Project: Regional Advertising Campaign III

Description: BASMAA supported the implementation of a three-year regional advertising campaign. The regional program complemented the established local public information/participation efforts of the member programs. The focus in the first and second years was on establishing a general watershed awareness message, while year three added a behavior change message about the indirect connection to the storm drain system. The behavior change message was focused on trash/litter.

FY: 00/01, 01/02, 02/03, 03/04, and 04/05

Overseer: Regional Advertising Campaign Work Group

Contracting Agency: Marin County Stormwater Pollution Prevention Program

Contractor: Panagraph

Budget: Year 1 (FY 00/01 or FY 01/02 - $260,250; FY 02/03 - $261,000); Year 2 (FY 03/04 - $256,000); Year 3 (FY 04/05 - $241,000)

Participants: Alameda, Contra Costa, Fairfield-Suisun, Marin, San Mateo, Vallejo; and Santa Clara (Year 3 only)

Status: Done

Deliverable(s): FY02/03 – Television commercial (English and Spanish) - Beautiful (30 seconds); Radio ad (English and Spanish) – Beautiful (60 seconds); Baseline survey; Focused Interviews; Focus group testing; Campaign brochure – Our Watershed: How You Can Keep It Beautiful (15,000 copies); 3 print ads – Keep Your Watershed Beautiful. Don’t Litter., Keep Your Watershed Beautiful, Recycle Used Motor Oil., Keep Your Watershed Beautiful, Use Less Pesticides.

FY 03/04 – Television commercial (English and Spanish) - Beautiful (30 seconds); Radio ad (English and Spanish) – Beautiful (60 seconds)

FY 04/05 – 2 Television commercials (English and Spanish) - Beautiful and Don’t Trash Our Beautiful Watersheds (30 seconds); 2 Radio ads (English and Spanish) – Beautiful and Don’t Trash Our Beautiful Watersheds (60 seconds); Post-campaign survey