



Bay Area Stormwater Management Agencies Association

Five-Year Regional Litter Implementation Plan

Plan Submitted: September 20, 2011



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Tasks	Timing	Budget	Permittee Actions*	Measuring Success	MRP
Phase A - Laying the Groundwork and Starting up the Youth Panel					Municipal Regional Permit Sections C.7.b, C.7.b.1, C.7.b.ii
Collect information about high school and college environmental clubs, civic organizations, and other stakeholders populated by 16-24 year olds in the BASMAA region.	Sept-Nov	\$8,400.00	Provide any info for any relevant orgs they are working with ----- Optional: Help consultant establish contact at organization via introductory email		
Research and create a list of youth related (and eco related) organizations in the region.		\$3,000.00	Provide info (name and general contact information) on known interested organizations they are working with ----- Optional: 1) Provide a contact name at a known interested organization 2) Write an an introductory email to your contact introducing the the consultant and the outreach campaign.	Compile 50 organizations.	
Research and create a list of eco clubs and service clubs at High Schools, Colleges & Universities.		\$5,400.00	Provide info (name and general contact information) on known interested school they are working with ----- Optional: 1)Provide a contact name at a known interested school 2) Write an an introductory email to your contact at interested school introducing the consultant and the outreach campaign	Compile 100 organizations.	
Set up integrated email list serve/ e-Newsletter program	Aug-Sept	\$10,000.00	Review/approval		
Create an email marketing account with a service like Constant Contact or Mail Chimp		\$1,500.00	N/A		
Create an email newsletter template to send out general announcements.		\$5,500.00	Review emails/newsletters	Send out 4 emails to our email list and achieve at least a 23% open rate (industry standard)	
Send enrolling email newsletter each quarter with links to forward to friends	Aug-ongoing through year 3	\$3,000.00	Optional: Forward newsletters/emails to local contacts	Collect 800 email addresses	
Conduct a pre-evaluation survey assessment	Aug-Oct	\$21,905			
Note: Dr. Nicole Sintov has now officially joined the SGA ranks. She has her Phd in Psychology with an emphasis in behavior change from USC. She has published studies in half a dozen journals including titles such as "Effectiveness of a Web-based Intervention in Promoting Energy Conservation in a University Residential Setting." I had Nicole take a look at the outreach approach and make recommendations regarding what she thinks would be our best evaluation options. Her thoughts were very closely aligned with the school site model we had discussed at the last meeting. Please visit this link (http://bit.ly/qxFcGT) to see her write-up.					
Engage Residential Youth Participation Through Events	Sept-Oct	\$15,750			Municipal Regional Permit Section C.7.b.ii.1 (litter only)

Build strategic partnerships with local community event organizers. If amenable, event representative receives the materials from the program (i. e. consultant) and the event organizer would set up and break down the booth display.		\$3,750.00	Send over a list of event organizers that would be valuable to reach out to ----- Optional: Reach out to contacts that you have relationships with and ask if they are interested in hosting a booth in a box	Develop partnerships with 20 organizations.	
Create booth materials, raffle prize, and sign up sheets available for cities and counties that will be hosting a booth at an event.		\$6,000.00	Review materials		
Design a rotating display that can be easily used and transported at events. The display will focus on getting passerby to join the program in some way (e.g. email sign-up, take a picture, enter a raffle, etc).		\$5,000.00	Review display		
Produce and print 5 displays to rotate throughout the various cities.		\$2,500.00	N/A		
Coordinate with permittees to collect data from the raffle, sign ups, newsletter and continue adding to CRM database. Data includes age and city.		\$6,000.00	Request and host materials at community events they are already slated to attend	Host materials at a minimum of 12 events	
Before the event, coordinate with individual permittees to receive and set up the display for their event.		\$3,000.00	Coordinate with consultant to set-up displays		
After the event, coordinate with individual permittees to collect the event sign-ups and enter the sign-ups to the email list.		\$3,000.00	Provide information to consultant ----- Optional: Enter sign-ups received from their events directly into the database		
Create and Partner with Youth Panel	Oct-	\$10,000	Approval and (if desired) review of potential panel members	Create a panel with at least 15 youth participants	Municipal Regional Permit Section C.7.b.ii.2
Develop criteria for eligible youth to serve on an advisory Youth Panel (16-24 year olds currently living in the BASMAA region)		\$2,400	Review criteria		
Passively recruit Youth Panel participants by spreading the word through existing City & County networks		\$2,000			
Create user-friendly private forum to host online discussions (e.g. private invite-only Facebook page)		\$2,600	N/A	Spontaneous idea suggestions & volunteer posts from Youth Panel	
Reach out to Youth Panel on an as-needed basis		\$3,000		Sporadic check-ins and input requests throughout the year	
Phase B - Designing Tactical Elements & Launching the Video Contest					Municipal Regional Permit Section C.7.b.ii.2
Develop concepts for partnership engagement with corporations; enlist them on sponsorships, cleanups and other promotional opportunities	Dec-Feb	\$6,500	Review/approval	Sponsorship quality and prizes equivalent of a \$500 monetary value equivalent	
Develop corporation list of historically interested, related industries and also those with charitable giving arms for additional sponsorship possibilities. Create contact list and add to tracking database		\$1,200	----- Optional: Provide contact information for relevant organizations.	Develop a contact list with 15 organizations	
Coordinate with Youth Panel to gauge their feedback on the attractiveness of potential prizes		\$1,500	N/A		

