

Evaluating & Tracking Your Outreach Efforts



What we do ...

- Print materials
(brochures, newsletters,
fact sheets ...)
- Field demonstrations
- Tours
- Radio
- Meetings/workshops



How can we tell

- If those brochures, tours and ads had any impact?
- Which methods work best at raising awareness?
- Which work best at changing behavior?
- Are we making progress in raising awareness?
- Are we making progress in changing behavior?

We need to evaluate,
but how?



Communication survey methods

- Focus Groups
- Mail surveys
- Internet
- Telephone
- Intercepts



Why bother tracking/surveying?

- Increase effectiveness.
- Tweak programs during implementation.
- Better use of limited resources.
- Can show funding organization success.
- People participating feel good when they know they are making a difference.



What is an Intercept Survey?

- Intercept respondent at high traffic area.
- Location frequented by most or all of the people in the community.
- Only require a day or two of data gathering (200 respondents).
- Short – takes only a few minutes/respondent.

MDEP Intercept Survey was designed to:

- survey basic understanding of NPS/stormwater issues (awareness).
- survey local outreach efforts.
- survey likely or existing behaviors (BMP use or planned use).



The Maine Intercept survey will:

- Track changes in awareness of both your message and your organization.
- Track changes in willingness to do behaviors.
- Track changes in behavior.
- Indicate if advertisement is being noticed.
- Track if your outreach effort having the desired results?

Who might use this survey?

- 319 funded projects.
- Lake association outreach projects.
- Regulated stormwater community outreach projects.
- Projects funded by grants (can show funding agency outcome).



An Example - BASWG

- Track impact of their outreach program to raise awareness and change behavior.
- Show progress for Maine's General Stormwater Permit.
- Make educated decisions and use funding wisely.
- Documentation for grants.

Methodology

- Hired Market Decisions.
- Surveyed on 2 Saturdays (July 2008) 201 people.
- Only had 20% refusal, which is relatively low (normally about 50%)
- Conducted at 3 different super markets and 4 shopping areas in the greater Bangor area



The Questions

- Basic demographic information
- Awareness of pollution issues & events happening
- Behavior



How concerned are you about water quality of Maine waterways?



- 87% very to somewhat concerned.
- 12% Not very concerned

Recall seeing ad with rubber ducks?

- 77% said yes
- 23% said no



Recall seeing ad regarding lawn care safe for kids & pets?



- 34% yes
- 66% no

Interest in personally taking action to stop stormwater pollution

- 23 % very interested
- 53% somewhat interested
- 15% somewhat uninterested
- 8% very uninterested



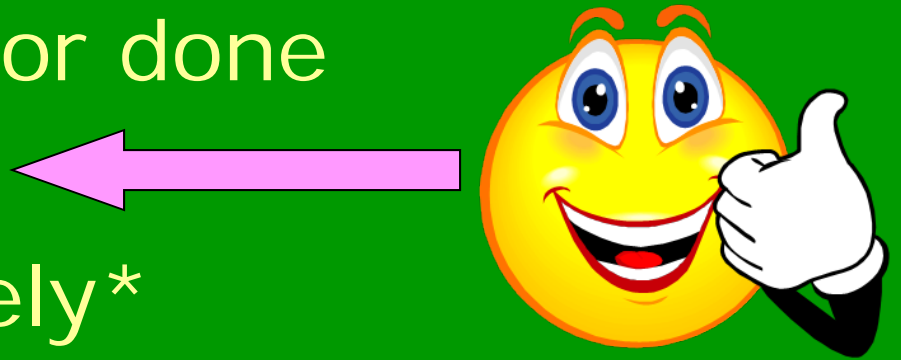
Heard of any local efforts to reduce stormwater pollution?



- 15% yes
- 84% no

How likely are you to take action to reduce lawn fertilizers, pesticides & herbicides?

- 33% already do or done
- 40% very likely
- 9% not at all likely*



* Does not include respondents who said 'does not apply' or don't know/refuse (73 said does not apply or don't know/refuse)

If you were looking for info on taking action, where would you go?

- 66% internet
- 15% hardware store
- 5% family & friends
- 2% all of the above
- 7% other
- 4% don't know/refuse



Other BMP related questions
Verbatim Questions
Demographics

What we learned:

- We have a concerned audience.
- The audience believes stormwater has an impact on water quality.
- They recall seeing the duck ad (recognition).
- Willingness to take action to protect water.

- Haven't heard of local organizations trying to protect water.
- Audience is willing to pick up after pets.
- 40% of the audience is willing to reduce the amount of lawn chemicals; they are primed for our message.
- When people are looking for information, they turn to the internet.

This information was used* to:

- Design a plan to raise awareness that stormwater is polluting Maine waters.
- Design a plan to change people's use of lawn care products.
- Track the impact of these plans as they are implemented.
- Meet the communities' stormwater permit.

* Along with other information.

MDEP's Intercept Survey

(The following are available)

- The Survey
- Guide to administering survey
- Excel Spread sheet to analyze data

To get a copy:

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or call 207-760-3134