MEMORANDUM

TO: BASMAA Managers and Regional Advertising Campaign Workgroup

FROM: Sharon Gosselin

DATE: November 12, 1997

RE: Final Report for Year 2 of the Regional Advertising Campaign

Here is a copy of the Spring Campaign final report from BHI. The Executive Summary of the Post-Campaign Survey that was presented to the workgroup on 6/23/97 is included in the appendices. I've also included a copy of the multi-lingual component of the Spring campaign from Montoya Communications.

The Fall campaign is coming to a close and the last wave of the survey will be fielded soon. BHI will compile a final report for the entire three years of the campaign and give a presentation at (or immediately before) the January BASMAA Board meeting.

If you have any questions or comments, please feel free to call me at (510) 670-6547.
Bay Area Stormwater Management Agencies Association

Spring 1997 Regional Advertising Campaign

Final Report

Prepared by
BHI
Mission

The objective of the BASMAA regional advertising campaign is to reduce the amount of polluted runoff into the Bay, creeks and Delta.

Background

In the Spring of 1996, the initial advertising campaign for BASMAA centered around the concept of polluted runoff and focused messages around the idea that individuals, not industry, are the major cause of this pollution.

In the Fall, 1996, the campaign began evolving from the broad description of polluted runoff to more specific messages about the contribution of the automobiles to Bay Area water pollution.

In the Spring, 1997, the campaign concentrated its advertising messages exclusively on the relationship between lawn and garden care and Bay Area water pollution.

This report summarizes the Spring '97 campaign objectives, target audiences, creative strategies and executions, media strategies and plans, merchandising and promotional support, collateral materials, private sector cooperative efforts, augmentation of the BASMAA campaign by individual counties, and an evaluation of the results of the campaign.

Campaign Objectives

1. To reduce the amount of polluted runoff caused by the overuse of garden pesticides and lawn fertilizers which are then carried down gutters and stormdrains by rain and overwatering.
2. To create awareness among residents of how their individual actions cause this form of polluted runoff and to offer them alternative practices.

3. To generate telephone volume into the 1-888-BAYWISE number so residents could get a fulfillment piece --Grow It! The Guide To A Less Toxic Garden-- on ways to create a toxic-free garden.

Target Audiences

Primary: Adults, 35-54, Homeowners, Professional/Managerial

Secondary: Adults, 55-64

A review of research supplied by the initial BASMAA baseline study, combined with independent data furnished by Alameda County, clearly identified the highest potential target to be Adults, 35-54, particularly the 45-54 age group.

Use of Lawn Fertilizers and Pesticides
(100=Average)

<table>
<thead>
<tr>
<th>Age</th>
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<th>BASMAA</th>
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Creative Strategies

To create advertising that would cause residents to:

Think: "I should watch how much pesticide and fertilizer I put down this Spring and how heavily, or when, I water it once it is applied to the lawn or in the garden."
Feel: "My actions can have adverse results for the environment. I can make a difference."

Creative Materials

A series of three 60-second radio commercials were produced for the regional campaign: "Laying It On Thick," "Bug Blanket," and "Wanna Get the Guide?" All the spots contained the 1-888-BAYWISE number and a call to action to send for the guide.

On a county-by-county basis, the regional campaign was also augmented with newspaper and magazine ads, billboards, bus sides, bus shelters, a website ad that ran on the KKSF site, and a poster that was used as a booth backdrop during community events.

Samples of these creative materials are included later in the report.

Media Strategies

Radio was selected as the exclusive media for the regional campaign. Concentrating all the funds in radio produced an effective reach and frequency of the primary and secondary target audiences. In addition, the radio buys enabled the budget to be extended through value-added merchandising and promotional opportunities provided by the radio stations.

Finally, the all-radio plan allowed the budget to be augmented by individual county efforts through complementary, affordable media such as newspaper, outdoor, bus sides and bus shelters.

Media Planning

Radio stations were selected based upon their reach, and cost efficiency in reaching the primary and
secondary target audiences. Also included in the station selection process were the merchandising and promotional opportunities.

### RADIO STATIONS

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<th>M-Sun Rank</th>
<th>Homeowner Index</th>
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<th>A35-54 Rtg.Pts.</th>
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<td>133</td>
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<td>KGO</td>
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<td></td>
<td><strong>952</strong></td>
<td><strong>977</strong></td>
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</tr>
</tbody>
</table>

The radio schedule reached 63% of the target audience an average of 15.5 times during the 8-week radio flight. A total of 952 spots aired during the campaign, spread out evenly during each of the 8 weeks. Total adult, 35-54, Target Rating Points were 977. The total number of gross impressions for the schedule exceeded 17,000,000.

