

# Clean Rivers Coalition

## Healthy Waters Outreach Campaign

April 16, 2020

Oregon Conservation Partnership

Webinar Presentation

# TODAY'S PRESENTATION

**Who is the Clean Rivers Coalition?**

**Introduction to the Pollutant Database**

**Campaign Playbook**

**Updates**

# STEERING COMMITTEE

**Lara Christensen** Oak Lodge Water Services

**Alix Danielsen** Hood River Watershed Group

**Kathy Eva** City of Eugene

**Keri Handaly** City of Gresham

**Roy Iwai** Multnomah County

**Frances Oyung** Rogue Valley Sewer Services

**Kathryn Rifenburg** City of Albany

**Deborah Topp** City of Salem

**Kaileigh Westermann** City of Keizer

**Nate Woodard** PNW Pollution Prevention Resource Center  
(ECOBIZ)



# OUR MISSION

**Building the bridge between  
clean water and healthy  
communities through  
education and outreach**

- **Voluntary collaboration**
- **Work across boundaries**
- **Share generously**
- **Power of the collective effort**
- **Leaders of cultural change**

# Connect people to their rivers



# Connect people's behavior to their rivers



Promote clean water behaviors





# OUR OUTREACH CAMPAIGN

Regional issues need regional solutions

Reaching new audiences require new tools

Science meets social marketing

Oregon water's new voice

A close-up photograph of a stream bed. The water is clear and shallow, flowing over smooth, dark brown and reddish-brown rocks. Some rocks are partially submerged, and the water reflects the light. There are some fallen leaves and small debris in the water. The overall scene is natural and serene.

# OUR CONVERSATIONS

What pollutants should we prioritize for outreach?

How can a statewide campaign work with local programs?

How do we tell stories about our waters?

How do we reach people where they are?

# OUR PARTNERSHIPS

Clean Rivers Coalition Forums

Involvement from over 60 organizations

Funding from over 20 local municipalities

Grant from Meyer Memorial Trust Willamette River Initiative



WILLAMETTE RIVER  
INITIATIVE

# THE NEED:

## IDENTIFY PRIORITY POLLUTANTS OF CONCERN

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Comprehensive assessment of pollutants in Oregon waters to inform decision-making and identify behaviors that lead to quantifiable change... in a limited resource environment.





**~86,000**

CHEMICALS REGISTERED FOR USE IN THE U.S.;  
**~47,000** CURRENTLY IN COMMERCE (EPA, 2019)

ONLY A VERY SMALL FRACTION HAVE BEEN  
THOROUGHLY STUDIED FOR THEIR HEALTH AND  
ENVIRONMENTAL IMPACTS

# THE SOLUTION:

## OREGON POLLUTANT RISK DATABASE

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Accessible toolbox that aggregates Oregon-relevant, water-specific data for priority pollutants of concern, including distribution, fate and transport, and toxicity data.



# DATABASE OVERVIEW

## ■ LITERATURE REVIEW

100+ Peer-Reviewed  
Papers

## ■ POLLUTANTS

Consumer Products, Metals,  
Pesticides

## ■ DATA

Source, Distribution, Fate &  
Transport, Detection, Benchmarks

## ■ TOXICOLOGY SCALE

Numeric scale that indicates a  
level of risk to humans, fish, &  
insects (-,0,1,2)

# SCORING EXAMPLE

## DDT, DDE, DDD (DDX)

HUMAN AVERAGE	ANIMAL AVERAGE	SURFACE WATER	OVERALL AVERAGE	NORMALIZED SCORE
1.3	2	1	1.4	8.6

# CLEAN RIVERS COALITION PRIORITIES

1. Reduce use of pesticides (insecticides and herbicides)
2. Reduce use of fertilizers

Lower priorities: polluting metals, consumer products, plastics, pharmaceuticals

**#1 - PROPICONAZOLE (FUNGAL GROWTH INHIBITOR) - 8.4**

**#2 - MECOPROP (WEED & FEED) - 8.0**

**#3 - MALATHION (FLEAS, TICKS, MOSQUITOES) - 7.8**

**#4 - CARBARYL (MOSQUITOES, LICE, SNAILS) - 7.5**

**#4 - TRICLOPYR (INVASIVE PLANTS) - 7.5**

**#4 - ACETAMIPRID (FOLIAR INSECTS) - 7.5**

**#5 - IMIDACLOPRID (INSECTS, FLEAS, TERMITES) - 7.3**

**#6 - DICAMBRA (BROADLEAF WEEDS) -7.2**

**#7 - CHLOROTHALONIL (MOLD, ALGAE) - 7.0**

**#8 - CLOTHIANIDIN (FOLIAR INSECTS) - 6.5**

**#9 - PERMETHRIN (FLEAS, TICKS, MOSQUITOES) - 6.0**

**#9 - PENDAMETHALIN (BROADLEAF WEEDS, GRASSES) - 6.0**

**#10 - GLYPHOSATE (BROADLEAF WEEDS, GRASSES) - 5.7**

**#11 - BIFENTHRIN (ANTS, YELLOW JACKETS) - 5.5**

**#12 - 2,4-D (WEED & FEED) - 4.5**

# MOST PROBLEMATIC PESTICIDES (Relative Risk)

Weed and feed combinations (2,4-D, Dicamba, Diuron, plus fertilizer)

Blackberry and ivy killer (triclopyr)

Fungicide to treat brown spots on lawn (propiconazole)

Insect killers for fleas, ticks, mosquitos, mites, termites, aphids, snails, ants, yellow jackets  
(malathion, carbaryl, acetamiprid, imacloprid, bifenthrin, permethrin)

Mold Algae (chlorothalonil)

Broad leaf weeds and grasses (pendimethalin)



# NEXT STEPS

CLEAN RIVERS COALITION



**PHASE I:**  
Discovery

**PHASE II:**  
Research

**PHASE III:**  
Campaign  
Development

**PHASE IV:**  
Implementation



# Participants are most likely to use an **online database**



## Solve Pest Problems

The Oregon Integrated Pest Management Information Service



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**OSU is a trusted brand and resource!**



Clean Rivers Coalition

# CAMPAIGN PLAYBOOK

# TABLE OF CONTENTS



- I. Introduction
- II. Behavior Change Approach
- III. Research Summary
- IV. Communications Plan
- V. Creative Assets

# PART I INTRODUCTION





## A MULTI YEAR PLAN

**A multi-year strategic outreach and marketing plan to expand, coordinate and unify public education and outreach that connects Oregonians to their rivers and streams and encourages behaviors that lead to clean water.**

# WHY WE NEED TO ACT NOW

## **Water is life.**

Preserving safe, clean water for people and wildlife is the issue of our lifetime.

