

What Do We Want? **More Outreach Credit!**

When Do We Want It? **NOW!**



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Water Resources Program Manager
Alachua County Environmental Protection Dept.

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Uppercase, Inc.



Outline

- Social Marketing Principles
- Fertilizer Campaign/Ordinance
- Aquifer Awareness Campaign
- #NoFilter Campaign Teaser

My Yard

Our Water

It's all connected



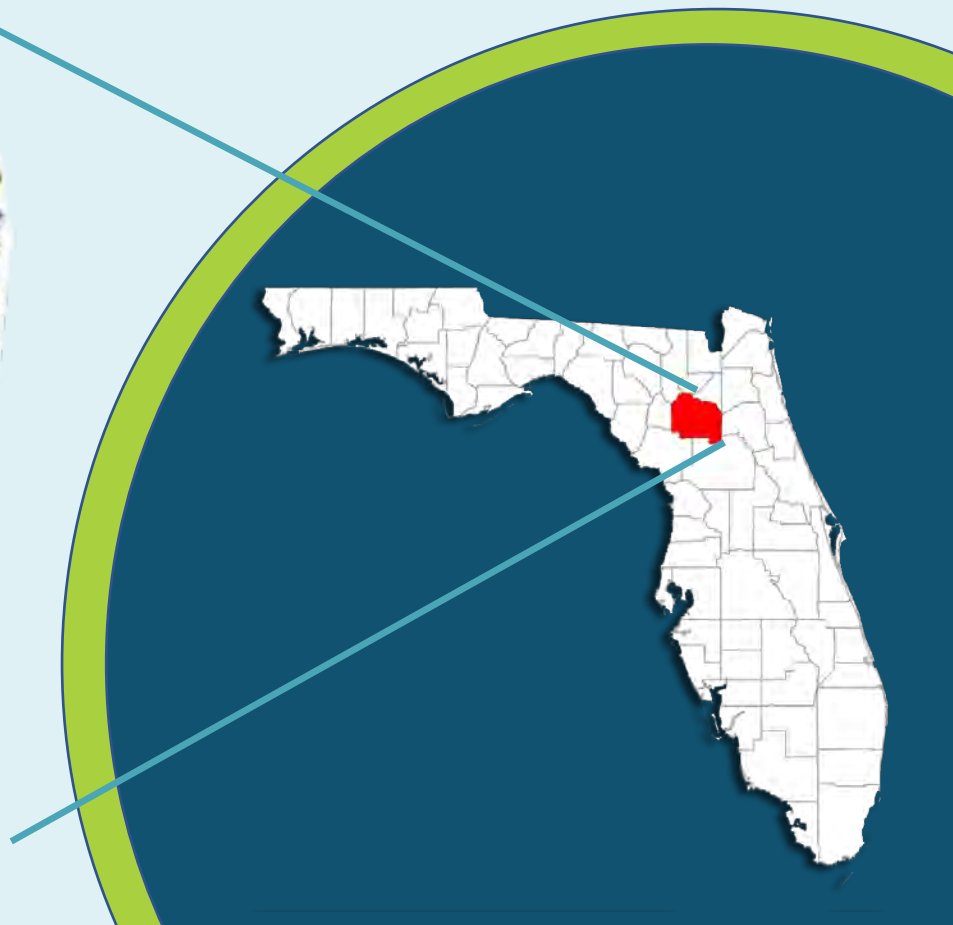
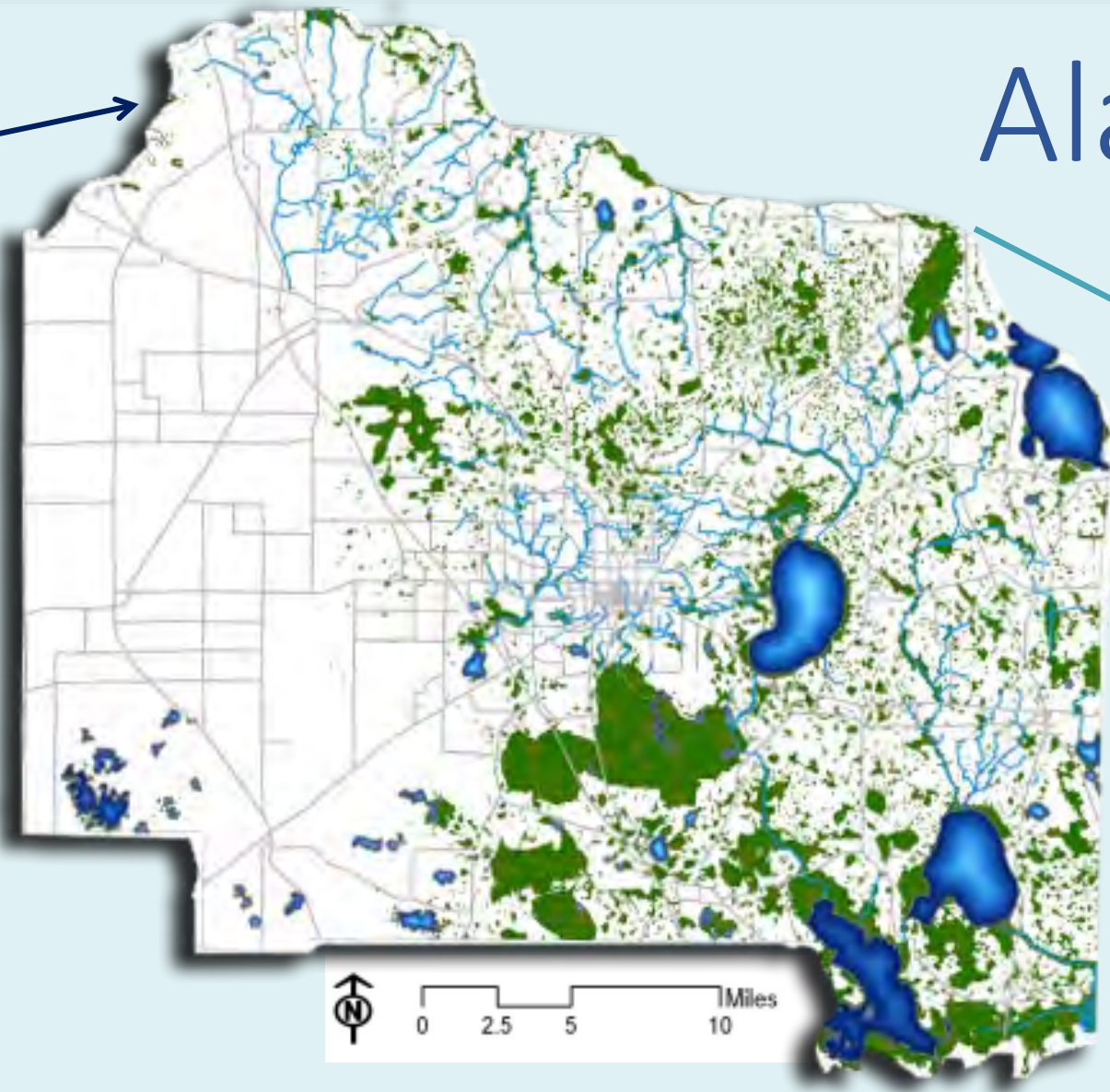
Santa Fe River and Springs



Alachua County

Legend

- Major Roads
- Lakes
- Creeks
- Wetlands





Alachua County Water Resources Education Goals

Shift our landscaping paradigm to less intensive landscapes to reduce water use and improve water quality and habitat

Reduce stormwater pollution (pet waste, grass clippings, fertilizers, illicit discharges)

Create lasting behavior changes to protect our water





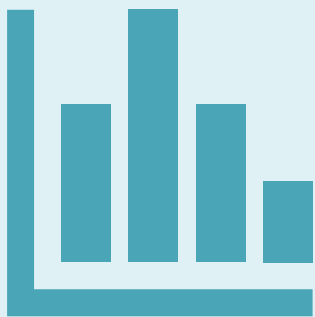
Alachua County Social Marketing Campaigns





What is Social Marketing?

Research-based marketing campaign developed to change behaviors to benefit the greater social or environmental good.





The 4 P's of Marketing





Behavior

When and where?

Seasonal behavior? Street? Yard?



PRODUCT



PLACE



PROMOTION

Distribution Channels

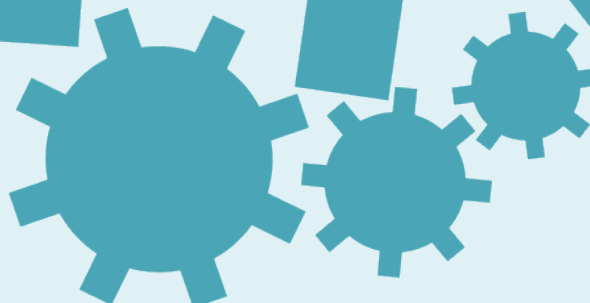
**PR,
Social Media,
TV,
Social Norms**



PRICE

What will the behavior cost?

Barriers and Benefits







Can your "best idea" compete in the noisy marketplace?