Outreach to potential sponsors and secure partnership(s) and contest prizes for the campaign		\$3,800	N/A	
Design look/brand of campaign	Dec-Jan	\$9,800	Review/approval	Ongoing feedback, synergy with Youth Panel
Develop the creative brief to kick start the design process		\$1,400	Review and approve creative brief	
Create 2-3 initial design mock-ups of a video contest flyer for the group to choose from		\$5,400	Review and provide comments	
Write the text for the flyer		\$1,800	Review and provide comments	
Design various iterations of the flyer in order to set the tone for the "look" of the campaign		\$3,600	Review and provide comments	
After two rounds of edits, finalize the video contest flyer as well as the campaign aesthetic		\$3,000	Final Review	Establish the colors, font and style of the campaign's design
Develop the PSA Advertising Contest opportunity to engage high school organizations, local colleges and universities and other stakeholders	Nov-Mar	\$37,000	Review/approval	Assess initial popularity with key interested parties and make modifications as needed
Reach out to some key interested parties (e.g. high school principals, college film professors, youth film networks, etc) to gauge interest/thoughts about the contest and modify the approach accordingly.		\$1,800	Optional: If you have any contacts in this category, provide their contact information to consultant	Get feedback from half a dozen people
Define the specifications of the contest (e.g. what type of subject matter) and get feedback from the Youth Panel		\$840	Review contest specifications	
Line out all of the campaign logistics including rules, deadlines, eligibility requirements, etc.		\$3,000	Review	
Design the needed campaign materials. May include: poster, email blast, bookmark, etc.		\$5,160	Review	Design 1 and print needed campaign materials to publicize the contest
Present options and decide which additional material would be best to create (receive feedback from committee and youth panel)		\$960	Provide feedback	
Design 1 additional handout such as a poster (includes two rounds of revisions)		\$4,200	Review	
Work closely with early adopters to submit a video and seed interest.		\$7,800	N/A	
Reach out directly to teachers, film related orgs and youth panel to scout potential early adopters for the contest.		\$1,800	N/A	
Identify 3-5 early adopters and provide any support they may need to ensure they submit videos and help seed interest in the contest.		\$6,000	N/A	
Promote the contest		\$14,400	Optional: Distribute materials locally to promote contest	Distribute the materials directly to 60 teachers throughout the County
Work through early adopters and the previously developed list of teachers, film organizations, college resident advisors, etc to promote the contest by mailing handouts for distribution to their members/students		\$14,400	Optional: Actually post flyers/posters on high school and college campuses	
Expenses: Printing expenses		\$4,000		
Design Website/Blog that is run by a Content Management System (CMS)	Jan-	\$18,600	Review/approval	Create a website with up to 8 pages
Example: SGA created the LA Team Effort website that was originally used to launch LA Stormwater's "team effort" advertising campaign. Website has since evolved to be available indefinitely as a portal for people who want to help protect water quality.				
Write and develop all of the content for the site		\$3,840	Review content	
Map the website navigation bar structure		\$1,200	N/A	
Create homepage and internal page wireframes (e.g. skeletal layouts of what the pages will look like)		\$1,800	N/A	
Design the website "look"		\$3,000	Review	