## **Every action adds up.**

The future depends on individual behavior change now—small actions that add up to big improvements to our environment.

## **A coalition ready to act.**

Organizations and municipalities across the state are ready to work together to meet a common goal.

# PART II BEHAVIOR CHANGE



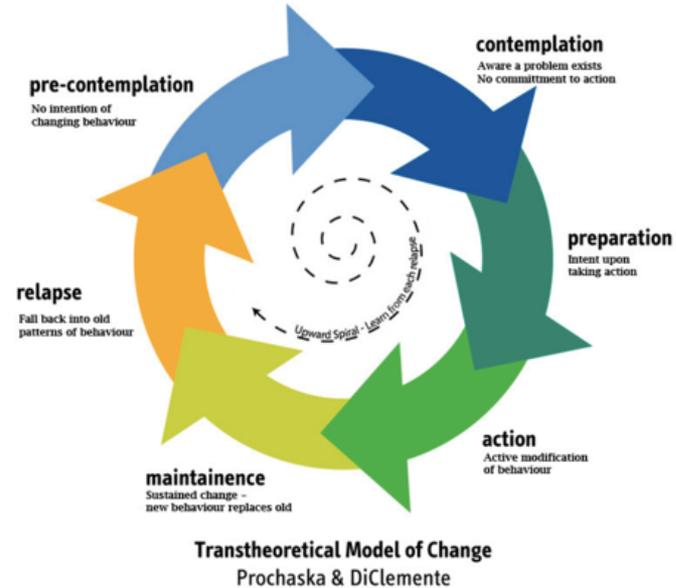
# BEHAVIOR CHANGE THEORIES

To inform this plan, we draw on the principles of two theoretical models.

## COMMUNITY BASED SOCIAL MARKETING



## TRANSTHEORETICAL MODEL OF CHANGE





**PART III**  
**RESEARCH SUMMARY**

# OREGONIANS CARE ABOUT DRINKING WATER AND THE HEALTH OF RIVERS, LAKES AND STREAMS.

**TOP TIER PRIORITIES: HEALTH, SAFETY, PURITY, ADEQUATE SUPPLY**  
**2<sup>ND</sup> TIER PRIORITIES: WILDLIFE HABITAT, RECREATION**

# PRIORITY POLLUTANTS

**WHAT WE DID:** Members of the Clean Rivers Coalition steering committee (Keri Handaly and Alix Danielsen) created a database of pollutants based on known toxicity to humans, fish and insects.

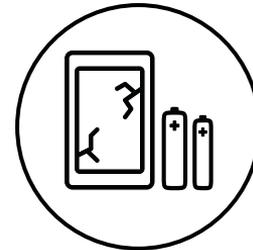
**THE RESULT:** List of 36 priority pollutants



CONSUMER  
PRODUCTS



PESTICIDES



METALS

# BEHAVIOR CHANGE WILLINGNESS



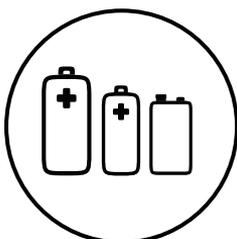
**WHAT WE DID:** The Brink and Clean Rivers Coalition teams further prioritized the 36 priority pollutants list by analyzing existing research on consumer willingness to change behavior related to these priority pollutants.

## **DECISION-MAKING CRITERIA:**

- + Demonstrate toxicity to humans and wildlife (fish and insects)
- + Reaches waterways through the stormwater system
- + Individual behavior change has potential to reduce its presence in waterways
- + Mix of priorities from three categories: metals, consumer products, and pesticides

**THE RESULT:** Selected behaviors and priority pollutants categories for the campaign

1. Reducing use of pesticides (herbicides and insecticides)
2. Reducing use of fertilizers



# SCIENTIFIC EXPERT PANEL



**WHAT WE DID:** The Brink and Clean Rivers Coalition teams facilitated a panel of scientific and issue-area experts to assess pollutants of concern and focus campaign goals.

## **THE RESULT:**

Scientific experts' top considerations for a statewide campaign

- + Areas of disproportionate impact to marginalized communities
- + Some evidence of consumer willingness to make behavior change
- + Build momentum on current regulatory/policy perspective OR future policy actions
- + Reflect issues that matter to community partners at a local level so they can engage
- + Address multiple pollutants of concern

# STAKEHOLDER INTERVIEWS

ASHLAND PARKS AND RECREATION  
BENTON SOIL AND WATER CONSERVATION DISTRICT  
CITY OF BEND  
CLACKAMAS WATERSHED COUNCIL  
CLEAN WATER SERVICES  
EAST MULTNOMAH SOIL AND WATER CONSERVATION DISTRICT  
EUGENE WATER AND ELECTRIC BOARD  
MARION SOIL AND WATER CONSERVATION DISTRICT  
OREGON WATERSHED ENHANCEMENT BOARD  
ROGUE VALLEY SEWER SERVICES  
UPPER DESCHUTES WATERSHED COUNCIL  
WILLAMETTE RIVERKEEPER

**WHAT WE DID:** The Brink team conducted interviews with leaders from 12 coalition member organizations across the state.

**KEY TAKEAWAY #1:** Current effective messages focus on personal connections, viable alternatives, cost, and incremental adjustments.

## EFFECTIVE

“This is your drinking water.”  
“This is where you fish, paddle and play.”  
“These toxins can harm you/your children.”  
“This damage is the result of your action.”  
“This is what to do instead.”  
“It will save you money.”  
“It’s okay to make mistakes, learn and adjust.”  
“Make a pledge to do better.”

