet storm drain signage
- Beach closure signage
- Trash cans
- Dog bags
- Parks and Beaches

Media Buy Strategy

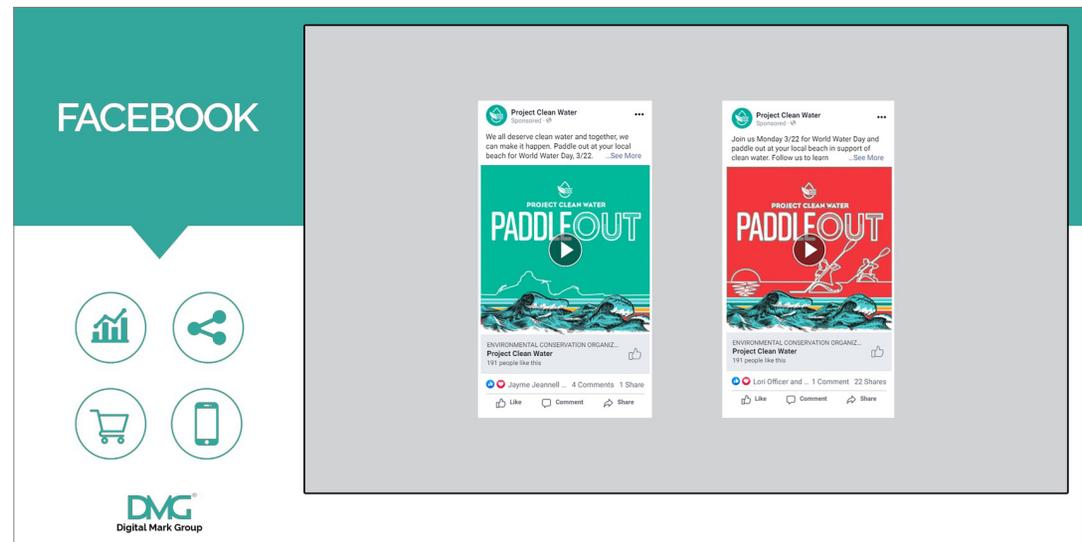
Media buys will be spread out over fall, spring and summer. Buys will include digital, social media, Google AdWords, radio and some transit.

- Gas stations
- Movies in the Park
- Movie Theatres
- Digital
- Social Media
- Radio
- CIRCUIT/Transit

FLOOR DECALS



FACEBOOK ADS



Media Relations Strategy

Public relations efforts will support and strengthen marketing communications outreach to create deeper awareness of Project Clean Water’s role in the community and lay the groundwork for wider community support and engagement in adopting clean water behaviors.

We use earned media to build awareness of Project Clean Water and the first-year campaign messaging which will help lay the foundation for future campaign subtopics and behavior change actions. We also use earned media to position Project Clean Water as an expert in stormwater topics so residents are encouraged to view Project Clean Water as a resource for information, approaches and activities that support clean water and healthy communities.

STRATEGIES

- Position Project Clean Water spokespeople as experts in stormwater topics
- Provide PR support for activities, events and partnerships
- Develop a calendar of days connected to the environment/water for story development
- Drive traffic to website and social media platforms through link integration
- Identify reporter/editors throughout the County to secure media placements

APPROACH

Media relations strategies will follow a phased approach that is in sync with social media and marketing to support the launch through ongoing awareness building efforts that encourage sustained media coverage of Project Clean Water.

Phase 1

- Planning (October through launch)

Phase 2

- Launch Campaign – Positioning Elements (March)

Phase 3

- Build Awareness, Education and Reinforce Messaging (Ongoing)

As part of Phase 3, which will run throughout the campaign, we will use a variety of tactics that will build awareness and reinforce the overall message that stormwater is not treated but also focus on the current action campaign.

