# Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

## Stormwater Management Program Plan – Template

## 2012 Public Education & Public Participation Addendum

- Public Education & Public Participation Database
- H2O Hero Campaign – Mass Media
- H2O Hero Campaign – Online and Social Media
- Events and Pictures – Examples
- Newly Created or Produced Resources

**145 Paul Road**
**Rochester, New York 14624**
**www.thestormwatercoalition.org**

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# Public Education & Public Participation Database

**145 Paul Road**
**Rochester, New York 14624**
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**Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2012-2013**

| Date | Event | Sponsor | Location | MS4 or School | Demographics | Public Events / Presentations # Attendees | School Program # Attendees | Cleanup Events # Events | Plantings Square Feet | Storm Drain Markings # Drains | Volunteer Monitoring # Events | | Other Attendees |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 03-14-2012 | 4th Annual Sustainability Fair | SJF Recycling and Sustainability Committee | RMSC | | general public college students | | 50 | | | | | | |
| 03-19-2012 | Honeoye Falls High School | | Hon. Falls | HF-Lima Central | High School 12th | | 25 | | | | | | |
| 03-27-2012 | Brighton WQ Comm Mtg | ColorBrightonGreen | Brighton Library | Brighton | adults | 35 | | | | | | | |
| 03-28-2012 | 2012 LAKE ONTARIO WATERSHED BASIN FORUM | FL-LOWPA | SUNY-Brockport | | WQ Experts | 100 | | | | | | | |
| 04-03-2012 | McQuaid Green Knights | McQuaid HS | McQ | MC | HS Students + 2 faculty | | 17 | | | | | | |
| 04-03-2012 | RB Demo | Rochester Civic Garden Club | Rochester Civic Garden Center | MC | Adults | 30 | | | | | | | |
| 04-14-2012 | COOL KIDS ECOFEST | Cool Kids! at Genesee Community College | RMSC? | Tina did last year | general public | 200 | | | | | | | |
| 04-15-2012 | ENVIROTHON | SWCD | | MC | HS STUDENTS | | 115 | | | | | | |
| 04-18-2012 | RB Demo | Shorewood Garden Club | Greece Hist Soc | Greece | Adults | 20 | | | | | | | |
| 04-19-2012 | Sierra Club Environmental Forum | Rochester Regional Group | First Unitarian Church 220 Winton Road South | MC | Adults | 250 | | | | | | | |
| 04-21-2012 | Earth Day in the Park | SUNY Brockport and the NYS Office of Parks | RMSC | | general public | 150 | | | | | | | |
| 04-21-2012 | RB Workshop | Broccolo | Country Way Garden Center, 2755 Penfield Road | mc | Adults | 50 | | | | | | RB | 50 |
| 04-21-2012 | Earth Day RMSC | Rochester Museum & Science Center | RMSC | | general public | 650 | | | | | | | |
| 04-22-2012 | Earth Day RMSC | Rochester Museum & Science Center | RMSC | | general public | 410 | | | | | | | |
| 04-22-2012 | RB Demo | Pittsford Library | Pittsford Library | Pitts (T&V) | adults | 15 | | | | | | | |
| 04-24-2012 | E3 Fair | Rochester Engineering Society | RMSC | | 7th & 8th Grades | | 120 | | | | | | |
| 04-28-2012 | Pick Up the Parks Eco-Fair | MC Parks | RMSC | | general public | | 40 | | | | | | |
| 04-28-2012 | Pick Up the Parks Eco-Fair | MC Parks | 8MC PARKS | MC | general public | | | 8 | | | | | 506 |
| 05-02-2012 | Classroom Visit | SWC | | Brighton | 1st grade | | 18 | | | | | | |
| 05-04-2012 | Our Fragile World | Seneca Park Zoo | SP Zoo | | general public | | 200 | | | | | | |
| 05-05-2012 | Our Fragile World | Seneca Park Zoo | SP Zoo | | general public | 350 | | | | | | | |
| 05-05-2012 | Our Fragile World | Seneca Park Zoo | | | | 450 | | | | | | | |
| 05-07-2012 | Classroom visit | MCDES | H-F-Lima? | HFL? | Primary School Students | | 30 | | | | | | |
| 05-08-2012 | Women Of Water Mtg | NYWEA WOW | RMSC | MC | adults | 7 | | | | | | | |
| 05-11-2012 | SJFC Science Exploration Days | Science Teachers NYS | SJFC | MC | MS students, teachers, chaperones, parents | 150 | | | | | | | |
| 05-12-2012 | SJFC Science Exploration Days | Science Teachers NYS | SJFC | MC | MS students, teachers, chaperones, parents | | 120 | | | | | | |
| 05-19-2012 | East Rochester Clean Sweep | | Brighton Farmer's Market | ER Paino Works Mall | gen public | 115 | | | | | | | |
| 06-01-2012 | Klem Rd So School Rain Barrels | Klem Rd So School | Klem Rd So School | Webster | 4-5 graders | | 80 | | | | | RB | 80 |
| 06-09-2012 | ADK Outdoor Expo | ADK | Mendon Ponds Park | | | 250 | | | | | | | |
| 06-10-2012 | Brighton Green Enrgy Fair | ColorBrightonGreen.org | | Brighton | Gen Public | 75 | | | | | | | |
| 06-13-2012 | Outreach | Manor Intermediate School | Manor Intermediate School | Honeyoe Falls | students | | 70 | | | | | | |
| 06-14-2012 | Outreach | World of Inquiry School | World of Inquiry School | City School Dist | Middle School Students | | 46 | | | | | | |
| 06-14-2012 | RB WS or Demo? | Irondequoit | Irond TH | Irondequoit | Family | | | | | | | | |
| 06-30-2012 | RMSC RB Workshop | WEC | RMSC | MC | Family | 25 | | | | | | RB | 25 |
| 06-30-2012 | RMSC RB Workshop | WEC | RMSC | MC | Family | 25 | | | | | | RB | 25 |
| 07-01-2012 | Penfield Living Next To SW Ponds | Penfield | Penfield TH | Penfield | adults | 3 | | | | | | | |
| 07-14-2012 | Wonders of Water | Seneca Park Zoo | Zoo | MC | Gen Public | 300 | | | | | | | |
| 07-21-2012 | Rain Barrel Workshop | RMSC & WEC | RMSC | MC | Gen Public | 12 | | | | | | RB | 12 |
| 07-21-2012 | Rain Barrel Workshop | RMSC & WEC | RMSC | MC | Gen Public | 9 | | | | | | RB | 9 |
| 08-02-2012 | Teacher Professional Devel (Curriculum | SWC | RMSC | MC | Teachers | | 6 | | | | | | |
| 08-08-2012 | Rivers Run | Broccolo? | Rivers Run Henrietta | Henrietta | | 25 | | | | | | | |
| 08-09-2012 | Teacher Professional Devel (Curriculum | SWC | RMSC | MC | Teachers | | 9 | | | | | | |
| 08-14-2012 | watershed/wetlands talk | Action for a Better Community | ABC, 49 Stone Street | City | 3o high school/college age and 2 adults | 32 | | | | | | | |
| 08-14-2012 | Mascot Night | Red Wings | Frontier Field | MC | Gen public | 5000 | | | | | | | |
| 08-15-2012 | enviroscape and storm drain marking | Girl Scouts | Greece | MC | Brownies | 9 | | | | 25 | | | 9 |
| 08-21-2012 | enviroscape and storm drain marking prep | Girl Scouts | Newport Yatch Club | MC | 9th graders | 9 | | | | | | | |
| 08-23-2012 | Watershed Class | Northern Hemisphere Gymnastics | North Hemisphere Webster | MC | teen | 28 | | | | | | | |
| 08-23-2012 | GCCS Charter School | GCCS Charter School | RMSC Charter School | city | Gen Public | | 150 | | | | | | |

**Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2012-2013**

| Date | Event | Sponsor | Location | MS4 or School | Demographics | Public Events / Presentations # Attendees | School Program # Attendees | Cleanup Events # Events | Plantings Square Feet | Storm Drain Markings # Drains | Volunteer Monitoring # Events | | Other Attendees |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 08-30-2012 | enviroscape and storm drain marking prep | Girl Scouts | Irondequoit | MC | 9th graders | 5 | | | | 55 | | | 5 |
| 08-31-2012 | Brighton Day Camp | Brighton | Brighton Town Park | MC | day campers | 25 | | | | | | | |
| 09-01-2012 | Buckland Cr Watershed Restoration | WEC / SWC | | Brighton | | | | | 600 | | | | |
| 09-03-2012 | Hilton SDM | Eagle Scout Project | Hilton | Hilton | Boy Scouts | 45 | | | | 150 | | | 12 |
| 09-07-2012 | Coastal Watershed Cleanup | WEC & Others | Brighton | | | | | 1 | | | | | 1 |
| 09-11-2012 | After School Group | Flint St. Community Center | | MC | Teens | | 15 | | | | | | |
| 09-15-2012 | Greentopia | Philipson Group | | City | General Public | 250 | | | | | | | |
| 09-15-2012 | Greentopia | Philipson Group | | City | General Public | 350 | | | | | | | |
| 09-15-2012 | Coastal Watershed Cleanup | WEC & Others | 5 sites, see file | | | | | 5 | | | | | 87 |
| 09-16-2012 | Greentopia | Philipson Group | | City | General Public | 175 | | | | | | | |
| 09-16-2012 | Greentopia | Philipson Group | | City | General Public | 350 | | | | | | | |
| 09-19-2012 | Conservation Field Days | SWCD | Ellison Park | MC | High School | | 100 | | | | | | |
| 09-20-2012 | Conservation Field Days | SWCD | Ellison Park | MC | High School | | 100 | | | | | | |
| 09-20-2012 | Conservation Field Days | SWCD | Ellison Park | MC | High School | | 970 | | | | | | |
| 09-20-2012 | After School Group | Flint St. Community Center | | MC | Teens | | 15 | | | | | | |
| 09-22-2012 | Coastal Watershed Cleanup | WEC & Others | 4 sites, see file | | | | | 4 | | | | | 250 |
| 09-28-2012 | FEV Open House | DES | FEV | | homeowners | 42 | | | | | | | |
| 10-02-2012 | Wellness Fair | Bausch & Lonb | | MC | Employees | 200 | | | | | | | |
| 10-03-2012 | Brighton SDM | | 10 on Barclay Square & nearby streets, 40 in the Fairfield neighborhood | Brighton | | | | | | 50 | | | 1 |
| 10-04-2012 | Health Fair | Thermo fisher | | MC | Employees | 150 | | | | | | | |
| 10-10-2012 | Health Fair | Thermo fisher | | MC | Employees | 150 | | | | | | | |
| 10-16-2012 | Science Fair | Klem Road Sch South | | Webster SD | Families | | 125 | | | | | | |
| 10-18-2012 | Mendon Ponds Aquatic Field Trip | Delta Labs | | MC | High School Students | | 85 | | | | | | |
| 10-19-2012 | Mendon Ponds Aquatic Field Trip | Delta Labs | | MC | High School Students | | 85 | | | | | | |
| 10-21-2012 | ZooBoo | Seneca Park Zoo | | MC | General Public | 200 | | | | | | | |
| 10-27-2012 | ZooBoo | Seneca Park Zoo | | MC | General Public | 200 | | | | | | | |
| 10-27-2012 | Teacher Professional Devel (Curriculum | SWC | RMSC | MC | Teachers | | 7 | | | | | | |
| 10-28-2012 | ZooBoo | Seneca Park Zoo | | MC | General Public | 200 | | | | | | | |
| 11-13-2012 | Classrom watersheds | St Lawrence School | | City | K-1st grade | | 95 | | | | | | |
| 11-14-2012 | Classrom watersheds | St Lawrence School | | City | 2nd and 3rd grades | | 105 | | | | | | |
| 11-15-2012 | Classrom watersheds | St Lawrence School | | City | 4th and 5th grades | | 105 | | | | | | |
| 12-01-2012 | Teacher Professional Devel (Curriculum | SWC | RMSC | MC | Teachers | | 14 | | | | | | |
| 12-12-2012 | Watershed Class - Enviro | Girl Scouts | Baptist Home East Rcohester | MC | Brownies | | 15 | | | | | | |
| 01-16-2013 | EMC Meeting | EMC | ROC | MC | EMC Members | 15 | | | | | | | |
| 01-28-2013 | Spencerport Elementary "Go Green" | Spencerport Schools | | Spencerport | students | | 15 | | | | | | |
| 02-01-2013 | M. Garland Pres | | | | 5th Grade? | | 75 | | | | | | |
| 02-12-2013 | CBG Speaker Series | CBG | Brighton Library | Brighton | Adults | 2 | | | | | | | |
| 3/10/12-3/9/13 | | SUNY Brockport | | SUNY Brockport | | | 275 | | | | | | |
| 3/10/12-3/9/13 | | Town of Brighton | | Town of Brighton | | 975 | 26 | | | | | | |
| 3/10/12-3/9/13 | | Town of Irondequoit | | Town of Irondequoit | | 500 | | | | | | | |
| 3/10/12-3/9/13 | | Town of Mendon | | Town of Mendon | | | 60 | | | | | | |
| 3/10/12-3/9/13 | | Town of Penfield | | Town of Penfield | | 90 | | | | | | | |
| 3/10/12-3/9/13 | | Town of Perinton | | Town of Perinton | | 1032 | | | | | | | |
| 3/10/12-3/9/13 | | Village of Spencerport | | Village of Spencerport | | 1 | | | | | | | |

# Stormwater Coalition of Monroe County

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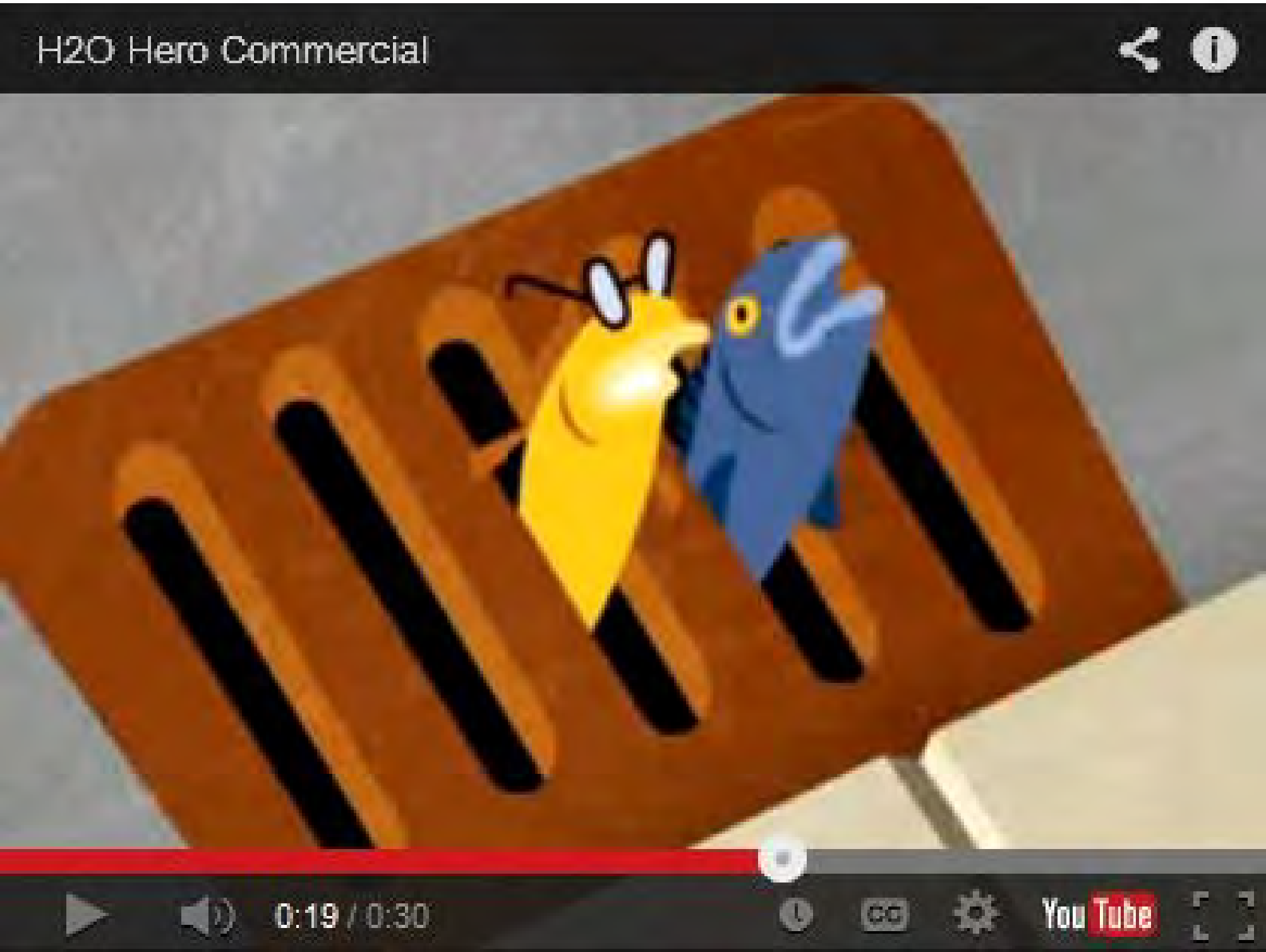
## H2O Hero Campaign – Mass Media

**145 Paul Road**
**Rochester, New York 14624**
**www.thestormwatercoalition.org**


H2O Hero Commercial
0:19 / 0:30
YouTube

**WEC 2012 H20 Hero Campaign**
**Final Media Plan**
6/7/2012

**Budget - $12,500**

**Digital/Outdoor**

| | | 4-Jun | 25-Jun | 30-Jul | 27-Aug | 27-Aug | 1-Oct | Estimated Investment | Estimated Impressions | Estimated Clicks |
|---|---|---|---|---|---|---|---|---|---|---|
| **Digital** | Facebook | 5 months: 6/4 - 9/30 | | | | | | *$3,125* | *6,319,680* | *2,083* |
| | Google Search | 5 months: 6/11 - 9/30 | | | | | | *$2,545* | *84,800* | *1,272* |
| **Outdoor** | 12 posters | 6/11 - 7/8 | | | | | | *$6,830* | *1,676,652* | |
| | | | | | | | | ***$12,500*** | ***8,081,132*** | ***1,272*** |

Facebook
- Rochester (25 mile radius) 11% reach against age 25-54

Google Search
- Rochester 75% reach against age 25-54, various keywords around water conservation, water pollution, recycling and other environmentally conscious targeted topics

Outdoor
- 12 posters (smaller panels) around Rochester - 4 weeks total

## Outdoor Locations

| Post Date | Unit # / Location Description | Creative Message |
|---|---|---|
| 6/11 | # 60025 – Chili Ave E/O Cairn St S/L W/F | Lake Ontario Needs a Hero |
| 6/11 | # 60129 – Rt 31 E/O Gillette Rd N/L E/F | Lake Ontario Needs a Hero |
| 6/11 | # 60263 – Rt 404E Phillips Rd S/L W/F | Lake Ontario Needs a Hero |
| 6/11 | # 60455 – Atlantic Ave E/O Russell St N/L | Lake Ontario Needs a Hero |
| 6/11 | # 60467 – Dewey Ave S/O Bennington E/L N/F | Lake Ontario Needs a Hero |
| 6/11 | # 60870 – W Ridge Rd W/O Dewey S/L W/F | Lake Ontario Needs a Hero |
| 6/11 | # 60022 - Buffalo Rd N/O West St. W/L | Only Rain Down the Drain |
| 6/11 | # 60170 - East Main E/O Hall N/L E/F Wall (1139) | Only Rain Down the Drain |
| 6/11 | # 60714 - Hudson Ave. S/O E. Ridge Rd. E/L N/F | Only Rain Down the Drain |
| 6/11 | # 60223 - Lyell Ave E/O Saratoga S/L E/F (1213) | Only Rain Down the Drain |
| 6/11 | # 60497 - Vincent St. S/O Smith ST. E/L S/F | Only Rain Down the Drain |
| 6/11 | # 60197 - West Ave. W/O Grover St. S/L E/F (1382) | Only Rain Down the Drain |

4/3/07

Sizes:
(Ad can float in a larger width)

SMALL
3.375 " x 4.75"
3.25 x 4"
3.5" x 4.3"
3.5" x 4.75"
3.375 x 4.25 (2)

3.625 x 4.75"

LARGE
5 x 8"
4.875 x 6.75"
5" x 3.75"
3.8125 x 5"
4.125 x 6.375"
4.25 x 5"

www.H2OHero.org

The Mix Bold Plain

3.25 x 4"

H2O HERO

He's just like you and me.