## INEFFECTIVE

Too many facts  
Shaming/blaming  
Limited choice  
Environmentalism

# STAKEHOLDER INTERVIEWS

**KEY TAKEAWAY #2:** CRC members are reaching many audiences already, but are also seeing gaps in their outreach.

## AUDIENCES BEING REACHED NOW

- Children
- Parents
- White
- Middle income
- Middle aged
- Landowners in riparian areas
- Farmers
- Recreation staff/leaders

## WHO THEY TRUST

- Granges as community hubs
- Advice from friends and peers
- Local leaders (church, school, neighbor)
- Local newspapers and media
- Utilities (inserts)

## CURRENT GAPS IN OUTREACH

- Latinx
- Speakers of languages other than English (Spanish and Russian in particular)
- Residential outside Portland Metro
- Landscapers
- Tourists

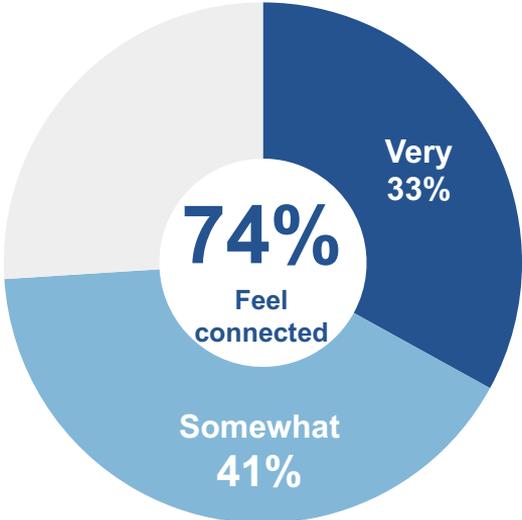
# STAKEHOLDER INTERVIEWS



**KEY TAKEAWAY #3:** CRC members want a cohesive statewide campaign that can be customized locally.

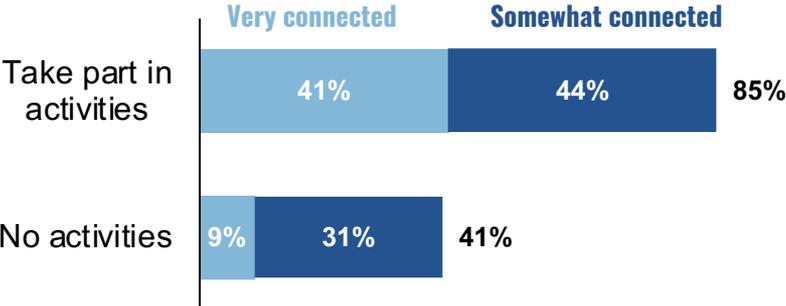
- + A unified message
- + A focus on the WHY
- + Increased communications capacity
- + A reflection of local geography and values
- + Greater understanding of “one water”
- + People connected to their local waterway so they love it, understand it, and protect it
- + Real stories of individual impact shared more broadly

# SURVEY OF OREGONIANS



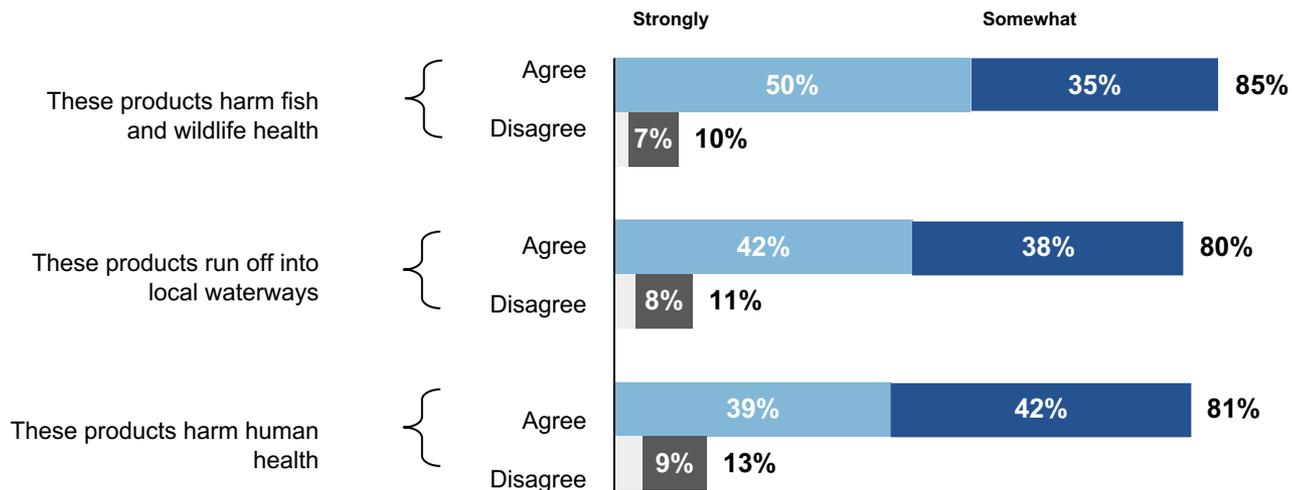
**WHAT WE DID:** Worked with DHM to conduct an online survey of 1000 residents to assess their 1) connections to rivers, streams, and lakes; 2) perceptions of insecticides, herbicides, and fertilizers; 3) willingness to change their lawn care behaviors.

**KEY TAKEAWAY #1:** People feel connected to water, especially when they participate in activities in or near rivers, lakes and streams.



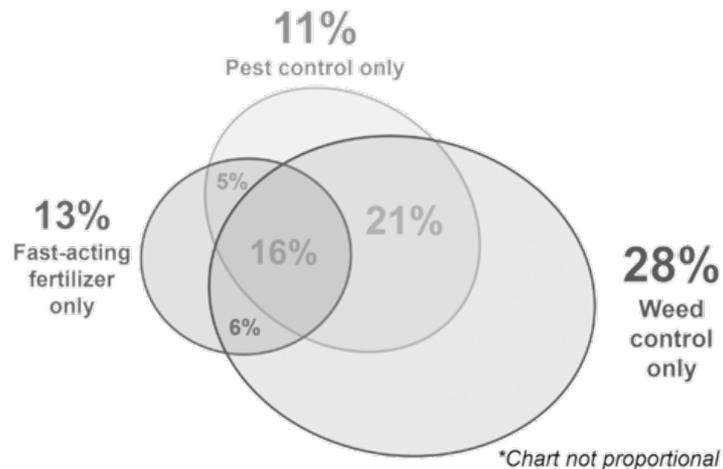
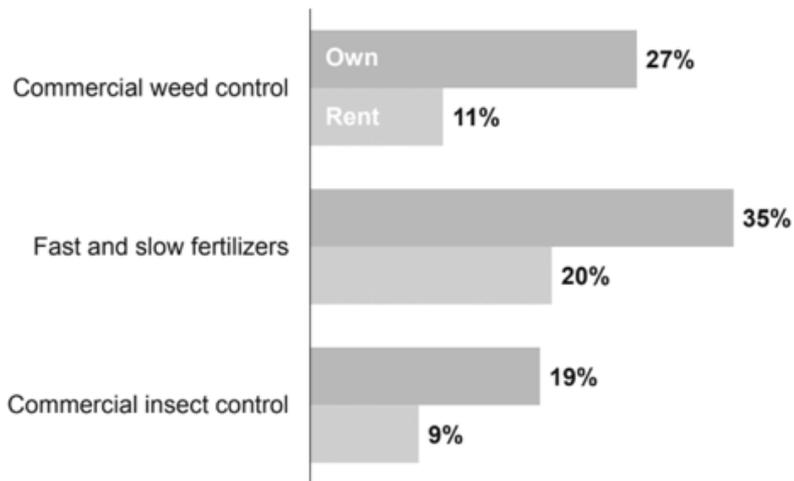
# SURVEY OF OREGONIANS

