



B A S M A A

Project: Regional Outreach Strategic Plan

Description: The purpose of the project was to develop a Five-Year Regional Outreach Strategic Plan focused on two primary pollutants of concern – litter / trash and pesticides. Through implementation of the plan, the Public Information / Participation Committee hoped to significantly increase in the target audience(s): 1) overall awareness of the need for stormwater pollution prevention and 2) positive behavioral changes that help protect local waterways.

In developing the Five-Year Regional Outreach Strategic Plan, the consultant was expected to consider all audiences related to the two primary pollutants of concern and ways of affecting them. Specific elements of the Regional Outreach Strategic Plan included assistance with audience identification, key messages, development of goals and measurable objectives, cost-effective public relations, and advertising tactics, community engagement methods, opportunities for free media coverage and partnerships to disseminate messages, and evaluation of outreach effectiveness. BASMAA expected both traditional and new / social media to be considered. Although the scope of the Strategic Plan was broad, the Committee suggested that different tasks or aspects of a project be implemented at various levels – regionally through BASAMA or locally through individual programs. The Strategic Plan also included an evaluation element, strategies to address implementation at different levels of funding, recommendations on using partnerships and promotions to augment available funding, and clear descriptions of the approach, methodology, and specific tasks.

FY: 10/11

Overseer: Public Information / Participation Committee

Contracting Agency: BASMAA

Contractors: S. Groner Associates (SGA)

Budget: \$40,000

Status: Done

Deliverable(s): *Five-Year Regional Strategic Outreach Plan: Litter* (March 2011); *Five-Year Strategic Advertising Plan: Our Water, Our World Pesticides Program* (March 2011)