RESEARCH-BASED, BEHAVIOR-FOCUSED CAMPAIGN DESIGN: “Social Marketing”

A large white question mark inside a dark blue circle, which is part of a larger graphic element consisting of three stacked, horizontal bars of different colors (dark blue, medium blue, and light green) that taper to the left.

Can I afford it?

How is it done?

How do I know it works?



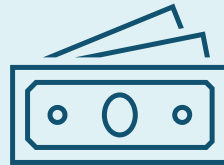


Can I afford it?



Can you afford to miss your audience?

What's your current impact?
Measured by # of brochures distributed?



Put the money and effort in up front yields bigger return on investment.

Campaigns that work and have measurable results.



Are you producing new "best ideas" every year? Costly!

Many social marketing campaigns are used year after year because they work!



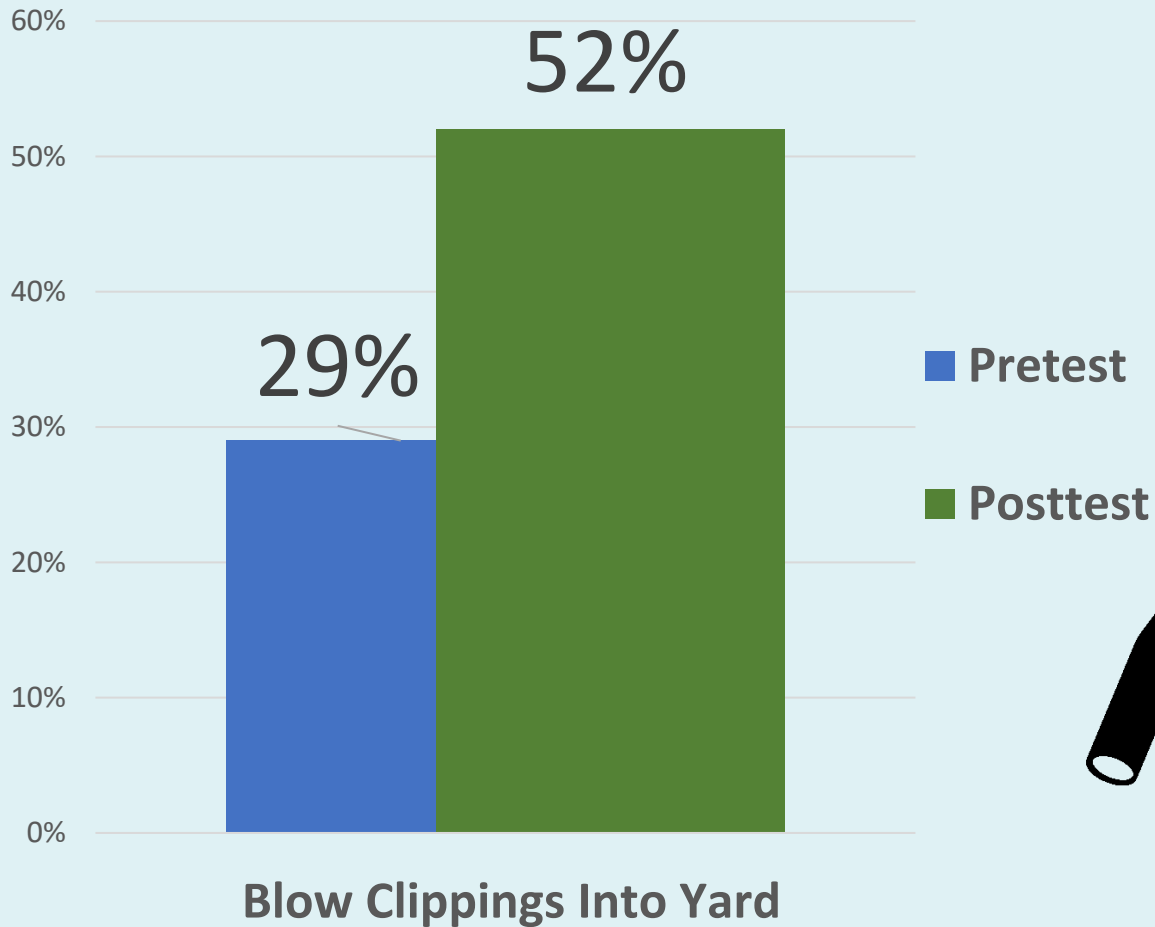
Grass Clippings Social Marketing Campaign 2012

- **Assumptions-based/best idea approach:**
 - Educate – If you tell them the problem, they’ll change. Right?
 - Environmental Plea/Future Generations/Street Safety (bikers)
- **Research-based/social marketing approach (focus groups):**
 - Benefit - #1 motivator = To be seen as professional
 - Least likely to encourage = Environment
 - Barrier: County - They’re not doing it, so why should I?
- **Research-based strategy:**
 - “Join Us Professionals” (position landscape professionals as the spokesperson)
 - “A Professional Would Never Leave This Mess” (social norming)
 - Made government employees a target audience and a main distribution channel (“Place” in the 4P’s)





Did it Work? Evaluation Landscapers?



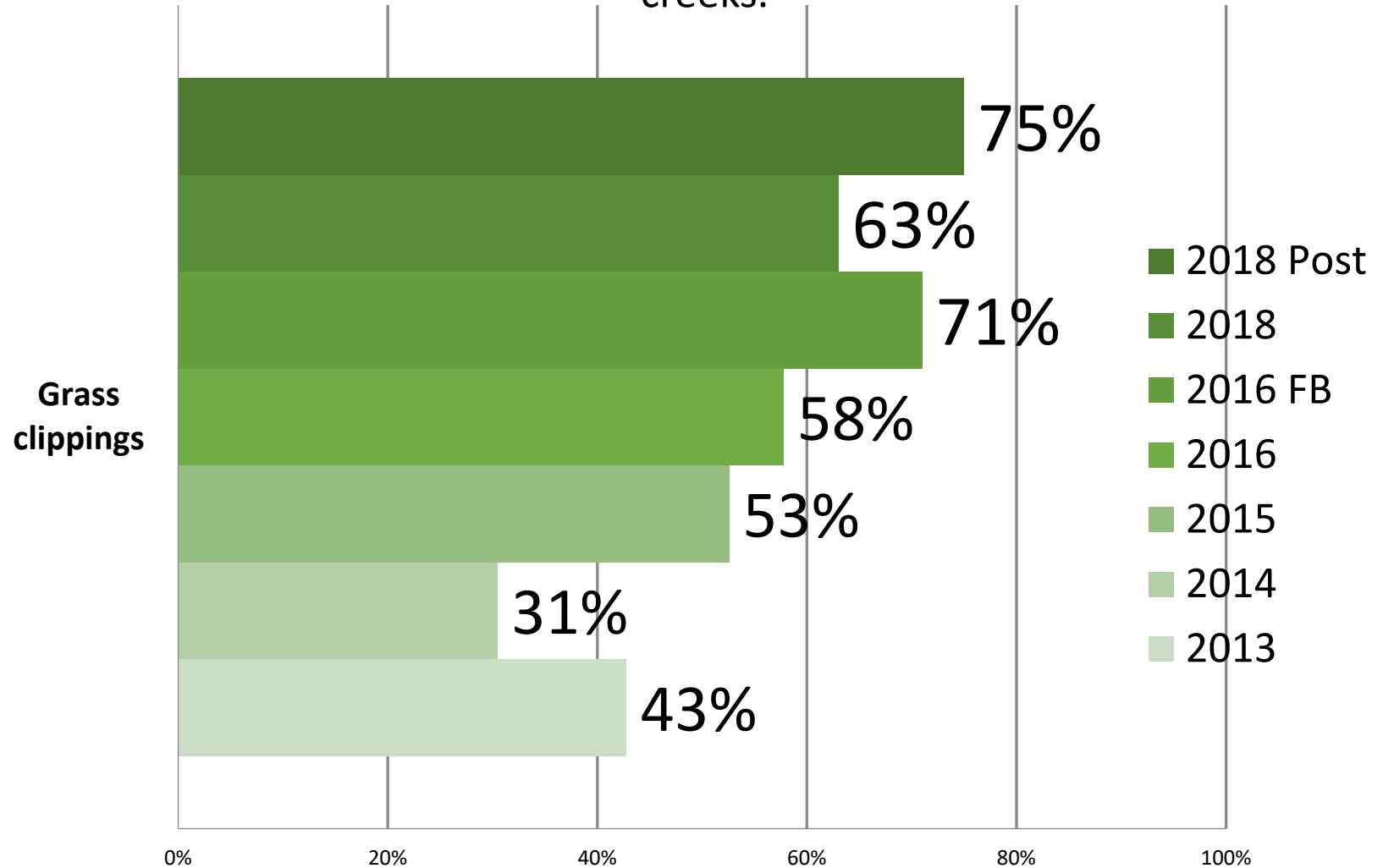
- Blow clippings into the yard – 79% “Always” Increase!
- Blow clippings in the middle of the road – 33% “Never” Increase!
 - Pretest 71% “never”
 - Posttest 95% “never”
- Blow clippings toward a storm drain – 48% “Never” Increase!
 - Pretest 64% “never”
 - Posttest 95% “never”



Did it Work?