**KEY TAKEAWAY #2:** People recognize some risks of pesticides and fertilizers.



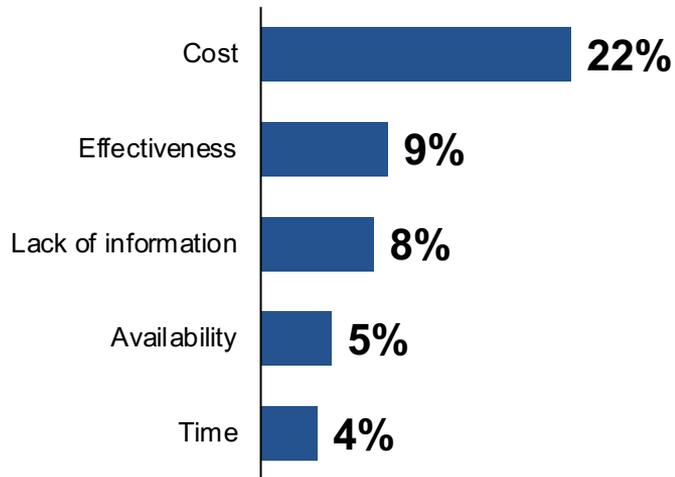
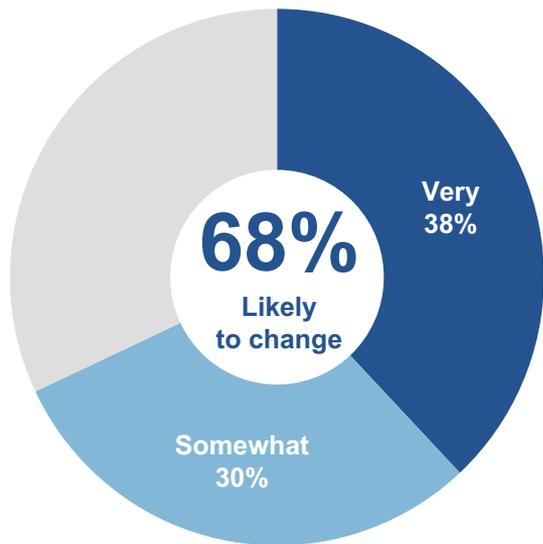
# SURVEY OF OREGONIANS

**KEY TAKEAWAY #3:** Homeowners are the biggest offenders and the primary audience for behavior change. Chemical weed control is most prevalent and most often used with other harmful products.



# SURVEY OF OREGONIANS

**KEY TAKEAWAY #4:** People are open to changing their behavior to protect bodies of water. The top barrier is cost. They are most likely to choose natural control methods or tolerate some weeds and insects.



# FOCUS GROUPS

“It’s so conflicting. I’m just so confused. You see [Roundup is] harmful to people because of cancer and Non-Hodgkin’s, you know? And yet people are still buying it. They’re still selling Roundup.”

-Portland

“I just don’t like chemicals in general. I just don’t think they’re healthy for us as human beings. We have used them though. My husband used Crossbow on some blackberry vines and whatnot, and they come back anyway.”

-Medford

**WHAT WE DID:** Worked with DHM to conduct two focus groups (Portland and Medford) to: 1) Learn about yard care decision-making among homeowners who use chemical products; 2) Assess priorities, motivators, and barriers for behavior change; 3) Test messaging about connection to waterways and behavior change.

**KEY TAKEAWAY #1:** People who use chemical products in their yard care routine are still uncertain and wary of the safety of these products.

- + People generally understand that products run off and cause harm
- + They are concerned about impacts on watersheds, fish and wildlife due to runoff
- + However, effectiveness is still the main reason for choosing chemical products

# FOCUS GROUPS

**KEY TAKEAWAY #2:** Word of mouth and local experts are most trusted.



**Word of mouth**

7 most trusted  
11 mentions



**Local clerks and experts**

6 most trusted  
11 mentions



**Online**

3 most trusted  
14 mentions

“I think it just takes longer, some of the practices. Like I said, if you’re willing to be patient and wait for the problem to resolve itself through your new method, it’s worth it, to me.

-Medford

**KEY TAKEAWAY #3:** People are open to trying familiar alternatives, but unsure they work.

- + Most willing to try hand pulling weeds and reducing frequency of chemical use.
- + They see alternatives as safer and better for the environment than their current practices, and comparable to them when it comes to effectiveness.
- + They expect high costs and difficulty of use with alternatives.

# FOCUS GROUPS

**KEY TAKEAWAY #4:** People prefer Mood Board A for its use of images of rivers, lakes and streams. The images help people draw the connection between their choices and impacts.

**B**

**Love your family and your yard. Pesticide free is carefree.**

**KEY COPY:**  
 Keeping your yard pesticide-free has many benefits. From you, too. But it's also easy and affordable. Using do-it-yourself approaches or natural products for bug and weed control like roachling and essential perfumes will keep your yard beautiful and safe—and the water, too.

**CTA OPTIONS:**  
 Clean water goes deep. Learn more at [oregon.gov/cleanwater](#).  
 Protect your lawn. Learn more at [oregon.gov](#)

CLEAN RIVERS COALITION

**A**

**HEADLINE OPTIONS**  
 Clean rivers start with us.  
 Protecting Oregon's rivers protects us all.

**KEY COPY**  
 When our rivers are healthy, our fish and wildlife stay healthy—and so do we. Together, we can keep our water clean, one small action at a time.

**CALL TO ACTION OPTIONS**  
 Make a pesticide-free pledge. Learn more at [oregon.gov](#).  
 Water with care. Learn more at [oregon.gov](#)

CLEAN RIVERS COALITION

# FOCUS GROUPS

**KEY TAKEAWAY #5:** People are most likely to use an online database, due to the accessibility of useful information. They are also open to choosing yard care professionals who use responsible practices or to make an herbicide-free pledge themselves.