### Timing

The radio aired from March 19 through May 18, with a concentration of spots during Thursday through Sunday, building awareness of the garden care messages prior to and during the weekend.

### Merchandising and Promotional Support

As part of the negotiations with the radio stations, a range of added-value promotional programs were incorporated into the paid-schedule. The value of these events and merchandising programs is estimated to be approximately $90,000.

A complete summary of these events is outlined later in the report.
Collateral Materials

Grow It! The Guide To A Less Toxic Garden was the fulfillment piece used for the campaign. Approximately 40,000 pieces were printed to support the campaign.

Co-operative Sponsorship Programs

Several private sector partners were contacted for participation in the Spring campaign. The Yardbirds chain of home improvement stores expressed some initial interest, but eventually elected not to participate.

KCBS radio worked with the Precision Tune chain of tune-up centers in the Bay Area to include the BASMAA message in all Precision Tune's advertising during the time of the radio flight. In addition, coupons were distributed for discounts in Precision Tune outlets, from which $2.00 would be contributed to the BASMAA campaign. Over 1000 coupons were redeemed.

Augmentation of BASMAA Campaign

Alameda, Santa Clara, Marin and Contra Costa Counties augmented the BASMAA radio campaign with separate paid media efforts. Outlined below is a brief summary of each:

Alameda County

Alameda ran a schedule of 22 combined newspaper insertions in the East Bay zone of the San Francisco Chronicle and Alameda County News Group. Ad sizes were 1/4 page.
Five 14' x 48' billboards were purchased for a 60-day showing throughout the county. Four of the boards were rotated after 30 days to new locations in order to broaden the reach of the message. Several of these boards stayed up long after the contracted time period. The dollar value of these "overrides" exceeded $25,000.

Finally, the Countywide Clean Water Program management secured free placement on the East Bay MUDD board located along the Bay Bridge coming into Alameda County. This board remained posted for over 4 months. Although not available for sale to advertisers, the outdoor companies in the Bay Area generally agree that if this board were available, it would Consequently, the equivalent advertising value of this board during this campaign was $100,000.

Santa Clara County

Santa Clara placed advertising on bus sides throughout the county -- 36 King Size units in total. The postings were up from March 15 through May 15.

In addition, two newspaper ads were developed and offered by the County to local municipalities for use in their local advertising programs.

Marin County

Marin used a combination of bus sides, bus shelters and newspaper advertising. In total, 15 King Size bus side units were purchased, seven bus shelters were acquired on a pro bono basis from Gannett Shelter Posters of San Francisco. Newspaper advertising was used on a limited basis to generate responses for the guide.

Contra Costa County

Contra Costa ran a campaign that complemented the creative materials of the other counties but did not use the same materials. Outdoor advertising was a lead media.
Campaign Evaluation

Pre-Post Survey

A baseline survey was fielded the week of March 7, prior to the start of the advertising. An identical follow-up survey was fielded the week of May 15, immediately following the campaign. The objectives of this research were:

1. To measure changes in awareness of the key advertising messages (fertilizers, garden pesticides, overwatering as contributors to polluted runoff).

2. To identify of the source of the messages (radio, television, newspaper, etc.).

3. To measure changes in perception of the issue and intent to change behavior in usage of fertilizers and garden pesticides.

A presentation of these survey results was made to the Regional Advertising Campaign Work Group on June 23. Judged by conventional advertising campaign standards, the Spring campaign was quite successful. What follows are the topline highlights. A complete management summary is included later in the report.

- Unaided awareness of the key messages increased from 23% to 33%.

- Awareness that radio was the source of the messages increased from 2% to 18%.

- Unaided copy point recall of fertilizers and pesticides as contributors to water pollution increased from 19% to 30%.
Telephone Inquiries

The 1-888-BAYWISE number was an element common to all the pieces of advertising. Callers received a free Grow It! The Guide To A Less Toxic Garden.

The Spring radio campaign was not intended, or designed, to be a direct response campaign. The offer of a free guide was primarily intended to put a conclusion to the message, provide some measure of residents' involvement and interest with the issue and lead some people down the road to behavior change. However, over time, there will certainly be people who will change behavior without the benefit of any fulfillment piece. Consequently, inquiry levels should be viewed as only one element in a broader evaluation program.

Outlined below are summaries of that information for Alameda and Santa Clara Counties.