*Find out more at*

**www.H2OHero.org**

AdCouncil ROCHESTER

H2O HERO

He's just like you and me.

*Find out more at*

**www.H2OHero.org**

AdCouncil ROCHESTER

3.25 x 4"

5" x 3.75"

## Three Heroic Acts You Can Perform Today:

1. Clean up after your pet.
2. Recycle used motor oil.
3. Test the soil before you fertilize your lawn.

*Did you know that the stuff that goes into your neighborhood storm drains causes 80% of the pollution problems in Lake Ontario?*

**Do your part. Be an H2O Hero.**

*Find out more at*

**www.H2OHero.org**

AdCouncil ROCHESTER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AdCouncil ROCHESTER

5" x 3.75"

# Grate Lakes.

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AdCouncil ROCHESTER


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**www.H2OHero.org**

AdCouncil ROCHESTER

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| Issue Date | Client | Closing Date | Media Type | Media Vendor | Ad Size | Sum of Value |
|---|---|---|---|---|---|---|
| 1/1/2012 | | | | | | 23410 |
| | WEC | | | | | 23410 |
| | | 12/15/2011 | | | | 23160 |
| | | | Newspaper | | | 22560 |
| | | | | Democrat and Chronicle | | 22560 |
| | | | | | 10" x 20.8" CMYK (no pantone) | 22560 |
| | | | Radio | | | 600 |
| | | | | FLR - WGVA | | 600 |
| | | | | | :30 | 600 |
| | | 12/10/2011 | | | | 250 |
| | | | Online | | | 250 |
| | | | | GVP - GVParent.com | | 250 |
| | | | | | 125x250 | 250 |
| 1/18/2012 | | | | | | 630 |
| | WEC | | | | | 630 |
| | | 1/11/2012 | | | | 630 |
| | | | Newspaper | | | 630 |
| | | | | MPW - Daily Messenger | | 630 |
| | | | | | 3.25" x 5" | 630 |
| 1/25/2012 | | | | | | 285 |
| | WEC | | | | | 285 |
| | | 1/11/2012 | | | | 285 |
| | | | Newspaper | | | 285 |
| | | | | Empire State Wklies | | 285 |
| | | | | | 4 7/8" x5 or 6" B/W | 285 |
| 2/1/2012 | | | | | | 25707.25 |
| | WEC | | | | | 25707.25 |
| | | 1/24/2012 | | | | 137.25 |
| | | | Newspaper | | | 137.25 |
| | | | | Genesee Valley Pennysaver - Tri County & Livingston | | 137.25 |
| | | | | | 3.75" x 2.5" BW | 137.25 |
| | | 1/18/2012 | | | | 285 |
| | | | Newspaper | | | 285 |
| | | | | Empire State Wklies | | 285 |
| | | | | | 4 7/8" x5 or 6" B/W | 285 |
| | | 1/13/2012 | | | | 25160 |
| | | | Newspaper | | | 22560 |
| | | | | Democrat and Chronicle | | 22560 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | | |
|---|---|---|---|---|---|
| | | | | 10" x 20.8" CMYK (no pantone) | 22560 |
| | | Radio | | | 2600 |
| | | | FLR - WAUB | | 600 |
| | | | | :30 | 600 |
| | | | FLR - WCGR | | 600 |
| | | | | :30 | 600 |
| | | | WLGZ - 990am | | 1400 |
| | | | | :15 | 1400 |
| | 1/10/2012 | | | | 125 |
| | | Online | | | 125 |
| | | | GVP - GVParent.com | | 125 |
| | | | | 175x175 | 125 |
| 2/3/2012 | | | | | 300 |
| | WEC | | | | 300 |
| | 1/30/2012 | | | | 300 |
| | | Newspaper | | | 300 |
| | | | Golf Week | | 300 |
| | | | | 4" x 5" B/W | 300 |
| 2/10/2012 | | | | | 300 |
| | WEC | | | | 300 |
| | 2/6/2012 | | | | 300 |
| | | Newspaper | | | 300 |
| | | | Golf Week | | 300 |
| | | | | 4" x 5" B/W | 300 |
| 2/15/2012 | | | | | 285 |
| | WEC | | | | 285 |
| | 2/1/2012 | | | | 285 |
| | | Newspaper | | | 285 |
| | | | Empire State Wklies | | 285 |
| | | | | 4 7/8" x5 or 6" B/W | 285 |
| 3/1/2012 | | | | | 8350 |
| | WEC | | | | 8350 |
| | 2/15/2012 | | | | 3500 |
| | | Radio | | | 3500 |
| | | | Clear Channel Radio Cluster | | 3500 |
| | | | | :15 | 3500 |
| | 1/20/2012 | | | | 4850 |
| | | Magazine | | | 4850 |
| | | | NextStep Magazine | | 4850 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | |
|---|---|---|
| | 3.625"w x 4.75"h full color | 4850 |
| **Grand Total** | | **59267.25** |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| Client | Issue Date | Closing Date | Media Type | Media Vendor | Ad Size | Sum of Value |
|---|---|---|---|---|---|---|
| WEC | | | | | | 78834.7 |
| | 4/1/2012 | | | | | 4925 |
| | | 3/15/2012 | | | | 4575 |
| | | | Newspaper | | | 575 |
| | | | | Western NY Physician | | 575 |
| | | | | | 3.75" x 4.8125" CMYK only | 575 |
| | | | Radio | | | 4000 |
| | | | | Clear Channel Radio Cluster | | 3500 |
| | | | | | :15 | 3500 |
| | | | | FLR - WNYR | | 500 |
| | | | | | :30 | 500 |
| | | 3/16/2012 | | | | 350 |
| | | | Magazine | | | 350 |
| | | | | Computer Link Magazine | | 350 |
| | | | | | 3.4" x 4.5" full color process | 350 |
| | 4/17/2012 | | | | | 292 |
| | | 4/13/2012 | | | | 292 |
| | | | Newspaper | | | 292 |
| | | | | Daily Record | | 292 |
| | | | | | 4.75" x 7.75", bw | 292 |
| | 4/18/2012 | | | | | 2440 |
| | | 4/11/2012 | | | | 2440 |
| | | | Newspaper | | | 2440 |
| | | | | Freetime Magazine | | 325 |
| | | | | | 3.5" x 4.75", bw | 325 |
| | | | | Messenger Post Wklies | | 2115 |
| | | | | | 3.25" x 5" | 2115 |
| | 4/20/2012 | | | | | 1355 |
| | | 4/13/2012 | | | | 1355 |
| | | | Newspaper | | | 1355 |
| | | | | RBJ | | 1355 |
| | | | | | 4 7/8" x 6 3/4" BW | 1355 |
| | 4/25/2012 | | | | | 285 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | |
|---|---|---|---|---|
| 4/11/2012 | | | | 285 |
| | Newspaper | | | 285 |
| | | Empire State Wklies | | 285 |
| | | | 4 7/8" x5 or 6" B/W | 285 |
| 5/1/2012 | | | | 31001.45 |
| 3/2/2012 | | | | 4850 |
| | Magazine | | | 4850 |
| | | NextStep Magazine | | 4850 |
| | | | 3.625"w x 4.75"h full color | 4850 |
| 4/10/2012 | | | | 630 |
| | Newspaper | | | 505 |
| | | Genesee Valley Parent | | 505 |
| | | | 3.15"W x 4.75"H (1/4 Page Vertical) b/w or color | 505 |
| | Online | | | 125 |
| | | GVParent.com | | 125 |
| | | | 175x175 | 125 |
| 4/13/2012 | | | | 24984.2 |
| | Newspaper | | | 18184.2 |
| | | Democrat and Chronicle | | 18184.2 |
| | | | Standby Wrap - 10" x 20.8" CMYK (no pantone) | 11280 |
| | | | 4.93" x 10 CMYK (no pantone) | 6904.2 |
| | Radio | | | 3700 |
| | | FLR - WCGR | | 600 |
| | | | :30 | 600 |
| | | FLR - WFLR | | 600 |
| | | | :30 | 600 |
| | | FLR - WGVA | | 600 |
| | | | :30 | 600 |
| | | FLR - WNYR | | 500 |
| | | | :30 | 500 |
| | | WLGZ - 990am | | 1400 |
| | | | :30 | 1400 |
| | TV | | | 3100 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | |
|---|---|---|---|---|
| | | | CW TV16 | 500 |
| | | | :30 | 500 |
| | | | WHEC TV10 | 1600 |
| | | | :30 | 1600 |
| | | | WUHF TV31 | 1000 |
| | | | :30 | 1000 |
| | | 4/20/2012 | | 400 |
| | | Online | | 400 |
| | | | 13wham.com | 400 |
| | | | Big Box 300x250 | 400 |
| | | 4/24/2012 | | 137.25 |
| | | Newspaper | | 137.25 |
| | | | Genesee Valley Pennysaver - Oatka & Batavia | 137.25 |
| | | | 3.75" x 2.5" BW | 137.25 |
| | 5/2/2012 | | | 1274 |
| | | 4/25/2012 | | 1274 |
| | | Newspaper | | 1274 |
| | | | City Newspaper | 1274 |
| | | | 4.85" x 4.3", 4c / BW | 1274 |
| | 5/4/2012 | | | 300 |
| | | 4/30/2012 | | 300 |
| | | Newspaper | | 300 |
| | | | Golf Week | 300 |
| | | | 4" x 5" B/W | 300 |
| | 5/8/2012 | | | 292 |
| | | 5/4/2012 | | 292 |
| | | Newspaper | | 292 |
| | | | Daily Record | 292 |
| | | | 4.75" x 7.75", bw | 292 |
| | 5/9/2012 | | | 630 |
| | | 5/2/2012 | | 630 |
| | | Newspaper | | 630 |
| | | | Daily Messenger | 630 |
| | | | 3.25" x 5" | 630 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | |
|---|---|---|---|---|
| 5/18/2012 | | | | 1355 |
| | 5/11/2012 | | | 1355 |
| | | Newspaper | | 1355 |
| | | | RBJ | 1355 |
| | | | 4 7/8" x 6 3/4" BW | 1355 |
| 5/30/2012 | | | | 2400 |
| | 5/16/2012 | | | 285 |
| | | Newspaper | | 285 |
| | | | Empire State Wklies | 285 |
| | | | 4 7/8" x5 or 6" B/W | 285 |
| | 5/23/2012 | | | 2115 |
| | | Newspaper | | 2115 |
| | | | Messenger Post Wklies | 2115 |
| | | | 3.25" x 5" | 2115 |
| 6/1/2012 | | | | 26052.25 |
| | 5/10/2012 | | | 250 |
| | | Online | | 250 |
| | | | GVParent.com | 250 |
| | | | 125x250 | 250 |
| | 5/15/2012 | | | 24615 |
| | | Newspaper | | 575 |
| | | | Western NY Physician | 575 |
| | | | 3.75" x 4.8125" CMYK only | 575 |
| | | Radio | | 16040 |
| | | | Clear Channel Radio Cluster | 3500 |
| | | | :15 | 3500 |
| | | | Entercom Radio - Station WPXY-FM | 10000 |
| | | | :30 / :15 | 10000 |
| | | | FLR - WAUB | 600 |
| | | | :30 | 600 |
| | | | FLR - WLLW | 540 |
| | | | :30 | 540 |
| | | | WLGZ - 990am | 1400 |
| | | | :30 | 1400 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | |
|---|---|---|---|---|
| | TV | | | 8000 |
| | | Time Warner Cable | | 6000 |
| | | | :30 | 6000 |
| | | WHAM TV13 | | 1000 |
| | | | :30 | 1000 |
| | | WROC TV08 | | 1000 |
| | | | :30 | 1000 |
| 5/16/2012 | | | | 350 |
| | Magazine | | | 350 |
| | | Computer Link Magazine | | 350 |
| | | | 3.4" x 4.5" full color process | 350 |
| 5/18/2012 | | | | 300 |
| | Theatre | | | 300 |
| | | Little Theatre | | 300 |
| | | | Theatre | 300 |
| 5/21/2012 | | | | 400 |
| | Online | | | 400 |
| | | 13wham.com | | 400 |
| | | | Big Box 300x250 | 400 |
| 5/29/2012 | | | | 137.25 |
| | Newspaper | | | 137.25 |
| | | Genesee Valley Pennysaver - Livingston & Eastway | | 137.25 |
| | | | 3.75" x 2.5" BW | 137.25 |
| 6/5/2012 | | | | 292 |
| 6/1/2012 | | | | 292 |
| | Newspaper | | | 292 |
| | | Daily Record | | 292 |
| | | | 4.75" x 7.75", bw | 292 |
| 6/6/2012 | | | | 931 |
| 5/17/2012 | | | | 931 |
| | Newspaper | | | 931 |
| | | Catholic Courier | | 931 |
| | | | 4.7" x 4.9", CYMK | 931 |
| 6/15/2012 | | | | 1355 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | |
|---|---|---|---|---|
| | 6/8/2012 | | | 1355 |
| | | Newspaper | | 1355 |
| | | | RBJ | 1355 |
| | | | 4 7/8" x 6 3/4" BW | 1355 |
| 6/20/2012 | | | | 630 |
| | 6/13/2012 | | | 630 |
| | | Newspaper | | 630 |
| | | | Daily Messenger | 630 |
| | | | 3.25" x 5" | 630 |
| 6/27/2012 | | | | 2725 |
| | 6/13/2012 | | | 285 |
| | | Newspaper | | 285 |
| | | | Empire State Wklies | 285 |
| | | | 4 7/8" x5 or 6" B/W | 285 |
| | 6/20/2012 | | | 2440 |
| | | Newspaper | | 2440 |
| | | | Freetime Magazine | 325 |
| | | | 3.5" x 4.75", bw | 325 |
| | | | Messenger Post Wklies | 2115 |
| | | | 3.25" x 5" | 2115 |
| 6/29/2012 | | | | 300 |
| | 6/25/2012 | | | 300 |
| | | Newspaper | | 300 |
| | | | Golf Week | 300 |
| | | | 4" x 5" B/W | 300 |
| **Grand Total** | | | | **78834.7** |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| Issue Date | Client | Closing Date | Media Type | Media Vendor | Ad Size | Sum of Value |
|---|---|---|---|---|---|---|
| 7/1/2012 | | | | | | 12717.33 |
| | WEC | | | | | 12717.33 |
| | | 6/22/2012 | | | | 83.33 |
| | | | Online | | | 83.33 |
| | | | | RochesterHealth.com | | 83.33 |
| | | | | | 220 x 230 | 83.33 |
| | | 6/15/2012 | | | | 11930 |
| | | | Magazine | | | 350 |
| | | | | Computer Link Magazine | | 350 |
| | | | | | 3.4" x 4.5" full color process | 350 |
| | | | Newspaper | | | 11280 |
| | | | | Democrat and Chronicle | | 11280 |
| | | | | | Standby Wrap - 10" x 20.8" CMYK (no pantone) | 11280 |
| | | | Theatre | | | 300 |
| | | | | Little Theatre | | 300 |
| | | | | | Theatre | 300 |
| | | 6/8/2012 | | | | 284 |
| | | | Newspaper | | | 284 |
| | | | | 55 PLUS | | 284 |
| | | | | | 2 1/4" x 4 3/4 BW | 284 |
| | | 6/3/2012 | | | | 420 |
| | | | Newspaper | | | 420 |
| | | | | MCMS - Doctor's Advice (Monroe County Medical Society) | | 420 |
| | | | | | 3.5" x 4.875", 4c | 420 |
| 7/3/2012 | | | | | | 292 |
| | WEC | | | | | 292 |
| | | 6/29/2012 | | | | 292 |
| | | | Newspaper | | | 292 |
| | | | | Daily Record | | 292 |
| | | | | | 4.75" x 7.75", bw | 292 |
| 7/4/2012 | | | | | | 2745 |
| | WEC | | | | | 2745 |
| | | 6/27/2012 | | | | 2745 |
| | | | Newspaper | | | 2745 |
| | | | | MPW - Daily Messenger | | 630 |
| | | | | | 3.25" x 5" | 630 |
| | | | | MPW - Messenger Post Wklies | | 2115 |
| | | | | | 3.25" x 5" | 2115 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | | |
|---|---|---|---|---|---|
| 7/10/2012 | | | | | 292 |
| | WEC | | | | 292 |
| | | 7/6/2012 | | | 292 |
| | | | Newspaper | | 292 |
| | | | | Daily Record | 292 |
| | | | | 4.75" x 7.75", bw | 292 |
| 7/12/2012 | | | | | 206.25 |
| | WEC | | | | 206.25 |
| | | 7/10/2012 | | | 206.25 |
| | | | Newspaper | | 206.25 |
| | | | | MR - Minority Reporter | 206.25 |
| | | | | 5.167" x 6.75" B/W | 206.25 |
| 7/20/2012 | | | | | 1655 |
| | WEC | | | | 1655 |
| | | 7/16/2012 | | | 300 |
| | | | Newspaper | | 300 |
| | | | | Golf Week | 300 |
| | | | | 4" x 5" B/W | 300 |
| | | 7/13/2012 | | | 1355 |
| | | | Newspaper | | 1355 |
| | | | | RBJ | 1355 |
| | | | | 4 7/8" x 6 3/4" BW | 1355 |
| 7/25/2012 | | | | | 285 |
| | WEC | | | | 285 |
| | | 7/11/2012 | | | 285 |
| | | | Newspaper | | 285 |
| | | | | Empire State Wklies | 285 |
| | | | | 4 7/8" x5 or 6" B/W | 285 |
| 8/1/2012 | | | | | 13005 |
| | WEC | | | | 13005 |
| | | 7/20/2012 | | | 400 |
| | | | Online | | 400 |
| | | | | WHAM - 13wham.com | 400 |
| | | | | Big Box 300x250 | 400 |
| | | 7/13/2012 | | | 12480 |
| | | | Newspaper | | 11280 |
| | | | | Democrat and Chronicle | 11280 |
| | | | | Standby Wrap - 10" x 20.8" CMYK (no pantone) | 11280 |
| | | | Radio | | 1200 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | | |
|---|---|---|---|---|---|
| | | | FLR - WCGR | | 600 |
| | | | | :30 | 600 |
| | | | FLR - WFLR | | 600 |
| | | | | :30 | 600 |
| | | 7/10/2012 | | | 125 |
| | | Online | | | 125 |
| | | | GVP - GVParent.com | | 125 |
| | | | | 175x175 | 125 |
| 8/8/2012 | | | | | 325 |
| | WEC | | | | 325 |
| | | 8/1/2012 | | | 325 |
| | | Newspaper | | | 325 |
| | | | Freetime Magazine | | 325 |
| | | | | 3.5" x 4.75", bw | 325 |
| 8/10/2012 | | | | | 1355 |
| | WEC | | | | 1355 |
| | | 8/3/2012 | | | 1355 |
| | | Newspaper | | | 1355 |
| | | | RBJ | | 1355 |
| | | | | 4 7/8" x 6 3/4" BW | 1355 |
| 8/21/2012 | | | | | 292 |
| | WEC | | | | 292 |
| | | 8/17/2012 | | | 292 |
| | | Newspaper | | | 292 |
| | | | Daily Record | | 292 |
| | | | | 4.75" x 7.75", bw | 292 |
| 8/22/2012 | | | | | 2745 |
| | WEC | | | | 2745 |
| | | 8/15/2012 | | | 2745 |
| | | Newspaper | | | 2745 |
| | | | MPW - Daily Messenger | | 630 |
| | | | | 3.25" x 5" | 630 |
| | | | MPW - Messenger Post Wklies | | 2115 |
| | | | | 3.25" x 5" | 2115 |
| 8/29/2012 | | | | | 285 |
| | WEC | | | | 285 |
| | | 8/15/2012 | | | 285 |
| | | Newspaper | | | 285 |
| | | | Empire State Wklies | | 285 |
| | | | | 4 7/8" x5 or 6" B/W | 285 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | | |
|---|---|---|---|---|---|
| 8/31/2012 | | | | | 300 |
| | WEC | | | | 300 |
| | | 8/27/2012 | | | 300 |
| | | | Newspaper | | 300 |
| | | | | Golf Week | 300 |
| | | | | 4" x 5" B/W | 300 |
| 9/1/2012 | | | | | 19796.45 |
| | WEC | | | | 19796.45 |
| | | 8/28/2012 | | | 137.25 |
| | | | Newspaper | | 137.25 |
| | | | | Genesee Valley Pennysaver - Tri County & Livingston | 137.25 |
| | | | | 3.75" x 2.5" BW | 137.25 |
| | | 8/15/2012 | | | 18904.2 |
| | | | Newspaper | | 6904.2 |
| | | | | Democrat and Chronicle | 6904.2 |
| | | | | 4.93" x 10 CMYK (no pantone) | 6904.2 |
| | | | Radio | | 10000 |
| | | | | Entercom Radio - Station WBEE-FM | 10000 |
| | | | | :30 / :15 | 10000 |
| | | | TV | | 2000 |
| | | | | TV - WUHF31 | 1000 |
| | | | | :30 | 1000 |
| | | | | WHAM - TV13 | 1000 |
| | | | | :30 | 1000 |
| | | 8/10/2012 | | | 755 |
| | | | Newspaper | | 505 |
| | | | | GVP - Genesee Valley Parent | 505 |
| | | | | 3.15"W x 4.75"H (1/4 Page Vertical) b/w or color | 505 |
| | | | Online | | 250 |
| | | | | GVP - GVParent.com | 250 |
| | | | | 125x250 | 250 |
| 9/14/2012 | | | | | 1355 |
| | WEC | | | | 1355 |
| | | 9/7/2012 | | | 1355 |
| | | | Newspaper | | 1355 |
| | | | | RBJ | 1355 |
| | | | | 4 7/8" x 6 3/4" BW | 1355 |
| 9/19/2012 | | | | | 1274 |
| | WEC | | | | 1274 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | | |
|---|---|---|---|---|---|
| | | 9/12/2012 | | | 1274 |
| | | | Newspaper | | 1274 |
| | | | | City Newspaper | 1274 |
| | | | | 4.85" x 4.3", 4c / BW | 1274 |
| 9/25/2012 | | | | | 292 |
| | WEC | | | | 292 |
| | | 9/21/2012 | | | 292 |
| | | | Newspaper | | 292 |
| | | | | Daily Record | 292 |
| | | | | 4.75" x 7.75", bw | 292 |
| 9/26/2012 | | | | | 2745 |
| | WEC | | | | 2745 |
| | | 9/19/2012 | | | 2745 |
| | | | Newspaper | | 2745 |
| | | | | MPW - Daily Messenger | 630 |
| | | | | 3.25" x 5" | 630 |
| | | | | MPW - Messenger Post Wklies | 2115 |
| | | | | 3.25" x 5" | 2115 |
| 10/1/2012 | | | | | 1658.33 |
| | WEC | | | | 1658.33 |
| | | 9/24/2012 | | | 83.33 |
| | | | Online | | 83.33 |
| | | | | RochesterHealth.com | 83.33 |
| | | | | 220 x 230 | 83.33 |
| | | 9/20/2012 | | | 400 |
| | | | Online | | 400 |
| | | | | CC - El Mensajero.com (Catholic Courier) | 400 |
| | | | | 728 x 90 | 400 |
| | | 9/14/2012 | | | 1175 |
| | | | Newspaper | | 575 |
| | | | | Western NY Physician | 575 |
| | | | | 3.75" x 4.8125" CMYK only | 575 |
| | | | Radio | | 600 |
| | | | | FLR - WGVA | 600 |
| | | | | :30 | 600 |
| 10/3/2012 | | | | | 610 |
| | WEC | | | | 610 |
| | | 9/26/2012 | | | 325 |
| | | | Newspaper | | 325 |
| | | | | Freetime Magazine | 325 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | | |
|---|---|---|---|---|---|
| | | | | 3.5" x 4.75", bw | 325 |
| | | 9/19/2012 | | | 285 |
| | | | Newspaper | | 285 |
| | | | | Empire State Wklies | 285 |
| | | | | 4 7/8" x5 or 6" B/W | 285 |
| 10/19/2012 | | | | | 300 |
| | WEC | | | | 300 |
| | | 10/15/2012 | | | 300 |
| | | | Newspaper | | 300 |
| | | | | Golf Week | 300 |
| | | | | 4" x 5" B/W | 300 |
| 11/1/2012 | | | | | 19320 |
| | WEC | | | | 19320 |
| | | 10/15/2012 | | | 19320 |
| | | | Newspaper | | 11280 |
| | | | | Democrat and Chronicle | 11280 |
| | | | | Standby Wrap - 10" x 20.8" CMYK (no pantone) | 11280 |
| | | | Radio | | 1040 |
| | | | | FLR - WLLW | 540 |
| | | | | :30 | 540 |
| | | | | FLR - WNYR | 500 |
| | | | | :30 | 500 |
| | | | TV | | 7000 |
| | | | | Time Warner Cable | 6000 |
| | | | | :30 | 6000 |
| | | | | TV - WROC08 | 1000 |
| | | | | :30 | 1000 |
| 11/7/2012 | | | | | 2745 |
| | WEC | | | | 2745 |
| | | 10/31/2012 | | | 2745 |
| | | | Newspaper | | 2745 |
| | | | | MPW - Daily Messenger | 630 |
| | | | | 3.25" x 5" | 630 |
| | | | | MPW - Messenger Post Wklies | 2115 |
| | | | | 3.25" x 5" | 2115 |
| 11/9/2012 | | | | | 300 |
| | WEC | | | | 300 |
| | | 11/5/2012 | | | 300 |
| | | | Newspaper | | 300 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | |
|---|---|---|---|---|
| | | | Golf Week | 300 |
| | | | 4" x 5" B/W | 300 |
| 11/16/2012 | | | | 1355 |
| | WEC | | | 1355 |
| | | 11/9/2012 | | 1355 |
| | | Newspaper | | 1355 |
| | | | RBJ | 1355 |
| | | | 4 7/8" x 6 3/4" BW | 1355 |
| 11/28/2012 | | | | 285 |
| | WEC | | | 285 |
| | | 11/14/2012 | | 285 |
| | | Newspaper | | 285 |
| | | | Empire State Wklies | 285 |
| | | | 4 7/8" x5 or 6" B/W | 285 |
| 11/30/2012 | | | | 300 |
| | WEC | | | 300 |
| | | 11/26/2012 | | 300 |
| | | Newspaper | | 300 |
| | | | Golf Week | 300 |
| | | | 4" x 5" B/W | 300 |
| 12/1/2012 | | | | 925 |
| | WEC | | | 925 |
| | | 11/20/2012 | | 500 |
| | | Online | | 500 |
| | | | CC - CatholicCourier.com | 500 |
| | | | 728 x 90 | 500 |
| | | 11/16/2012 | | 300 |
| | | Theatre | | 300 |
| | | | Little Theatre | 300 |
| | | | Theatre | 300 |
| | | 11/9/2012 | | 125 |
| | | Online | | 125 |
| | | | GVP - GVParent.com | 125 |
| | | | 175x175 | 125 |
| 12/5/2012 | | | | 931 |
| | WEC | | | 931 |
| | | 11/15/2012 | | 931 |
| | | Newspaper | | 931 |
| | | | CC - Catholic Courier | 931 |
| | | | 4.7" x 4.9", CYMK | 931 |