# KEY INSIGHTS FOR THE PLAN

Repeat the awareness message: your actions are connected to the health of rivers, lakes and streams.

Create a statewide scaffolding that supports localized outreach.

Make a series of behavior change asks that build on each other over time.

Use local ambassadors and influencers to reach audiences.

Support local efforts with strong digital outreach that meets people where they are when making decisions.

Include partnership strategies that leverage the strengths of partners, remove barriers to change and expand the reach.

A young child with dark hair, wearing a bright pink hoodie and red rubber boots, is crouching on a rocky riverbank. The child is looking down at the water's edge. The background shows a calm river reflecting the sky, with a forested hillside in the distance. The overall scene is peaceful and natural.

# PART IV COMMUNICATIONS PLAN



# COMMUNICATION GOALS

**Spark awareness and education amongst Oregonians for how personal actions are tied to the health of our water.**

**Motivate behavior change actions amongst key audiences that reduce their impact on our rivers, lakes and streams.**

# AUDIENCE SEGMENTS: EVERYDAY OREGONIANS



## CLEAN WATER FAMILIES

PROFILE

Oregonian parents who aim to create a healthy environment for their children that enjoy their yards, parks, rivers and lakes.

TARGETING OPPORTUNITIES

- Mothers
- Families by ethnicity / language
- Families by county and city
- Families by renters
- Families by income levels
- Families by hobbies: fishing / outdoor recreation



## CLEAN WATER CARETAKERS

PROFILE

Oregonians responsible for lawn, yard, plot or garden care who aim to improve where they live without sacrificing it and want to be appreciated for the work they are doing.

TARGETING OPPORTUNITIES

- By homeowners
- By vocation: agricultural workers, farmers, landscapers, outdoor tourism
- By demographics (ethnicity, location, income)

# AUDIENCE SEGMENTS: COALITION PARTNERS



## COALITION STAKEHOLDERS

### ROLE

Internal representatives that have the authority to create behavioral change locally through public education or influencing current or future policies

### PARTNERS

- City and county government
- Federal government
- Soil and Water Conservation Districts
- Parks and recreation
- Watershed organizations



## EXTERNAL PARTNERS

### ROLE

Public and private organizations that reflect CRC values and believe in environmental progress for Oregon

### PARTNERS

- Nonprofit organizations
- Universities and colleges
- Agricultural associations and co-ops
- Landowners
- Fishing/recreation guides and businesses
- Watershed businesses



## ADOPTION OF CLEAN WATER ACTIONS WON'T HAPPEN OVERNIGHT

**Our communications can be dynamic and adapt to each stage of individual and cultural change**

gettyimages  
languigne

# DIFFERENT COMMUNICATIONS TYPES

## PAID COMMUNICATIONS\*

- Guaranteed reach with audiences
- Traditional placements include TV, Print, Radio, and Outdoor
- Digital placements include TVOD, Pre-roll, Search, Social, Display
- Opportunities to broker custom promotions and advertorials (ie. event coverage, magazine inserts, bespoke social posts)

*\*future funding and resources required*

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## OWNED COMMUNICATIONS

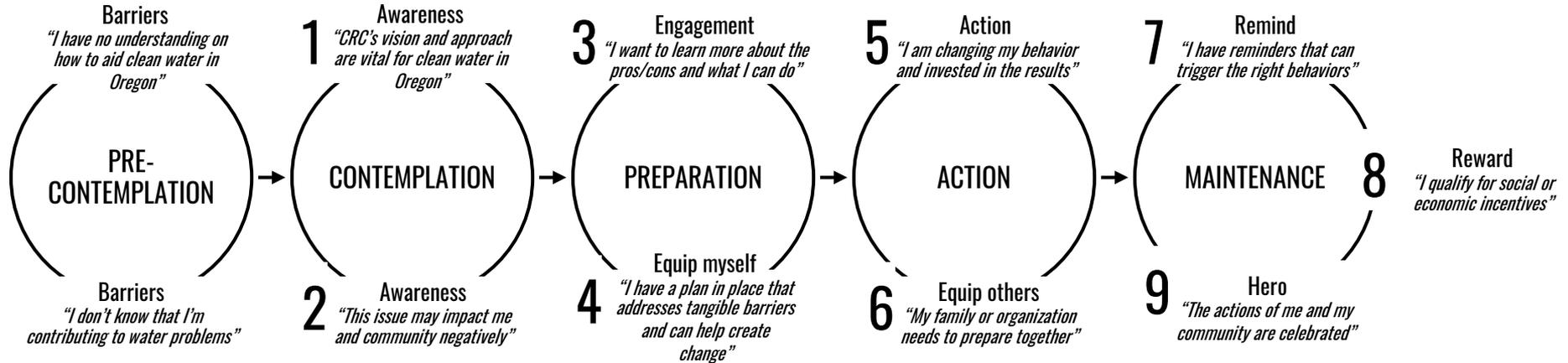
- Public-facing communications channels include word-of-mouth ambassadors, digital and physical newsletters, social media, public events, and websites
  - Internal communication channels to stakeholders and partners include emails, reports, meetings and forums
- 

## EARNED COMMUNICATIONS

- Organic press coverage with relevant local news and media
- Organic peer-to-peer sharing of our messages across social, e-mail, or Word of Mouth
- Supportive messaging from retailers and external partners

