

# Think Blue San Diego Region



think **BLUE**  
SAN DIEGO  
REGION

## Strategic Public Relations and Outreach Plan

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Prepared by



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## Overview

The co-permittees of the Municipal Stormwater Permit have developed a Regional Residential Education Program. Based on input from the Co-permittee Regional Stormwater Management Committee and the Education & Residential Sources Workgroup the following goals were developed for the program:

### *Regional Residential Education Program Goals*

- Increase awareness and knowledge of stormwater pollution.
- Improve attitudes toward stormwater pollution.
- Provide a foundation for changing behaviors that contribute to stormwater pollution.
- Integrate regional pollution prevention messages.

### *Regional Residential Education Program Objectives*

The following objectives were developed to support program goals:

- Maintain a consistent image, message and brand.
- Use positive messages to increase knowledge and awareness, and ultimately change behavior.
- Develop community partnerships to leverage resources.
- Develop assessment strategies for program effectiveness.

### *Participating Municipalities and Regions*

The Regional Residential Education Program will be rolled out to residents living in the co-permittee member jurisdictions:

San Diego County (unincorporated areas)	La Mesa
Carlsbad	Lemon Grove
Chula Vista	National City
Coronado	Oceanside
Del Mar	Poway
El Cajon	San Diego
Encinitas	San Marcos
Escondido	Santee
Fallbrook	Solana Beach
Imperial Beach	Vista

The Port of San Diego and the San Diego County Regional Airport Authority are co-permittees who also participate in educational outreach. Together, outreach and educational efforts should include the following strategies to deliver consistent, regional messages to all stakeholders. The group is using a variation of the Think Blue identity, a trademark of the City of San Diego.

## Regional Residential Education Program Target Audiences

The primary audiences of the Regional Education Program are English-speaking residents and homeowners and the underserved Spanish-speaking and Low Socio-Economic Status target audiences. Secondary audiences include people whose activities might result in stormwater pollution unless care is taken – such as pet owners, do-it-yourselfers, homeowners and people who garden.

Regional pollution prevention messaging works to reduce the five main contaminants to the storm-drainage system: bacteria, nutrients, pesticides, sediments and trash.

The following are stakeholder perceptions and key messages regarding stormwater pollution.

### *Perspectives*

- May not be aware that the storm drain system is not connected to the sewer system
- Care about the beauty of the region
- Want a toxin-free environment for themselves and their families
- May find the cost and effort of stormwater pollution prevention bothersome
- May not be aware that pet waste contributes to waterway pollution
- May not understand the importance of cleaning pet waste promptly at home and when outside the home
- May not be aware of what home, garden and automotive chemicals are detrimental to the environment
- May not be aware of how and where to properly dispose of home, garden and automotive chemicals
- May not be aware that hosing off driveways and home exteriors contributes to stormwater pollution
- May not realize that irrigation run-off contributes to stormwater pollution

## Regional Messaging

Overarching messages to be used by the co-permittees of the Municipal Stormwater Permit resonate across geographical boundaries and target demographics:

About the Stormwater Pollution Problem:

- San Diego County is a fun place to live with the ocean, beaches, lakes and rivers to enjoy. Protecting these from pollution is important for the environment, wildlife and your family's health and safety.
- Storm drain systems and sewer systems are not connected, so everything

that enters storm drains, including trash, pet waste, pesticides from over irrigation and other pollutants, flows untreated directly into local waterways.

#### Ways to Prevent Stormwater Pollution:

- Take care in neighborhoods and at businesses to prevent pollution from entering storm drains and watersheds.
- There are many ways you can protect against stormwater pollution.
  - Pet owners can help prevent stormwater pollution by picking up after pets promptly and disposing of the waste properly.
  - Picking up after pets is not only a responsibility at home, but also important when you are out as well.
  - Dispose of solvents, paint, construction debris and automobile fluids correctly; never down a storm drain.
  - Dispose of fertilizer, pesticides and other materials correctly; never down a storm drain.
  - Monitor and adjust irrigation systems so that the water does not flow into the storm drain.
  - Keep home and vehicle wash water from entering storm drains.
  - Sweep your home's exterior, patio and driveway rather than using a hose.