Program the website pages, include capacity for people to upload videos for the contest		\$7,800	N/A		
Configure content to make it Search Engine Optimization (SEO) friendly		\$960	N/A	200+ visitors per month as per Google Analytics calculations	
Media Engagement/Press Releases for video contest	Mar-Apr	\$24,840	Review/approval		
Coordinate with BASMAA's already existing media relations effort to ensure that the contest is tied into media pitches		\$2,400	Help coordinate into BASMAA's media relations effort		
Outreach to online portals such as bloggers, podcast series, online news sites, etc to promote the contest		\$14,040	N/A	Placement in at least 15 online blogs	
Create a list of potential locations to reach out to		\$3,000	Optional Activities -Recommend online portals		
Develop a general pitch for reaching out to the bloggers or editors		\$840	Review		
Customize the pitch accordingly and reach out directly to bloggers and editors. Field questions as needed and follow up with contacts to get coverage of the contest.		\$7,800	Review		
Track placements of the contest online		\$2,400	N/A		
Work with local jurisdictions to send out email announcements to their already established email lists as well as promote the contest through newsletters and City publications		\$8,400	Distribute info locally through city/county email lists & government publications and websites	Placement in at least 15 online, print city publications or email list send outs	
Prepare files (i.e. text only and with images) that the individual cities can use to send out and announce the contest		\$2,400			
Coordinate with BASMAA reps to provide the needed info along with the email template		\$3,600			
Follow up with BASMAA reps to track send outs in their individual jurisdictions		\$2,400			
Launch & maintain the Facebook page	Mar-	\$35,000	Provide event photos and local City related updates for posting on the page.	100 fans 60 user interactions from our fans (posts, comments, 'likes', links, photos)	
Example: SGA created and maintains the LA Stormwater program's FB page: facebook.com/lastormwaterprogram. You can see our latest promotion, the Pet N Water photo contest, on the wall.					
Assumptions: The budget/time allocation for this task has been done using a blended rate of \$120; however, during the implementation SGA's actual rates will be used (i.e. higher than this for a Project Manager and lower than this for a Project Coordinator). This task also assumes coordination and input from the committee. The budget assumes that the committee will want to give approval on each of the consultant's wall posts. If this is not the case and a general approval is given when the page is first launched then the price will adjust down accordingly. I feel more comfortable leaving as is until we start implementing the task and are then able to re-assess how much committee involvement is part of the implementation.					
Coordinate with Youth Panel to get feedback about topics and areas of interest for the Facebook page. Use this information to create the Facebook strategy.		\$950.00	N/A		
Create the Facebook page and recruit an initial base of fans		\$8,550	Optional: If your agency has a Facebook page, follow or like the BASMAA Litter page		
Research and compile a list of related Facebook pages. Reach out to the Facebook pages with a "nice to meet you" and a wall post.		\$2,400.00	Optional:Provide information on related Facebook pages		

		\$4,400.00	Review ads ----- Optional: If budget available, use the ad in local promotions.		
Create and place Facebook ads.					
Create a Facebook invite and send it out to people in our email list.		\$1,750.00	Forward the invite to local contacts		
Maintain the Facebook page with posts at least 3 x's a month and run mini promotions to engage fans. This also includes checking and responding to comments on a daily basis as well as posting "trust agent" (trustagent.com/) comments on partner Facebook pages in order to create meaningful online partnerships.		\$25,500.00	Review promotions and wall posts If your agency has a FB page, "like" or "share" the BASMAA posts	Secure partnerships (e.g. posting on our wall or "liking" our page) with 10 other Facebook pages. These will be "non-stormwater program" pages, i. e., pages from organizations that are not Permittees or their partner agencies.	
Research and keep a pipeline of updates to post on the page a minimum of 3xs per month.		\$4,800.00	Review ads ----- OPTIONAL: If budget available, use the ad in local promotions.		
Respond to fan comments and likes (frequency depends on amount of interaction received from fans).		\$3,600.00	N/A		
Visit other Facebook pages approx once a week and post comments and likes on their posts as part of our trust agent comments.		\$3,600.00	N/A		
Run mini Facebook promotions approx every 6 weeks. Promotions are characterized by encouraging fans to interact with the page and receiving a t-shirt or kudos in return (e.g. tell 1 friend about our page and both you and your friend will receive one of our nifty t-shirts)		\$12,000.00	Review promotions ----- OPTIONAL: Promote promotions on local FB pages.		
Expenses: advertisements, giveaways for promotions (in some cases). Create distribution plan for PSA winner(s) (online and offline)		\$1,500.00			
	Feb-Apr	\$4,250	Review/approval		
Create advertising plan detailing points of distribution for winning contest entry			Review advertising plan		
Research a list of potential outlets, taking into account demographics, geographic reach and relevance to issue, to distribute the video					
Get pricing options for the select outlets					
Explore opportunities for un-paid exposure of the ads (e.g. film festivals, school announcements, etc)					
Create a plan detailing which locations will feature the PSA					