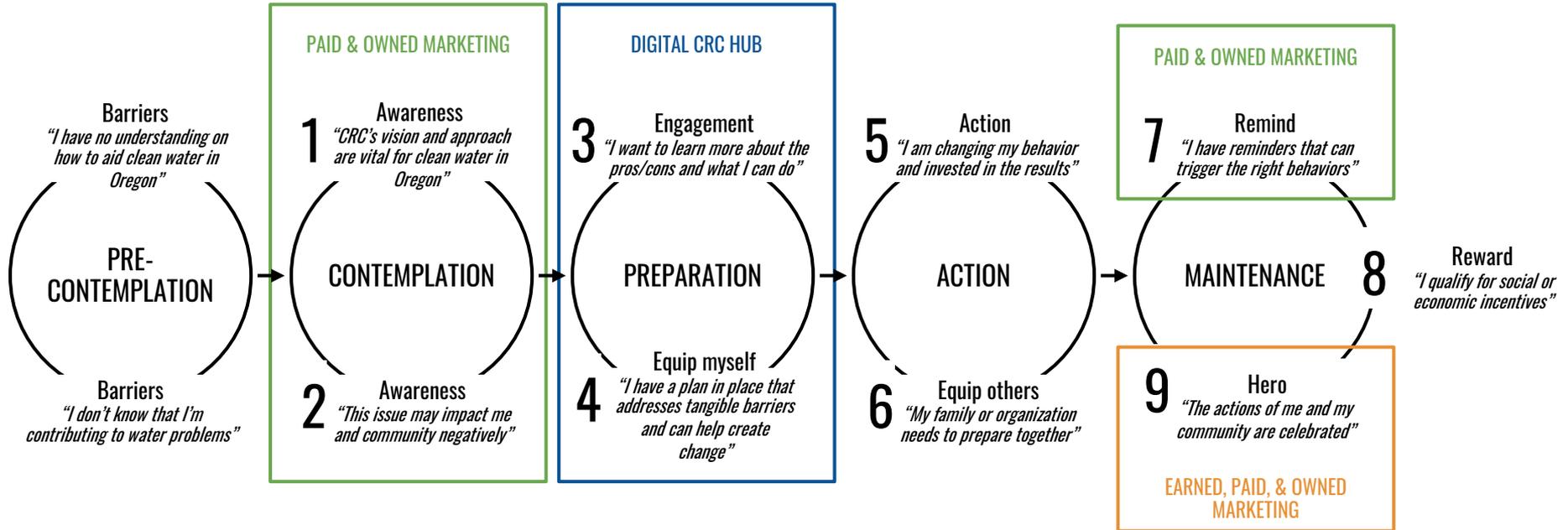
# CRC COMMS ECOSYSTEM

Opportunities for communications to play a role in the transtheoretical change model



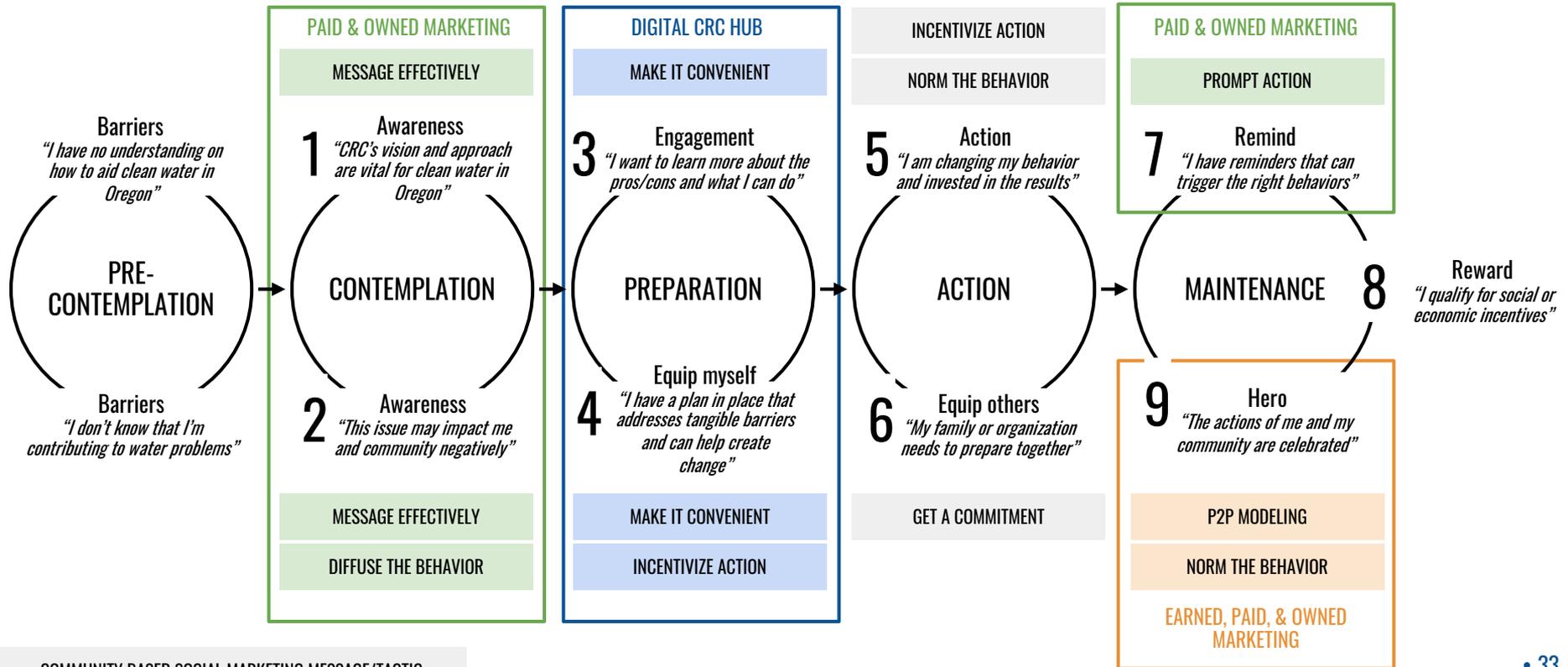
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# CRC COMMS ECOSYSTEM

Opportunities for communications to play a role in the transtheoretical change model





# MESSAGING STRATEGY

# MESSAGING LAYERS

## CRC LED

Establish the coalition's vision and mission under one umbrella around clean water

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## EMOTIONALLY LED

Drive emotional resonance with the greater "why" on aiding statewide clean water

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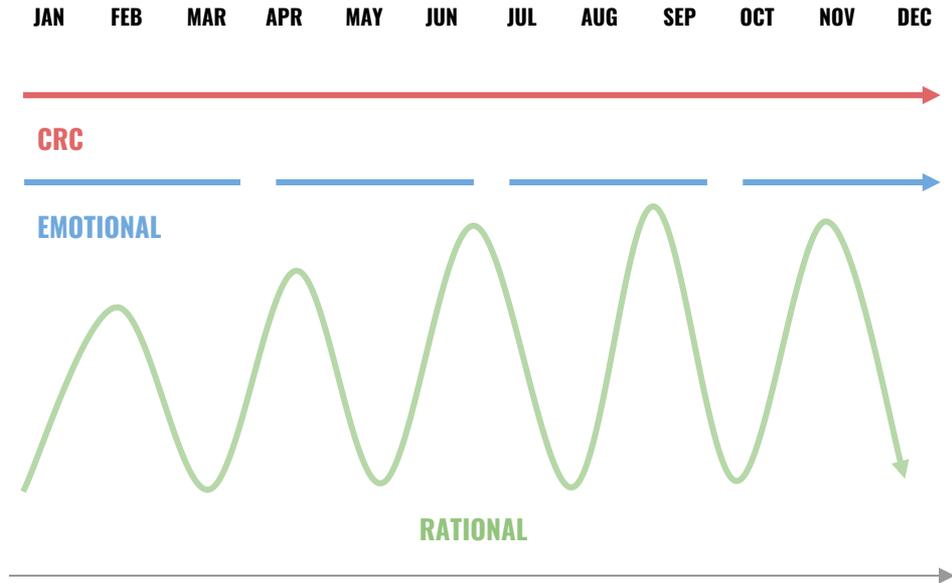
## RATIONALLY LED

Positively suggest ways everyone can practically participate and play their role

# WHEN OUR MESSAGES WORK TOGETHER, WE RESONATE WITH AUDIENCES

Perceptions of products and brands are enhanced if the audience segment sees multiple advertisements interacting to provide more information.

