

## Think Blue Massachusetts

Clean Water Begins With You, Let's Think Blue

## Agenda

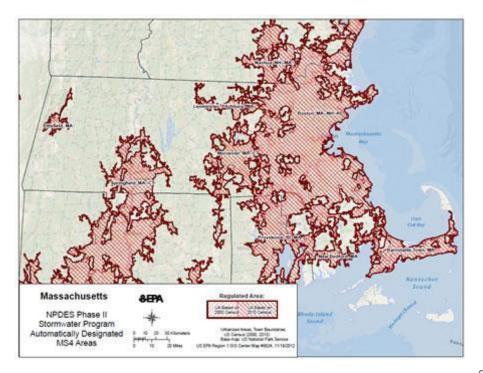


- 1. Welcome & Introductions
- Municipal perspective of Massachusetts NPDES MS4 Permit
- Massachusetts Statewide Municipal Stormwater Coalition
- 4. Think Blue Massachusetts campaign
- 5. What's next?

#### 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.....

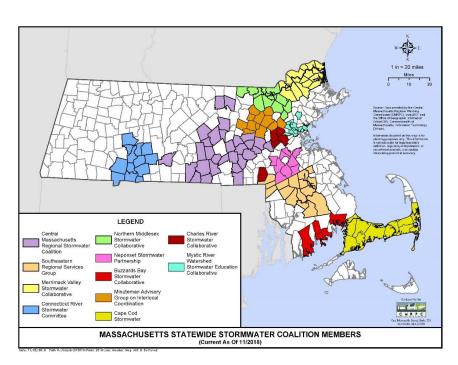
- Limited public knowledge of infrastructure, stormwater, or causes of water pollution
- No dedicated funding for stormwater competing for general fund
- Overwhelmed by new MS4 permit requirements
- Dispersed responsibilities amongst DPW & other departments

#### 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.

- 11 regional coalitions
- Over 130 permitted MS4 communities



#### What has the Statewide Coalition done?



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







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



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



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.



- 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."



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."



# A free program to help you meet those requirements!

## Think Blue Massachusetts campaign



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

Started with a grant from MassDEP



Built off successful Think Blue Maine campaign model



## What we learned from the public



To inform our work, we surveyed 400 Massachusetts residents about stormwater in 2018



## 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



# Think Blue Materials - available to the public

#### Think Blue brand





#### Think Blue video



Modified rubber duck video from Think Blue Maine

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

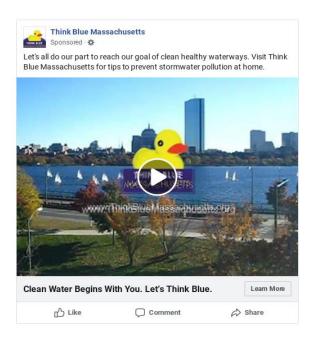
Currently working on updating the video



## Think Blue Facebook page







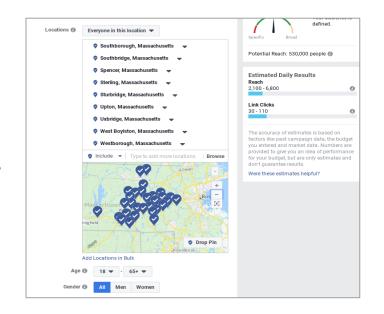
#### Please follow the page!

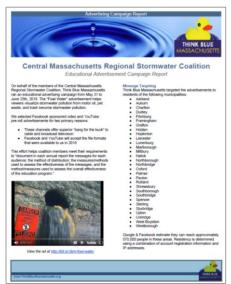
https://www.facebook.com/ThinkBlueMassachusetts/

#### Think Blue Facebook ads



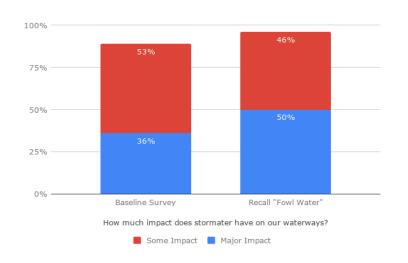
- The ad appeared in areas served by a regional stormwater coalition, and a separate report was made available for each region.
- The population of these areas is ~4 million, which is ~60% of the state's population.
- Over 1.8 million people reached.