Evaluation
General
Sample

Which of the following (if any) are considered pollutants that should not be left in the streets, driveways, storm drains or creeks.





Steps of Social Marketing

1. Segment Target Audience(s)
2. Select a Behavior (Impact/Probability)
3. Use Research to Identify Barriers and Benefits
4. Develop a Strategy Using Tools of Behavior Change (Incentives, Prompts, Commitments, Norms)
5. Pretest Your Items
6. Pilot the Strategy
7. Evaluate the Strategy
8. Broadly Implement or Refine
9. Evaluate
10. Repeat 8 and 9...

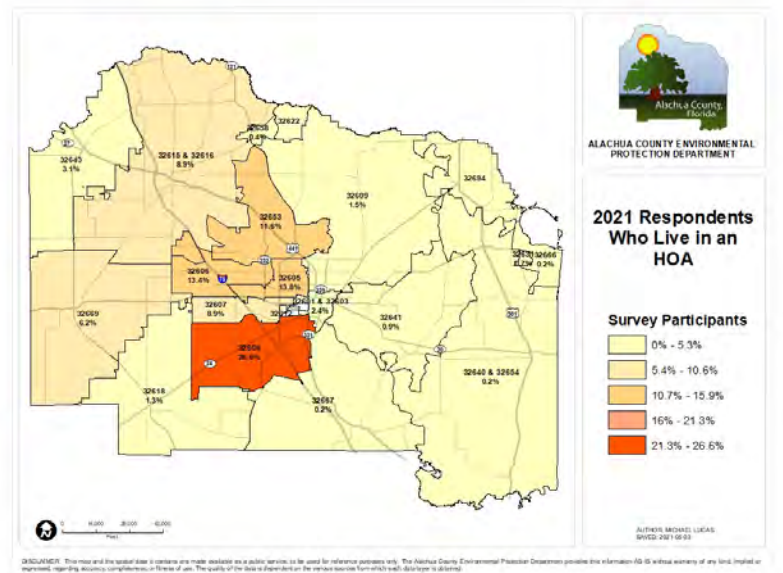
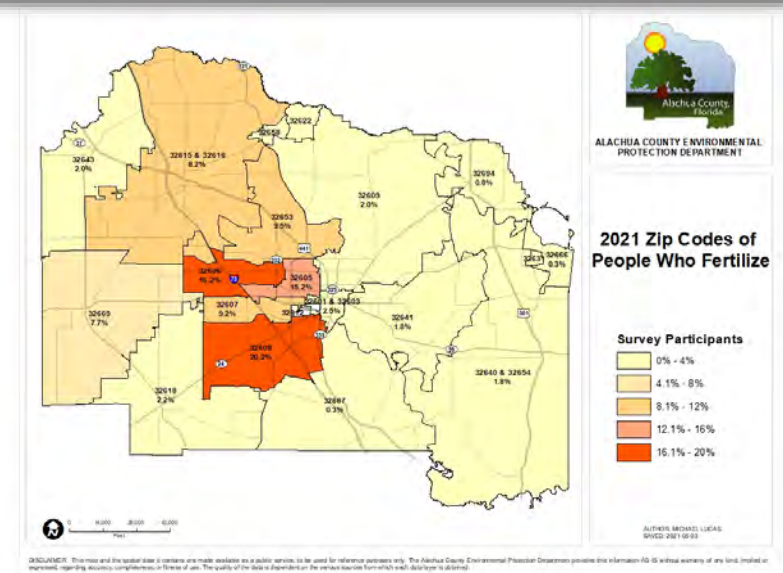


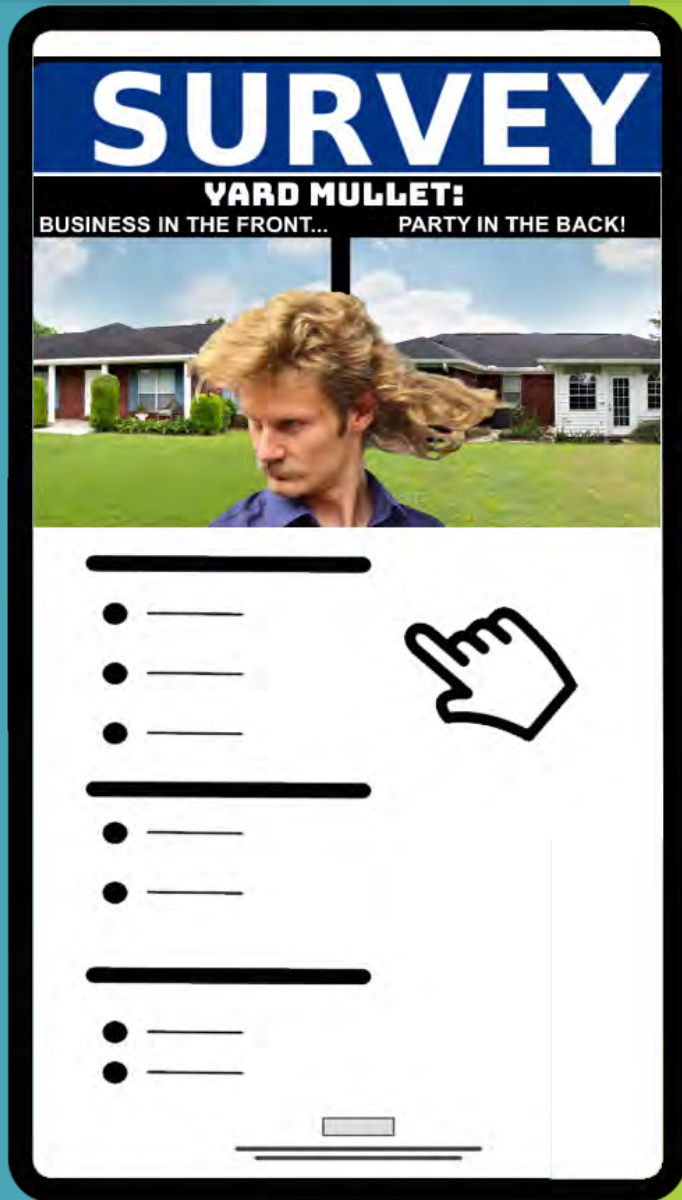


Steps of Social Marketing

1. Segment Target Audience(s)

- There is no “general public”
- 55% said they don’t use fertilizer – so why spend money on them?
 - Use Fertilizer
 - Residents who hire a Landscape company to apply
 - DIY Fertilizer Users
- Live in an HOA





Steps of Social Marketing ↗

2. Select Specific Behavior (“Product” in the 4 P’s)

- **Reduce Fertilizer Use? NO!**
 - Most people think they are environmentally friendly as it is. They may not see room for improvement.
- **Fertilizer Users**
 - Skip the Fertilizer this Year!
 - Join the 55% that say they don’t use fertilizer.
- **Live in an HOA**
 - Don’t Use Fertilizer in the Backyard