*“Can Multiple New-Product Messages Attract Different Consumer Segments?”  
Journal of Advertising Research, Vol. 55, No. 3, 2015*



# YEAR 1: MESSAGING EXAMPLES

## **THE BIG BRAND MESSAGING EXAMPLES:**

- "Clean Rivers Coalition: Clean Rivers Start with Us"
- "Protecting Oregon's Rivers Together"
- "Healthy Rivers, Healthy Oregon"
- "Healthy Rivers, Stronger Communities"

## **EMOTIONAL MESSAGING EXAMPLES:**

- "When our rivers are clean, our fish and wildlife stay healthy—and so do we."
- "Together we can keep our river's clean, one small action at a time."
- "You can have a beautiful yard and keep Oregon's rivers healthy."

## **RATIONAL MESSAGING EXAMPLES:**

- "Make a pesticide-free pledge"
- "Water with care. Learn more at..."
- "Pesticide-free is carefree."

A person wearing a bright yellow jacket and dark pants is running on a wooden deck. The deck has a railing with a grid pattern. The background shows a bright, sunny sky. A white text box is overlaid on the left side of the image.

# OUR MARKETING ROADMAP

# PHASED MARKETING STRATEGIES

GOAL:

MARKETING APPROACH:

## YEAR 1

### PILOT

PROMOTE CLEAN WATER & BUILD LOCAL COMMUNITY SUPPORT IN MINIMIZING PRIORITY POLLUTANTS

START MARKETING WITH A COMMUNITY-BASED EFFORT THAT ORGANICALLY LAUNCHES CRC TO LOCAL COUNTIES AND INTRODUCE LIGHT PAID-MEDIA TO SUPPORT INTEREST

## YEAR 2

### SCALE

PROVE OUR IMPACT AND GROW TACTICS TO COMBAT NEW HOME AND PUBLIC HEALTH POLLUTANTS

CONTINUE TO OPEN DOORS FOR NEW COMMUNICATIONS AVENUES, BOTH INTERNALLY AND THROUGH EXTERNAL PARTNERS WITH COMMUNITIES TO REACH

## YEAR 3

### SUSTAIN

RAMP UP CRC FUNDING TO SCALE PUBLIC AWARENESS FOR ONGOING INITIATIVES AND POLICIES

UTILIZE PAID MEDIA TO ELEVATE OUR PRESENCE IN NEW HIGH-REACH CHANNELS AND ADDITIONALLY AMONGST TARGETED SEGMENTS

# YEAR 1: RECOMMENDED TACTICS



## GRASSROOTS

**CENTRALIZED RESOURCE  
PHYSICAL TOUCHPOINTS**  
Use all forms of community-based channels to inspire and educate with our message. One layer includes local mailers, bulletins, signage surrounding our water.

**EXTERNAL RESOURCE  
SOCIAL STUNT**  
The second layer comprised of small stunts or field-team demonstrations that can raise awareness (re: viral soap video)



## PR MEDIA

**EXTERNAL RESOURCE**  
Develop relationships with all relevant Oregon media outlets across news stations, local newspapers, environmental groups, healthcare organizations and other wellness parties.

Our job is to announce the mission of CRC and to spark a conversation about watershed and water pollution.



## EMAIL / CRM

**CENTRALIZED RESOURCE**  
Begin acquiring an email database for those interested in keeping an ongoing dialogue that provides continual education on clean water best practices.

Regularly deliver messages for seasonal tips and tricks on how to create a healthy environment for individuals and our water.



## DIGITAL

**CENTRALIZED RESOURCE  
SOCIAL MEDIA**  
Launch CRC's social channels across Facebook, Twitter and Instagram as another avenue to build a community. We'll keep our audience updated with coalition news, activities and educational tips.

**EXTERNAL RESOURCE  
PAID SEARCH ADS**  
Additionally, we'll implement tactics to begin showing up in organic search where relevant.



## AMBASSADORS

**CENTRALIZED + EXTERNAL  
RESOURCES**  
Tap into local community leaders and key Oregon environmental health influencers to ignite a conversation about clean water in Oregon.