H2O Hero Campaign - Advertising Space Donated by the Ad Council of Rochester:

| | | | | | |
|---|---|---|---|---|---|
| 12/15/2012 | | | | | 196 |
| | WEC | | | | 196 |
| | | 11/30/2012 | | | 196 |
| | | | Newspaper | | 196 |
| | | | | CC - El Mensajero (Catholic Courier) | 196 |
| | | | | 4.7" x 4.9" CMYK | 196 |
| 12/26/2012 | | | | | 1274 |
| | WEC | | | | 1274 |
| | | 12/19/2012 | | | 1274 |
| | | | Newspaper | | 1274 |
| | | | | City Newspaper | 1274 |
| | | | | 4.85" x 4.3", 4c / BW | 1274 |
| **Grand Total** | | | | | **92161.36** |

Water Education Collaborative

# 2012 Community Survey

Prepared October 2012

SIGMA

Do More With Your Data.

# Contents

## Overview

- Background
- Methodology
- Executive Summary
- Results
  - Demographics
  - Beliefs About Water Quality and Pollution
  - Awareness of the H2O Hero Campaign

# Background

- The Ad Council partnership and the Water Education Collaborative have:
  - Conducted a survey of the Greater Rochester community about water quality and behaviors that contribute to water pollution
  - Assessed awareness of the H2O Hero character and campaigns

Water Education Collaborative

# Methodology

The Water Education Collaborative and the Ad Council partnership:

- Reviewed a water quality community survey conducted in 2009
- Developed a new water quality survey
- Designed a survey sample plan that included Monroe County residents as well as residents in the surrounding counties of Ontario, Livingston, Genesee, Allegany and Wyoming
- Selected a sample to include 70% homeowners and 30% renters
- Focused the survey primarily on residents between the ages of 35 and 69
- The survey was conducted by phone during the month of June 2012. Results were compiled and analyzed in two ways:
  - All survey respondents
  - Monroe County survey respondents compared to respondents from surrounding counties
- Efforts were made to compare results from the 2009 survey (as well as earlier surveys conducted in 2006, 2000 and 1983)

# Executive Summary

**Behavior Changes Over Time**

- 53% of responders use the hazardous waste disposal facility, up from 36% in 2009.
- As in 2009, more than 50% of those who do small motor maintenance at home return the used oil to a gas station or repair shop for disposal.
- 83% of the responders from Surrounding Counties with lawns do not apply fertilizer or pesticides to their lawn. That is true for 53% of Monroe County responders.

**Attitude Changes Over Time**

- Belief that industrial pollution is a primary contributor to water pollution levels has continued to decrease, with just 32% now citing it as the primary cause. But it is still most often cited as the primary cause of water pollution.
- Respondents site residential pollution as a primary cause almost 3X more often than earlier surveys.
- The majority of survey responders report seeing no significant improvement in the water quality of either Lake Ontario or the Genesee River.
- 49% of Monroe County and 44% of Surrounding Counties responders approved of an annual $5 water quality fee. 52% of both County responders combined approved of the fee in 2009.

# Executive Summary

### Awareness of Advertising and H2O Hero

- Approximately 40% of responders were aware of recent water quality advertising; a total of 81 responders (21%) were aware of the H2O Hero, up from 68 responders (17%) in 2009.
- Television ads had the highest recall.
- The H2O Hero was mostly viewed as "portraying the goal of improved water quality."

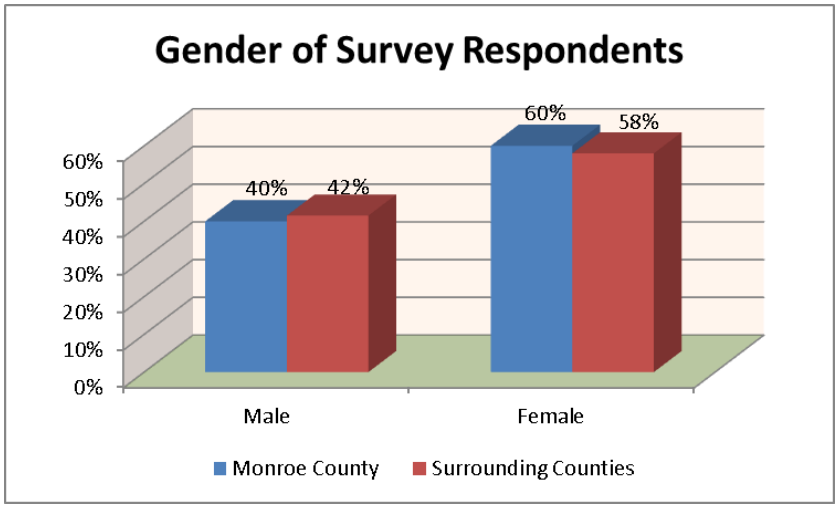
### Effect of Water Quality

- One-third of the responders reported that they have been personally affected by water pollution in the past 12 months: beach closings, odor, and algae were the most cited effects.

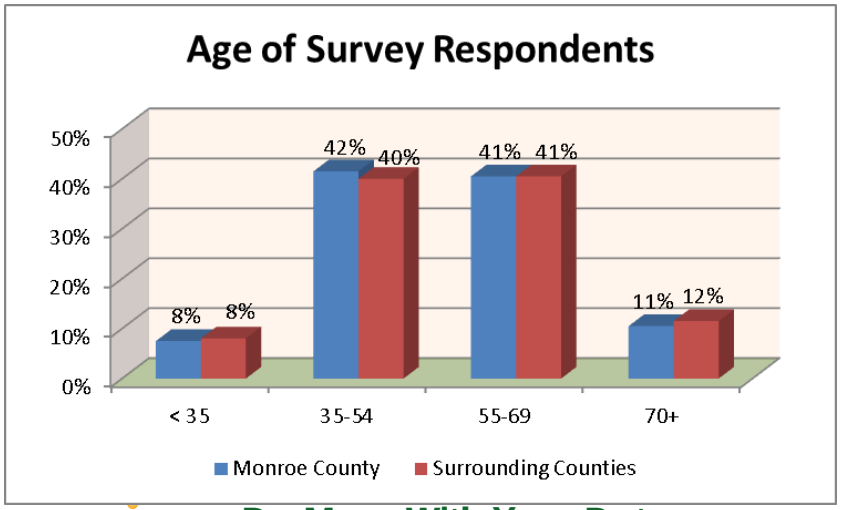
### Understanding of Storm Water Runnoff

- Beliefs about where the water from storm water drains goes remained unchanged from the 2009 survey. The biggest change was for responders who believe the water from storm drain goes to an unspecified "some other place."

# Results - Demographics




Combined, 59% of the survey responders were female. Females were 58% of the responders in 2009 and 56% in 2006.



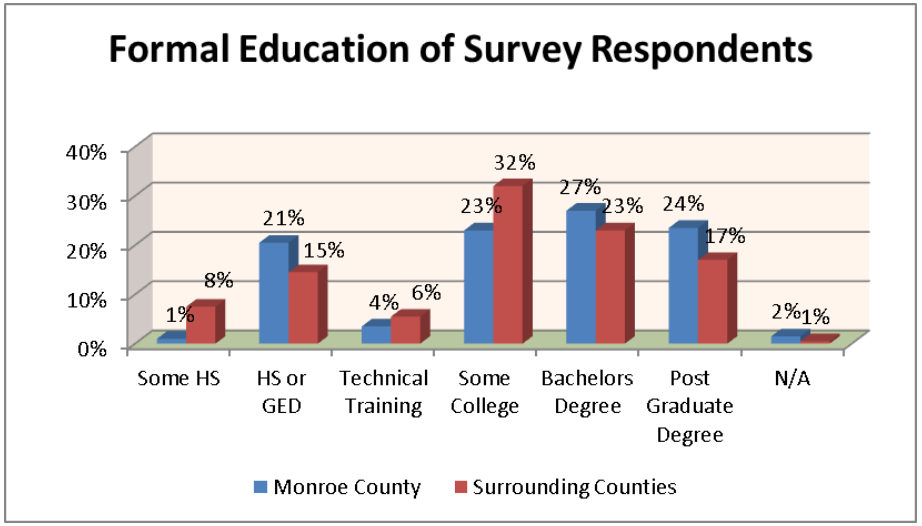

11% of responders are 70 or older, down from 16% of the 2009 survey. Age 35 – 69 represented more than 80% of all responders.

SIGMA

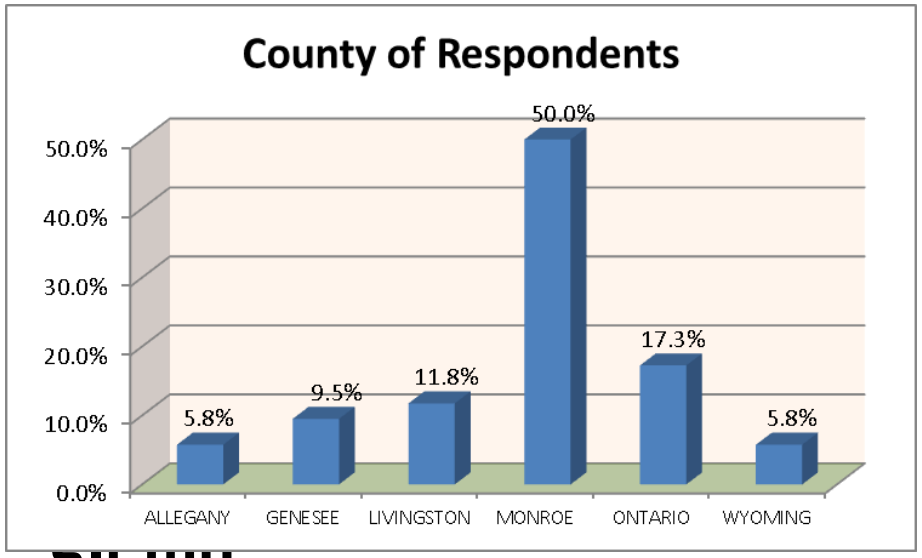
Do More With Your Data.

Water Education Collaborative

# Results - Demographics




51% of Monroe and 40% of Surrounding Counties responders have completed college or graduate school, a 4% increase compared to 42% in 2009.