Alameda County

Received over 2800 inquiries for information resulting from the campaign. Newspaper advertising was identified as the principal source of the leads, at nearly twice the level of the radio.

Santa Clara County

Received over 1400 inquiries for additional information. It's important to note that Santa Clara has less total advertising presence than Alameda County, using bus sides as the primary means to augment the BASMAA radio campaign.
Summary

This was Year II of the regional advertising campaign. The Year III effort in the Fall, 1997, will focus on auto maintenance and will identify solutions to polluted runoff caused by vehicles. A Final Report for the Fall campaign will be released in January, 1998.
CREATIVE MATERIALS

- Radio Scripts
- Newspaper
- Magazine
- Billboards
- Bus Side
- Bus Shelter
- Website Ad
- Event Poster
ANNCR: Well as you can tell, I'm casually thumbing through my free copy of *The Guide to Spring Training*.

SFX: **Thumbing through pages of the handbook throughout**

Listen, if you want one, call 1-888-BAY-WISE and ask for it by name. Or by its other name: *The Grow It Guide To A Less Toxic Garden*. Same deal. Hey fans, this guide's packed with stats about all the players and how to get rid of them. You've got your ants and fleas. Your aphids, earwigs, slugs and my personal favorite, yes the sow bugs, yeah. All sorts of dos and don'ts about using pesticides and fertilizers. And watering tips. Page 3 here even tells you how to dispose of excess stuff so it doesn't wind up in the gutters and storm drains. Cause you know it flows untreated into the creeks, the Delta, the Bay when it's raining, you know or your overwatering (you know who you are). This does a real

cont.
number on the critters and plants and people who live and play there.

Page 14 here is about white flies, but uh, no infield flies though. And um, look...you want the Guide? Call 1-888-BAY-WISE.

That's 1-888-B-A-Y-W-I-S-E.

**TAG:** A message from the Bay Area Stormwater Management Agencies Association. Hey, that really rolls off the tongue doesn't it?
BIG HONKIN' IDEAS

BASMAA
"Bug Blanket"
:60 Radio
I.D.#:BSMA-0012
2/18/97
CW: Larre Johnson

VO ANNOUNCER: Thom Sharp (ICM) Announcer 1, Jim Cummings (ICM) Herb, Thom Pinto (SBV) Announcer 2

MUSIC: KPM 282, Media Magic, #13 - "Mr. Silly"

MUSIC THROUGHOUT

ANNCR 1: We're here with Herb Barlow who's come up with a novel alternative to over spraying garden pesticides.

SFX: Paper crinkling

HERB: Herb's Giant Bug Blanket. It's a 9 x 12 foot sheet of fly paper basically.

ANNCR 1: Gee Herb, looks more like a giant bug burrito there.

HERB: Well that's 'cause right now it's kinda rolled up.

ANNCR 4: Must be packed with aphids the way it's wrigglin' around like that.

HERB: Actually, that's my Schnauzer, Sparky.

SFX: Dog yapping

ANNCR 2: Want to get rid of bugs a safer way? Just cut back on pesticide. Better yet, use the less toxic ways instead. 'Cause rain and overwatering wash all that excess stuff into gutters and storm drains

SFX: Dog whining

ANNCR 2: From there it flows untreated into our creeks, Delta and Bay.
ANNCR 2: Not good for the critters, plants and people who live and play there.

SFX: Dog whining and paper crinkling

ANNCR 1: You put a secret sauce in that burrito, Herb?

HERB: Super Glue

SFX: Dog whining and paper crinkling

ANNCR 1: Oh yikes.

ANNCR 2: Call today for our free Grow It Guide To A Less Toxic Garden. It’s as chock full of tips as Herb’s burrito like how to dispose of excess pesticides properly. Call 1-888-BAY-WISE, That’s 1-888-B-A-Y-W-I-S-E.

SFX: Muffled dog moan

ANNCR 1: Easy Sparkle, come on... Jaws of Life is on their way.

SFX: Dog woof

TAG: Bay Area Stormwater Management Agencies Association

ANNCR 1: But... you know with traffic...

SFX: Dog whining
AS RECORDED SCRIPT

BIG HONKIN' IDEAS

BASMAA
"Laying It On Thick"
:60 Radio
I.D.#:BSMA-0013
2/18/97
CW: Larre Johnson

VO ANNOUNCER: Tom Groener (ICM) Bob, Jim Cummings (ICM) Bud,

MUSIC: SCD 165, Comic Collection, #1- "Supper At The Savoy"

MUSIC THROUGHOUT

SFX: Sprinkler and birds chirping

BOB: Ever have one of those days with too much "fertilizer" in it? My neighbor Bud lays it on too thick all the time.