Steps of Social Marketing

3. Identify Barriers and Benefits (“Price”)

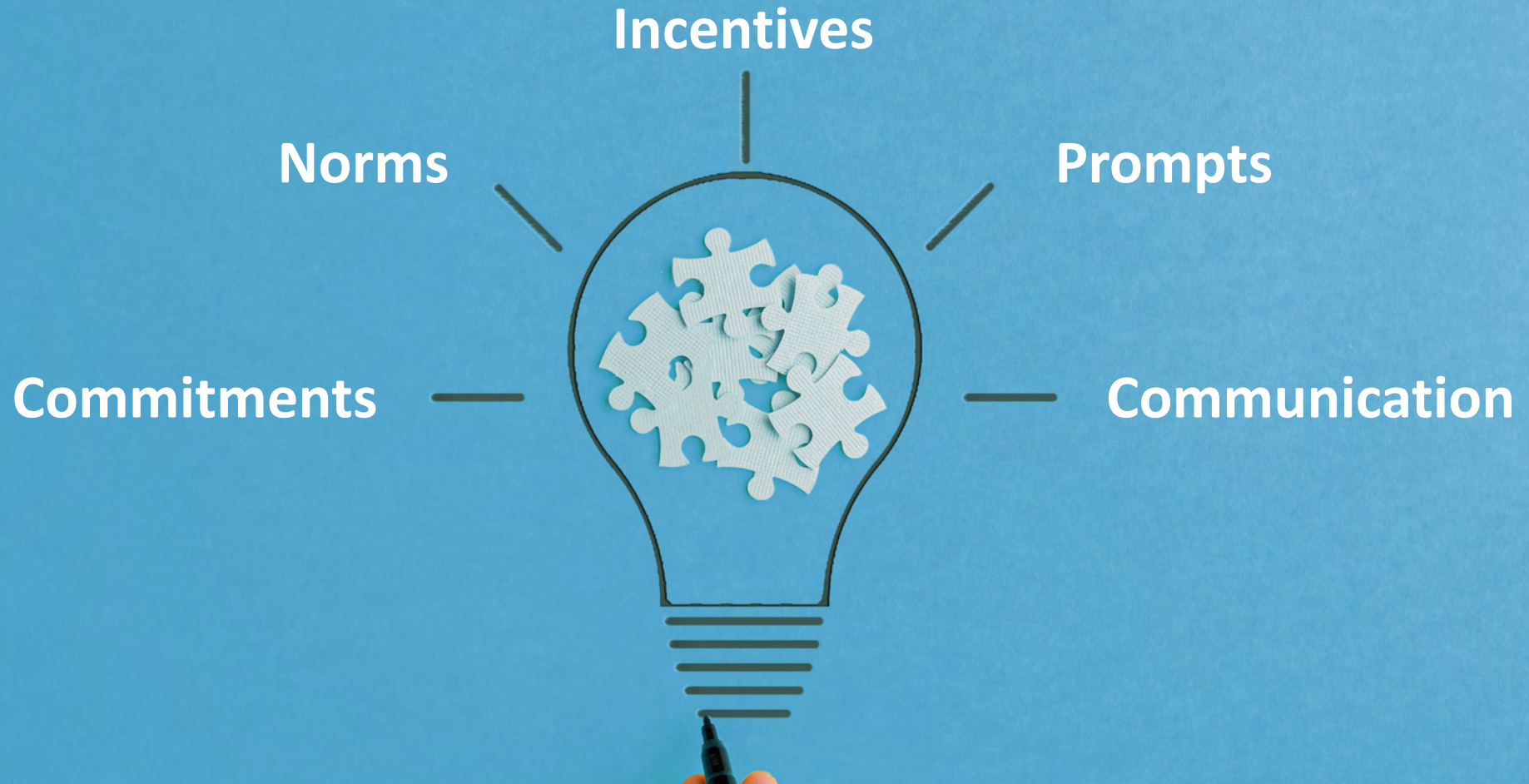
- **Combine qualitative and quantitative data**
 - What would encourage you to reduce your fertilizer use?
 - 69% Still Look Great
 - **57% Harm the Environment**
 - **52% Harms the Springs**
 - 49% Harms My Pets
 - 46% Harms My Children
 - **37% Illegal/Banned**
 - 22% If Mixed Grass Lawns Were More Socially Acceptable
 - 21% If I Didn’t Have an HOA
- **Knowledge was a barrier**
 - Around half of fertilizer users thought residential fertilizer could cause algal blooms in nearby waterbodies (53%).





Steps of Social Marketing

4. Develop Strategy Using Tools of Change

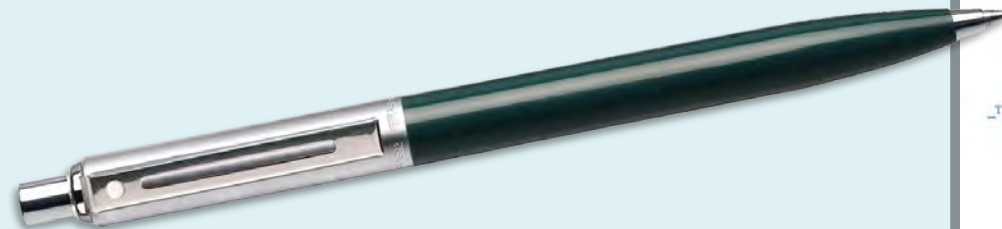




Steps of Social Marketing ↗

4. Develop Strategy Using Tools of Change

- **Commitments (Pledge)**
 - Verbal is good, written is better!
 - Include a prompt/reminder
 - Include a follow-up!
- Norms
- Incentives
- Prompts
- Communication



FERTILIZER FREE YARD PLEDGE

Did you know fertilizer washes off our yards and seeps into our waterways and the aquifer – our drinking water source! The Countywide Water Quality Code (Ch. 77) bans the use of fertilizers containing nitrogen for eight months out of the year from July through February. Just because you CAN use fertilizer March through June, doesn't mean you NEED to use fertilizer – and many people don't. We surveyed over 1,000 Alachua County residents in 2018/2019 and 55% said they don't use fertilizer at all! You can skip the fertilizer, and your yard can still look great. Join the 55% today! Our aquifer, springs and future generations will thank you!

I pledge to: (CHECK ALL THAT APPLY)

- | | |
|---|--|
| <input type="checkbox"/> Skip the fertilizer this year. Your yard can still look great! | <input type="checkbox"/> Always clean up fertilizer spills by sweeping into yard or collecting! Don't blow or wash spills into a storm drain or road. |
| <input type="checkbox"/> Skip the fertilizer at least in the back yard. | <input type="checkbox"/> Store fertilizer in areas protected from rainfall and stormwater runoff. |
| <input type="checkbox"/> Ask my landscape professional about a top dressing with compost instead of fertilizer. | <input type="checkbox"/> Bring unwanted fertilizer to the Alachua County Household Hazardous Waste Collection Center at 5125 NE 63rd Ave. for proper disposal. |
| <input type="checkbox"/> Never fertilize when soil is saturated or before a rain. | |

X _____
I'M ONE OF THE 55%

TRIM



SPRINGS CONVERSATION PLEDGE

Name: _____
Email: _____
Phone: _____

To encourage your commitment and track the success of your pledge, you may be contacted by program partners.

- Do not contact me.



Steps of Social Marketing ↗

4. Develop Strategy Using Tools of Change

- Commitments
- **Norms**
 - Position desired behavior as the norm, not the exception.
 - **Join the 55%!**
- Incentives
- Prompts
- Communication



ARE YOU ONE OF THE 55?

55% of residents surveyed said they don't use fertilizer at all. Thank you!

MyYardOurWater.org






Steps of Social Marketing ↗

My Yard Our Water
Published by Dorian Morgan · February 26 ·

Fertilizer can wash off our yards and seep into our creeks, springs, rivers, and even the aquifer - our drinking water source. Join the 55% that say they don't use fertilizer and skip the fertilizer this year.
[#myyardourwater](#) [#itsallconnected](#) [#jointhe55](#) [#fertilizerfree](#) [#springs](#)



ALACHUACOUNTY.US
Skip the Fertilizer!

[Learn More](#)

4. Develop Strategy Using Tools of Change

- Commitments
- Norms
- **Incentives (Highlight the benefits)**
 - **Healthier springs**
 - **Healthier groundwater (drinking water)**
 - **Your yard can still look great!**
 - **Future generations**
- Prompts
- Communication



Steps of Social Marketing ↗

4. Develop Strategy Using Tools of Change

- Commitments
- Norms
- Incentives
- Prompts (POS signage, T-shirts, Stickers)
- Communication