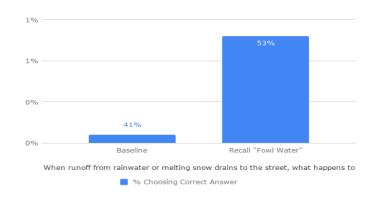




### Think Blue video – evaluation of effectiveness



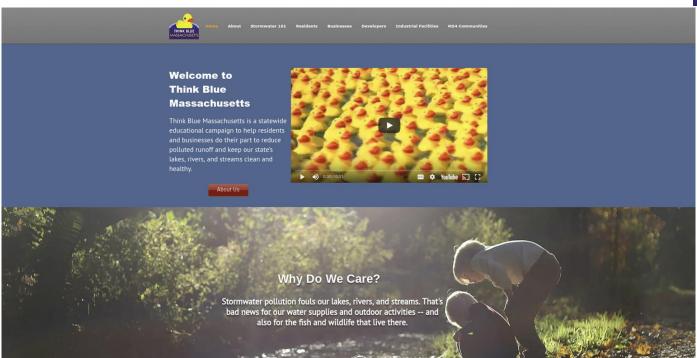




The initial campaign measured a 14% increase in understanding of what stormwater is, and a 12% increase in where stormwater goes.







https://www.thinkbluemassachusetts.org/

## Think Blue print materials



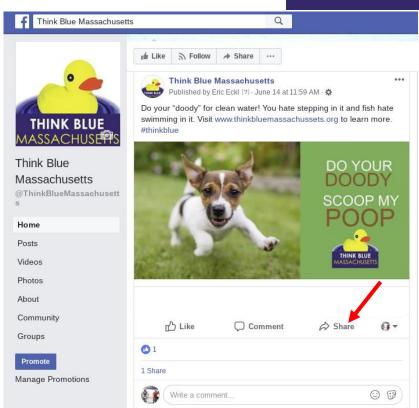




#### Think Blue social media

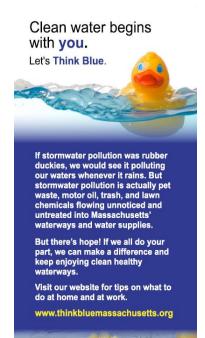


Share posts from Think Blue Massachusetts' facebook page



## Think Blue newspaper ad





## Think Blue ads placed in local newspapers

Worcester Telegram: Oct 3, 2018, Dec 2019

Gate House/Wicked Local: Oct 3, 2018

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

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

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

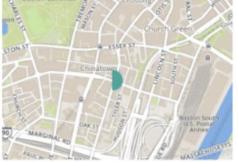
Spencer New Leader, Auburn News, Charlton Villager, Sturbridge Villager, Southbridge News, Webster Times, Blackstone Valley Tribune, Winchendon Courier, Putnam Villager, Woodstock Villager, Thompson Villager, Killingly Villager

#### Think Blue billboard





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



#### Think Blue booth materials



Shared materials available to borrow for public events:

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

#### Contact us at

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



#### Kick-off with MassDEP



You're invited to join the Massachusetts Department of Environmental Protection, the
Statewide Stormwater Coalition
and the Joseph H. Gibbons Elementary School

for

the official launch of **Think Blue Massachusetts**: Friday, October 5, 2018

10:00 am-11:30 am

at

Joseph H. Gibbons Elementary School 235 Morton Street Stoughton, MA

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



### Press coverage







Boston Globe, October 5, 2018

WEF StormwateReport, December 20, 2018

## THE DUCK!









## What's Next?

#### Phase 2....





- New Rubber Duck video
- More social media marketing
  - Where is the duck campaign?
- Distribute video on cable access
   & government channels
- Year 1 permit reporting
- Think Blue New England???

## Think Blue at Community Events



- Community fairs & festivals
- Earth Day events
- Clean-up events
- MassSTEM week
- Classroom programs
- Girl Scout & Boy Scout projects





#### Contact Info



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