Monroe County residents represent 50% of the responders and 70% of the total population of the Greater Rochester Region, the exact same proportion in 2009.

| County | Pop% | Survey% |
|---|---|---|
| Allegany | 4.6% | 5.8% |
| Genesee | 5.6% | 9.5% |
| Livingston | 6.1% | 11.8% |
| Monroe | 69.6% | 50.0% |
| Ontario | 10.1% | 17.3% |
| Wyoming | 3.9% | 5.8% |

** Population information obtained from 2010 Census Results*

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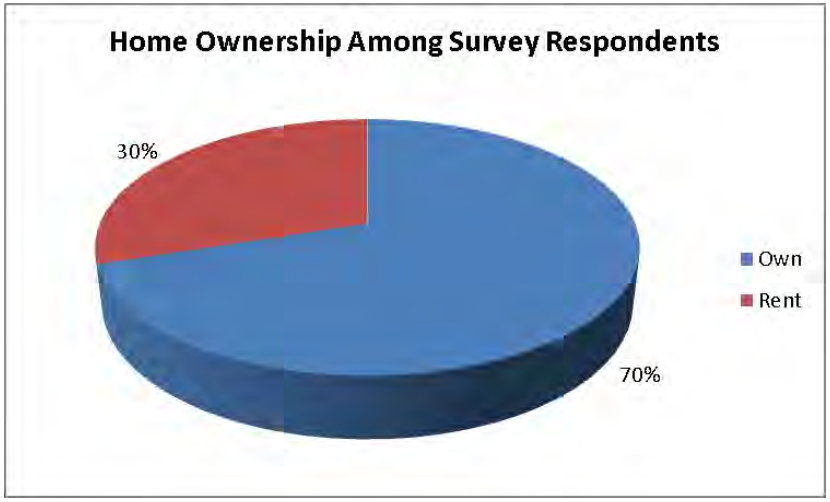
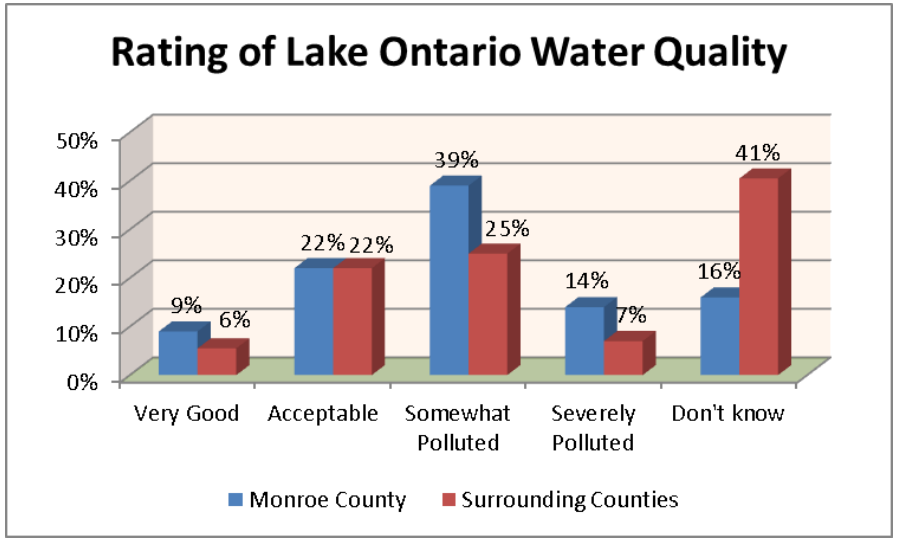
# Results - Demographics




Home Ownership rates are comparable across all respondents and mirror 2009 rates.

# Lake Ontario Water Quality




While 53% of Monroe County responders view Lake Ontario as "somewhat" to "severely" polluted, 31% view the Lake's water quality as "very good" or "acceptable." Like the previous survey, a high percentage of responders from surrounding counties had no opinion on the Lake's water quality. Among those who did, most saw it as "acceptable" or "somewhat polluted".

| Rating Lake Ontario Water Quality | | | | | | |
|---|---|---|---|---|---|---|
| | 1983 | 2000 | 2006 | 2009 | 2012 | Index |
| Very Good | 6% | 5% | 7% | 5% | 7% | 140 |
| Acceptable | 35% | 28% | 25% | 25% | 22% | 88 |
| Somewhat Polluted | 35% | 46% | 40% | 33% | 32% | 97 |
| Severely Polluted | 5% | 8% | 10% | 9% | 11% | 122 |
| Don't know | 19% | 13% | 18% | 28% | 28% | 100 |

Note: 2012 index values are calculated against 2009 results.

Overall, the percentage of responders who couldn't rate Lake Ontario water quality was as high as in previous surveys. But of those able to rate the water quality of the lake, "very good" and "severely polluted" percentages are both increasing.

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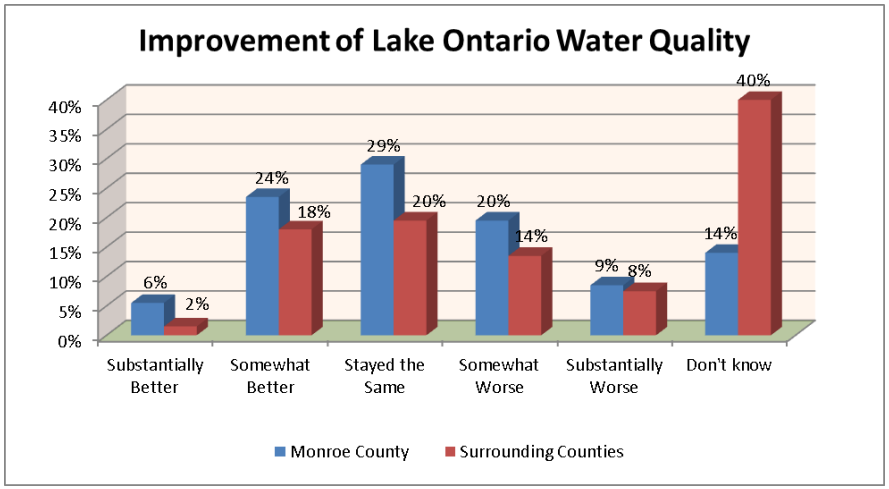
# Lake Ontario Water Quality Improvement




53% of Monroe County responders and 38% of responders from Surrounding Counties believe the water quality of Lake Ontario has stayed the same or gotten somewhat better while they have resided in the region. 40% in the Surrounding Counties had no comment on the water quality improvement.

| Rating Lake Ontario Water Quality Improvement | | | | | | |
|---|---|---|---|---|---|---|
| | 1983 | 2000 | 2006 | 2009 | 2012 | Index |
| Substantially Better | 17% | 9% | 7% | 3% | 4% | 133 |
| Somewhat Better | 41% | 31% | 20% | 25% | 21% | 84 |
| Stayed the Same | 13% | 26% | 27% | 24% | 24% | 100 |
| Somewhat Worse | 8% | 22% | 23% | 18% | 17% | 94 |
| Substantially Worse | N/A | N/A | 6% | 6% | 8% | 133 |
| Don't know | 21% | 13% | 17% | 25% | 27% | 108 |

Note: 2012 index values are calculated against 2009 results.

21% of responders believe that the water quality got somewhat better, down from 25% in 2009. All other categories stay comparable with the previous results.

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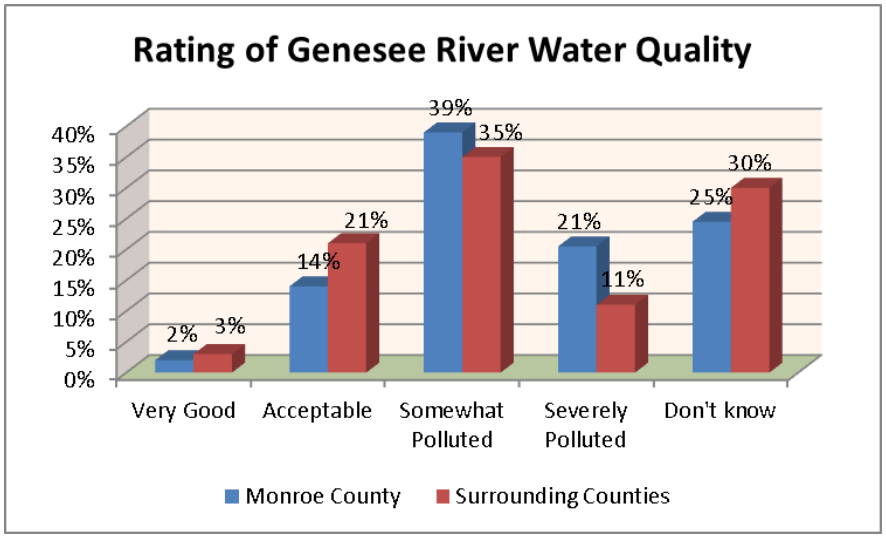
# Genesee River Water Quality




60% of Monroe County responders view Genesee River water quality as "somewhat" or "severely" polluted. 46% of responders from the Surrounding Counties share the same view.

| Rating Genesee River Water Quality | | | | | | |
|---|---|---|---|---|---|---|
| | 1983 | 2000 | 2006 | 2009 | 2012 | Index |
| Very Good | 2% | 1% | 3% | 4% | 3% | 75 |
| Acceptable | 16% | 13% | 23% | 17% | 18% | 106 |
| Somewhat Polluted | 35% | 45% | 41% | 41% | 37% | 90 |
| Severely Polluted | 26% | 24% | 16% | 15% | 16% | 106 |
| Don't know | 20% | 18% | 18% | 23% | 27% | 117 |

Note: 2012 index values are calculated against 2009 results.

Compared to the 2009 survey results, fewer responders believe the water is "somewhat polluted" and more responders had no opinion on Genesee River's water quality.

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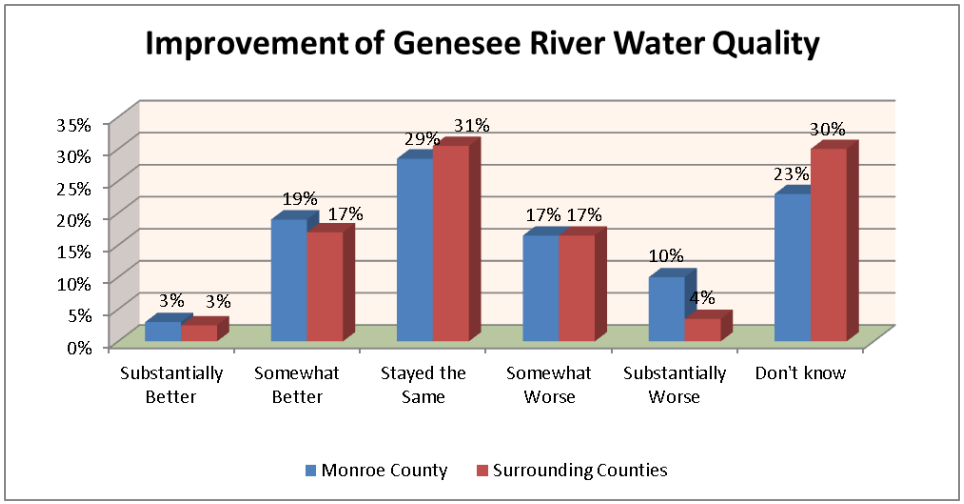
# Genesee River Water Quality Improvement




The percentage of Monroe County responders who believe there has been no change to Genesee River's water quality decreased, compared to 35% in 2009. More responders in both Monroe and Surrounding Counties have no comment on the water quality improvement.

| Rating Genesee River Water Quality Improvement | | | | | | |
|---|---|---|---|---|---|---|
| | 1983 | 2000 | 2006 | 2009 | 2012 | Index |
| Substantially Better | 3% | 2% | 2% | 3% | 3% | 100 |
| Somewhat Better | 17% | 20% | 20% | 20% | 18% | 90 |
| Stayed the Same | 41% | 39% | 35% | 34% | 30% | 88 |
| Somewhat Worse | 14% | 17% | 20% | 19% | 17% | 89 |
| Substantially Worse | N/A | N/A | 6% | 5% | 7% | 140 |
| Don't know | 25% | 21% | 17% | 21% | 27% | 129 |

Note: 2012 index values are calculated against 2009 results.

Overall, fewer and fewer responders each year think the water quality of Genesee River stays the same since 1983. But instead of rating better or worse, more are in the no answer/ don't know category.

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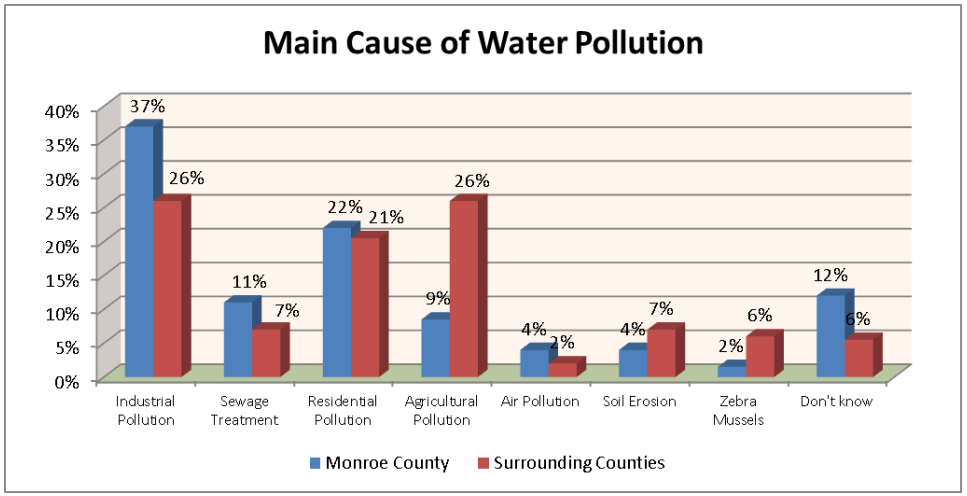
# Water Pollution Sources




| Primary Cause of Water Pollution | | | | | |
|---|---|---|---|---|---|
| | 2000 | 2006 | 2009 | 2012 | Index |
| Industrial Pollution | 51% | 50% | 35% | 32% | 91 |
| Sewage Treatment | 12% | 7% | 6% | 9% | 150 |
| Residential Pollution | 8% | 18% | 24% | 21% | 88 |
| Agricultural Pollution | 3% | 18% | 16% | 17% | 106 |
| Air Pollution | 2% | N/A | 3% | 3% | 100 |
| Soil Erosion | 4% | N/A | 5% | 6% | 120 |
| Zebra Mussels | 5% | N/A | 5% | 4% | 80 |
| Don't know | 6% | 7% | 8% | 9% | 113 |

Note: 2012 index values are calculated against 2009 results.

Monroe County responders are more likely to see industrial pollution as the primary cause of water pollution than those residing in the Surrounding Counties, where industrial, residential and agricultural are all viewed as major contributors.

Belief that industrial pollution is a primary contributor to water pollution levels has continued to decrease, with just 32% now citing it as the primary cause. But it is still most often cited as the primary cause of water pollution. Respondents site residential pollution as a primary cause almost 3X more often than early surveys. Noticeably, the percentage of responders who consider sewage treatment the primary reason for water pollution increased substantially.

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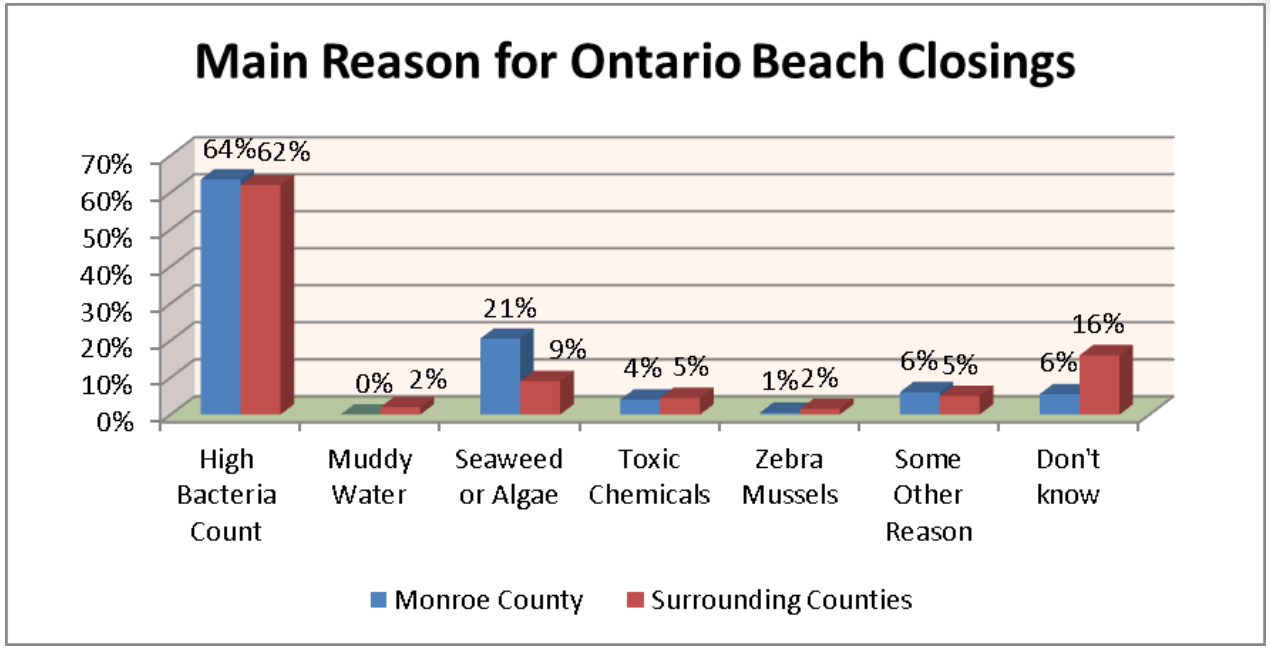
# Ontario Beach Closings




High bacteria count is recognized as the primary reason for Ontario Beach closings, and seaweed or algae the second major contributor. For the most part the same ranking was observed in 2009.