Weed & Feed
Herbicide & Nutrients

• Kills tough weeds like
spray-on & lawn

• Feeds & strengthens your
lawn - apply in spring

\$23.98
EACH BOTTLE INCLUDES FREE 80

Weed & Feed
Herbicide & Nutrients

• Kills tough weeds like
spray-on & lawn

• Feeds & strengthens your
lawn - apply in spring

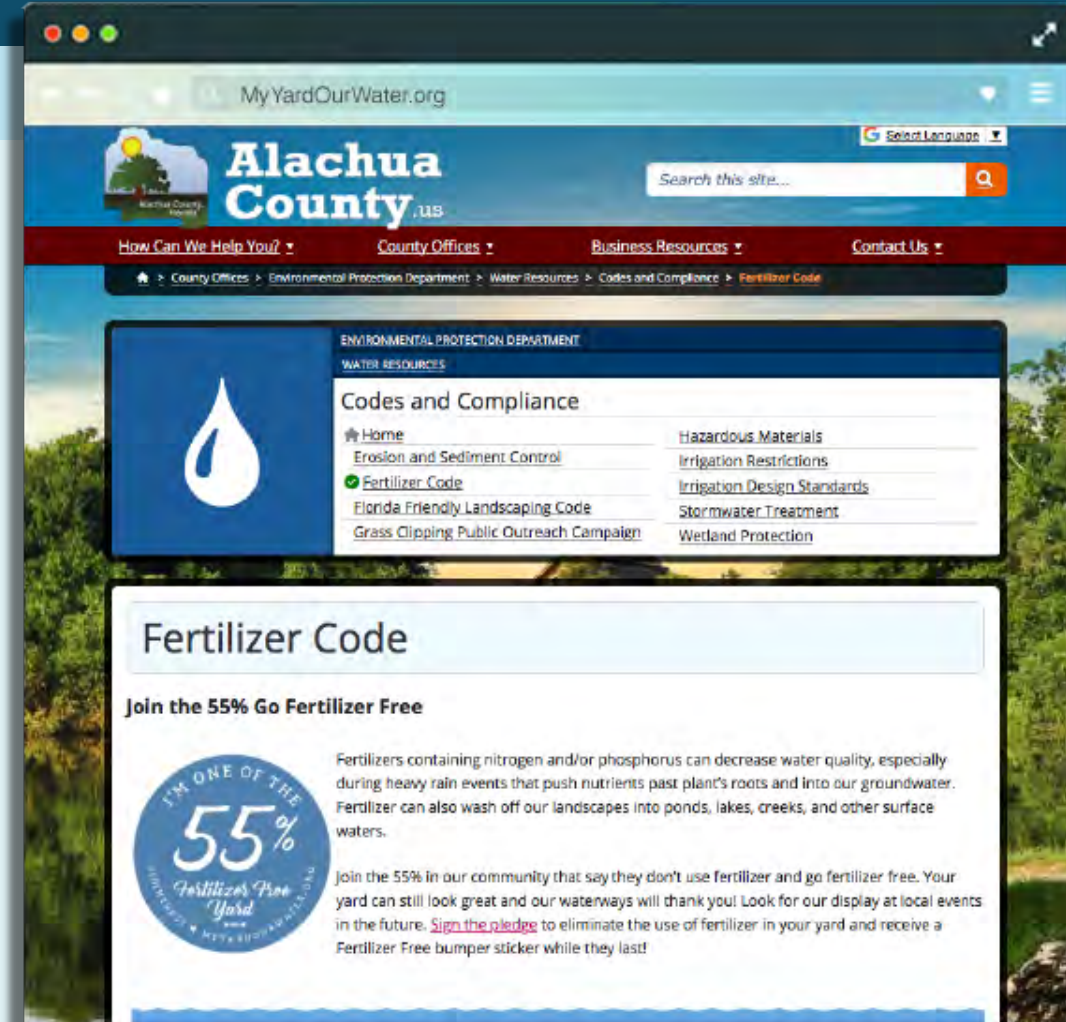
\$41.98
EACH BOTTLE INCLUDES FREE 80



Steps of Social Marketing ↗

4. Develop Strategy Using Tools of Change

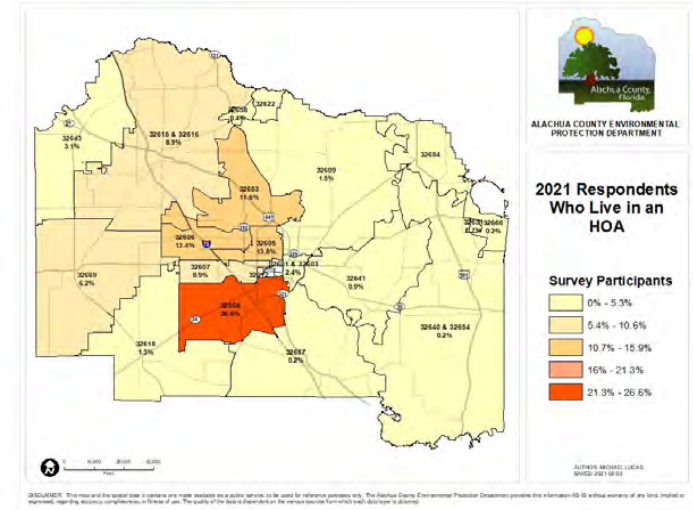
- Commitments
- Norms
- Incentives
- Prompts
- Communication
 - Be specific
 - Loose the shop talk!
 - Flesch-Kincaid Readability Score (6th-7th)
 - Where do they want to learn more?
 - Social Media 55%
 - Website 44%
 - Direct Mail 27%
 - TV 25%
 - Newspaper 22%





Fertilizer Campaign- Social Media

“Over half of Alachua County residents (55%) say they don't use fertilizer at all. Thank you! For those that are still using fertilizer, would you pledge to skip the fertilizer at least in the backyard this year? Backyards are for belly laughs and rolling in the grass, not fertilizer. “





Fertilizer Campaign- Social Media

“Fertilizer washes off our yards and can seep into our waterways and contribute to algae blooms which block sunlight and choke out aquatic plants and fish. Over half of Alachua County residents (55%) say they don't use fertilizer at all. Thank you!”





Fertilizer Campaign- Social Media

“Even if you live miles away, fertilizer can wash off our yards into our waterways. In a recent survey of more than 1,000 residents, over half said they don’t use fertilizer at all! Thank you!”



What
starts
here,
can
end up
here.





Fertilizer Campaign- Social Media

“Okay, we know it doesn’t “really” work exactly like this, but fertilizer can push past grass roots and end up in the groundwater - our drinking water. And fertilizer can wash right off your yard as stormwater pollution into our lakes, river, creeks and springs. Especially if you fertilize before a rain! Just some of the reasons fertilizer is now banned from July through February in @AlachuaCounty”



Gilchrist Blue Springs, 2018



Gilchrist Blue Springs, 2020





ALACHUA COUNTY SOCIAL MARKETING



JOIN THE
★
55%
*Fertilizer Free
Yard*



MyYardOurWater.org



Gainesville Magazine & Gainesville Sun – 22 ads March - November

BACKYARDS ARE FOR BERRIES AND BELLY LAUGHS (NOT FERTILIZER).



Over half of Alachua County residents (55%) don't use fertilizer at all. THANK YOU! For those that are still using fertilizer, would you pledge to skip the fertilizer at least in the backyard this year? Backyards are for belly laughs and rolling in the grass, not fertilizer! #jointhe55

Learn more at MyYardOurWater.org.



What starts here, can end up here.



NEW BAN ON FERTILIZER JULY - FEBRUARY

Fertilizer washes off our yards and seeps into our waterways and the aquifer (our drinking water source!). Most Alachua County residents (55%) say they don't use fertilizer at all. Thank you! Join the 55% and skip the fertilizer this year. Your yard can still look great and our waterways will thank you.

Learn more at MyYardOurWater.org

"Most Alachua County residents (55%) say they don't use fertilizer at all year-round."



In Florida, we are surrounded by water, even under our feet in the aquifer. The water that comes out of your tap for drinking and other household uses comes from our underground aquifer (also called groundwater). Regardless of where you live in Florida, you likely live close to an "impaired" waterway. Nitrogen and/or phosphorus from yards, farms, and septic systems are the most common sources of pollution. Here in Alachua County, we contribute to the nutrient pollution on the Santa Fe River and its springs, Lake Santa Fe, the Silver River, and the Orange Creek Basin (Hogtown Creek and its tributaries, Sweetwater Branch, Tumblin Creek, Paynes Prairie, Newnans, Orange and Lochloosa lakes).



Over-manicured yards are particularly hard on our waterways. Irrigation depletes groundwater supplies, while fertilizers contribute to nutrient pollution and algal outbreaks. Irrigation and heavy rain can push nutrients from landscape fertilizers past plant roots and into the groundwater or can wash fertilizer off as stormwater into our surface waters (creeks, lakes, rivers, etc.). Rainfall is the greatest during summer, so fertilizing during these months has a high potential to pollute waterways. Additionally plants don't need as many nutrients in the cooler months. When we fertilize in the winter, polluting nutrients can move past the root zone and into our drinking water and springs.

For these reasons, fertilizer containing nitrogen is banned in Alachua County from July through February. Most Alachua County residents (55%) say they don't use fertilizer at all year-round. Thank you! Join the 55% and skip the fertilizer this year. See what happens. Even if you live in an HOA, your yard can still look great if you cut back or eliminate the fertilizer.

Remember, having a nice yard is, well, nice. But having clean water to drink, swim in, and for the future is pretty important. We can have it all! We may have to shift our expectations a bit and let go of the bright green monoculture carpet look year-round. It is normal for grass to turn a little yellow or brown in the winter and during droughts. Having a few weeds or multiple species in your yard does not make you a bad neighbor, it actually makes you a good neighbor to our springs and pollinators! Our beloved animals, our kids and our springs will benefit if you don't use fertilizer. **Join the 55% today and skip the fertilizer!**

Learn more from the Alachua County Environmental Protection Department at MyYardOurWater.org.





ALACHUA COUNTY SOCIAL MARKETING



44 Sunday, June 14, 2020 | Gainesville Star | www.gainesville.com

DAMAGE

From Page 23

FIXING THE PROBLEM

Repairing these fragile wetlands can take time, money and resources that otherwise could have been spared if people followed the rules.

Muddy tracks take only five minutes to create but the resulting disturbed land can take decades to fully recover. Or thousands of dollars and heavy equipment, also a preventable impact, that comes at the expense of the Forest Service. Titus said that restoring even one damaged wetland area is a big task.

"It's going to be tens of thousands of dollars

in rental fees and paying other people," he said. "And it wouldn't be fixed for 50 years if you never touched it again, probably."

Closing off illegal routes might sound easy, but that can involve rerouting roads — a process that requires a huge effort to mitigate impacts to wildlife — and sometimes only provides a temporary solution. One dirt berm closing off a route had to be rebuilt three times.

And other than inconspicuous signposts marking numbered roads, the Forest Service prefers not to put up signs everywhere designating what's open and not, wishing to avoid "sign pollution."

Fixing the problem of illegal off-roading involves a multi-pronged approach.

"There's the three E's of recreation, education, engineering — that's always there with ballads, signs and educating people about why it's closed off," Titus said. "Enforcement is kind of the last straw ... Sometimes people take signs down and open areas up because they want to go back there. Then people that want to do the right thing don't know that they're doing the wrong thing if something is taken away."

Another solution has



This March 11 photo shows an unopened forest road that takes recreationists to many corners of the Ocala National Forest. (PATRICK CONNELLY/ORLANDO SENTINEL VIA AP)

come through offering people legal alternatives to driving off route and damaging the forest. Almost 200 miles of trail was designed for off-highway vehicles such as ATVs, motorcycles and side-by-sides.