#### How the Region is Working Together to Prevent Stormwater Pollution:

- The jurisdictions of the San Diego region have joined together to address the issue of stormwater pollution prevention in a coordinated effort.
- Learn about stormwater pollution prevention in your area and ways you can make a difference. To find the link to your jurisdiction for resources and information, go to [thinkbluesregion.org](http://thinkbluesregion.org).
- The regional campaign has created a locally recognizable brand that has demonstrated effectiveness in stormwater outreach.

#### *Jurisdictions' Perspectives*

- May not be aware of the coordinated regional stormwater pollution effort
- May not realize the advantages of a regional stormwater pollution education and outreach campaign
- May not have funds to support local outreach
- May had differing priorities regarding environmental messages

#### **Messaging**

- The coordinated effort to develop consistent messages across the region will leverage resources to create economies of scale.
- Stormwater and urban runoff pollution frequently cross jurisdictional

- boundaries, making collaborative approaches a necessity.
- The regional effort won't supplant the jurisdictional and watershed programs.

## Recommended Strategies

- Expand outreach efforts.
- Keep messages simple, memorable and easy to follow.
- Use messages consistently in communications.
- Form strategic partnerships with community resources to achieve the end goal of behavior change.
- Use the regional website to measure awareness and change attitudes.

### *Community Outreach*

**Community:** Get the stormwater pollution prevention conversation started by distributing the "Be the Solution to Stormwater Pollution 2010" calendar at community events, homeowners association meetings, planning meetings, etc. Tell the people you meet with about the tips and resources in the calendar, and about the prize drawing for those who take the Web survey. Make the calendars available at city offices, especially those that deal with the public.

On a regional scale, solicit original art from residents, illustrating tips to be included in the "Be the Solution to Stormwater Pollution 2011" calendar. Engage the Port of San Diego and the San Diego County Regional Airport Authority as resources to publicize, collect, judge, recognize artists and produce the 2011 calendar.

### *Media Outreach*

Media outreach is designed to earn publicity at a grass roots level to elevate the Regional Residential Education Program's goals and objectives. By engaging the media as a partner in stormwater pollution prevention, the Regional Residential Education Program will raise awareness and promote active community and individual involvement.

- Distribute an overarching Regional Residential Education Program overview package (backgrounder, FAQ, community involvement tip sheet, co-permittee involvement/programs/successes in the community) to serve as a media introduction.
- Develop story pitches that draw from success stories to illustrate the importance of banding together as a region to prevent stormwater pollution.
- Pursue a relationship with a media outlet to feature a stormwater pollution

prevention “tip of the week.” For example: Keep litter and pet waste from entering storm drains. What enters storm drains ends up in our water ways. Let’s protect our environment together by preventing stormwater pollution.”

Many of the county’s media cross jurisdictions, and some have dedicated community papers. Recommended target media include:

**City of San Diego**

Beach & Bay Press  
Carmel Valley News  
Clairemont Mesa News  
Coast News Group  
Corridor News  
Diario San Diego  
Examiner.com - San Diego  
The Gay & Lesbian Times  
Hispanos Unidos  
La Jolla Light  
La Jolla Village News  
La Prensa  
Mi Enlace  
The Navy Dispatch  
Peninsula Beacon  
Periodico El Latino

Mission Times Courier  
Presidio Sentinel  
San Diego Downtown News  
San Diego Jewish Press-Heritage  
Sandiegolovesgreen.com  
San Diego Magazine  
San Diego Metropolitan  
San Diego Monitor News  
San Diego News Network  
San Diego Reader  
San Diego Uptown News  
San Diego Voice and Viewpoint  
Signonsandiego.com  
Voicesandiego.com  
The San Diego Union-Tribune