BUD: Guess I was born with two green thumbs.

BOB: Could be a fungus there, Bud.

BUD: (Singing) I want "Grass that's as high as an elephant's eye..."

BOB: Corn, corn that's as high as an elephant's eye. Besides, that's "Oklahoma". This is the Bay, Bud.

BUD: Ooh Bob the music man...

BOB: What Bud here doesn't realize is that you can have too much of a good thing.

BUD: Bobby, your lawn looks like a bunch of bad hair plugs.

SFX: Sprinkler

BOB: 'Cause rain and overwatering wash all that extra fertilizer into gutters and
storm drains. From there it flows untreated into our creeks, Delta and Bay. Not good for the critters, plants and people who live and play there.

**BUD:** Let me lay on a bag of Mondo-Grow. Bulk that wimpy yard right up.

**BOB:** No Bud. Do it the right way. Cut back on fertilizer. Especially the ones with pesticides. Better yet, use the organic kind instead. Call 1-888-BAYWISE for a free Grow It Guide To A Less Toxic Garden. It even tells you how to dispose of excess fertilizer properly. Call 1-8-8-B-A-Y-W-I-S-E.

**BUD:** Have it your way.

**TAG:** Bay Area Stormwater Management Agencies Association
PICK UP THE OFFICIAL GUIDE TO SPRING TRAINING.
TIPS FOR A LESS TOXIC GARDEN. FREE.

GOOD BUGS. Learn all about the bugs that can actually help you grow a dazzling garden.

FREE, EASY, SAFE DISPOSAL OF PESTICIDES AND FERTILIZERS. Who, when, where, why, how. The works.

THE RIGHT STUFF. The right herbs and vegetables for your climate.

BUT WAIT, THERE'S MORE. A list of other folks, places and publications who'd love to help.

FLOWER POWER. Get the skinny on rose ailments, handling garden variety weeds, planting beneficial and drought-resistant plants.

FILL IT UP. CUT IT OUT. SEND IT IN.
Yes. Send me the free "Grow It!" Guide today.
Name
Address
City State Zip

SEND THIS TO:
ALAMEDA COUNTYWIDE CLEAN WATER PROGRAM
651 Turner Court, Room 300
Hayward, CA 94545

THE COMPOST WITH THE MOST. Want to create soil the natural way? Easy. Follow the directions.

Want to take care of your lawn and garden the right way? Send for our free "Grow It!" guide. It's full of tips on how to grow a beautiful garden without all the chemicals that can wash off your yard and into stormdrains when it rains, or you over-water. Because from there the polluted runoff flows untreated into our creeks and Bay. And threatens the critters, plants and people who live and play there. So, order your guide today. It's free. But what you can save is priceless.

1-888-BAY-WISE

Alameda Countywide Clean Water Program
A Consortium of Local Agencies
Outdoor

OVER-SPRAYING YOUR GARDEN?

TOO MUCH RUNS OFF INTO OUR BAY.

1-888-BAY-WISE

Alameda Countywide Clean Water Program
OVER-SPRAYING YOUR GARDEN?

DON'T! TOO MUCH RUNS OFF INTO OUR CREEKS AND BAY.

When it rains, lawn and garden chemicals can wash into stormdrains. (This can also occur when you overwater.) From there, the chemicals flow untreated into our creeks and the Bay. Keep lawn and garden pesticides out of stormdrains. Help protect our water and wildlife.

For more information, call: 1-888-BAY-WISE
OVER-FERTILIZING YOUR LAWN?
DON'T—TOO MUCH RUNS OFF INTO OUR CREEKS AND BAY.

1-888-BAY-WISE
OVER-SPRAYING YOUR GARDEN?
DON'T - TOO MUCH RUNS OFF INTO OUR CREEKS AND BAY.

Santa Clara Valley
Urban Runoff
Pollution Prevention Program

1-888-BAY-WISE
PICK UP THE OFFICIAL GUIDE TO SPRING TRAINING.
TIPS FOR A LESS TOXIC GARDEN. FREE.

Want to take care of your lawn and garden the right way? Send for our free “Grow It!” guide. It's full of tips on how to grow a beautiful garden without all the chemicals that can wash off your yard and into stormdrains when it rains, or you over-water.

BASMAA CALL: 1-888-BAY-WISE
FISH HAVE SURVIVED THE ICE AGE, EVOLUTION, GLOBAL WARMING AND BIGGER FISH. BUT CAN THEY SURVIVE YOUR STORM DRAIN?