"This is one of the few large trail systems in the state," Titus said. "On public lands and for \$10, there's nowhere else to ride for 200 miles."

Sometimes, reducing

... It's all connected. We're above the Florida aquifer, where all of this water filters down and comes back up out of the springs," Kamites said. "When you have ATVs going through wetlands and compacting that land and making the percolation filled with pollution, you're spreading invasives, all of that's going to have a bigger impact down the line."

Regardless of efforts, sometimes it can be difficult to correct bad behavior, as proven by Juniper Springs visitors who had spilled and

long as everyone follows the rules. But preserving a national forest is a delicate balance between active management and letting the natural environment express its wild beauty while allowing recreationists to enjoy it how they wish. Responsible and legally, of course. Sometimes it can be difficult to correct bad behavior, as proven by Juniper Springs visitors who had spilled and

Congressional votes for the week of April 17-23

Updated from Service

WASHINGTON, D.C. — Harry's look at how and how many of Congress voted over the previous week.

Along with the week's roll call votes, the Senate also passed an amendment to a bill (H.R. 266) to add \$320 billion for the Paycheck Protection Program to provide aid to businesses for paying their employees during coronavirus lockdowns, as well as \$75 billion to fund health care efforts, including testing for the coronavirus.

A supporter, Rep. Kevin Brady, R-Texas, said the new funding was needed to prevent hurting working families and the jobless with an increase in the extended economic recession marked by shortages of needed day-to-day supplies and serious healthcare problems created by long-term unemployment. The vote, on April 21, was 581 yeas to 5 nays.

FURTHER CORONAVIRUS SPENDING: The House has approved the Senate amendment to a bill (H.R. 266) to add \$320 billion for the Paycheck Protection Program to provide aid to businesses for paying their employees during coronavirus lockdowns, as well as \$75 billion to fund health care efforts, including testing for the coronavirus.

NOT VOTED: Lawton (R-FL) (10), Webster (R-FL) (10), Watta (R-FL) (2nd), Waltz (R-FL) (1st), Dunn (R-FL) (2nd).

NOT VOTED: Lawton (FL) (10), Webster (FL) (10), Watta (WA) (R-FL) (2nd), Watta (R-FL) (2nd).

There were no key votes in the Senate this week.

HOUSE VOTES

CORONAVIRUS SPENDING OVERSIGHT

The House has passed a resolution (H. Res. 955), sponsored by Rep. James P. McGovern, D-Mass., to establish the House Select Subcommittee on the Coronavirus Crisis. The subcommittee would investigate the effectiveness of federal government spending in response to the coronavirus and the possible use of existing or new laws to prepare for future pandemics. McGovern said the subcommittee was needed to ensure that funds "are helping struggling Americans and small businesses without any rampant fraud or abuse, and that companies aren't

profiteering." A supporter, Rep. Tom Cole, R-Okla., said there was already an oversight commission for coronavirus spending, and that the new subcommittee could become "yet another institution which hurt aimed at denigrating the president."

NOT VOTED: Lawton (FL) (10), Webster (R-FL) (10), Watta (R-FL) (2nd), Waltz (R-FL) (1st), Dunn (R-FL) (2nd).

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FLORIDA NEWS AT A GLANCE

TAMPA
Man guilty of threatening, sending dead rat to ex-wife

An Indiana man faces up to five years in federal prison for threatening his ex-wife over several years and mailing a dead rat to her Florida home. Attorney Christopher Ellis, 57, of Indianapolis, Indiana, pleaded guilty Thursday in Tampa federal court to making interstate threats and mailing intimidating articles, according to

court records. According to a criminal complaint, Ellis had engaged in a four-year-long campaign of harassment against his ex-wife, who lives in Tampa, through text messages, photographs, videos and mailings. He threatened to desecrate and set her on fire, investigators said. He routinely made racially and sexually charged statements in the text messages, including sending sexually explicit

images of himself. Ellis sent text messages stating that he had traveled from Indiana to Florida to see his ex-wife. On one occasion, Ellis mailed a package containing a dead rat and black toilet paper to the victim's home. Postal inspectors executed a search warrant at Ellis's Indianapolis home in February. Prosecutors said they recovered a handwritten note containing the name and address of his ex-wife, as well as her family and friends.



EYE EXAMS

by Dr. Tiffany Monahan & Dr. Charlene Felser

Independent Optometric Physicians

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Lens
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Okay... we know it doesn't "really" work exactly like this, but fertilizer can push past grass roots and end up in the aquifer - our drinking water source. Remember, it's all connected. Please don't use fertilizer before a rain, or skip the fertilizer altogether this year! The aquifer will thank you!

Learn more at
MyYardOurWater.org.

Learn more at
MyYardOurWater.org



GRU Partnership Mailer - 70,000!

What starts on our lawns, can end up in our springs.

MyYardOurWater.org

Over half of Alachua County residents (55%) say they don't use fertilizers at all. Fertilizer can leach into our groundwater and wash off into our creeks, rivers, lakes and springs causing algae growth that harms wildlife and water quality. For these reasons, fertilizers are banned in Alachua County from July through February. If you use fertilizer during non-banned months, it must contain at least 50% slow release nitrogen and 0% phosphorous (the middle number on the bag must be zero). Or, try to skip the fertilizer this year entirely. Your yard can still look great and our water resources will thank you!





Steps of Social Marketing ↗

1. Segment Target Audience(s)
2. Select a Behavior (Impact/Probability scales)
3. Use Research to Identify Barriers and Benefits
4. Develop a Strategy Using Tools of Behavior Change

5. Pretest Your Items

- Eight Ads
 - Slogans/Copy
 - Memorable, Understandable, Motivate?
 - 321 Respondents
6. Pilot the Strategy
 7. Evaluate the Strategy
 8. Broadly Implement/Refine
 9. Evaluate





Steps of Social Marketing



1. Segment Target Audience(s)
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ALACHUA COUNTY SOCIAL MARKETING



FERTILIZER BANNED
July - February

Ichetucknee Springs, 2019

THE AQUIFER IS OUR WATER SOURCE

ENVIRONMENTAL PROTECTION

#JOIN THE 55
Skip the Fertilizer

MyYardOurWater.org



ES1902

What starts here, can end up here.

Fertilizer Free
TO PROTECT OUR SPRINGS



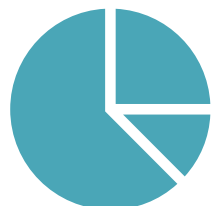
ES1902

MyYardOurWater.org



Steps of Social Marketing

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2. Select a Behavior (Impact/Probability scales)
3. Use Research to Identify Barriers and Benefits
4. Develop a Strategy Using Tools of Behavior Change
5. Pretest Your Items
6. Pilot the Strategy
- 7. Evaluate the Strategy**
 - Pretest 2018/2019 n= 1,118
 - Posttest 2020/2021 n= 2,297
8. Broadly Implement/Refine
9. Evaluate



What starts here, can end up here.

