



## FY 07-08 Watershed Watch Campaign Work Plan

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### BACKGROUND

The primary goals of the Watershed Watch Campaign are to:

1. Change behaviors that negatively impact the watershed.
2. Encourage behaviors that protect, preserve and restore the watershed.
3. Inform audiences about activities that impact the watershed.
4. Build awareness of watershed issues in general.

In fiscal year FY 06-07, Carl & Manor Advertising was contracted to:

- Implement plans and creative developed in FY 05-06
- Develop conceptual plans and ongoing strategies to meet the goals of the campaign
- Maintain and develop partnership relationships that benefit the Program
- Coordinate campaign activities and consult the WEO AHTG

Creative executions included radio (English & Spanish), print and outdoor with the "Watch Out" theme focused on Mercury and Pesticides messages, and additional general awareness/campaign branding ads were developed to run in donated media.

FY 06-07 media focused on community newspapers, South Bay radio stations, and Santa Clara County transit, plus donated (value-added) space.

### FY 07-08 Watershed Watch Campaign Work Plan

The FY 07-08 Work Plan is based on a campaign budget similar to the FY 06-07 budget. If additional funds become available, they will be allocated according to the prioritized needs of the campaign. The Work Plan may be modified per requirements of the new Municipal Regional Permit.

Whenever possible, Watershed Watch Campaign activities will be coordinated with activities of other local and regional outreach programs (e.g., the BASMAA Regional Ad Campaign and the BASMAA Media Relations Campaign). Campaign activities will be evaluated on an ongoing basis, and changes made as required.

The following tasks will be implemented in FY 07-08 to achieve the Campaign goals:

#### **TASK 1: Baseline Evaluation**

The FY 06-07 campaign implemented new creative and a new long-term awareness community-based media approach.

To date, the campaign effectiveness has been measured through

- Preliminary focus group evaluation of creative
- Hits on the [www.MyWatershedWatch.org](http://www.MyWatershedWatch.org) website
- Inquiries on the phone hotline
- Hits on the [www.HHW.org](http://www.HHW.org) website

- Requests for information
- Actual measurement of fluorescent bulbs dropped off at participating hardware stores

Spring '07 campaign activities potentially include partner promotional activities, such as media-promoted events at Classic Car Wash, Santa Clara County Parks, Bonfante Gardens, Guadalupe River Park and Gardens, and participating Silicon Valley Auto Dealers Association locations. Whenever possible, measurable components will be worked into the promotions to provide further effectiveness measurement.

In addition to these measured results, a “mini-survey” will be conducted early in the FY 07-08 to assess the effectiveness of the FY 06-07 Campaign. Rather than investing a major portion of campaign resources to the baseline market study, an alternative html/email-based survey approach will be employed:

- A short quantitative survey will be developed, likely using an online survey service such as Survey Monkey to collect data.
- An online list service will be utilized to reach their double opt-in<sup>1</sup> list members within our primary target audience (educated Santa Clara County homeowners aged 35+); current data suggest more than 1 million names in this list
- At least one incentive may be developed via a campaign partner, or from the research budget, to aid in generating response
- Test message lines will be used to small portions of the list to determine the most effective message/reference line
- At least one email blast will be sent to the entire list
- Results will be tabulated, evaluated and reported
- Depending upon the outcome, campaign creative and/or media strategies may be adjusted and implemented for the remainder of FY 07-08

A more detailed, traditional phone-survey will be conducted in FY 08-09, as required by the Watershed Education and Outreach Strategy.

#### **TASK 1 DELIVERABLES:**

Deliverables shall include:

- Evaluation and measurement of FY 06-07 campaign effectiveness through measurable campaign activities
- HTML/EMAIL Survey
  - Survey development
  - Incentive development or procurement
  - List service selection / List development
  - HTML and Text-only email development

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<sup>1</sup> Double opt-in vs. single opt-in: Opt-in email is defined as an email that has been requested by the recipient. Single opt-in simply means that actions were taken to sign up for the email in question. The term *double opt-in* means that the subscriber has actively confirmed their subscription, typically by responding to an automatically-generated message sent to the email address.