Fish are amazingly adaptable creatures. But, so far, they haven’t adapted so well to “polluted runoff”. Car oil and coolant leaks, excess garden pesticides and lawn fertilizers that run off when we overwater, or it rains. The runoff carries these pollutants into gutters and storm drains. From there, pollutants travel untreated into the creeks, Delta or Bay. The point? Simple. There are 6 million of us in the Bay Area. And we may cause as much as 80% of this water pollution problem. Wouldn’t you rather be 100% of the solution? Call us now. And we’ll tell you how.

1-888-BAY-WISE
PUT YOUR LAWN ON A STRICT DIET.

THERE ARE A LOT OF INEFFICIENT WAYS TO WATER YOUR LAWN. Using a hose is two of them. It covers a small area. And water runs off. Why not try a drip system?

WE'VE BEEN GETTING A LOT OF RAIN LATELY. Where do excess fertilizers and pesticides run off to? Our creeks and Bay.

MOST HOME GARDENERS LAY ON TOO MUCH FERTILIZER. BUMMER. It causes polluted runoff, it can contain pesticides and folks often don't dispose of the excess properly.

THINK OF IT AS THE MOUTH OF THE BAY. Stuff that goes down here goes down untreated. Everyone loses.

FISH AREN'T THE ONLY ONES WHO SUFFER WHEN FERTILIZERS AND PESTICIDES RUN OFF INTO STORMDRAINS. Plants, people and waterways do, too.

Chances are, you have at least two things in common with other homeowners in the Bay Area. You want a stunning lawn. And a bug-free garden. Problem is, in the quest for both, you may overspray and overfertilize. More isn't better. It's worse. Why not try cutting back instead? Better yet, use the organic kind. Then, when it rains or you overwater, the excess stuff won't wash down gutters and into stormdrains. Won't flow untreated into our creeks and Bay. And won't threaten the critters, plants and people who live and play there. Want to kick a bad habit? Call 1-888-BAY-WISE. We'll tell you how.

YOUR LOGO GOES HERE.

1-888-BAY-WISE
OVER-FERTILIZING YOUR LAWN?
TOO MUCH RUNS OFF INTO OUR CREEKS AND BAY.

Want to do things the right way? Sure you do. Then cut back on fertilizers. Especially the kind that contain pesticides. (Better yet, use the organic kind instead.) And remember, don't apply fertilizers when rain is in the forecast. And never overwater your yard. That way, the chemicals won't wash off your yard, down gutters and into the stormdrains. They won't flow untreated into our creeks and the Bay. And they won't threaten the critters, plants and people who live and play there. Want to kick a bad habit? Call 1-888-BAY-WISE. We'll send you a copy of our "Grow It!" guide to a less toxic garden. It's free. But what you could save is priceless.

1-888-BAY-WISE
PRE/POST RESEARCH

• Executive Summary
EXECUTIVE SUMMARY OF PRELIMINARY FINDINGS

Presented:
23 June 1997

Background
BASMAA conducted a media campaign from mid-March to mid-May, 1997, focused on over-applying fertilizers and pesticides in home gardens. This survey research is one part of the evaluation of that campaign. Identical baseline and post-campaign surveys conducted among Bay Area home residents intend to measure the effectiveness of those communications. The research measures public awareness of the campaign, attitudes and perceptions regarding key issues, and behavioral changes.

I Preliminary Findings and Conclusions

Awareness of Messages
Both aided and unaided awareness increased significantly over the March baseline.

⇒ Unaided awareness increased 10 percentage points – from 23% to 33%.
⇒ Aided awareness increased 14 percentage points – from 8% to 22%.

Content of Awareness
The content of what residents heard is as important as their awareness of hearing something.

⇒ Unaided, top-of-mind recollection of the message increased 6 percentage points over the baseline – from 23% to 29%.
⇒ Other vague recollections such as “I saw some media and advertising” predictably declined from baseline figures.
**Source of Media Message**
For unaided, top-of-mind messages identification of the correct media increased significantly over baseline data.

⇒ Awareness of messages on Radio increased from 2% to 18%.
  ➢ Among high propensity users of garden fertilizers and pesticides, identification of radio as the source of the message increased from 0% to 12%.
⇒ Overall identification of newspaper as the source of these messages increased 7 percentage points – from 16% to 23%.

For messages specifically about the Grow It Guide (aided awareness), correct identification of media sources increased as well.