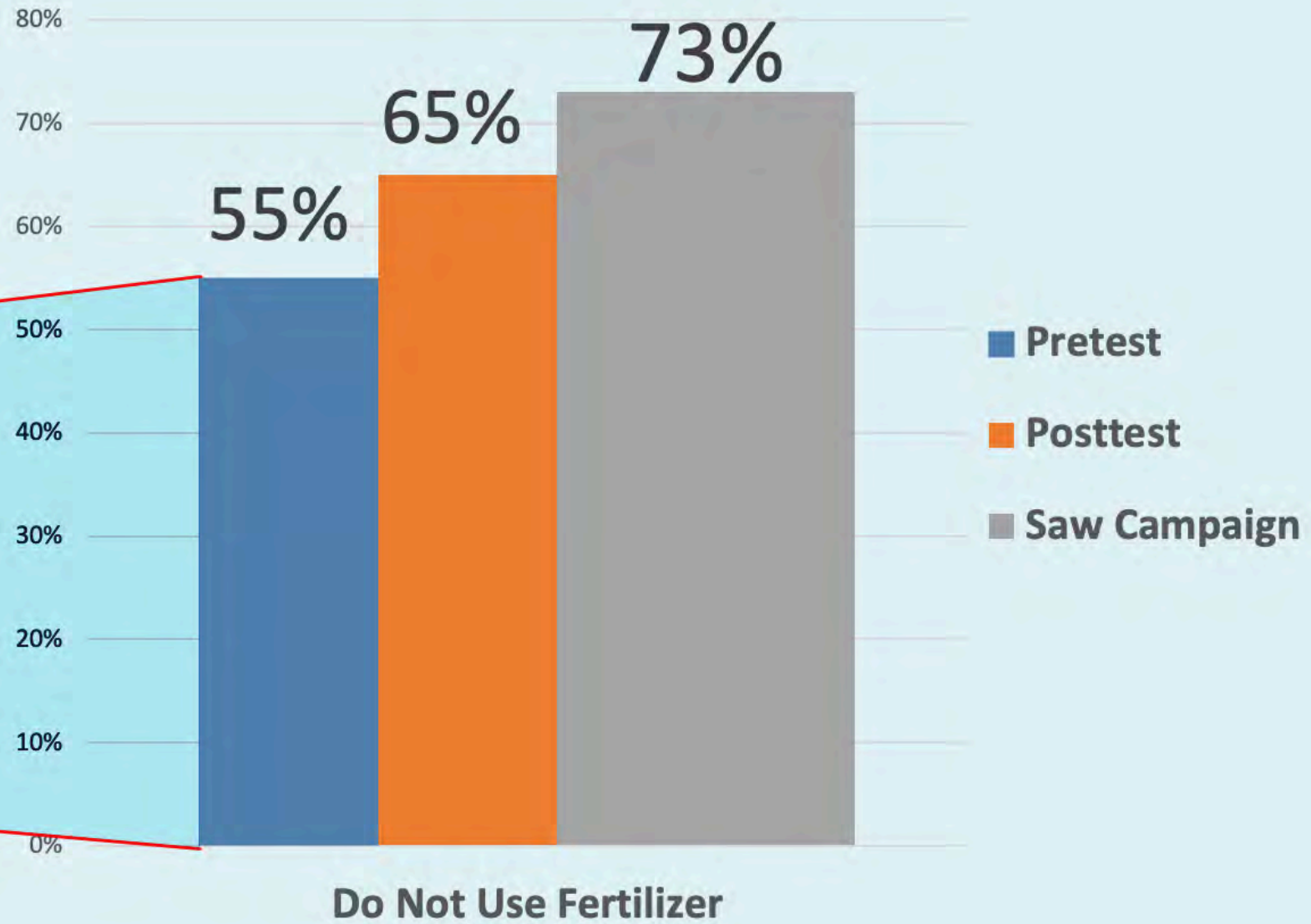
ALACHUA COUNTY ENVIRONMENTAL PROTECTION DEPARTMENT

FERTILIZER CAMPAIGN EVALUATION

PRETEST & POSTTEST SURVEY
FINAL REPORT
APRIL 2021

PROVIDED BY:
Dorian Morgan
Director of Research and Social Marketing
5108 North Melbourne Avenue
Tampa, Florida 33603
Dorian@uppercaseincorporated.com
811-226-3096, ext. 1002

UPPERCASE RESEARCH





40%

of respondents who use fertilizer said they decided to use less fertilizer as a result of seeing the campaign





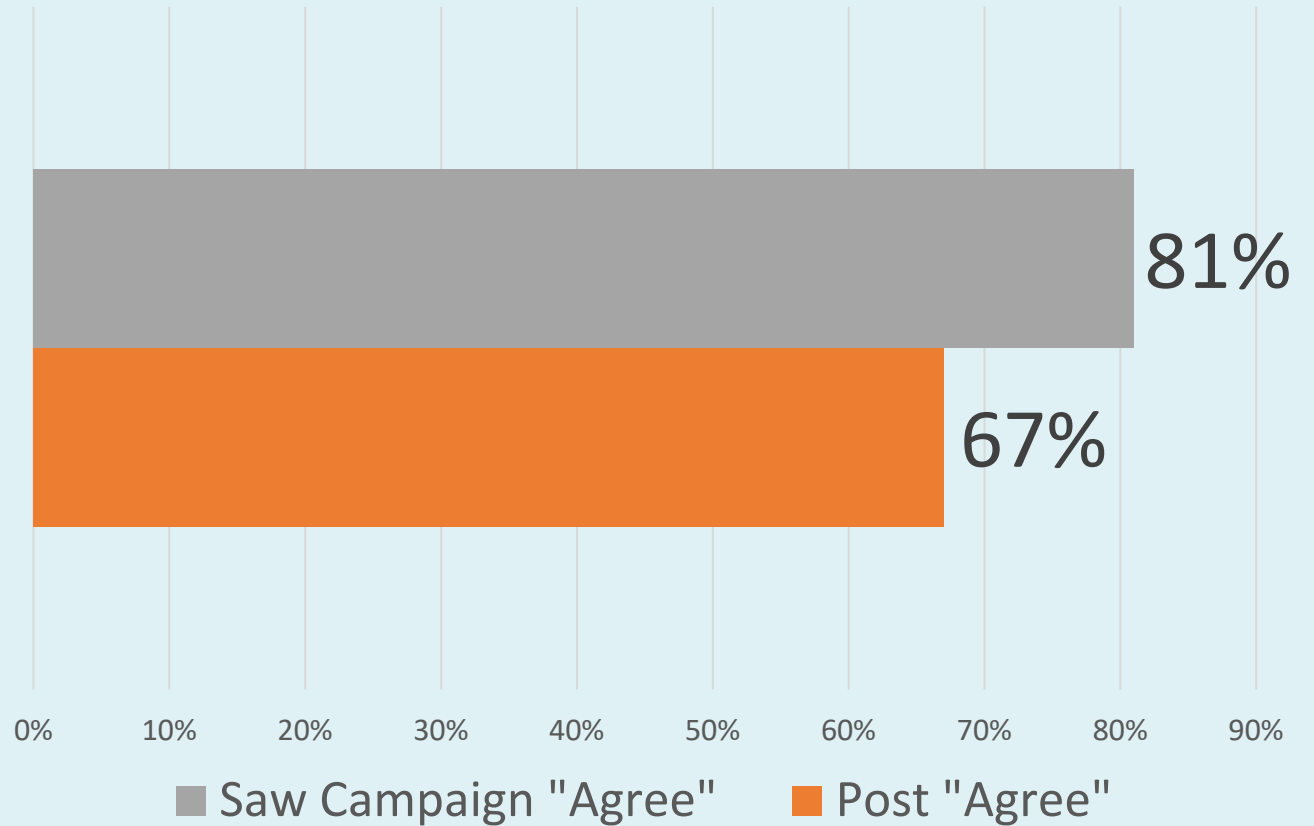
81%

who saw the campaign agreed that fertilizers negatively impact the environment.

67%

who did not see campaign agreed.

Fertilizers Negatively Impact the Environment

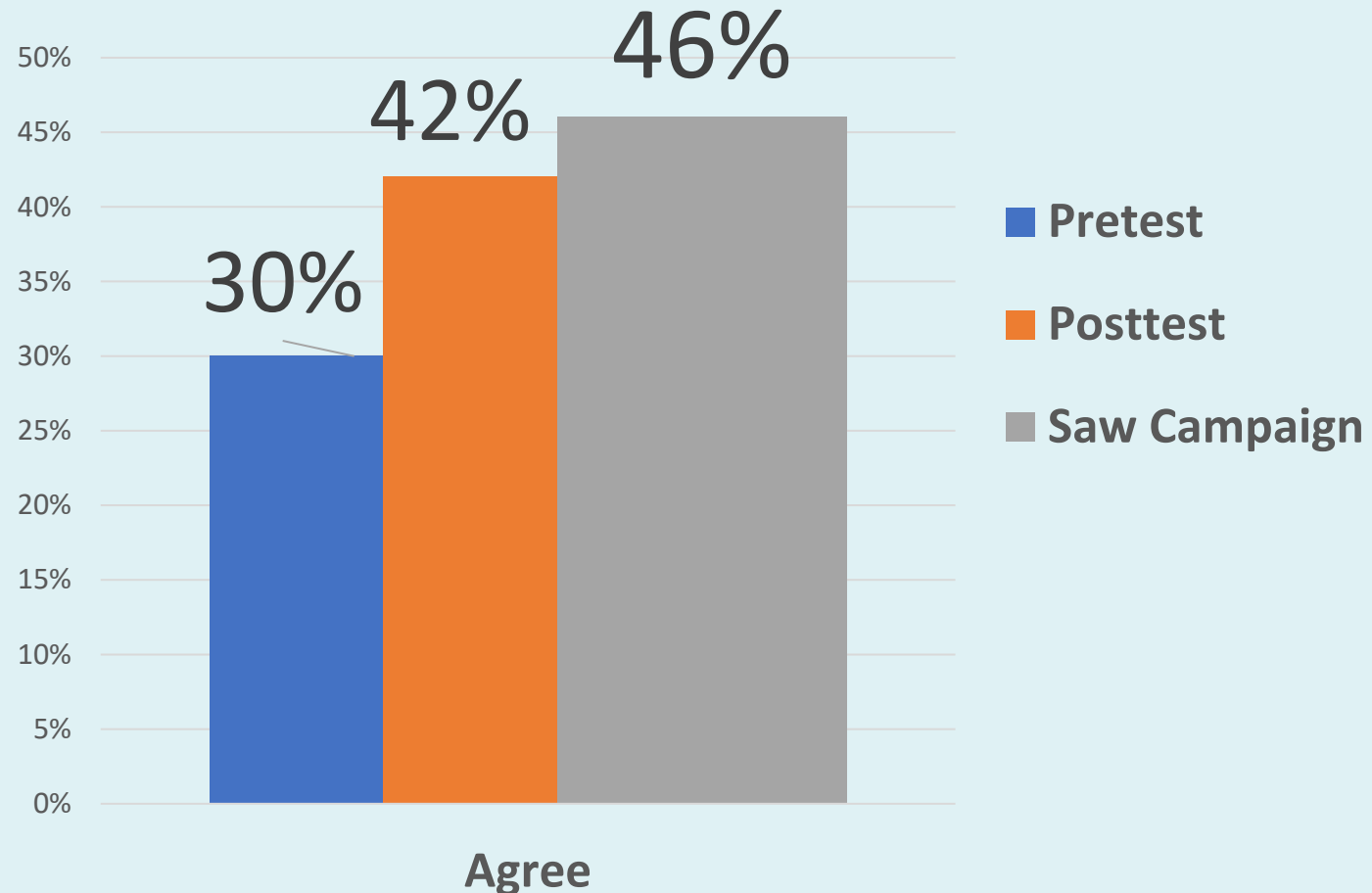




40%

increase between pre and post in agreement “Fertilizers from residential lawns” ... cause algae blooms.