- Test email blasts / evaluation
- Survey email blast(s)
- Compile, evaluate and report results

**TASK 1 BUDGET: \$7,500**

**TASK 2: Creative Development**

A modest creative development budget has been allocated to allow for minor revisions to existing messages or the development of an additional message (e.g. anti-litter or automotive related message). Depending upon the needs of the campaign, additional budget may be required.

The creative development process involves determining the factors that lead to behavior changes in the Program's target audiences. The target audiences are:

Primary target audience:

- Santa Clara County residents
- Homeowners
- Aged 35+
- College educated

Secondary target audiences:

- Spanish-speaking or bilingual Santa Clara County residents
- All Santa Clara County residents aged 15-34
- High school students
- Lower income residents (\$35,000 total household income or less)

For example, the motivating factors for the primary target audience could be their children's welfare (if applicable), property values, economic factors, and convenience / time.

The secondary (long-term) audiences are greatly diverse and therefore may have widely varying issues and motivations. The motivating factors for them could be:

- For Spanish-speaking or bilingual Santa Clara County residents - family values / children's welfare, economic factors.
- For Santa Clara County residents aged 15-34, high school students - making their mark on the world, economy / employment, and pleasure / having fun
- For lower income residents (\$35,000 total household income or less) - economy / security, housing.

The Campaign will attempt to understand and answer the inherent questions that the target audience will ask upon hearing our message(s):

- How or why does this impact me?
- What should I do?
- What difference will it make?

Campaign messages will answer these target audiences' questions; inform them and show benefits. Each of the messages will get their attention, be clearly understandable, focused on one action or desired outcome, appeal to the audience's values and concerns, demonstrate the relevance of their participation/action, and make it seem easy.

Messages and executions will be consistent with the currently developed "Watch Out" ads, unless otherwise advised by the results of the baseline survey evaluation.

Final execution will be determined by media selections, the needs of partners and participating jurisdictions, and available budget, but may include:

- Print media (newspaper ads)
- Transit media (bus board posters)
- Radio (recorded messages, public service announcements)
- Collateral (point-of-purchase displays/prompts, materials for distribution)

**TASK 2 DELIVERABLES:**

Final deliverables are contingent upon media plans and WEO AHTG agreement about the message focus for each campaign flight. Deliverables may include:

- Either 1 new print ad message or minor revisions to existing Mercury, Pesticide and general awareness ads.
- Either 1 new radio ad message produced in English & Spanish, or minor revisions to existing productions.
- If transit ads are included in the media plan, production costs will be adjusted from another part of the budget.
- If point-of-purchase / prompts collateral or signage is to be included in any partnership activities, production costs will be adjusted from another part of the budget, and/or negotiated as partnership added-value.

**TASK 2 BUDGET: \$6,000**

**TASK 3: Media Advertising**

As much as possible, media partnerships, schedules / flight plans and budget allocations will be determined in FY 06-07, so they are ready for implementation early in FY 07-08 pending Task 1 (baseline campaign evaluation) results. In developing these plans, the consultants will work with the WEO AHTG to clearly identify and define their media goals and preferences, and obtain their approval.

Requests for proposals will be developed to clearly define the goals of the campaign, the prospective media schedule(s)/plan, budget, and the criteria on which proposals will be judged. RFPs will be distributed to media in the geographic target area, defined as Santa Clara County geographic area, also known as the area of dominant influence (ADI). San Francisco media will also be included with the instruction that comparative data is based on coverage of Santa Clara County audiences.

### **Media Allocation**

The consultants will allocate the media budget proportionate to language/population of our target audiences, and the media's effectiveness in delivering reach, frequency and added-value to the campaign. They will create an appropriate balance and synergy of radio, outdoor/transit, print and collateral, based on the goals and budget for the campaign.

### **Media Selection**

Media will be evaluated for: its effective reach in the ADI (ratings); efficiency based on cost per point, reach & frequency to target audience(s), added value, and partnership opportunities.