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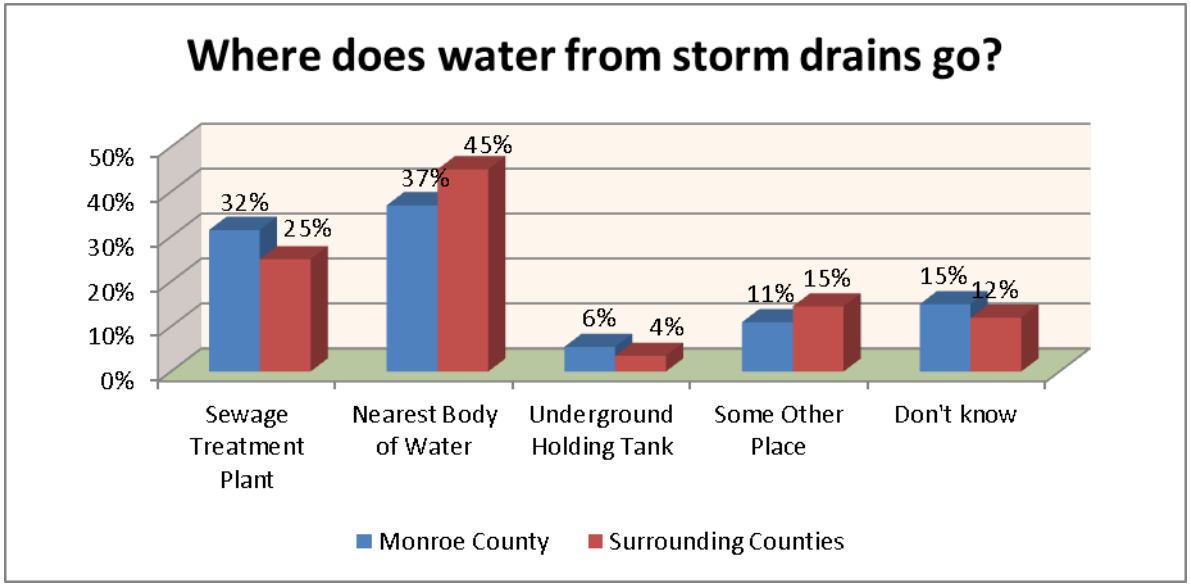
# Where Storm Drain Water Goes




Beliefs about where the water from storm water drains goes remained unchanged from the 2009 survey. The biggest change was for responders who believe the water from storm drain goes to an unspecified "some other place."

| Where does water from storm drain go? | | | | |
|---|---|---|---|---|
| | 2006 | 2009 | 2012 | Index |
| Sewage Treatment Plant | 33% | 28% | 28% | 100 |
| Nearest Body of Water | 39% | 40% | 41% | 103 |
| Underground Holding Tank | 5% | 5% | 5% | 100 |
| Some Other Place | 12% | 9% | 13% | 144 |
| Don't know | 11% | 18% | 14% | 78 |

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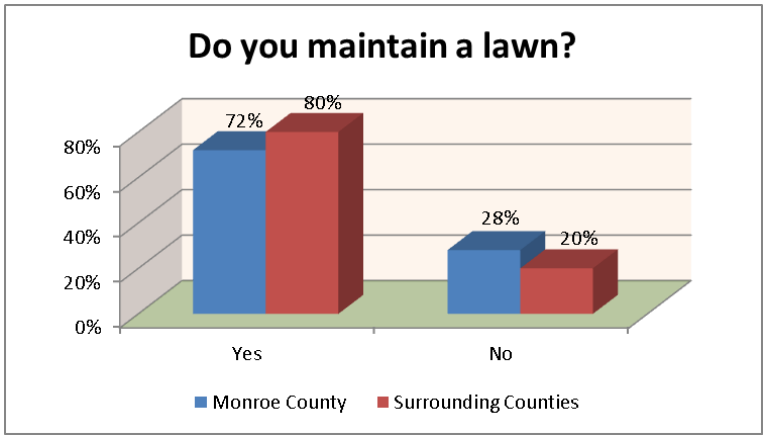
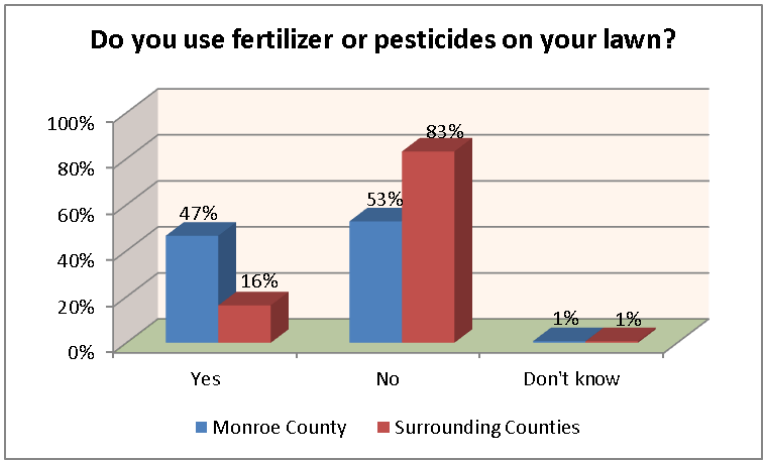
# Lawn Fertilizers and Pesticides




304 responders maintain a lawn – about 3% less than the number of responders who maintained a lawn in the 2009 survey.

As was the case in 2009, Monroe County responders are much more likely to use fertilizer and lawn pesticides than responders from the Surrounding Counties. A total of 93 responders use lawn fertilizer and pesticides.

| Use fertilizer | Monroe County | | Surrounding Counties | |
|---|---|---|---|---|
| Year | 2009 | 2012 | 2009 | 2012 |
| Yes | 44% | 47% | 17% | 16% |
| No | 55% | 53% | 83% | 83% |
| Don't know | 1% | 1% | 1% | 1% |

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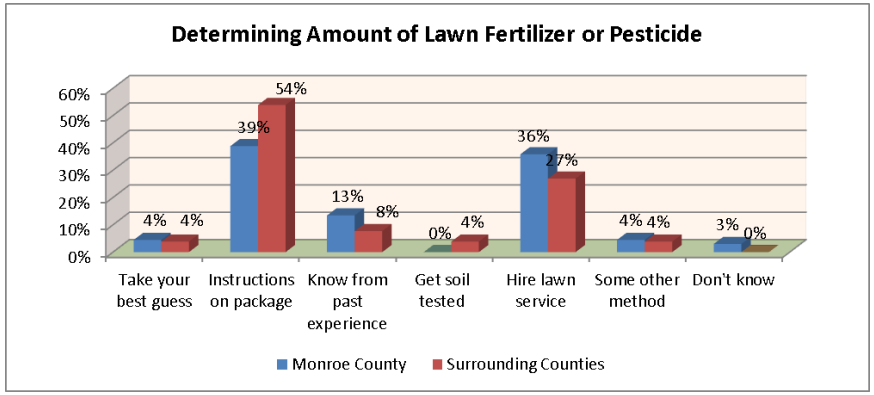
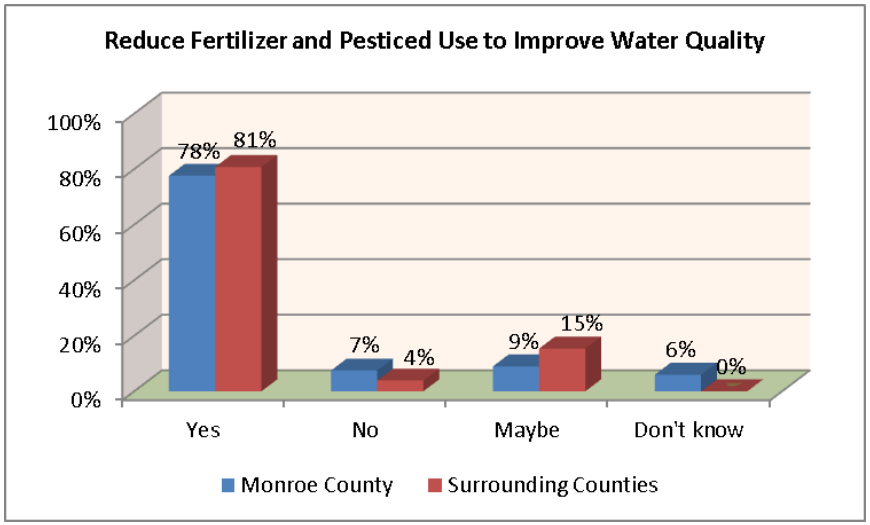
# Lawn Fertilizers and Pesticides




As in 2009 (comparison on the next page), most responders who use lawn products rely on the package instructions regarding application. But the percentage of responders in this category in Monroe County decreased by 16%, compared to 2009 survey. An 10% increase in Hire Lawn Service might provide some explanation.




Those responders who are treating their lawns overwhelmingly agree that they would reduce the use of lawn products to improve water quality.

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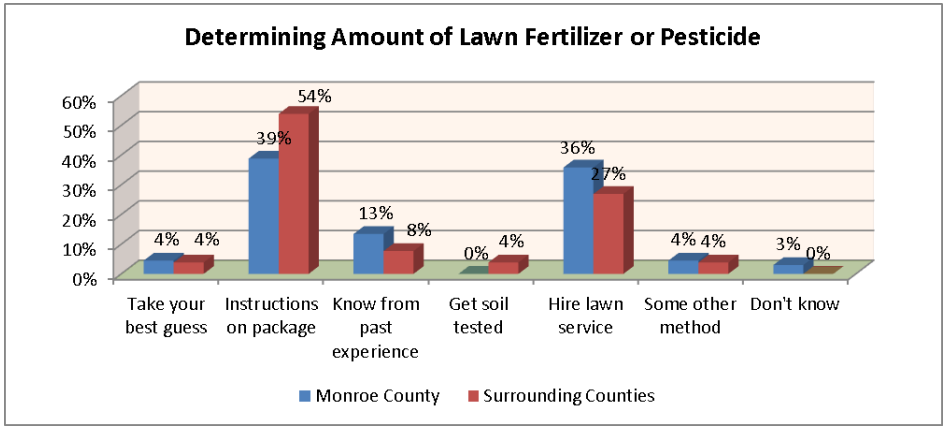
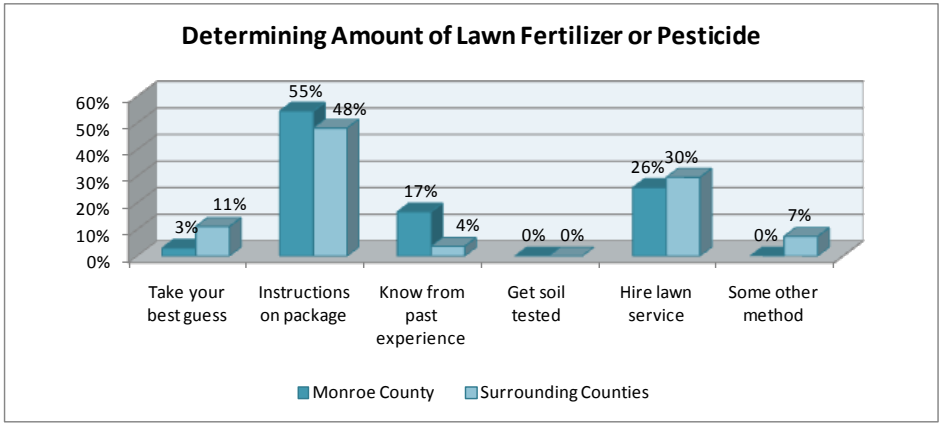
# Decision on Amount of Fertilizer or Pesticide 2009 vs. 2012

## 2012 Survey Results

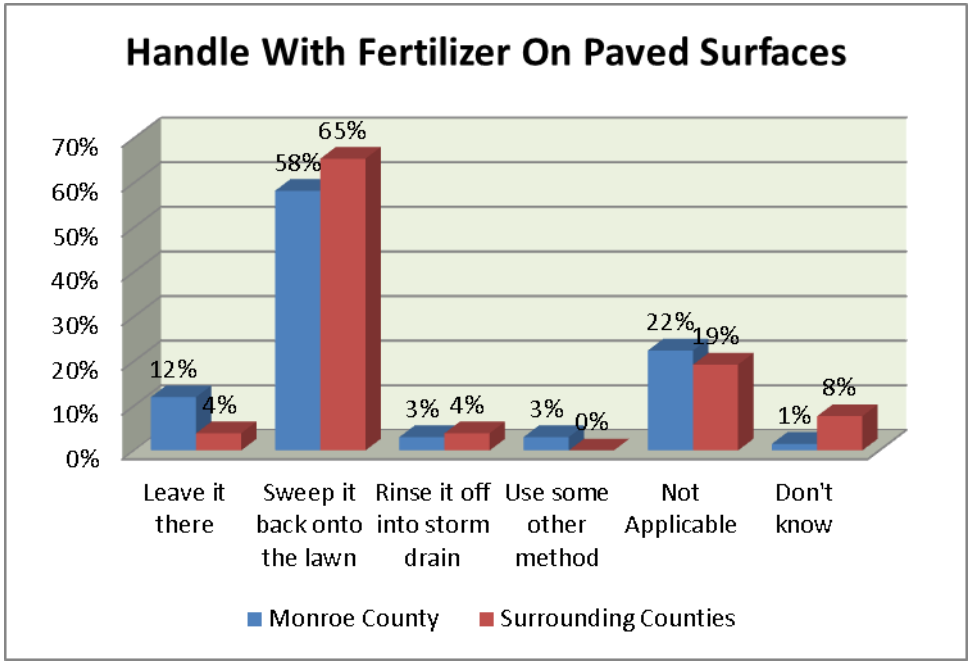



## 2009 Survey Results




As mentioned in the previous slide, fewer percentage of responders in 2012 who use lawn products rely on the package instructions regarding application than in 2009. Part of it could be that some people hire lawn service rather than treat their lawn themselves.

# Fertilizer on Paved Surfaces




Most responders would sweep the fertilizer that lands on paved surfaces back onto the lawn. Only 3% responders would rinse it off into storm drain.

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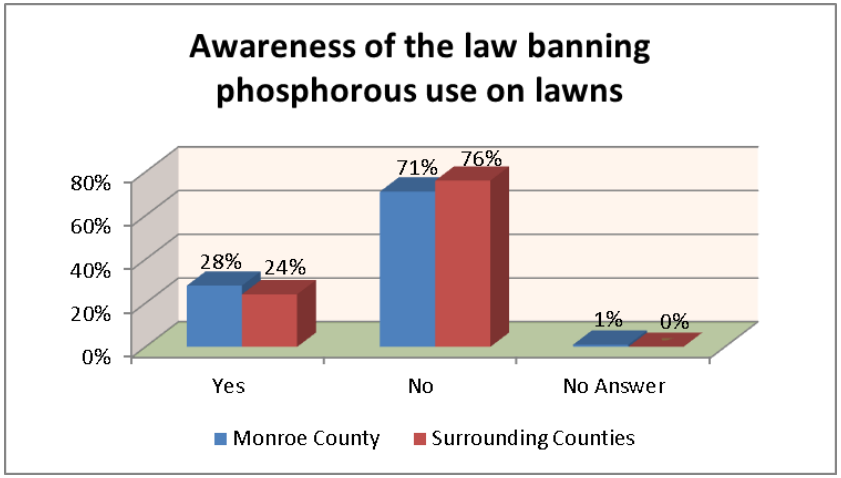
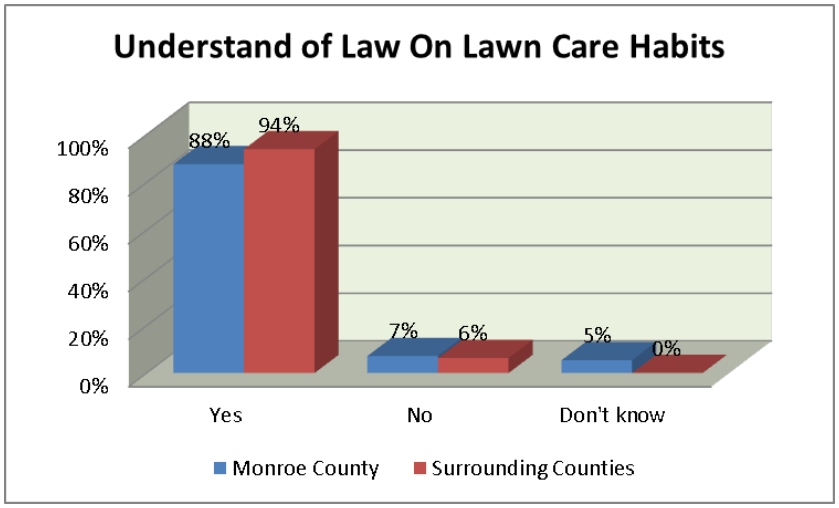
# Law Regarding Lawn Care




A majority of responders in both Monroe and Surrounding Counties are not aware of the law prohibiting phosphorous use on lawns.




Among the 104 responders that answered the question, 91% say that they have clear understanding of the meaning of the law.

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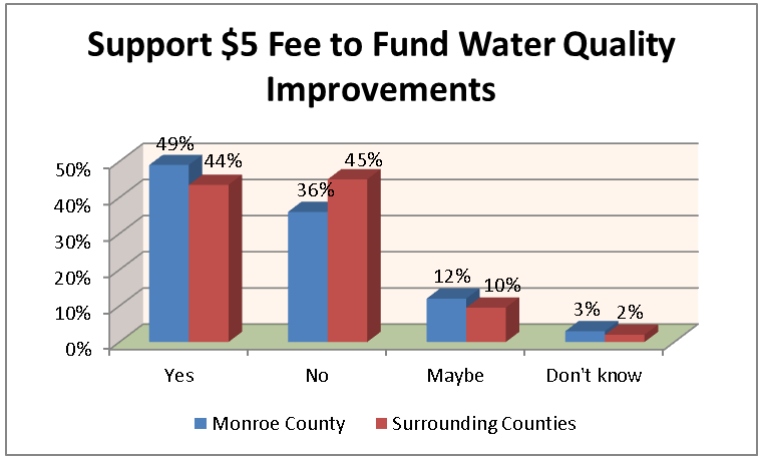
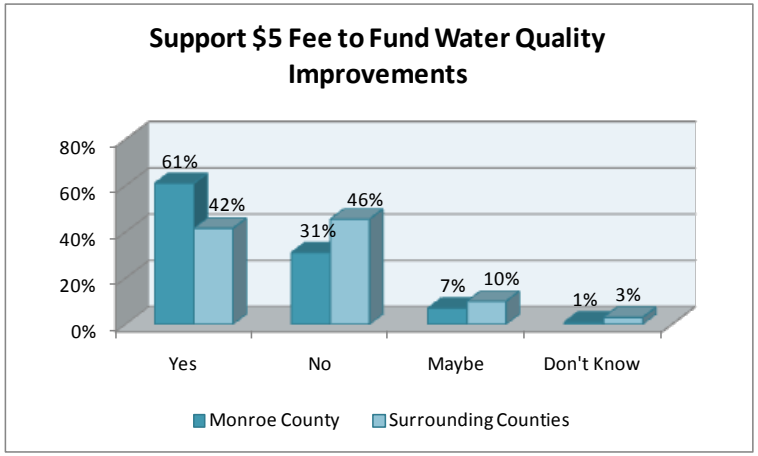
# Water Quality Support

## 2012 Survey Results

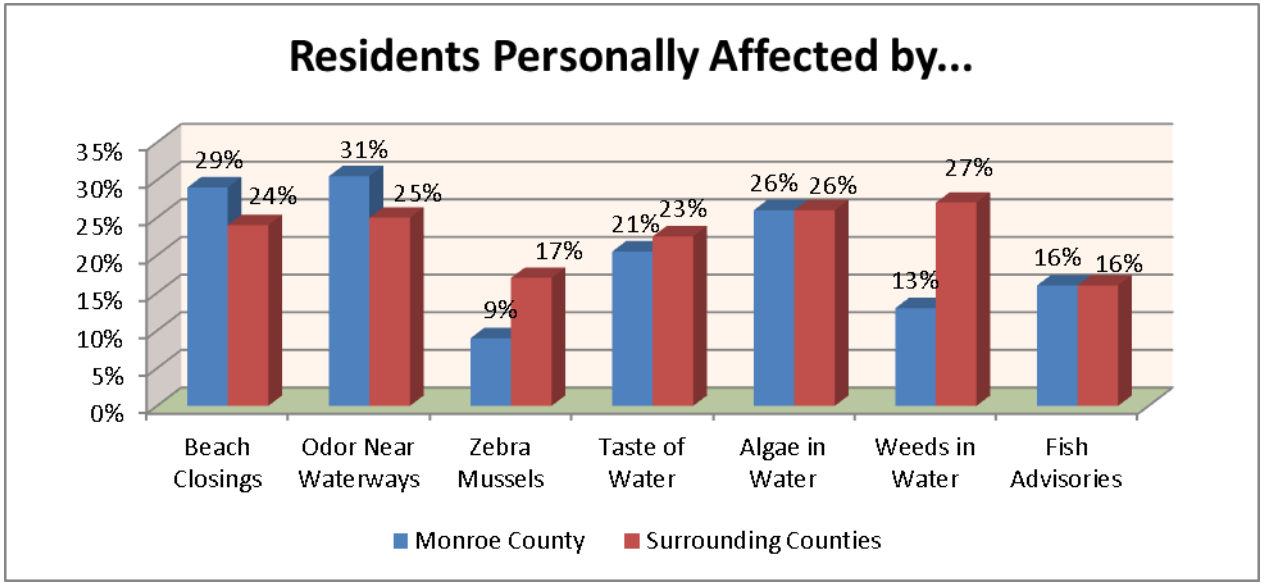



## 2009 Survey Results




Though Monroe County responders are more likely than those from Surrounding Counties to support the implementation of an annual water quality improvement fee of $5, the percentage decreased by 12% from 2009 while the "Maybe" category increased by 5%, an indication of hesitation to support the water quality financially.