Engage our audience and our audience's social networks to review and vote on the best PSAs	May	\$10,800			
Review contest entries to ensure they are complying with the rules (e.g. no foul language) and are relevant.		\$3,600.00	Optional: Review contest entries		
Post the appropriate entries to make them available for viewing.		\$3,600.00	N/A		
		\$3,600.00	N/A		
Create a YouTube channel to feature the contest entries					
Phase C - Distributing the Winning Video					Fulfills Municipal Regional Permit Section C.7.b.ii.2
Advertising - PSA Online and Offline Releases	Jun-Jul	\$44,760	Review/approval	Winning entry celebrated in 15 or more outlets (e.g. local city channels, film festivals, movie theaters, art museum exhibit)	
Regular Check-in meetings with Youth Panel to survey effectiveness, awareness, knowledge, trends		\$1,320	N/A		Municipal Regional Permit Section C.7.b.ii.2
Format video into different file extensions to allow it to be posted on different mediums (e.g. online, t.v., etc)		\$3,600			
Actively distribute the winning contest entry to the outlets noted in the ad buy plan. Purchase limited ad buy space, if needed.		\$6,000	----- Optional: If budget available, place BASMAA ads locally		
Coordinate with individual cities and counties to have the PSA run on local access channels and via an embedded video on government websites and Facebook pages		\$3,840	Post the PSA on local city television channels and website	Placement in at least 7 city stations.	
Expenses: Advertising space, contractor for the video conversion		\$30,000			
	Year 1 Total	\$257,605			

YEAR 2

Tasks	Timing	Budget	Permittee Actions*	Measuring Success	MRP
Phase A - Maintain Buzz and Continue to Grow Presence					
Program Check-In	Ongoing	\$3,000.00			