**San Diego County**

**Unincorporated areas**

Alpine Sun  
Borrego Sun  
North County Times  
Ramona Sentinel  
Ranch & Coast Magazine  
Valley Roadrunner

**Carlsbad**

Carlsbad Sun

**Chula Vista**

The Star-News

**Coronado**

Coronado Eagle Journal

**Del Mar**

Del Mar Times

**El Cajon**

East County Californian

**Escondido, Encinitas, Oceanside,  
San Marcos, Solana Beach**

North County Times

**Fallbrook**

Fallbrook Village News  
Village & Valley News

**Imperial Beach**

Imperial Beach Eagle & Times

**Poway**  
Poway News Chieftain

**City, Santee**  
The San Diego Union-Tribune

**La Mesa, Lemon Grove, National**

**Vista**  
Vista Sun

### ***Editorial Calendar Opportunities (examples)***

- The San Diego Union-Tribune
  - Smart Living
  - Personal Health (October)
- North County Times
  - Go Green (August, September)

### ***Paid Media***

The optimal media for the greatest effect in spreading the Regional Residential Education Program message would be a \$50,000 - \$100,000 buy on radio, TV, cable and in-theater. The buy would include value-added opportunities that may include live radio reads, interview opportunities on both TV and radio, media partnering opportunities and TV and radio website presence. In-theater value-adds can include complementary tickets that co-permittees could use for community involvement incentives. For a region-wide paid media campaign, out-of-home advertising is not recommended.

The program has one PSA available with the pesticide message and would need to develop new PSA content to cover other messages.

### ***Presentation/Speaking Opportunities***

Meeting and presentation opportunities exist to reach the following groups.

#### **Environmental groups:**

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| - California Native Plant Society | - San Diego River Coalition       |
| - Earth Share of California       | - San Diego River Park Foundation |
| - Environment Now                 | - SEACAMP San Diego               |
| - Endangered Habitats League      | - Sierra Club, San Diego          |
| - Outdoor Outreach                | - Surfrider Foundation            |
| - Project Wildlife                | - Wildcoast                       |
| - San Diego Audubon Society       | - Women's Environmental Council   |
| - San Diego Canyons Coalition     | - The Nature Conservancy          |
| - San Diego Oceans Foundation     | - U.S. Fish and Wildlife Service  |

Other partnership opportunities: Homeowners associations, community planning groups and chambers of commerce

### ***Award Opportunities***

Recognition and awareness of the Regional Stormwater Education Project will be heightened by participation in industry awards programs. Appropriate opportunities include:

- California Stormwater Quality Association Awards Program to advance the stormwater quality management profession by identifying and recognizing exemplary leadership, outstanding projects, activities and contributions to the field of stormwater quality management.
- Environmental Protection Agency Climate Protection Awards to recognize exceptional leadership, outstanding innovation, personal dedication and technical achievements in climate protection.
- PRSA Silver Anvil, National and Regional, symbolizing the forging of public opinion, is awarded annually to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.
- 10 News Leadership Award for Environmental Stewardship recognizes leaders in the community who are working hard to make a difference in the environment.

### ***Social Media/Websites***

Online and electronic communications will help the co-permittees convey information about the Regional Residential Education Project in an efficient and cost-effective manner. These communications may include reciprocal links from jurisdiction websites to thinkbluesdregion.org; developing and linking to a regional e-newsletter about the project, maintaining a blog to announce project information and milestones and creating and maintaining information about the project on social networking sites such as Facebook. Within Facebook, the co-permittees can be “friends” with strategic messaging partners:

- Petco for pet clean-up tips.
- Walter Anderson Nursery for tips on proper fertilization.
- Dixieline Hardware for tips on construction clean-up.
- Napa Auto Parts for oil recycling information.
- Edco Waste Management for hazardous and toxic chemical and material recycling.

Facebook also allows the co-permittees to push information out to friends. For example: “Rain is in the forecast. Are you prepared to prevent runoff and stormwater pollution?”

Community groups can film and submit videos of their stormwater pollution prevention tips for posting on YouTube.