⇒ Newspapers up 9 percentage points: from 23% to 32%.
⇒ Radio up 11 percentage points from a 0% baseline.
⇒ Billboard / Outdoor up 8 percentage points from a 0% baseline.

**Changes in Perceptions and Stated Behavior**
Relative to the baseline data, the post-campaign survey data reveals no statistically significant changes in the perceptions of pollution and stated behaviors of Bay Area home residents, including:

⇒ Likelihood to use garden fertilizers, pesticides and chemicals;
⇒ How those products are applied and disposed;
⇒ Inquiring about information about preventing water pollution;
⇒ Perceptions of the sources of water pollution in the Bay Area;
⇒ Perceptions of pollution from home sources;
⇒ Attitudes regarding environmental threats to the Bay Area.
II Unaided Awareness

Unaided recall – that is, unprompted and non-specific – of messages about preventing water pollution around the home and garden increased significantly, from 23% in the pre-campaign survey to 33% in the post-campaign survey.

⇒ Among 44% of Bay Area home residents who are “high propensity” users of garden fertilizers, chemicals and pesticides, unaided awareness increased 13 percentage points – from 21% to 34%. [NOTE: For a summary of findings regarding the “high propensity target” please see page 7.]

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**Unaided Awareness**
-- Seen / Read / Heard about Preventing Water Pollution --

+10 Percentage Point
Increase in Awareness

<table>
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<th>Awareness</th>
<th>Not Aware</th>
<th>Don't Know</th>
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</thead>
<tbody>
<tr>
<td>23%</td>
<td>76%</td>
<td>1%</td>
</tr>
<tr>
<td>33%</td>
<td>66%</td>
<td>1%</td>
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Pre-Campaign: March, 1997
III  **Content of Unaided Awareness**

Further evidence of significant increases in awareness of the campaign is found in Bay Area residents’ unprompted, top-of-mind recollections of the campaign theme.

Twenty-nine percent (29%) of residents who were aware of some message recalled that those messages were about “fertilizers, pesticides and chemicals” – an increase of 6 percentage points. Recollection of “proper disposal” messages remained unchanged at 24%.

⇒ Residents who are a high propensity to use fertilizers and pesticides, were even more likely to recall top-of-mind specifics about these messages. For example, among these high propensity residents awareness of messages about “fertilizers / pesticides” increased 11 percentage points; and awareness of “proper disposal” messages increased 6 percentage points.

**Message Recall:**

\[
\begin{array}{c}
\text{"Proper Disposal"} \\
\text{"Fertilizers / Pesticides"} \\
\text{"Water Quality"} \\
\text{"Media / Advertising"} \\
\text{"Recycling"} \\
\text{"Utility Bill"} \\
\text{"Other"} \\
\text{"Don't Know"}
\end{array}
\]

No other category of messages increased from the pre-campaign levels. In fact, the general message category of “media and advertising” decreased by 9 percentage points. This type of decrease among general responses is common, as respondents in pre-campaign surveys, who have not yet been exposed to messages, can not be specific about messages they have not seen yet. So, respondents tend to say that they have seen “advertising.”
IV Media Source of Message
Also supporting the central findings regarding awareness, the post-campaign survey reveals a significant increase – 16 percentage points – in the correct identification of the medium carrying those messages.

High propensity users of fertilizers and pesticides significantly increased identification of radio and newspaper -- +21 percentage points and +10 percentage points, respectively.

While identification of television dropped – from 28% to 25% -- I.D of radio and newspaper increased significantly.
Several sub-regional findings are notable.

**In Alameda County:**
- Identification of newspapers as the vehicle for these messages increased (from 17% to 23%).
- Identification of outdoor / billboards as the medium increased (from 3% to 9%).

**In Contra Costa County:**
- Identification of newspapers as the vehicle for these messages increased (from 6% to 28%).
- Identification of outdoor / billboards as the medium increased (from 0% to 16%).

**In Santa Clara, Marin and San Francisco Counties:**
- No statistical inferences can be drawn from the data.
V. Aided Awareness

Aided awareness – or, the recall of a specific theme or message – also increased significantly in the post-campaign survey.

Post-campaign results reveal a 14 percentage point increase in awareness of specific messages about the Grow It Guide over the pre-campaign baseline – from 8% to 22%.

This increase in specific awareness is mirrored among residents who are the effective target market: high propensity users of garden fertilizers, pesticides and chemicals.