Fertilizers from Residential Yards Cause Algae Blooms





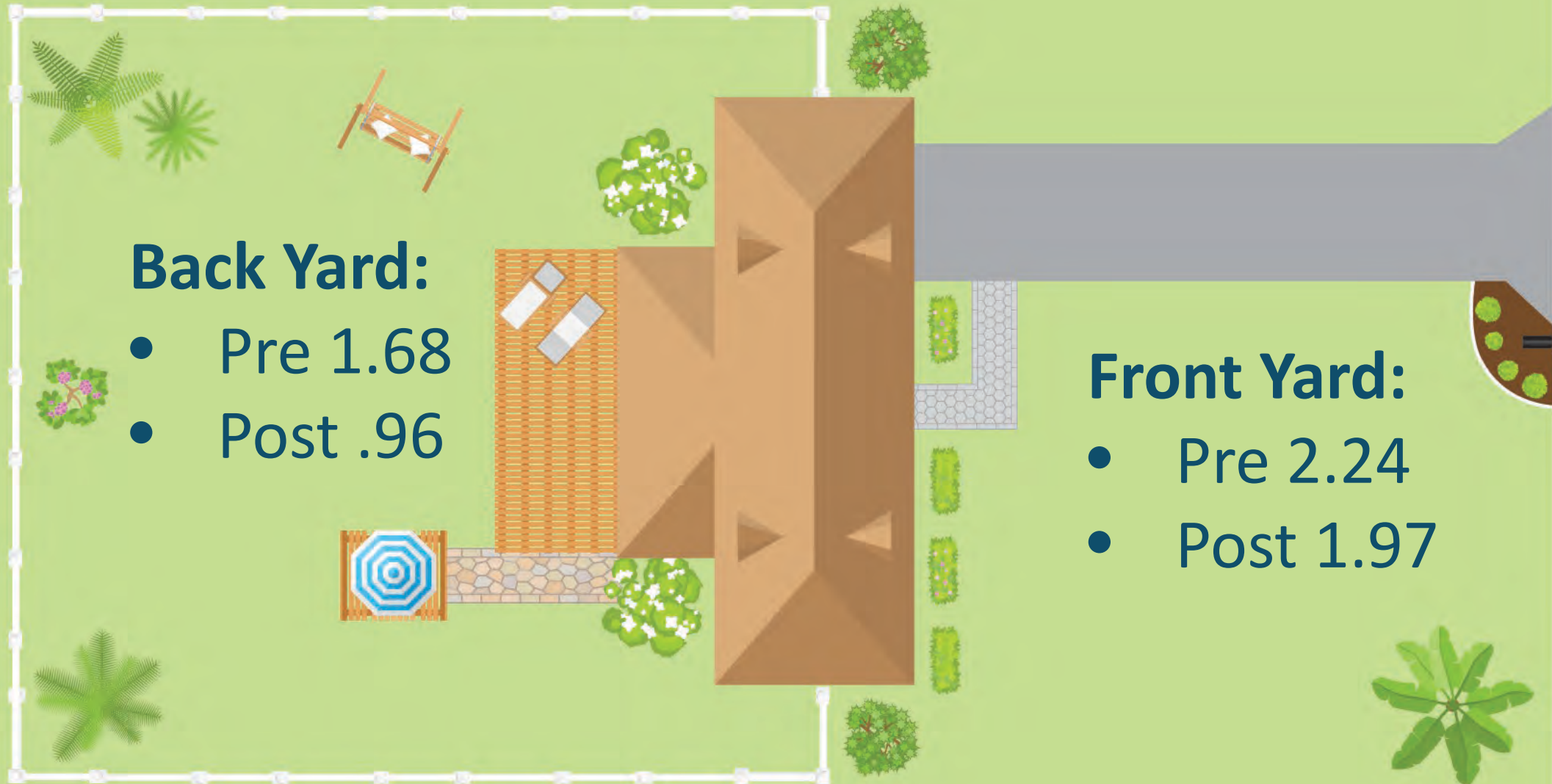
Mean yearly fertilizer application rates:

Back Yard:

- Pre 1.68
- Post .96

Front Yard:

- Pre 2.24
- Post 1.97





- Measurable Results
 - Reported Behavior Change
 - Reported Reduction in Fertilizer Applications
- Preliminary Load Reduction Results
 - 29% reduction in annual nitrogen loading from ~70,000 acres of medium and low density residential land uses



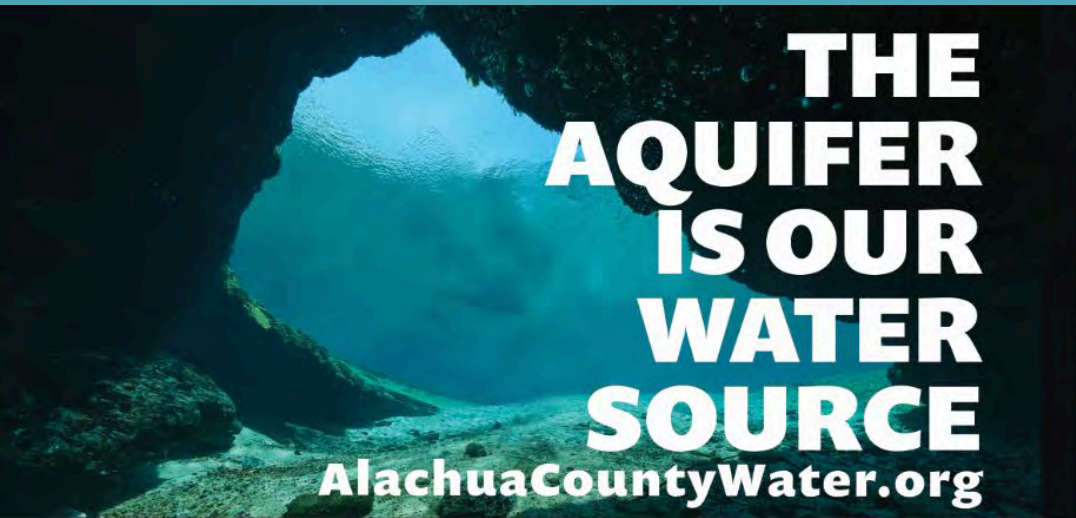


Aquifer Awareness

- Based on local survey data, less than 50% of residents correctly identify the aquifer as the source of their drinking water.
 - Disconnect- “Use less water to save our springs”
- One billboard near Archer Rd and SW 34th Street for July 2019
 - 4 million views
- Social media yielded 92,000 impressions and 7,000 views of an educational video
- \$10,000 grant to re-run in 2020 with plans to expand to specific behaviors in 2022



Aquifer Awareness 2020



Description	Budget	Reach	Impressions
Social Media	\$500	22,179	65,907
Billboard	\$3,335	NA	376,832
Print Media	\$1,000	360,000	
Bus Ads	\$1,765	685,028	
TOTAL	\$6,600	1,067,207	442,739

The water we use every day is groundwater that comes from the aquifer. The aquifer also feeds our springs and is our drinking water supply. When we use too much water in our homes and on our yards, we may be contributing to lower water levels at nearby springs. Please use only what you need. It's all connected!

Learn how to reduce your use at AlachuaCountyWater.org.



**Our
springs**

**Our
water**
It's all connected.

Gainesville Sun
6 ads

ALACHUA COUNTY SOCIAL MARKETING





Aquifer Awareness Results

Respondents (n=291) who identified Aquifer Awareness ads:

- 63% chose “aquifer/groundwater” as the source of our drinking water compared to 54% in the general population
- 48% saw the ads on social media, 34% on TV, and 24% billboards



#NoFilter Campaign

- Surveys indicate that many people think stormdrains lead to treatment facilities
- ~\$25,000 to create and implement an education campaign
- Social media and buses
- 1,681,803 impressions



**You know what's really scary?
Many storm drains lead to waterways with**

#NOFILTER

AlachuaCountyWater.org



#NoFilter Campaign Results

70% of survey participants who saw #nofilter campaign say water that goes into a stormdrain goes into a nearby body of water compared to **49%** in the general sample.





Thank You!

- Funding for these projects includes:
 - Gainesville Clean Water Partnership (Alachua County, City of Gainesville, FDOT)
 - Alachua County
 - Florida Department of Environmental Protection
 - Fish & Wildlife Foundation of Florida
 - US Environmental Protection Agency
 - St. Johns and Suwannee River Water Management Districts



Questions?



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