Media selection will be based on creating a desirable balance of reach and frequency; limited duplication in programming and formats for maximum reach; maximum impact weighing rating points and impressions; and adequate frequency to create impact. Selection will also consider the proportion of media in English and Spanish relative to the population, effectiveness in delivery of the message, the messages the Campaign wants to deliver, partnerships and value-added media and promotions.

### **Media Schedule**

To develop the media plan, the consultants will determine the flight dates and weight of media for the flights. Schedules may be determined by the seasonality of the message(s) that may impact effectiveness of the campaign. For example, gardening and home improvement projects may be more popular in the spring and summer/fall, so pest control, gardening and household hazardous waste disposal messages may be more effective if delivered in those seasons.

Schedules may also be influenced by partnership activities and relevant event considerations. To maximize partnership opportunities, a campaign message may be tagged with a relevant partner/partnership event announcement. This added-media value could be offered in trade for in-kind Program promotion at the events, and in event marketing (co-sponsorship). A partnership and event calendar will be developed to aid in the media planning.

The FY 06-07 media was a "top of mind awareness" (TOMA) campaign modified to the limitations of the media budget. Based on the results of Task 1, the TOMA approach may be continued through FY 07-08 or modified to provide one or two high-impact 3- or 4-week promotions-oriented schedules, depending upon allocation of the additional pesticide and mercury outreach media budgets.

The consultants will present the recommended detailed media plan to WEO AHTG for approval. The media plan will be revised as needed to meet or exceed approval.

Upon approval of the media plan, the consultants will confirm schedules with the media and secure contracts, including written commitments of added value and promotions. All creative materials and traffic instructions/insertion orders will be distributed to the media.

### **Task 3 DELIVERABLES:**

- RFP to Media (Media Negotiation)
- Media Recommendations

## FY 07-08 Watershed Watch Campaign Work Plan

- Media Plan
- Traffic/Distribution to Media
- Billing / Reconciliation / Documentation
- Media Campaign Summary (Report)

### **Task 3 BUDGET: \$48,000**

*(This may be supplemented with approximately \$30,000 from the Pesticide User Outreach and Mercury Pollution Prevention Outreach media budget)*

### **Task 4: Partner Development and Coordination**

Ongoing effort will be devoted to supporting relationships with current partners / pursuing previous partnership opportunities including:

#### CURRENT

- Guadalupe River Park & Gardens
- Santa Clara County HHW Program
- Children's Discovery Museum
- Don Edwards San Francisco Bay Wildlife Refuge at Alviso
- Santa Clara County Integrated Waste Management Division
- Summerwinds Nursery
- Classic Car Wash
- Creek Connections Action Group
- Keep California Beautiful (donations for Creek Connections)
- Happy Hollow Park & Zoo
- Bonfante Gardens
- Santa Clara County Parks & Recreation Department (pending/new FY 06-07)
- Silicon Valley Auto Dealers Association (pending/new FY 06-07)
- BASMAA / Our Water Our World
- Paramount's Great America (new FY 06-07)
- Surfrider Foundation (local chapters / new FY 06-07)
- Media
  - KRTY/KLIV Radio
  - KUFX, KSJO and KCNL (ClearChannel) Radio
  - KEZR/KBAY Radio
  - Times Media, Inc.

## *FY 07-08 Watershed Watch Campaign Work Plan*

- Silicon Valley Community Newspapers
- CBS Outdoor (VTA buses)
- *Auto Shopper South Bay*
- Santa Clara Weekly
- ANG - Alameda Newspaper Group (*Milpitas Post, Berryessa Sun*)
- Embarcadero Publishing (*Palo Alto Weekly, Mountain View Voice*)
- *Metro News*