⇒ Their awareness of the Grow It Guide increased significantly – 13 percentage points, or 9% pre-campaign baseline to 22% post-campaign.
VI Summary of High Propensity Target

"High propensity target” is those residents who say they are extremely / very likely to use garden fertilizers and pesticides and chemicals in the next year. These residents comprise 44% of all Bay Area residents who live in single family dwellings.

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<tr>
<td>General Message</td>
<td>21%</td>
<td>34%</td>
<td>+ 13</td>
</tr>
<tr>
<td><strong>Unaided Copy Recall:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Dispose of Properly&quot;</td>
<td>25%</td>
<td>30%</td>
<td>+ 6</td>
</tr>
<tr>
<td>&quot;Fertilizers / Pesticides&quot;</td>
<td>19%</td>
<td>30%</td>
<td>+ 11</td>
</tr>
<tr>
<td><strong>Media Source of Unaided Message:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>0%</td>
<td>21%</td>
<td>+ 21</td>
</tr>
<tr>
<td>Newspaper</td>
<td>17%</td>
<td>21%</td>
<td>+ 4</td>
</tr>
<tr>
<td>Television</td>
<td>36%</td>
<td>26%</td>
<td>- 10</td>
</tr>
<tr>
<td><strong>Aided Awareness:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seen / Read / Heard About “Grow It Guide”</td>
<td>9%</td>
<td>22%</td>
<td>+ 13</td>
</tr>
<tr>
<td><strong>Media Source of “Grow It Guide” Message</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>0%</td>
<td>12%</td>
<td>+ 12</td>
</tr>
<tr>
<td>Newspaper</td>
<td>27%</td>
<td>30%</td>
<td>+ 3</td>
</tr>
<tr>
<td><strong>Likelihood to Get Information</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“More likely to get info”</td>
<td>73% (8)</td>
<td>70% (28)</td>
<td>- 3</td>
</tr>
<tr>
<td><strong>Stated Effect on Reducing Usage:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any Change (Net)</td>
<td>6%</td>
<td>23%</td>
<td>+ 17</td>
</tr>
<tr>
<td>“Use Less Fertilizer / Chemicals”</td>
<td>2%</td>
<td>5%</td>
<td>+ 3</td>
</tr>
<tr>
<td>“Use Alternatives”</td>
<td>10%</td>
<td>5%</td>
<td>- 5</td>
</tr>
<tr>
<td>“Rinse Properly”</td>
<td>1%</td>
<td>0%</td>
<td>- 1</td>
</tr>
<tr>
<td>“More Likely to Reduce Usage”</td>
<td>73% (11)</td>
<td>67% (27)</td>
<td>- 6</td>
</tr>
</tbody>
</table>
PROMOTION SUMMARY
<table>
<thead>
<tr>
<th>Station</th>
<th>Element</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFOG</td>
<td>Sky Concert Series</td>
<td>May 10</td>
<td>Event began with a free concert at Justin Herman Plaza. At night, fireworks show over the Bay synchronized to a KFOG soundtrack. Event drew 150,000 people. BASMAA sponsored a 10' x 10' booth, and distributed various printed materials and answered questions.</td>
</tr>
<tr>
<td></td>
<td>Website</td>
<td>Mar-Apr</td>
<td>Over 75,000 hits per week. Copy of the website Banner is included in the Appendix.</td>
</tr>
<tr>
<td>KKSF</td>
<td>Listener Party</td>
<td>May 9</td>
<td>Prime sponsor of the event held at the Hyatt Regency Atrium. Attendance exceeded 10,000 and included booth, diorama demonstration, signage and distribution of materials. This also included on-air promotional mentions for BASMAA and publicity of the 1-888-BAYWISE telephone number 3 weeks prior to the event.</td>
</tr>
<tr>
<td></td>
<td>The Bayline</td>
<td>3/15 - 5/1</td>
<td>KKSF information line (an audio form of a website). Received over 4000 calls each week. Included five on-air promotional announcements per week and 10-second sponsorship billboards on the actual line.</td>
</tr>
<tr>
<td></td>
<td>Website</td>
<td>3/15-5/15</td>
<td>Same concept as the KFOG program. Over 35,000 &quot;visits&quot; per month were recorded.</td>
</tr>
</tbody>
</table>
## SPRING '97 PROMOTIONAL SUMMARY