Conduct assessment of what worked and what didn't work from Year 1. Modify Year 2 implementation plan accordingly		\$3,000.00			
Facebook page	Ongoing	\$25,500.00	Provide event photos and local City related updates for posting on the page.	350 fans and 200 user interactions from our fans (posts, comments, 'likes', links, photos)	
Maintain the Facebook page with posts at least 3 x's a month and run mini promotions to engage fans. This also includes checking and responding to comments on a daily basis as well as posting "trust agent" (trustagent.com/) comments on partner Facebook pages in order to create meaningful online partnerships.		\$25,500.00	Review promotions and wall posts ----- Optional: If your agency has a FB page, "like" or "share" the BASMAA posts	Secure partnerships (e.g. posting on our wall or "liking" our page) with 10 other Facebook pages	
Research and keep a pipeline of updates to post on the page a minimum of 3xs per month.		\$4,800.00	N/A		
Respond to fan comments and likes (frequency depends on amount of interaction received from fans).		\$3,600.00	N/A		
Visit other Facebook pages approx once a week and post comments and likes on their posts as part of our trust agent comments.		\$3,600.00	N/A		
Run mini Facebook promotions approx every quarter. Promotions are characterized by encouraging fans to interact with the page and receiving a t-shirt or kudos in return (e.g. tell 1 friend about our page and both you and your friend will receive one of our nifty t-shirts)		\$12,000.00	Review promotions ----- Optional: Promote promotions on local FB pages.		
Expenses: advertisements, giveaways for promotions (in some cases).		\$1,500.00	Review giveaway ideas.		
Website	Ongoing	\$20,440	Review website and provide input as needed		
Keep the website maintained		\$16,440.00			
Review website content after the end of the video contest. Modify content and layout as needed to keep the website updated and current.		\$3,000.00			
Monthly website checks to ensure all links and pages are functioning correctly		\$4,800.00			
Post new content on the website monthly either through articles, links, images or videos to ensure the website is being updated frequently.		\$8,640.00		New monthly website content	
Do Search Engine Optimization (SEO) to increase the website's ranking on search engines		\$4,000.00		500+ visitors per month as per Google Analytics calculations	
Develop and distribute campaign branded promotional item like a t-shirt, hat, tote bag, etc. (Distribute based on participants taking some type of action to further engage them in pollution prevention/litter reduction)	Sept-Nov	\$8,600	Review/approval		
Research potential giveaways and consult Youth Panel on appropriate items		\$500	Review/approval		
Create initial design concepts and receive input (includes up to two rounds of edits)		\$3,600	Review/approval		
Finalize the design concept		\$1,000	Review/approval		
Price and place order		\$1,000	----- Optional: purchase giveaways for local outreach	100-200 prize giveaways depending on pricing	
Outline criteria for who is to receive a giveaway item. Distribute items (e.g. shipping or distributing to BASMAA members) to be distributed to target audience.		\$1,500	N/A		
Expenses: Printing of items and shipping costs for distributing the giveaways.		\$1,000			
Email Marketing	Ongoing	\$23,040			

Coordinate with fan base regarding some key areas of interest. Send out at least 4 emails.		\$17,040.00	Review email content	List of 1,000 email subscribers with an open rate of 23% or more (industry standard)	
Develop topic ideas for the year's emails		\$3,480.00			
Write the content for the emails (4)		\$4,800.00			
Design the emails (4)		\$6,600.00			
Send out the emails and track the statistics to inform future correspondences (i.e. what worked and what didn't)		\$2,160.00			
Manage the list (e.g. clean out bounces, add new names, generate reports, etc)		\$6,000.00			
YouTube channel	Ongoing	\$15,640		2,500 views and 25 channel subscribers	
Maintain the channel by responding to comments and posting videos that are relevant and were created by cities that are part of BASMAA or other partner organizations		\$8,640.00	Provide video content as it becomes available		
Create 1 new video to post on the channel		\$7,000.00	Review/approval		
Youth Panel Updates	Ongoing	\$6,000		Receive 60 interactions/comments from our youth panel	
Continue to engage Youth Panel Facebook group for input on an as needed basis		\$6,000.00	N/A	Check in with the youth, at minimum, once a month	
Phase B - Increase the Level of Commitment (get new people to join the campaign but also get Year 1 people to step it up)				Recruit 200 new newsletter subscribers and 250 new Facebook fans.	
Take Action-- Volunteer!	Oct-Jul 13	\$36,600	Review/Approval		
Host a "Give a Day" volunteer and win online contest to encourage people to volunteer for a water related event (e.g. clean-up, tree planting, etc)		\$36,600.00	Review contest/event idea. ----- Optional: conduct local outreach to promote contest/event		
Set up the infrastructure (i.e. new custom programmed tab on the Facebook page) to allow people to upload a photo volunteering in order to be entered for a chance to win a cool prize		\$6,000.00	N/A		
Coordinate with last year's sponsors to secure a prize		\$1,500.00	N/A		
Create contest rules, requirements, etc		\$2,700.00	Review/Approve		
Design the Facebook landing pages and a flyer to promote the giveaway		\$7,000.00	Review/Approve		
Promote the contest with local organizations that are hosting volunteers as well as through existing City/County networks with tactics such as, but not limited to: sending out emails to existing listservs, placing announcements in local newsletters, mailing flyers for distribution, posting the promo on external websites		\$14,000.00	Reach out to existing networks of other organizations and non-profits	Partner with, at least, 10 organizations and/or schools	
Track entries and award the prize		\$5,400.00	N/A	Receive 120 entries	
	Year 2 Total	\$138,820			
YEAR 3					
Tasks	Timing	Budget	Permittee Actions*	Measuring Success	MRP