### PREVIOUS / PENDING

- Kelly Moore Paints (via media partner)
- Jiffy Lube / Quality Tune Ups
- The Watershed Program
- United Neighborhoods of Santa Clara County
- RAFT (Resource Area For Teachers)
- Strong Neighborhoods
- Hispanic Chamber of Commerce Silicon Valley
- San Jose Chamber of Commerce
- San Francisco Bay Bird Observatory
- Greenbelt Alliance
- Chinese American Mutual Assistance Association
- San Jose Conservation Corps
- Pick Up San Jose
- Going Native Garden Tours
- Pure Water Stores
- Media
  - Telemundo – KSTS Channel 48 Spanish TV
  - *San Jose Mercury News + MercuryCenter.com*
  - *Bay Area Parent Magazine*
  - ClearChannel Outdoor (bus shelters, billboards)
  - KPIX – CBS 5 and CW TV
  - KNTV – NBC 11
  - KRZZ “La Raza” Radio
  - KLOK/KBRG Univision Radio
  - KFOG/KFFG Radio

The consultants will also explore development of new partnerships. They will contact

those who were previously sought that didn't materialize (VTA, Sierra Club), and pursue new ones like

- Additional or alternate media partners - VietUSA, Cinemas, Pennysaver, ValPak, (direct mail media), movie theaters, etc.
- Water-related / Outdoor activity businesses or sporting retailers – Fishing, boating, rafting, kayaking
- Hardware/Garden/home improvement – OSH (currently through BASMAA), Ace
- Automotive – dealers, oil change / service centers, auto parts / targeting do-it-yourself oil changes

The consultants will distribute a partnership kit to all partners and potential partners, which presents partnership benefits and opportunities and tools for displaying their support of WW, and thanks them for their partnership.

Other resources may be developed as new methods or logistics for distributing the Program messages.

The support of these relationships includes coordinating outreach materials or messages, promoting the partner's interests that are shared with the Program, participating in key activities and events, and suggesting or developing win-win opportunities. A calendar of events will be developed to keep all partnership activities "on the same page."

Changes and developments in media from the previous year may impact the availability or recommended change in partnership pursuits.

Many of the previous partnerships were primarily based on the distribution of Watershed Watch Kits to the public or to the partners' audiences (e.g. teachers via RAFT). Since the WW Kits have been discontinued, a new partnership plan is needed to re-engage each of those partners.

If needed, consultants will help the WEO AHTG review other local and regional campaigns (e.g., the BASMAA Regional Ad Campaign), and provide feedback.

**Task 4 DELIVERABLES:**

- Ongoing contact with partners; work with existing partners and renew previous partners
- Maintain updated contact data and partnership details
- Development of creative partnership opportunities / scenarios
- Monthly written report of results or activities
- 2 new community partnerships

**Task 4 BUDGET: \$5,500**

**Task 5: Development of Value-Added Resources**

The media offers excellent value added opportunities. The consultants will negotiate media buys and partnerships for added media exposure, requesting innovative partnerships and sponsorship opportunities with the media and their advertisers. When media proposals lack relevance or inspiration, the consultants will develop and propose concepts, beginning with additional media.

Opportunities include but are not limited to:

- Contests to provide public awareness and incentive
- Public Service Announcements / donated airtime or space
- Sponsorships
- On-site Events
- Cross-promotions with other media clients and with the stations/publications
- Web links, etc.

The consultants will also explore new methods and channels of distribution for campaign messages, as well as activities or opportunities to encourage desired outcome from the audience, and reinforce the positive impact of that action.

Events offering relevant opportunities may be:

- Earth Day events throughout the region
- Home & Garden Shows
- Garden Tours
- Santa Clara County Parks & Recreation's "Go Outside and Play Day" and/ Health Fair
- Beach/Creek Clean-up days
- Outdoor events/activities that take place in a watershed recreation area

**Task 5 DELIVERABLES:**

- Partnership kit (ongoing)
- Value-added as negotiated with media and partners
- Monthly written report of results or activities

**Task 5 BUDGET: \$7,000**

**Task 6: Website Maintenance**

The consultants will maintain the Watershed Watch website on an ongoing basis, encouraging partners to provide news.

This plan does not call for any additional creative (creating new pages), but for maintenance of the current site. They will update it regularly with the latest news/ articles, creative, partnership links, and events/announcements, including removal of expired or past events and news in a timely manner.

Any unused maintenance budget will be allocated to translation and development of Spanish pages to link to the Spanish site. Currently, many pages linked to the Spanish site are English Watershed Watch pages.