# Personally Affected by Water Pollution




More than 50% of the responders were personally affected by water pollution. Odor, beach closings, and algae in water were the most often cited effects.

The percentage of responders who were affected by beach closing and algae increased the most.

| Residents Personally Affected by... | | | | |
|---|---|---|---|---|
| | 2006 | 2009 | 2012 | Index |
| Beach Closings | 22% | 21% | 27% | 129 |
| Odor Near Waterways | 25% | 29% | 28% | 97 |
| Zebra Mussels | 17% | 15% | 13% | 87 |
| Taste of Water | 25% | 23% | 22% | 96 |
| Algae in Water | 22% | 21% | 26% | 124 |
| Weeds in Water | 25% | 22% | 20% | 91 |
| Fish Advisories | 15% | 17% | 16% | 94 |

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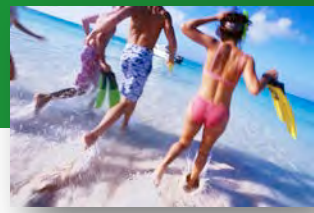
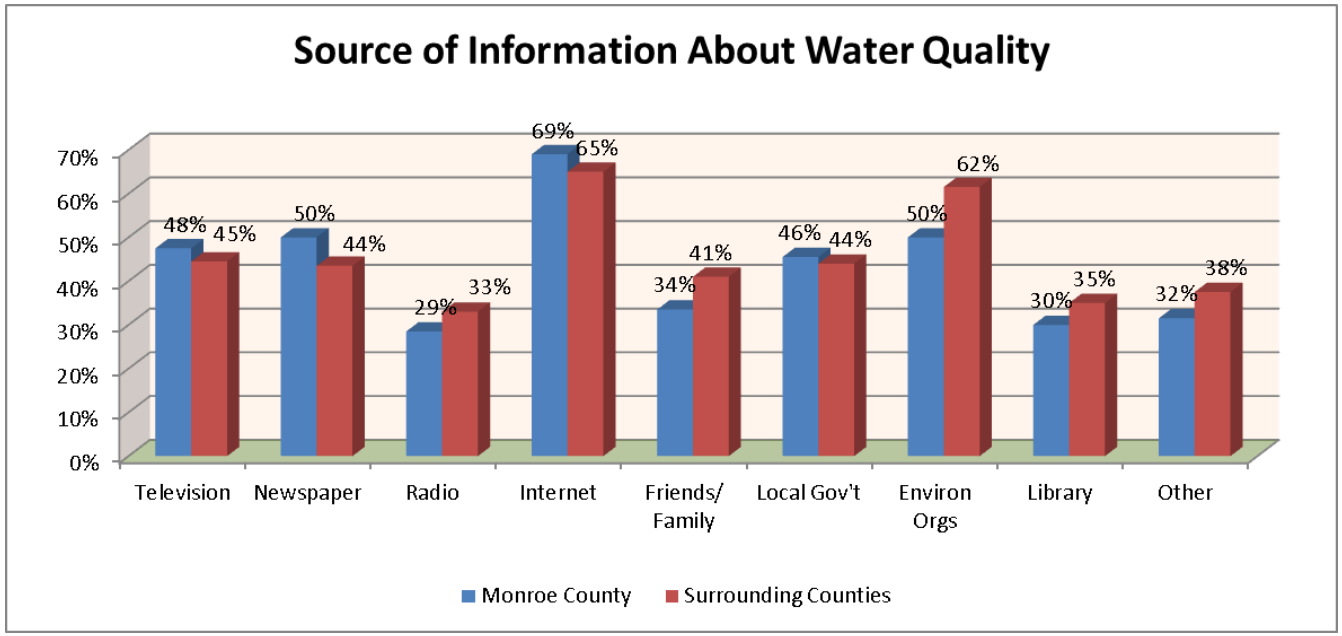
# Information Sources






Overall ranking is comparable with the 2009 survey result. But the percentage of responders who relied on Internet, Newspapers, Local Government and Environment Organizations as the source of information decreased noticeably in Monroe County.

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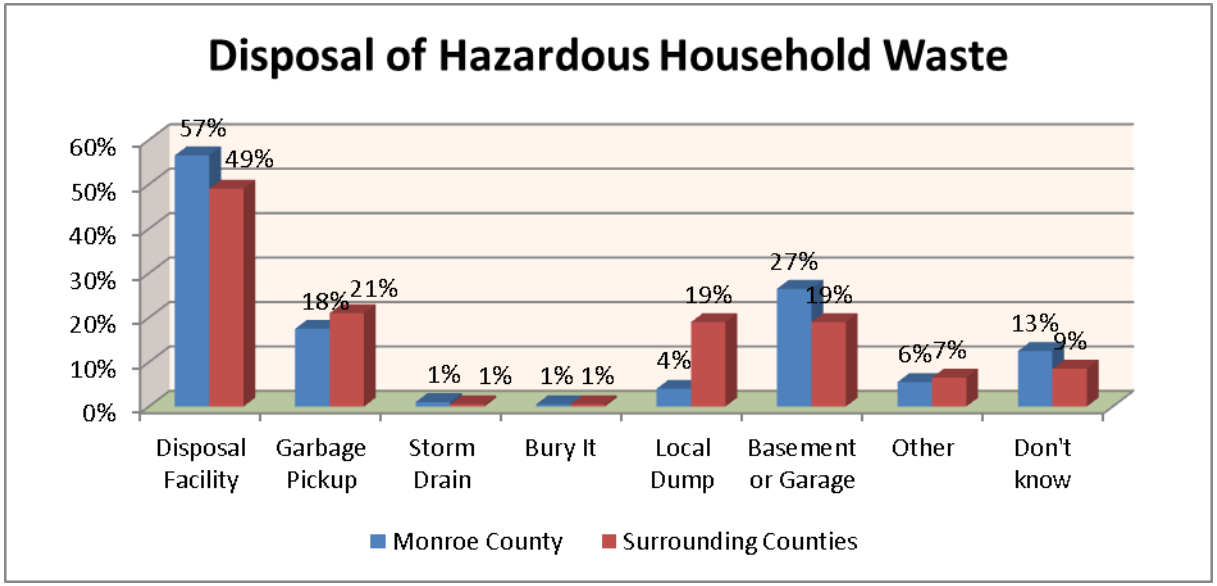
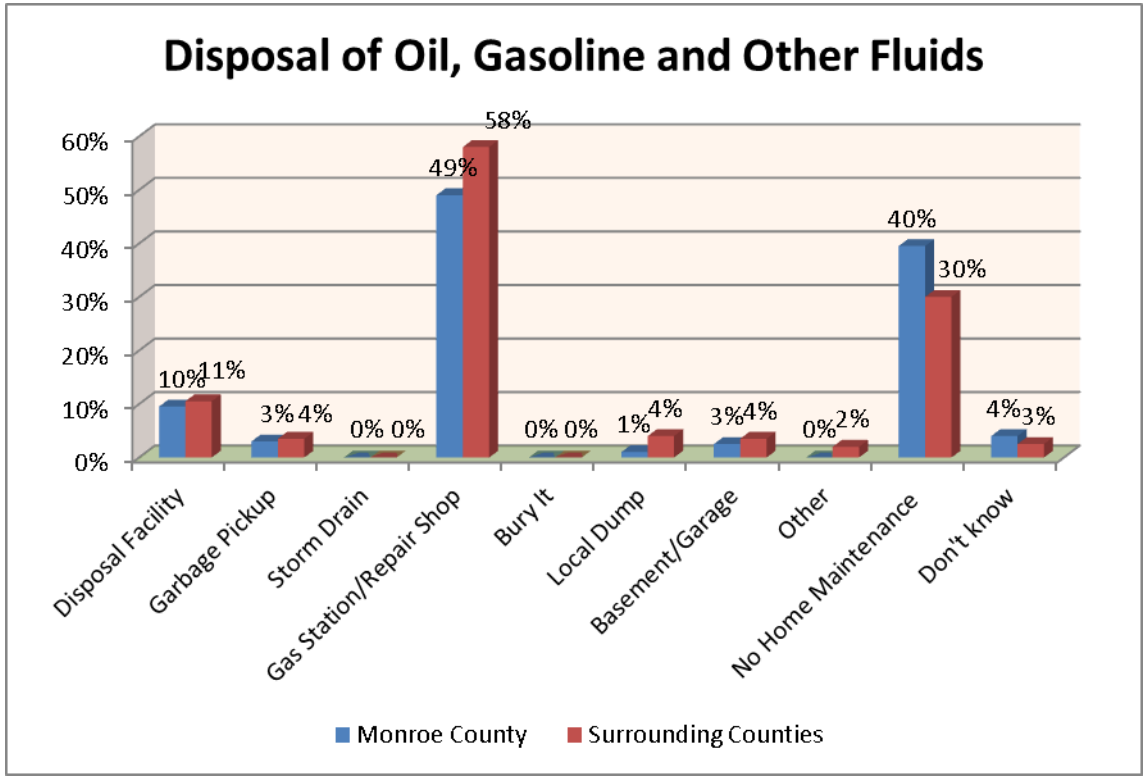
# Hazardous Material Disposal Habits




Compared to the survey in 2009, the percentage of responders who brought their hazardous waste to Disposal Facility increased significantly, while a decent portion of responders still use Garbage Pickup and Basement of Garage for getting rid of hazardous household waste.

| Disposal of Hazardous Household Waste | | | |
|---|---|---|---|
| | 2009 | 2012 | Index |
| Disposal Facility | 36% | 53% | 147 |
| Garbage Pickup | 21% | 19% | 90 |
| Storm Drain | 0% | 1% | N/A |
| Bury It | 0% | 1% | N/A |
| Local Dump | 9% | 12% | 133 |
| Basement or Garage | 19% | 23% | 121 |
| Other | 10% | 6% | 60 |
| Don't know | 7% | 11% | 157 |

# Disposal of Motor Oil




As in 2009, Gas Station/ Repair Shop is still the primary method that responders used to dispose of motor oil. But compared to 2009 survey, there are 5% less responders in Monroe County who went to Gas Station/ Repair Shop for motor oil disposal while 5% more responders who had no car maintenance at home.

# Measuring Community Knowledge About the Causes of Water Pollution

| | Monroe County | | | Surrounding Counties | | |
|---|---|---|---|---|---|---|
| | 2006 | 2009 | 2012 | 2006 | 2009 | 2012 |
| Improper application of lawn fertilizers and pesticides can have an impact on water quality | 95% | 93% | 93% | 94% | 97% | 95% |
| Pet waste left on the ground can contribute to elevated bacteria levels in our waterways (streams, lakes, ponds) | 72% | 75% | 76% | 69% | 70% | 74% |
| Car washing in driveways and roadways contributes to water pollution | 53% | 63% | 70% | 60% | 68% | 62% |
| Automotive oil dumped down storm drain is treated before it reaches lakes, rivers, and streams. | 31% | 26% | 22% | 22% | 22% | 11% |

Generally the impact of lawn fertilizer and pesticides and pet waste are understood by significant portions of respondents. Respondents in Monroe County are also gaining understanding of the impact of car washing and auto oil dumped down storm drain on water pollution.

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# Measuring Community Knowledge About the Watershed

**What is the best definition of a watershed?**

| Definition of Watershed | Monroe County | Surrounding Counties |
|---|---|---|
| Land surrounding a body of water that catches rain or snow | 55% | 55% |
| A barrier between water and land | 7% | 4% |
| A sewer, retention pond, or repository for excess rain | 5% | 7% |
| The divide separating one drainage basin from another | 8% | 6% |
| None of the above | 12% | 13% |
| Don't know | 15% | 17% |

More than half of the responders in both Monroe and Surrounding Counties have knowledge about watershed.

| Changes Over Time | 2006 | 2009 | 2012 |
|---|---|---|---|
| Land surrounding a body of water that catches rain or snow | 54% | 45% | 55% |
| A barrier between water and land | 8% | 7% | 6% |
| A sewer, retention pond, or repository for excess rain | 9% | 8% | 6% |
| The divide separating one drainage basin from another | 8% | 7% | 7% |
| None of the above | 2% | 14% | 13% |
| Don't know | 19% | 22% | 16% |

The percentage of responders who answered correctly increased by 10%, but it only goes back to the similar result in 2006.

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# Measuring Community Knowledge About the Water Runoff

**What is the best definition of a storm water runoff?**

| | Monroe County | Surrounding Counties |
|---|---|---|
| Rain/melted snow that flows over the ground to a waterway | 62% | 69% |
| Water that fills retention ponds | 8% | 6% |
| Puddles that form on the ground after it rains | 3% | 3% |
| Discharge from a wastewater treatment plant | 3% | 2% |
| None of the above | 16% | 13% |
| Don't know | 9% | 9% |

Responders had a better understanding of storm water runoff than watershed. Approximately two-thirds were able to identify the correct definition, similar to the results in 2009.

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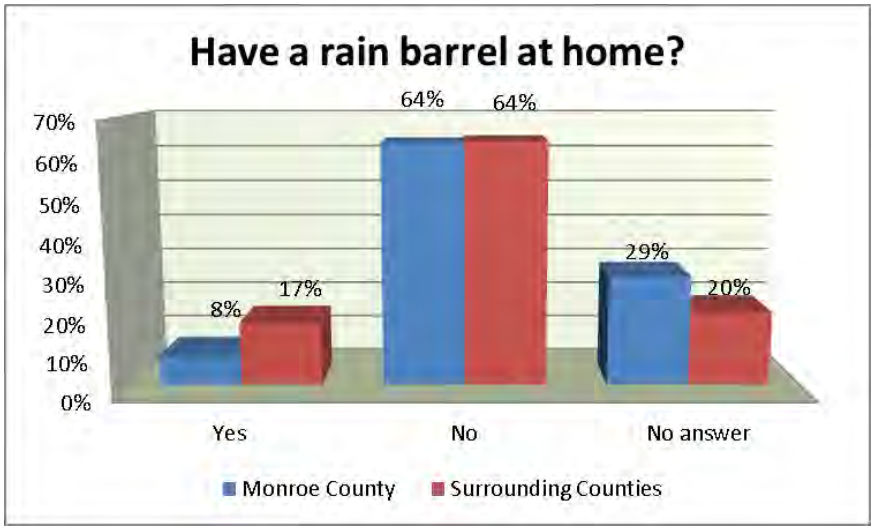
# Measuring Community Knowledge About Rain Barrel

**What is the best definition of a rain barrel?**

| | Monroe County | Surrounding Counties |
|---|---|---|
| A pipe that discharges rain water into a stream | 4% | 3% |
| A container that collects rain water runoff from rooftops | 71% | 81% |
| A concrete structure that receives rain water from a road | 5% | 5% |
| None of the above | 11% | 9% |
| Don't know | 10% | 4% |

More than 70% of responders were able to identify the right definition of rain barrel.




But when asked if they have a rain barrel at home, the majority of responders answered that they do not have one at home.

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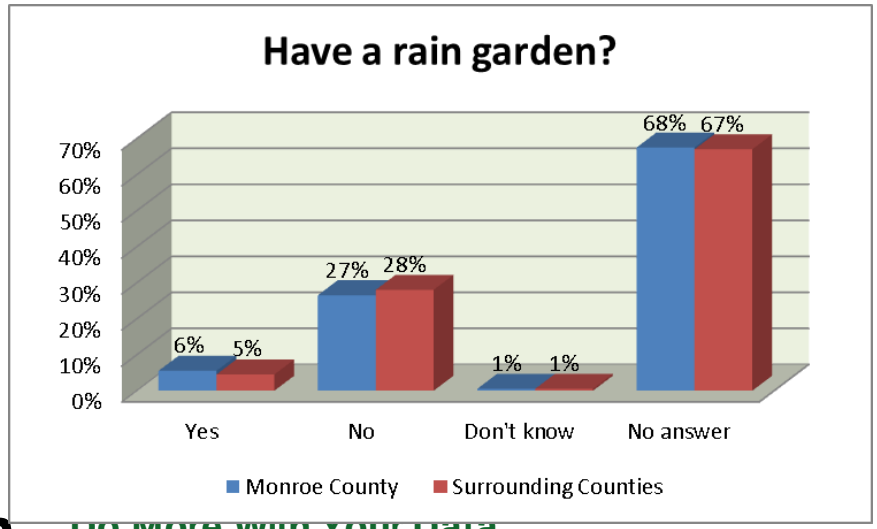
# Measuring Community Knowledge About the Rain Garden

**What is the best definition of a rain garden?**

| | Monroe County | Surrounding Counties |
|---|---|---|
| A type of pond or wetland | 8% | 8% |
| A type of roof, planted with vegetation, that reduces rain water runoff. | 12% | 13% |
| A shallow depression in the ground, planted with vegetation, that absorbs rain water runoff. | 33% | 33% |
| None of the above | 16% | 18% |
| Don't know | 32% | 30% |

Only one-third of the responders were able to identify what rain garden means. And another one-third had no answer or knowledge about it.




Of the responders who know the definition of rain garden, 15% had a rain garden at home (5% of all responders).