Phase A - Maintain systems, strategies that worked during Year 2					
Program Check-In	Ongoing	\$3,000.00			
Conduct assessment of what worked and what didn't work from Year 2. Modify Year 3 implementation plan accordingly		\$3,000.00			
Facebook page	Ongoing	\$25,500.00		700 fans and 300 user interactions (posts, comments, 'likes', links, photos)	
Maintain the Facebook page with posts at least 3 x's a month and run mini promotions to engage fans. This also includes checking and responding to comments on a daily basis as well as posting "trust agent" (trustagent.com/) comments on partner Facebook pages in order to create meaningful online partnerships.		\$25,500.00	Review promotions and wall posts ----- Optional: If your agency has a FB page, "like" or "share" the BASMAA posts	Secure partnerships (e.g. posting on our wall or "liking" our page) with 10 other Facebook pages	
Research and keep a pipeline of updates to post on the page a minimum of 3xs per month.		\$4,800.00	N/A		
Respond to fan comments and likes (frequency depends on amount of interaction received from fans).		\$3,600.00	N/A		
Visit other Facebook pages approx once a week and post comments and likes on their posts as part of our trust agent comments.		\$3,600.00	N/A		
Run mini Facebook promotions approx every quarter. Promotions are characterized by encouraging fans to interact with the page and receiving a t-shirt or kudos in return (e.g. tell 1 friend about our page and both you and your friend will receive one of our nifty t-shirts)		\$12,000.00	Review promotions ----- Optional: Promote promotions on local FB pages.		
Expenses: advertisements, giveaways for promotions (in some cases).		\$1,500.00	Review giveaway ideas.		
Website	Ongoing	\$16,440		1,000+ visitors per month as per Google Analytics calculations	
Keep the website maintained		\$16,440.00			
Modify content and layout as needed to keep the website updated and current.		\$3,000.00			
Monthly website checks to ensure all links and pages are functioning correctly		\$4,800.00			
Post new content on the website monthly either through articles, links, images or videos to ensure the website is being updated frequently.		\$8,640.00		New monthly website content	
Email Marketing	Ongoing	\$23,040		List of 1,000 email subscribers with an open rate of 23% or more (industry standard)	
Coordinate with fan base regarding some key areas of interest. Send out at least 4 emails.		\$17,040.00	Review email content		
Develop topic ideas for the year's emails		\$3,480.00			
Write the content for the emails (4)		\$4,800.00			
Design the emails (4)		\$6,600.00			
Send out the emails and track the statistics to inform future correspondences (i.e. what worked and what didn't)		\$2,160.00			
Manage the list (e.g. clean out bounces, add new names, generate reports, etc)		\$6,000.00			
YouTube channel	Ongoing	\$16,140		2,500 views and 35 channel subscribers	
Maintain the YouTube channel by recruiting subscribers		\$8,640.00			

Post updated video content on the channel (new or repurposed) in order to keep it fresh		\$7,500.00	Review videos ----- Provide videos that have been developed locally for posting on the channel	Posting 2 additional videos on the channel	
Database Maintenance & Youth Panel Updates	Ongoing	\$4,000			
Continue to engage Youth Panel Facebook group for input on an as needed basis		\$4,000.00			
Phase B - Engage New People in the Campaign and Involve Another Group (e.g. the art community)					Municipal Regional Permit Section C.7.b
Increased Commitment for the Year-- Get crafty!	Oct-May 14	\$44,580			
Set up the details for an art related/water quality contest (e.g. painted rain barrels, painted storm drains, found litter art, etc). Secure sponsors for the prizes/giveaways.		\$5,400.00	Review/approve ideas		
Coordinate with interested parties (e.g. art museums, high school and college art teachers) to pique interest and gauge their interest in the promotion		\$3,000.00		Reach out to at least 15 organizations	
Promote the contest		\$17,400.00			
Design the materials to promote the contest and encourage entries/involvement		\$3,000.00	Review/approve	Flyer & email blast announcing the promotion	
Reach out to teachers and school clubs to spread the word		\$5,400.00			
Send out messages to our existing online networks		\$2,760.00			
Reach out to online bloggers & other Facebook pages to spread the word about the promo		\$6,240.00			
Track, review and, if appropriate, judge entries		\$5,640.00			
Tie in with BASMAA's already existing media relations efforts to promote the entries. In addition, possibly host a media event to showcase the art installations that will be featured throughout the counties		\$9,000.00			
Promote the contest entries on the social media channels and with our network		\$2,640.00		Receive 120 entries	
Expenses: printing of flyers, other misc		\$1,500.00			
Conduct a post- evaluation survey assessment	Feb-Apr 14	\$20,000			
Note: Dr. Nicole Sintov has now officially joined the SGA ranks. She has her Phd in Psychology with an emphasis in behavior change from USC. She has published studies in half a dozen journals including titles such as "Effectiveness of a Web-based Intervention in Promoting Energy Conservation in a University Residential Setting." I had Nicole take a look at the outreach approach and make recommendations regarding what she thinks would be our best evaluation options. Her thoughts were very closely aligned with the school site model we had discussed at the last meeting. Please visit this link (http://bit.ly/qxFcGT) to see her write-up.					
Put together the final report	May 14.	\$9,000			
	Year 3 Total	\$161,700			
	GRAND TOTAL	\$558,125			