The consultants will track web activity and comment on any potentially relevant trends they observe.

**Task 6 DELIVERABLES:**

- Monthly/ongoing maintenance
- Monthly written report of results or activities

**Task 6 BUDGET: \$6,500**

**Task 7: Outreach Events**

The consultants will develop a comprehensive calendar of events including

- Partner events
- Relevant holidays or observances (Earth Day, Arbor Day, etc.)
- Media schedules

They will work with WEO AHTG to create an Event Plan for prioritizing events, determine the goals of the events (general or specific to the event), and determine who will represent the Program at key events. The available resources will be reviewed to determine the need for any outreach materials, exhibits or activities.

A survey will be utilized to evaluate the events and determine the value of Program participation in the selected events. Based on the survey and staff experiences, the consultants will examine and recommend any changes or improvements to the event plan for FY 08-09 Work Plan.

**Task 7 DELIVERABLES:**

- Event Plan development and maintenance
- Event Survey / Written report of results or activities
- Participation / representation at events (2 full days)

**Task 7 BUDGET: \$3,000**

**Task 8: Media and Public Relations**

Depending upon the effectiveness of PR activities in the FY 06-07, as perceived by the WEO AHTG, this task may be eliminated and the associated budget may be reallocated to other campaign activities.

Public and Press Relations can potentially increase audience awareness and understanding of current events and activities that affect the watersheds. Public relations can be proactive or reactive. Opportunities sometimes present themselves by the actions of nature, politicians or local citizens. The consultants will communicate to the media, items of interest or potential relevance to the goals/messages of the Program, in case a timely reaction could be relevant news.

Other times, they will craft a relevant news story based on general conditions, planned or anticipated events, or current trends. PR can also be an important option to creating awareness of something specific that is not covered in the media plan / paid messages, or in support of the Program's participation in a partner event. Examples are:

- "Preserving Property Value" as a spin on creek clean up days or pollution prevention
- Promoting an event at the Don Edwards SF Bay Refuge Education Center in Alviso

Materials will also be emailed to partners and co-permittees for their use and distribution, and/or loaded to the website for download.

The consultants will seek participation from community calendars in print, TV and radio for no-cost announcements of events, programs and activities.

**Task 8 DELIVERABLES:**

- PR plan development and execution (up to 2 news stories or equivalent)
- Ongoing maintenance of press contact data
- Clippings when available

**Task 8 BUDGET: \$5,150**

**Task 9: FY 08-09 Work Plan Development**

The consultants will compile and submit monthly campaign activity reports, indicating the basis of their invoices, for all applicable tasks. Details will include measurable results of campaign activities and estimated added-value amounts.

FY 07-08 mid-year and year-end reports will be developed to assist the WEO AHTG in evaluating the effectiveness of the implemented creative, media and outreach strategies.

The consultants will develop the FY 08-09 Work Plan and Media Plan, consistent with the 3-year conceptual plan and adapting to the outcome of the FY 07-08 campaign.

**Task 9 DELIVERABLES:**

- FY 08-09 Work Plan
- FY 07-08 mid-year and end of year report
- Monthly reports

**Task 9 BUDGET: \$5,500**

*FY 07-08 Watershed Watch Campaign Work Plan*

<b>BUDGET SUMMARY:</b>	
TASK 1 Baseline Evaluation	\$7,500
TASK 2 Creative Development	\$6,000
TASK 3 Media Advertising	\$48,000*
TASK 4 Partnership Development	\$5,500
TASK 5 Added-Value Development	\$7,000
TASK 6 Website Maintenance	\$6,500
TASK 7 Event Coordination	\$3,000
TASK 8 Media/Public Relations	\$5,150
TASK 9 FY 08-09 Work Plan	\$5,500
TOTAL CONSULTANT BUDGET	\$94,150
EOA Mark Up	\$9,415
<b>TOTAL CAMPAIGN BUDGET</b>	<b>\$103,565</b>

\*Media Buys will be supplemented with approximately \$30,000 if available under Pesticide User Outreach and Mercury Pollution Prevention Outreach.