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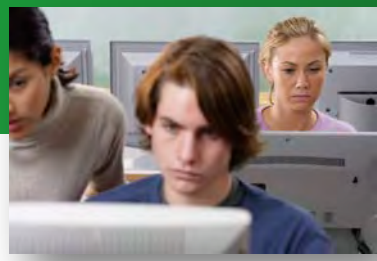
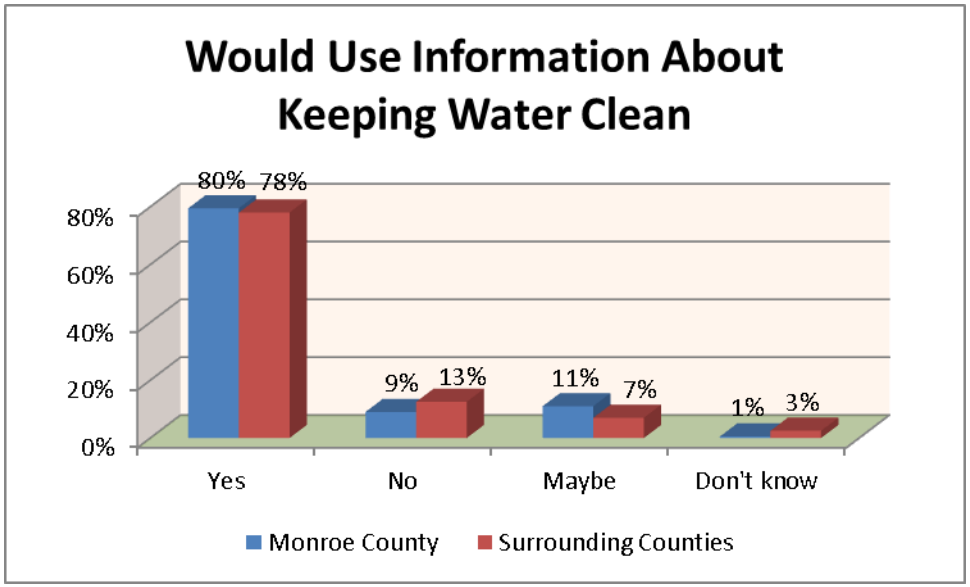
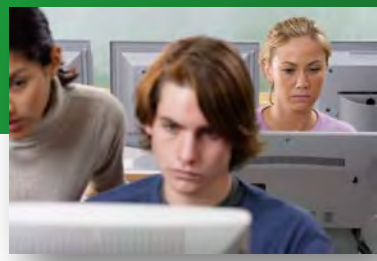
# Water Quality Information



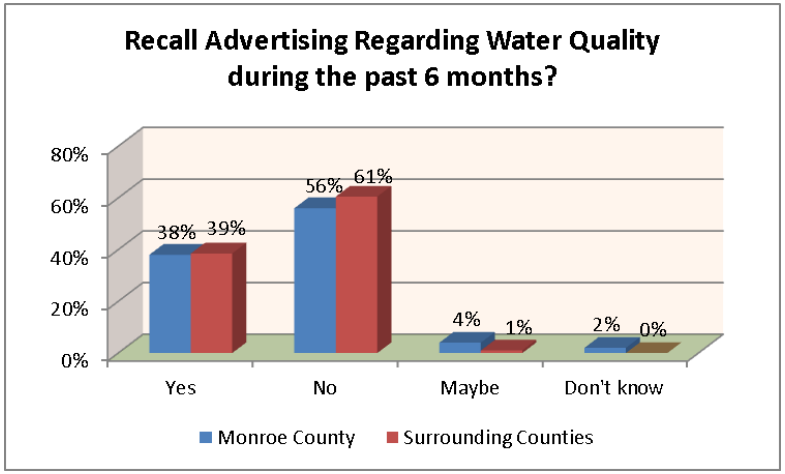



More than three-quarters of the responders said they would use more information about how to protect water quality, similar to the results in 2009.

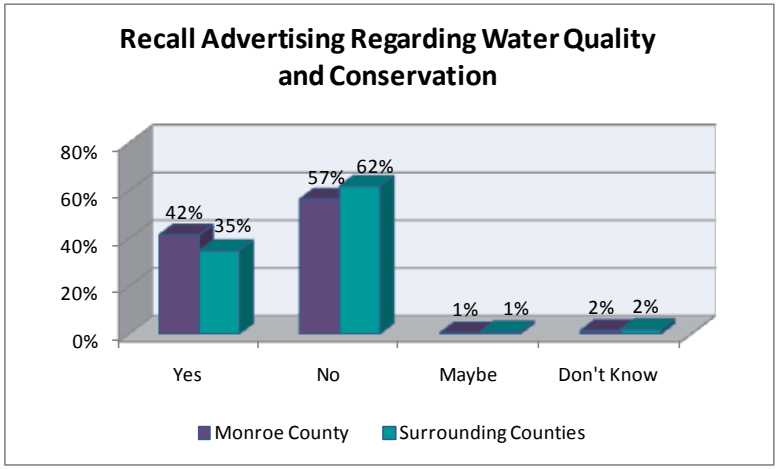
# Advertisement Awareness



## 2012 Survey Results




## 2009 Survey Results



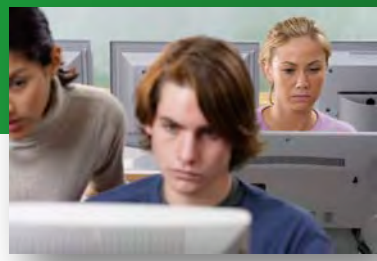

Approximately 40% (76 Monroe County/77 surrounding counties) of the survey responders remembered seeing or hearing advertising regarding water quality and conservation within the past 6 months. Similar results in aggregate were seen in 2009 despite some changes within both counties.

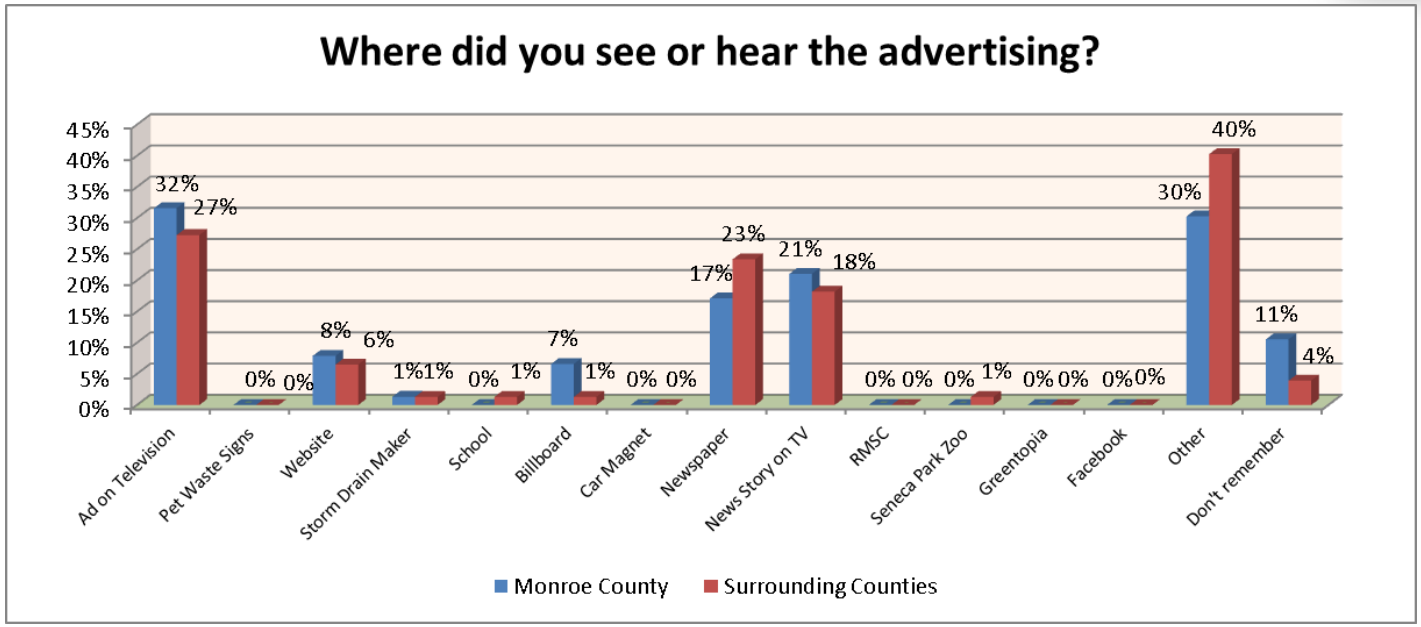
Water Education Collaborative

SIGMA

**Do More With Your Data.**

# Advertisement Awareness





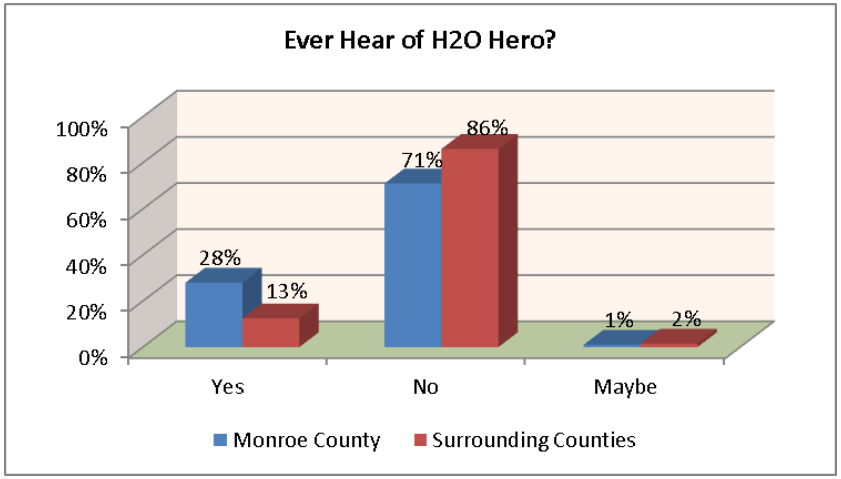

Television ads and "other" were the most likely places for responders to have seen or heard the advertising. Newspaper and television stories were also frequently remembered.

Water Education Collaborative

SIGMA

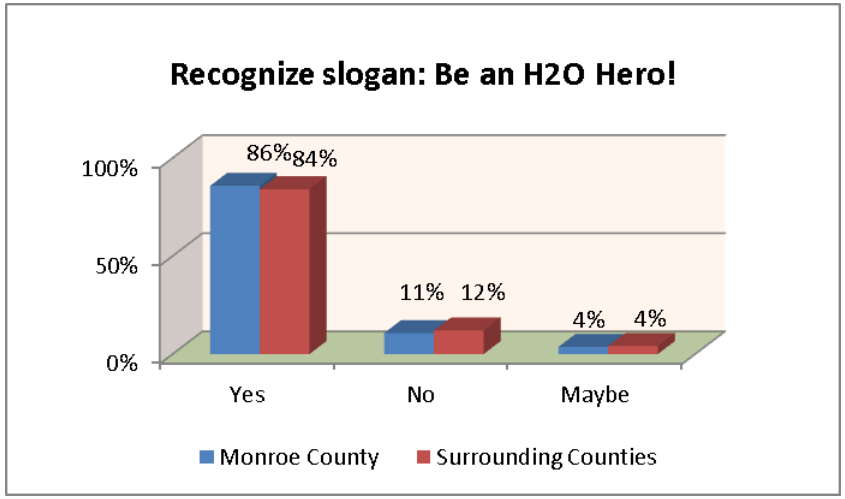
**Do More With Your Data.**

# Awareness of the H2O Hero Campaigns




| Ever hear of H2O Hero? | Monroe County | | Surrounding Counties | |
|---|---|---|---|---|
| | 2009 | 2012 | 2009 | 2012 |
| Yes | 21% | 28% | 13% | 13% |
| No | 76% | 71% | 83% | 86% |
| Maybe/Don't know | 4% | 1% | 5% | 2% |

20% of responders overall said they have heard of H2O hero, 3% increase from 2009. The higher awareness was primarily contributed by Monroe County.



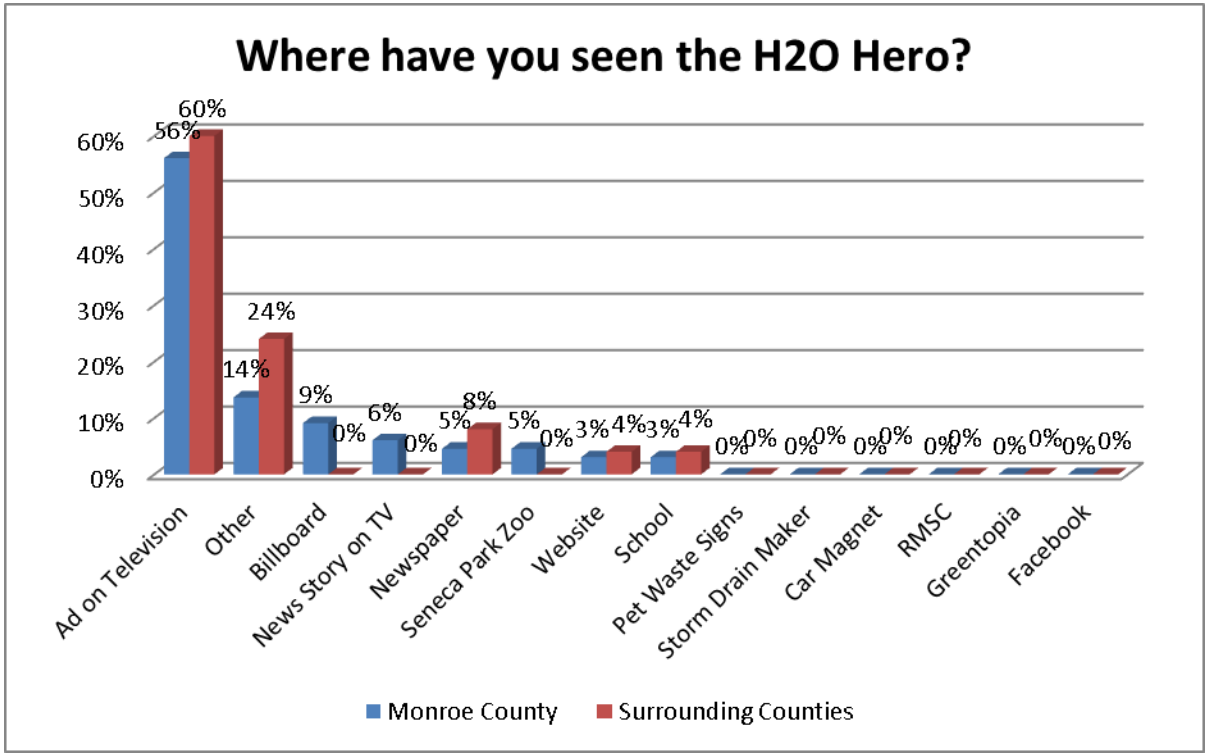

86% of Monroe County (48 responders) and 84% of Surrounding Counties (21 responders) of those who remembered the H2O Hero recognized the slogan "Be an H2O Hero!"

Water Education Collaborative

SIGMA

**Do More With Your Data.**

# Awareness of the H2O Hero Campaigns



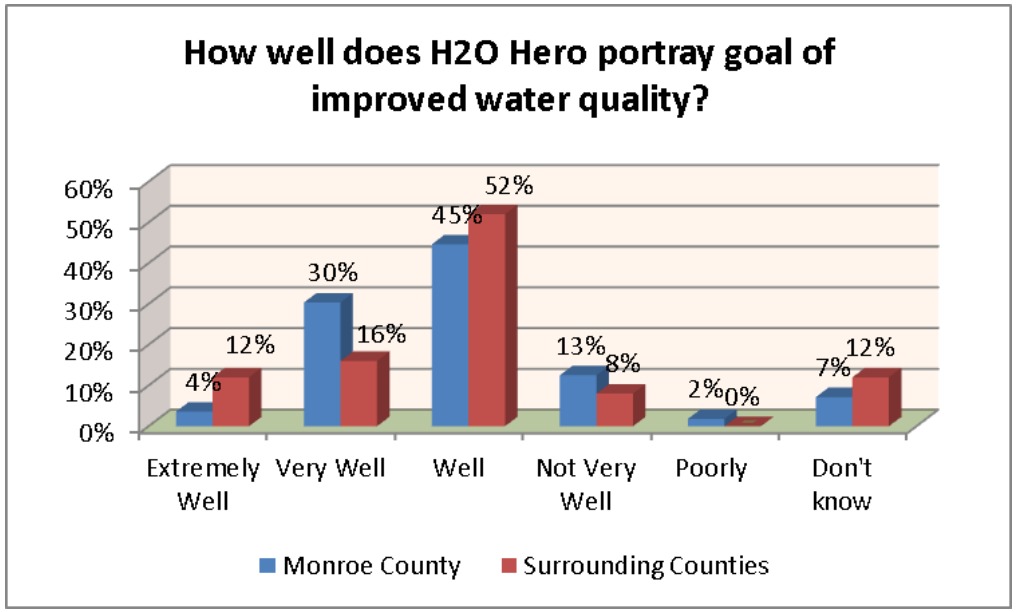

Television ads had the highest level of recall. Recall patterns varied depending on whether the responder resided within Monroe County or in one of the surrounding counties.

Water Education Collaborative

SIGMA

**Do More With Your Data.**

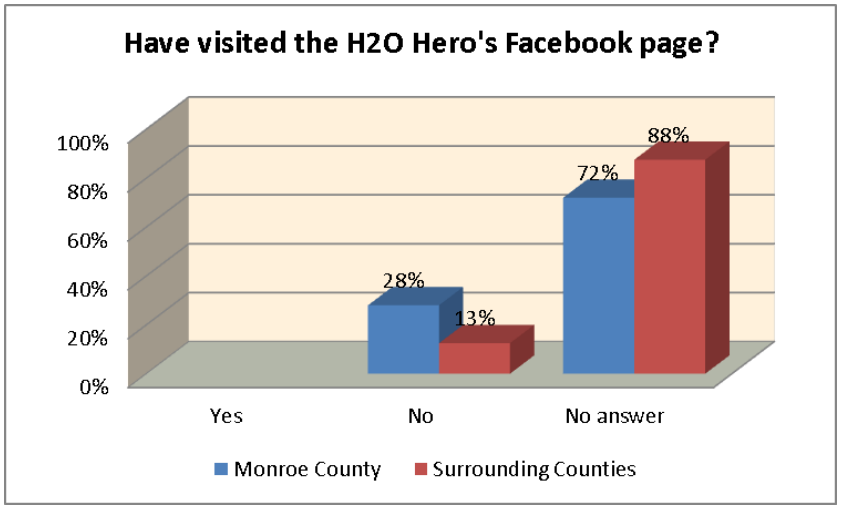
# Awareness of the H2O Hero Campaigns



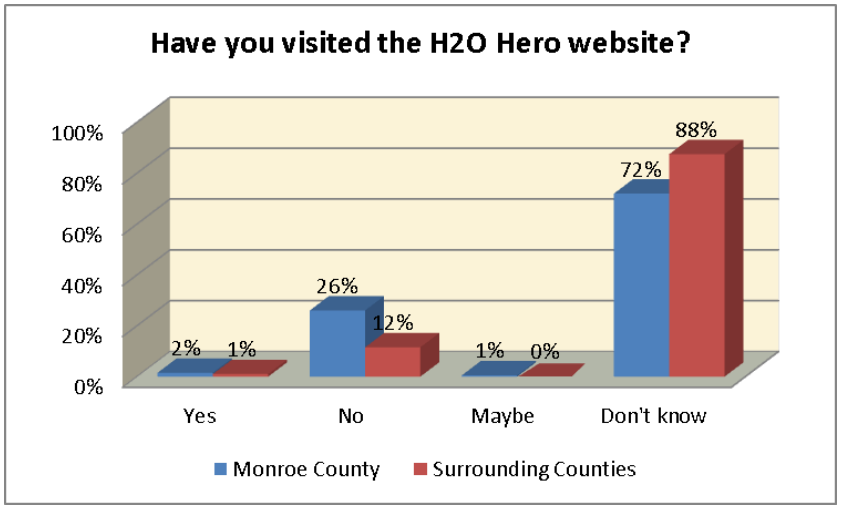

The H2O Hero was mostly viewed as portraying the goal of improved water quality "well", "very well" or "not very well."