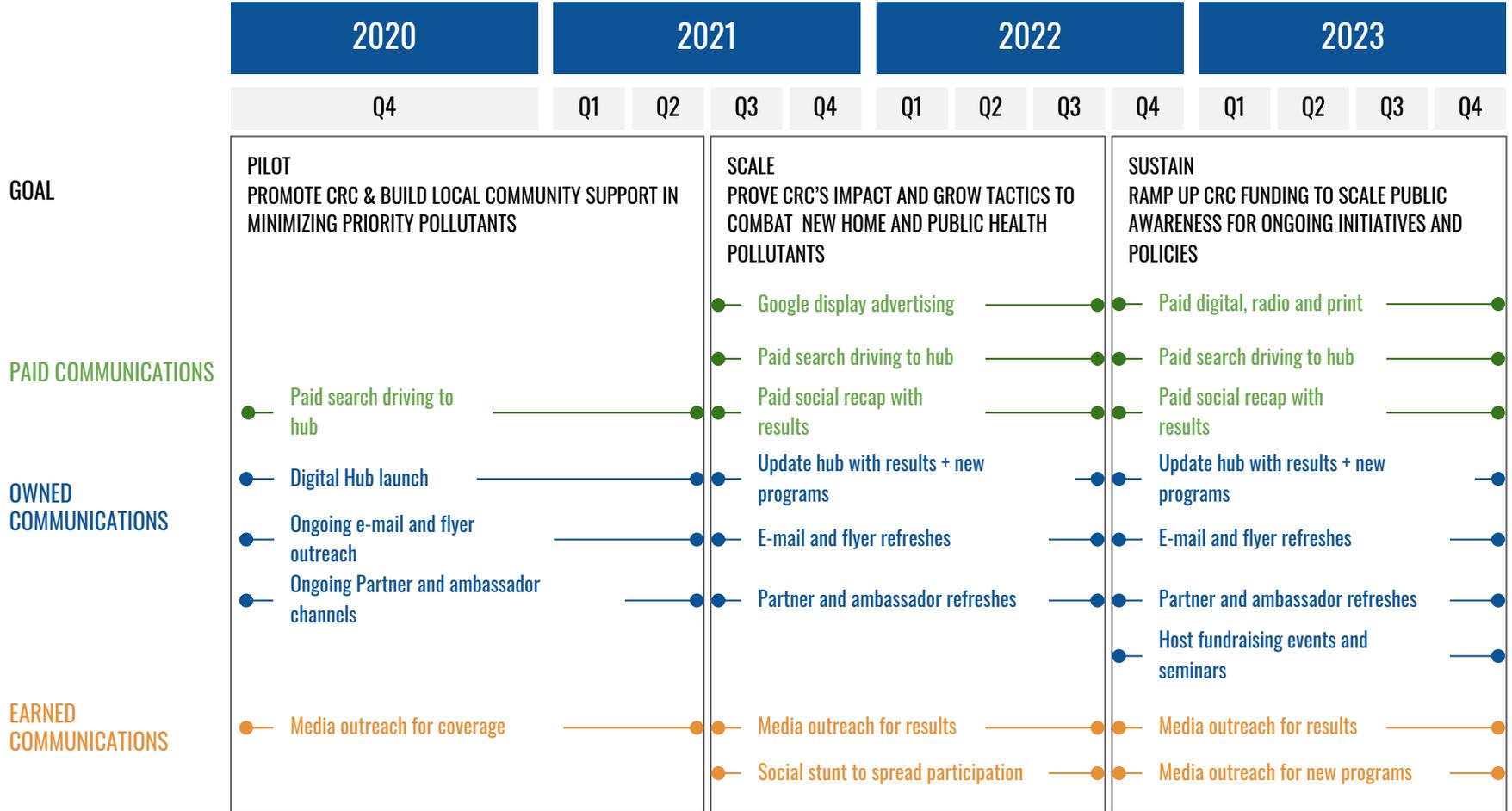
Develop programs for influencers to join the coalition as official ambassadors for long-term support.



## PARTNERS

**CENTRALIZED + EXTERNAL  
RESOURCES  
PRIVATE AND NONPROFIT  
ORGANIZATIONS**  
Explore opportunities to extend our reach via our private and public partners and businesses via all of their channels, including social, email, mailers and local community events.

# CRC MARKETING ROLL-OUT



# CRC ROLL-OUT: PAID MEDIA ESTIMATES

	2020				2021				2022				2023											
	Q4				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4								
<b>GOAL</b>	<b>PILOT</b> PROMOTE CRC & BUILD LOCAL COMMUNITY SUPPORT IN MINIMIZING PRIORITY POLLUTANTS								<b>SCALE</b> PROVE CRC'S IMPACT AND GROW TACTICS TO COMBAT NEW HOME AND PUBLIC HEALTH POLLUTANTS								<b>SUSTAIN</b> RAMP UP CRC FUNDING TO SCALE PUBLIC AWARENESS FOR ONGOING INITIATIVES AND POLICIES							
<b>PAID COMMUNICATIONS</b>																								
<b>PAID COMMUNICATIONS COSTS (ESTIMATES)</b>	<ul style="list-style-type: none"> <li>Acquisition paid media effort</li> <li>Target: early adopters / interest</li> <li>Year-long flight</li> <li>Channels: search</li> <li>Budgets:               <ul style="list-style-type: none"> <li>\$12,000 (minimum)</li> <li>\$24,000 (optimal)</li> </ul> </li> </ul>								<ul style="list-style-type: none"> <li>Amplify clean water to new segments</li> <li>Target: Families and caretakers</li> <li>Year-long flight</li> <li>Channels: digital, social and search</li> <li>Budgets:               <ul style="list-style-type: none"> <li>\$48,000 (minimum)</li> <li>\$72,000 (optimal)</li> </ul> </li> </ul>								<ul style="list-style-type: none"> <li>Statewide paid media campaign</li> <li>Target: all segments and partners</li> <li>Year-long with 12-week heavy up</li> <li>Channels: digital, radio, print, social and search</li> <li>Budgets:               <ul style="list-style-type: none"> <li>\$300,000 (minimum)</li> <li>\$375,000 (mid-level)</li> <li>\$475,000 (optimal)</li> </ul> </li> </ul>							

# MEASUREMENT



## COMMUNICATIONS SUCCESS

- Paid: Awareness, Click-through-rates, Engagement with ads, Social shares, brand lift studies
- Owned: Website traffic, website time spent, Website downloads, Website actions, Email open rates, Social engagement, Social shares
- Earned: PR impressions, local news coverage, social #tag impressions, public sentiment



## BEHAVIORAL CHANGE SUCCESS

- Lower state-wide sales of priority pollutants
- Increase in state-wide sales of natural alternatives
- Increase in green certifications
- Improved Clean Water and Environmental metrics



## CRG RECRUITMENT SUCCESS

- Email subscribers
- Social followers
- Volunteers

# NEXT UP: CREATIVE TOOLS

# 1. CAMPAIGN IDENTITY

## CAMPAIGN BRAND HIERARCHY

- Name
  - Tagline
  - Define role of CRC
  - Brand framework
- 

## VISUAL IDENTITY

- Logo or wordmark
  - Colors and fonts
  - Photography style guidelines
- 

## MESSAGING GRID

- Key consumer-facing messages
- Audience customization
- Stage customization

## 2. TOOLKIT

**This toolkit will be designed to enable partners to support and promote the CRC's clean water campaign at low or no cost.**

May include:

- Key messages and brand guidelines
- Social share graphics, messages and guidelines
- Videos
- Print ads
- Print and digital flyer templates
- Posters
- Stickers
- Email templates
- Partnership/outreach strategies
- Hero recruitment guidelines

### 3. DIGITAL HUB

**You'll use digital and social advertising to build awareness. To drive action, you'll need a centralized online property where people can learn more.**

#### Goals for the website:

- Tell the complete campaign story
- Provide information about actions people can take
- Share resources for communities and educators
- Feature hero stories
- Show the breadth and depth of the coalition



THANK YOU



# CLEAN RIVERS COALITION

[cleanriverscoalition.com](http://cleanriverscoalition.com)