<table>
<thead>
<tr>
<th>Station</th>
<th>Element</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNBR</td>
<td>Dirt Gardener Show</td>
<td>8 weeks</td>
<td>Sixteen billboard announcements aired in the show. One live interview with Buzz Bertolero, the Dirt Gardener. Saturday, 6-7 AM.</td>
</tr>
<tr>
<td></td>
<td>The Carey Brothers</td>
<td>8 weeks</td>
<td>Sixteen billboard announcements in the One the House with the Carey Brothers Show. Content focuses on a hands-on way to remodel your own house. For real do-it-yourselfers. Saturday, 7-9 AM.</td>
</tr>
<tr>
<td></td>
<td>Frank Dill Show</td>
<td>TBD</td>
<td>Two live interviews in AM Drive time with Frank Dill. One per month for two months.</td>
</tr>
<tr>
<td>KCBS</td>
<td>Public Service Anncts.</td>
<td>2 months</td>
<td>Received 10 bonus announcements, 30-seconds each, promoting the 888-BAYWISE number.</td>
</tr>
</tbody>
</table>
Clean Community Check

PAY TO THE ORDER OF: Precision Tune Auto Care

Seven and 00/100 off regular price

FOR: A cleaner Northern California

$7.00 off

*This check has no cash value. It may be used for $7.00 off the regular price of your next oil change, smog check, tune-up, radiator drain and fill, or any other Precision Tune Auto Care service. Not good in conjunction with any other coupon/offers. Limit one check per customer per visit. See manager for details. Valid at participating centers with check. Check must be presented at time of service. When you redeem this check, a $2.00 donation will be made to the Bay Area Stormwater Management Agencies Association (BASMAA). Offer good through 9/1/57.
COUNTY INQUIRIES
TOTAL BAYWISE CALLS FOR ALAMEDA WIDE CLEAN WATER PROGRAM

<table>
<thead>
<tr>
<th>Purpose of Call</th>
<th>3/97</th>
<th>4/97</th>
<th>5/97</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request Guide</td>
<td>=2,858</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Request BASMAA Program Info</td>
<td>= 0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Request Other Information</td>
<td>= 131</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Where did you heard about the Baywise Phone #?:

<table>
<thead>
<tr>
<th>Source</th>
<th>3/97</th>
<th>4/97</th>
<th>5/97</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store/Point of Sale</td>
<td>= 0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion/Event</td>
<td>= 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>= 28</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>= 859</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>= 1,408</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>= 21</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus</td>
<td>= 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Book/Information</td>
<td>= 0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City/County Agency</td>
<td>= 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends/Family</td>
<td>= 8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soda Cans</td>
<td>= 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>= 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
<td>= 531</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do you currently use organic fertilizers & pesticides for your garden?:

<table>
<thead>
<tr>
<th>Response</th>
<th>3/97</th>
<th>4/97</th>
<th>5/97</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>= 171</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>= 105</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>= 36</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
<td>= 2,546</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Generally, how much fertilizer & pesticides do you apply?:

<table>
<thead>
<tr>
<th>Amount</th>
<th>3/97</th>
<th>4/97</th>
<th>5/97</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than recommended</td>
<td>= 77</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exactly what’s recommended</td>
<td>= 121</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than recommended</td>
<td>= 9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>= 10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
<td>= 2,641</td>
<td></td>
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</table>
### 1997 GROW IT AD CAMPAIGN

**SANTA CLARA VALLEY URBAN RUNOFF PROGRAM**

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Calls</th>
<th>No. Mailed</th>
<th>Radio</th>
<th>Newspaper</th>
<th>Public Transit</th>
<th>Other</th>
<th>No Input</th>
</tr>
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<tbody>
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<td>Alviso</td>
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<td>1</td>
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</tr>
<tr>
<td>Aptos</td>
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<td></td>
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</tr>
<tr>
<td>Campbell</td>
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<td>23</td>
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<tr>
<td>Coyote</td>
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<tr>
<td>Los Altos</td>
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<td>7</td>
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<td>La Honda</td>
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<td>Menlo Park</td>
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<td>Milpitas</td>
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<tr>
<td>Monte Sereno</td>
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<tr>
<td>Morgan Hill</td>
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<tr>
<td>Mountain View</td>
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<td>158</td>
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<td>San Jose</td>
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<td>273</td>
<td>71</td>
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<td>San Ramon</td>
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<td>Santa Clara</td>
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<td>Saratoga</td>
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<td>Scotts Valley</td>
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<td>Stanford</td>
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<td>31</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td>648</td>
<td>759</td>
<td>175</td>
<td>174</td>
<td>2</td>
<td>5</td>
<td>270</td>
</tr>
</tbody>
</table>

Mr. View is the only city that used the print & TV ads. We provided showed a major spike in calls - suggest thinking about doing more heavy print & TV ads if we are going to have a give away.