



B A S M A A

Project: Regional Advertising Campaign Strategy

Description: The scope of this project was the development of a three-year advertising campaign strategy for the Bay Area. The campaign strategy outlines a plan to 1) inform the public about the origins and causes of urban runoff pollution and its effects on receiving waters, and 2) encourage active involvement of the public in efforts to reduce the amount of pollutants entering municipal storm drain systems.

FY: 94/95

Overseer: Regional Advertising Campaign Work Group

Contracting Agency: Contra Costa Clean Water Program

Contractor: O'Rorke Public Relations & Advertising

Budget: \$29,150

Status: Done

Deliverable(s): *Regional Advertising Campaign Implementation Plan (June 1995)*