* This indicates the minimum level of effort the consultant would be asking for of the permittees. If permittees are interested in getting more involved then wonderful! I didn't include this here because I thought it would be best to plan budget around the assumption that we would not be getting additional involvement. If permittees provide more assistance than originally anticipated then we can put the budget savings in other places.

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BASMAA Evaluation Approach

The two objectives of the BASMAA “advertising” campaign are to decrease litter and to increase engagement. The following write-up provides our approach to how to evaluate these two goals.

DECREASE LITTER

Evaluation approach

- Two-pronged approach to evaluating success of program to include self-reported surveys and observational data collection

Survey component

- Select 4 schools (high schools or universities or community colleges) throughout the entire geographic area.
- Engage the school network at all 4 schools
 - e.g., teachers, administration, student groups, athletic teams – to promote survey taking and involvement in outreach programs.
 - A few preliminary ideas include:
 - Teachers providing an extra credit opportunity for survey participation
 - Offering raffle prizes as incentives for survey taking
 - Provide a survey item where students write in names of friends who referred them to survey. Give student referrers incentives/FB recognition
 - Similar ideas for teachers who get their students to participate
- Administer baseline survey prior to program implementation
 - Surveys administered online
 - To address online survey validity issues, we’ll include a simple random/careless responding check to enable identification of bogus responses
 - Suggested sample size = 300 students total at baseline
 - As part of surveys, gather contact information from student participants – this is a highly mobile population with frequent changes in contact information.
 - Obtain cell phone, home phone, email address.
- Throughout program
 - Reach out to students on FB, through e-newsletters, and through other avenues to keep them in touch with program throughout years 2 & 3
- Post-outreach (end of year 3)
 - Follow-up with same students who participated in initial survey

Observational component

The observational component will supplement the self reported surveys above. Since the ultimate goal is to reduce litter, this will help to bolster the validity of the findings.

- At same 4 schools above
 - Conduct a pre-outreach trash assessment after school lunch one day where amount/type of litter is assessed.
 - Conduct similar trash assessment after outreach complete.

Why did we go with this approach?

- Focusing on existing cohesive communities has the following benefits:
 - Increases likelihood of program success because:
 - Increases likelihood that program will be noticed by target audience members
 - Offers better opportunity to leverage social norms
 - Likely to result in greater sample size for surveys
 - Makes observational data collection a reasonable supplement versus obtaining observational measures in the community at large where outreach effects will be extremely dilute and probably not detectable
- Provides for direct evaluation of outreach success
- Multi-method approach (self-report surveys plus observational data) is stronger relative to one that uses a single measure of program success
- Enhanced efforts to keep in touch with participants likely to result in higher follow-up rate

What are the drawbacks to this approach?