We will use the following methods to secure ongoing opportunities in the media:

- Participate in third-party/partner events
- Comment on themes such as dry season/rainy season
- Provide tips on topics of interest
- Use national holidays



- Create planned media opportunities (i.e. Project Clean Water events)
- Leverage trending topics in the media
- Write op-eds
- Follow the planned action campaigns

As part of the PR effort, Project Clean Water can enhance its visibility and reach with key dates that reflect relevant topics. Some examples of these are included below:

- World Wetlands Day - February 2
- International Day of Action for Rivers - March 14
- World Water Day - March 22
- Earth Day - April 22
- San Diego River Days - May
- World Environment Day - June 5
- World Oceans Day - June 8
- Clean Oceans Day - Sept. 10
- World Water Monitoring Day - September 18
- World/National Cleanup Day - September 19
- World Rivers Day - September 26
- Stormwater Awareness Week - September
- Global Recycling Day - November 15



07

CHAPTER SEVEN

METRICS FOR SUCCESS

All elements of the campaign will be evaluated using a variety of methods to ensure we are meeting goals and objectives.

Metrics will be tracked using the following tools

- Google Analytics
- Social Media Analytics
- Conversions
- Social Listening
- Media Buys
- Collateral distributed
- Event attendance
- Publicity
- Hotline
- Reporting Tool

Other evaluation methods include jurisdictional reporting on stormwater pollution reduction and water quality; increase in partnerships, public awareness and public involvement. Knowledge and Awareness Survey will be conducted at the end of Option Year 2.

The data informs the marketing efforts to ensure we are reaching our designated audience and achieving our SMART Goals.



The following metrics will be used to track each of the measurable SMART Goals.

GOAL 2

1. Number of novel site visits
2. Rate of novel site visits related to specific campaigns (paid media, flyers, events, social platforms)

GOAL 3

1. Use questions from surveys from last 5 years to preserve data continuity (80 to 90% same questions)
2. Increased sharing of PCW/BCMC hashtags across social media
3. Measure awareness of Report Pollution Tool through usage and survey
4. Education resources downloads
5. Sidebar for quick satisfaction poll & “how did you hear about us?”
6. Increased participation at clean-ups with intercept polling at registration

GOAL 5

1. Reduction in dry weather flows & trash, sediments, organics cluttering drains
2. Increased public awareness that stormwater is not treated
3. Increased public awareness that what goes into stormwater drains leads directly to the ocean
4. Increase self-reported stormwater friendly behaviors (i.e. associated with predetermined targeted behaviors)
5. Increased use of Report Pollution Tool
6. Specify anonymity for all data collection methodology
7. Create app for Report Pollution Tool
8. “Value of Water” messaging. Sustaining life in a holistic way: Properties, industries, environmental, security. Agriculture
9. Frame “healthy” water - beaches, rivers, lakes - as integral to the Value of Water messaging
10. Increase engagement and awareness among specific audiences like young males



08



CHAPTER EIGHT

DESCRIPTIONS OF MARKETING & COMMUNICATION TOOLS

Marketing and communications have their own language. This section contains descriptions of common marketing tools that will be used throughout the campaign.

GOOGLE ANALYTICS

1. Sessions: the number of times a user opened a browser to a page on your site.
2. Users: the number of unique users that opened those pages on your site.
3. Pageviews: the number of pages viewed by a user during a session.
4. Average Session Duration: the average amount of time of each session
5. Bounce Rate: the percentage of single-page sessions that left without interacting with your page
6. % New Sessions: new sessions made by new users
7. Source: which sources are giving you the most traffic
8. Entrances: what is the first page people our landing?
9. Locations: where are visitors coming from?
10. Device Usage: desktop, mobile, or tablet
11. Behavior Flow: lets you see how people go through your site, based on





CONVERSION EXAMPLES

1. Filling out a form or survey
2. Compare information
3. Add to favorites
4. Played interactive media
5. Shared information on social media
6. Signed up for newsletter
7. Use the self-reporting tool

SOCIAL MEDIA

1. Brand Reach: how many unique users actively engaged with your brand
2. Engagement: likes, comments, shares and clicks
3. Awareness: impressions & reach
4. Volume and sentiment
5. Referrals & conversions

SOCIAL LISTENING

1. Segment audiences to understand what they care about
2. Cross reference social channels to understand social amplification
3. Track earned media and social response
4. Understand sentiment (positive, negative or neutral)

MEDIA BUY

1. Impressions & Reach
2. Clicks
3. CTR - Click Through Rate
4. Conversions & Conversion Rate



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