- In general, the broad nature of the program we are implementing doesn't lend itself well to contained evaluation (as opposed to a program that was designed to specifically take place within the schools).
- May be difficult to work with constraints of schools
- School subsample may not be entirely representativeness of entire target audience
 - To address this: Youth who access outreach elements and surveys from sources outside of the 4 schools would also be able to participate, so we will be able to:
 - Assess level of involvement in outreach as well as recruitment source in baseline and follow-up surveys and adjust statistically for these effects

INCREASE ENGAGEMENT YEAR ONE

Build database of high school and college environmental clubs, civic organizations, and other stakeholders populated by 16-24 year olds in the BASMAA region.

- Research and create a list of 50 youth related (and eco related) organizations in the region and add it to the database.
- Research and create a list of 100 eco clubs and service clubs at High Schools, Colleges & Universities and add them to the database.

Set up integrated email list serve/ e-Newsletter program

- Send out 4 emails to our email list and achieve at least a 23% open rate (industry standard)
- Collect 800 email addresses

Engage Residential Youth Participation through Events

- Develop partnerships with 20 event organizers.
- Host materials at least 12 events

Create and Partner with Youth Panel

- Create a panel with at least 15 youth participants
- Reach out to panel, at least, every other month

Develop concepts for partnership engagement with corporations; enlist them on sponsorships, cleanups and other promotional opportunities

- Sponsorship quality and prizes equivalent of a \$500 monetary value equivalent
- Develop a contact list with 15 corporations

Develop the PSA Advertising Contest opportunity to engage high school organizations, local colleges and universities and other stakeholders

- Get feedback from half a dozen people from the Youth Panel
- Design 1 and print needed campaign materials to publicize the contest
- Distribute the materials directly to 60 teachers throughout the Bay Area

Design Website/Blog that is run by a Content Management System (CMS)

- Create a website with up to 8 pages
- 200+ visitors per month as per Google Analytics calculations

Media Engagement/Press Releases for video contest

- Placement in at least 15 online blogs
- Placement in at least 15 online, print city publications or email list send outs

Launch & maintain the Facebook page

- 100 fans 60 user interactions from our fans (posts, comments, 'likes', links, photos)
- Secure partnerships (e.g. posting on our wall or "liking" our page) with 10 other Facebook pages. These will be "non-stormwater program" pages, i.e., pages from organizations that are not Permittees or their partner agencies.

Engage our audience and our audience's social networks to review and vote on the best PSAs

- Have at least 5 viable videos for voting

Advertising - PSA Online and Offline Releases

- Winning entry celebrated in 15 or more outlets (e.g. local city channels, film festivals, movie theaters, art museum exhibit)
- Placement in at least 7 city stations.

Develop and distribute campaign branded promotional item like a t-shirt, hat, tote bag, etc. (Distribute based on participants taking some type of action to further engage them in pollution prevention/litter reduction)

- 200-300 prize giveaways depending on pricing

YEAR TWO

Facebook page

- 350 fans and 200 user interactions from our fans (posts, comments, 'likes', links, photos)

- Secure partnerships (e.g. posting on our wall or "liking" our page) with 10 other Facebook pages

Website

- 600+ visitors per month as per Google Analytics calculations
- Secure 10 in bound links

Email Marketing

- List of 1,000 email subscribers with an open rate of 23% or more (industry standard)

YouTube channel

- 2,500 views and 25 channel subscribers

Database Maintenance & Youth Panel Updates

- Receive 60 interactions/comments from our youth panel
- Check in with the youth, at minimum, once a month

Increase the Level of Commitment (get new people to join the campaign but also get Year 1 people to step it up)

- Recruit 200 new newsletter subscribers and 250 new Facebook fans. Ideally, 40% of the contest entries would be from already existing program fans to show an increased level of commitment.

Take Action-- Volunteer!

- Partner with, at least, 10 organizations and/or schools
- Receive 120 entries

YEAR THREE

Facebook page

- 700 fans and 300 user interactions (posts, comments, 'likes', links, photos)
- Secure partnerships (e.g. posting on our wall or "liking" our page) with 10 other Facebook pages

Website

- 1,000+ visitors per month as per Google Analytics calculations

Email Marketing

- List of 1,000 email subscribers with an open rate of 23% or more (industry standard)

YouTube channel

- 2,500 views and 35 channel subscribers

Increased Commitment for the Year-- Get crafty!

- Reach out to at least 15 organizations
- Receive 120 entries