Water Education Collaborative

# Awareness of the H2O Hero Campaigns



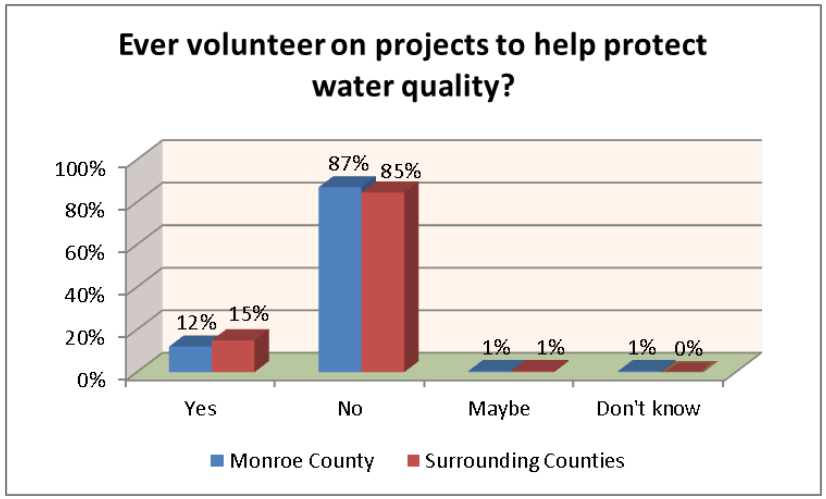

Unfortunately, no responder in the survey has visited H2O Hero's Facebook page.



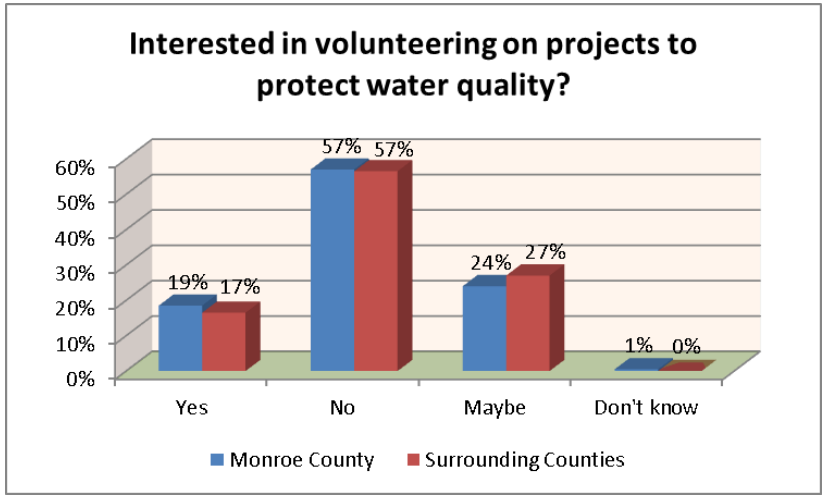

Visitation to the website was low with 3 Monroe County responder and 2 Surrounding Counties responders having visited the site.

Water Education Collaborative

# Volunteering for Water Quality Projects




Less than 15% of responders have ever volunteered on projects to help protect water quality.




Approximately 20% of responders said they are interested in volunteering on water quality protection project.

Water Education Collaborative

# H2O Hero Mass Media Campaign

- WEC developed H2O Hero Mass Media Campaign with Ad Council of Rochester and Stormwater Coalition of Monroe County
- Campaign launched in 2007, Spring Media Buy each year since
- Stormwater Coalition provides campaign support in order to address Stormwater Permit Public Education, Outreach and Participation Requirements

ROCHESTER Ad Council
Be Heard.

# H2O Hero Mass Media Campaign Advertising

- TV
- Print
- Billboards
- Radio
- Online

Ad Council ROCHESTER
Be Heard.

# H2O Hero Mass Media Campaign Support

- Public Education and Outreach (RMSC)
- Schools, Community and Corporate Events (28,000 people 2011-2012)
- Enviroscape
- Distribute Educational Materials
- Promote Participation

ROCHESTER Ad Council
Be Heard.

Ad Council of Rochester Presentation to the Stormwater Coalition:

# Enviroscape

Ad Council of Rochester Presentation to the Stormwater Coalition:

# H2O Educational Materials

# Exhibits

# RMSC

# Seneca Park Zoo

# H2O Hero Mass Media Campaign

Ad Council ROCHESTER
Be Heard.

# 2012 Advertising

- Pre-2012 Buys $22,000 – $33,000
- Media Buy in June ’12 (Coalition):
  - Billboards in 12 locations - $6,830
  - Online Ads (June-September) - $5,670
- Space Bank:
  - TV, Print, Radio, Online, Theater (ongoing) – Valued at $230,262

Ad Council ROCHESTER
Be Heard.

# 2012 Campaign Activities

- Website Redesign (ongoing)
  - updating information,
  - responsive design for display on tablets and other mobile platforms
  - Flash to HTML5
- Ontario Beach Signage
  - Boardwalk, Educational, Shelter, and Entrance/Exit
  - Scheduled to be put up Spring of 2013

ROCHESTER Ad Council

Be Heard.

# 2012 Campaign Activities

- Brochures & Other Collateral
  - Redesign to reflect the H2O Hero image, updated information - $15,000 Coalition Funds

ROCHESTER Ad Council
Be Heard.

**Water Education Collaborative**
**2011-2012**
**Impact Assessment Report to**
**Advertising Council of Rochester**

**A. Please provide a brief summary of the problem and/or need and how your program addresses the issue in our community.**

Residents within the watersheds of the Genesee Region benefit substantially from our area's greatest natural resource, Lake Ontario, due to both the abundance of available fresh water and the sheer beauty of a Great Lake. Further, these features may well be a key to the region's economic future as other portions of the country eventually realize the value of our resource. Unfortunately, historical and current pollution problems continue to impair the quality of this precious resource. The 2009 water quality survey performed by WEC / Ad Council / Sigma Marketing showed that 44% of respondents thought industry was the main cause of water pollution in our area, whereas 80% of the remaining water pollution problems in our region are actually attributable to nonpoint source pollution, not industry. Since non-point source pollution principally comes from stormwater run-off, and is affected by people's daily activities, the WEC's overarching mission is to address this problem by promoting water quality education in the community. Nearly half the people surveyed in 2009 responded that storm water entering a storm drain went to a sewage treatment plant or just didn't know where it went. The WEC is challenged to make people understand that storm drains lead directly to a nearby waterbody, and ultimately to Lake Ontario. The WEC's program has been greatly enhanced by the Ad Council of Rochester's design and execution of a mass media ad campaign to raise awareness and educate residents about their role in causing this water pollution, and to ultimately inspire more environmentally responsible behavior. The WEC complements this mass media campaign by coordinating public education and participation programs that educate citizens about how their actions impact water quality and how simple behavior changes can reduce nonpoint source pollution and ultimately improve local water quality.

**B. State the overall project goal.**

The overall goal for this program is to help the general public understand that storm water carries pollutants directly into local waterbodies (untreated) through storm drains, and challenge people to take personal actions to improve and protect water quality within the watersheds of the Genesee Region

**C. State the overall marketing and communications goal and identify the target audience.**

The overall marketing and communications goal is threefold: (1) make the general public aware of the impact that non-point source pollution has upon local water quality, (2) educate them about the effects that many of their daily activities have upon water quality, and (3) show how simple behavioral changes can significantly reduce pollution in runoff, thereby improving and protecting water quality in the watersheds of the Genesee Region. The target audience for this campaign includes residents within the watersheds of the Genesee Region (encompassing over 1 million people within the Counties of Monroe, Ontario, Livingston, Genesee, Allegheny, and Wyoming) who are between the ages of 25 and 70 and who are homeowners, car owners, pet owners, or can impact stormwater entering a storm drain.

**D. List the measurable outcomes and indicators relative to that goal.**

**E. What progress have you made toward the outcomes and indicators in the past year? What challenges and or barriers have you encountered?**

**F. What are your measurable marketing and communications outcomes and goals for the coming year?**

Sections D., E., and F. are addressed within the Table format option, below.

| Goal | Outcomes / Indicators | 2011 Results | 2012 Goals |
|---|---|---|---|
| Manage the Ad Council H2O Hero campaign | • General Mass Media Campaign Management | • Continued and held 5 meetings between Ad Council, the Stormwater Coalition, and WEC representatives to cost effectively manage the Mass Media Campaign.<br>• Compiled and submitted 2010-2011 Impact Assessment Report to Ad Council.<br>• Ad Council continued support for 2011 – 2012.<br>• Stormwater Coalition funding identified as source for 2011-2012 Ad Council Management Fee. | • Continue General Mass Media Campaign Management |
| | • Conduct one media buy | • Ad Council Space Bank complemented by media space funded by Stormwater Coalition ($25,000).<br>• Media Buys concentrated in April – May 2011 period.<br>• PSAs occurred throughout summer.<br>• Twelve billboard advertisements included. | • Conduct one media buy |
| | • Consider timing and funding for future survey(s) | • Survey to be conducted early Summer 2012.<br>• Funding will use Stormwater Coalition Round 10 Environmental Protection Fund Grant monies. | • Conduct survey and evaluate results |
| Implement the "Heroic Next Steps" through collabora-tion with the WEC Members | • School and Community educational events reach 10,000 people | • Stormwater Coalition contracted with Rochester Museum and Science Center for educational services during this funding cycle.<br>• RMSC, WEC Members, DES Staff, and Coalition Members reached over 28,000 people during 3/2011 – 3/2012 period, including H2O Hero appearances at Greentopia, RMSC, Strong Museum and other community events. | • School and Community educational events reach 10,000 people |
| | • Design and produce three cost-effective promotional give-aways<br>• Build fan base on Facebook to 500<br>• Expand the use of social media through grant funding awarded to the Stormwater Coalition | • H2O Hero Tatttoos were produced as a new give-away. In addition, a second printing of the very popular H2O Hero comic book was done.<br>• WEC representatives have been working with Ad Council staff to identify and prioritize possible give-aways and revising current educational materials that communicate the Campaign's message. The Stormwater Coalition is providing $15,000 to produce these items.<br>• Updates and revisions to the H2O Hero Website were developed and await implementation.<br>• Facebook fan base reached ~275, however most of the social media efforts to be addressed through the Coalition's grant funds will not be implemented until 2012.<br>• Larry the H2O Hero's Facebook page continued to promote the H2O Hero message and participatory events, including a calendar of H2O Hero Events on Facebook.<br>• The average number of H2O Hero Website hits per day increased over the past year from 76 to 79. | • Implement production of educational materials, per prioritization and available funding<br>• Build fan base on Facebook to 500<br>• Implement Website revisions<br>• Further the use of social media to promote the H2O Hero, including Facebook advertising and weekly posts to Larry the H2O Hero Facebook page<br>• Develop new TV ad |
| | • Establish / expand partnerships with two businesses<br>• Establish / expand partnership with | • Significant partnerships with civic / community groups and businesses were established and / or strengthened during this funding cycle, including Stormwater Coalition, RMSC, Friends of the GardenAerial (Greentopia), Monroe Litho, Genesee Brewery, and our Five Star Grant Partners (The Stormwater Coalition of Monroe County, Rochester Institute of Technology, Brighton Creeks, ColorBrightonGreen, Town of Brighton, Brighton School District, Monroe County Water Quality | • Establish / expand partnerships with four businesses and / or community groups<br>• Establish / expand Genesee |

| | | | |
|---|---|---|---|
| | Monroe County to promote the H2O Hero | Coordinating Committee, Monroe County Dept. of Environmental Services, Sierra Club's local chapter.<br>• Our partnership with Monroe County is being strengthened through the current development of an H2O Hero Exhibit and related signage at Ontario Beach Park.<br>• An informational kiosk containing H2O Hero messaging and brochures has been installed at RMSC. | River Basinwide Collaboration |
| | • Achieve Rochester area media or website coverage of four WEC related events.<br>• Produce quarterly newsletter articles | • At least two events promoted by WEC received public media attention. The Buckland Creek restoration was the subject of both a D&C article and a YNN video clip. The Coastal Watershed Cleanup in September also received at least three articles in local newspapers.<br>• Although new newsletter articles were not produced, a number of the local municipalities and WEC partners have re-published or re-posted previous articles in their newsletters and / or on their websites. | • Achieve Rochester area media or website coverage of WEC related events.<br>• Produce two newsletter articles |
| | • Conduct four Rain Barrel Workshops at RMSC during Summer 2011<br>• Develop a rain barrel construction demonstration for use at local community events | • The WEC conducted four Rain Barrel Workshops at RMSC during Summer 2011 and, in addition to other partner rain barrel workshops and direct sales by Soil and Water Conservation District, a total of about 250 rain barrels were distributed during 2011.<br>• Rain barrel construction demonstrations (participants are shown how to make a rain barrel, but do not actually make one at the demonstration) were conducted on a request basis, with three being done during this funding cycle. | • Conduct four Rain Barrel Workshops at RMSC during Summer 2012<br>• Develop guidelines for rain barrel sales and events |
| | • Establish an H2O Hero presence at Ontario Beach | • Following up on the strategic roundtable conducted during the previous funding cycle, two meetings were held to discuss the H2O Hero at Ontario Beach , resulting in a number of ideas being submitted to Sigma Marketing for further development.<br>• New signs at the beach indicating its status (open or closed) were made, incorporating the H2O Hero. | • Establish an H2O Hero presence at Ontario Beach |
| Pursue grant opportunities for the WEC and its Member Organiza-tions | • Pursue two new grant opportunities for the WEC or with its Member Organizations | • Prepared and submitted grant applications to<br>o ERM Foundation (unsuccessful - $9,000)<br>o Rose Family Foundation (unsuccessful - $10,000)<br>o USEPA Five Star Program (successful - $20,000)<br>o National Environmental Education Foundation (unsuccessful - $5,000)<br>o NY Water Environment Assoc. – (successful - $500)<br>o Air & Waste Management Assoc. – (unsuccessful - $500).<br>• A 2-3 year, $143,000 grant from US EPA should become available to the WEC during fall of this year, which will support water quality education in the Rochester Embayment Area Of Concern.<br>• The WEC (RMSC) was contracted by Niagara County Soil and Water Conservation District to provide 20 educational events in Monroe and several surrounding Counties.<br>• The Stormwater Coalition has received funding from NYS Environmental Protection Fund which includes money for many H2O Hero Campaign related programs and projects. | • Pursue four grant opportunities for the WEC or with its Member Organizations |

**G. Please explain the programs/activities that are in place to support this initiative.**

Of course, the primary program to support this initiative is the H2O Hero Mass Media Campaign. Numerous activities have been, and continue to be, established in support of this Campaign. The Water Education Collaborative Staff and Members identify and coordinate many public education events to promote the H2O Hero. The Stormwater Coalition contracts for educational services (currently RMSC) which focus on the H2O Hero, and are provided to schools and at community events. Substantial design and marketing support continues to be provided by Sigma Marketing and their "H2O Hero" partners, currently developing new public display activities, an Ontario Beach exhibit / signage, and revisions to current educational materials and website. The WEC Program Committee provides ideas and implements programming in support of the H2O Hero initiative.

**H. Explain how you have engaged your collaborative partners in the past year.**

Four WEC Board Meetings were held during 2011 which have allowed our collaborative partners to actively participate in this program during the past year. Further, at each meeting a round-table discussion is scheduled to allow partners to describe what H2O Hero related activities they have implemented or have planned. These discussions frequently spawn other ideas and opportunities for program support. A review of upcoming events allows partners to participate in such events should they choose to do so. Finally, WEC is currently partnering with nine local environmental organizations through the implementation of the Five Star Grant in a Brighton watershed.

**I. Describe any efforts you are undertaking to raise funds for activities to support this effort.**

Partnering with the WEC, the Stormwater Coalition continues to be a strong contributor to this effort and, as such, has budgeted significant dollars to support the Campaign ($25,000 media buy; $5,000 H2O Hero special project; $41,600 public education, $15,000 educational materials). The WEC, funded solely by grants, actively pursues funding opportunities and frequently partners on submittals to support WEC programs. As noted above, during 2011-2012 WEC made applications pursuant to four major grant opportunities, receiving one award. However, a relatively large grant from EPA should become available to WEC later this year. WEC continues to consult with a professional grant writer to investigate and suggest other potential funding sources. Grants received by WEC are primarily used to develop and coordinate the Heroic Next Steps of the H2O Hero Campaign.

**J. Have there been any changes in your project since your last report was submitted to the Ad Council (i.e. staff, funding, etc.)?**

Efforts described in previous sections identify all substantial changes within the project since the last report. No WEC organizational changes occurred aside from a few Board Members. In consultation with the Ad Council, the H2O Hero Message also remained essentially the same, to date.

**K. How have you advanced from your relationship with the Ad Council?**
**How has your organization advanced from your relationship with the Ad Council?**

The Ad Council program has provided a welcomed opportunity to share in the enthusiasm shown for this project by the Council / Sigma Team. The partnership with the Ad Council and Sigma Marketing has enabled the WEC to use the power of marketing and mass media to reach a large target audience, *vs* the relatively small number of people previously reached through personal contact. Tapping into the social media expertise of the Ad Council and Butler-Till has allowed us to expand advertising on Facebook, while more billboard advertising has increased the H2O Hero's visibility.

**L. Please comment about your experiences working with us and the process we've been through within the past year. Be sure to include any recommendations for how we may improve this process moving forward.**

The H2O Hero Campaign has proven to be a very popular program with positive public response, and we believe the Ad Council has facilitated and contributed to a very cost-effective marketing campaign. The continuation of regular, periodic meetings between the Ad Council, Stormwater Coalition and WEC has greatly increased communication and improved program progress.

**M. Name, title and contact info of person completing report.**

Paul M. Sawyko, Coordinator, Water Education Collaborative,
145 Paul Road,
Rochester, NY 14624, 585.753.5441, psawyko@monroecounty.gov

# Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

## H2O Hero Campaign – Online and Social Media

**145 Paul Road**
**Rochester, New York 14624**
**www.thestormwatercoalition.org**

# H2O Hero Campaign - Facebook Advertising Plan - 2012

| Ad # | Ad Text | | | Notes |
|---|---|---|---|---|
| | | | Length | |
| 1 | Headline | **Click here! Be a H2O hero** | 25 | X |
| | Body | Click to learn how you can reduce pollution in your local waterways! | 68 | |

| | | | Length | |
|---|---|---|---|---|
| 2 | Headline | **Protect our waterways!** | 22 | |
| | Body | Do you wash your car at home? You may be contributing to Lake Ontario pollution levels. | 87 | |

| | | | Length | |
|---|---|---|---|---|
| 3 | Headline | **The Pollution Revolution** | 24 | |
| | Body | Make a difference in the lives of your family and your neighbors by becoming an H2O Hero. | 89 | |

| | | | Length | |
|---|---|---|---|---|
| 4 | Headline | **The Solution to Pollution** | 25 | X |
| | Body | Be an H2O Hero and learn how you can help protect Lake Ontario and the Genesee River. | 85 | |

| | | | Length | |
|---|---|---|---|---|
| 5 | Headline | **Keep waterways clean!** | 21 | |
| | Body | Pet waste elevates pollution levels in our waterways. Click and learn how you can help! | 87 | |

| | | | Length | |
|---|---|---|---|---|
| 6 | Headline | **Learn how you can help!** | 23 | X |
| | Body | You can have a major impact on the water quality in your area. Click here to learn how! | 87 | |

**Targeting (Rochester, 25 Mile Radius, 25-54)**

**Group 1 Users:**

* who live in the United States
* who live within 25 miles of Rochester, NY
* exactly between the ages of 25 and 54 inclusive

**Group 2 Users:**

* who live in the United States
* who live within 50 miles of Rochester, NY
* age exactly 24 and older
* who like environmental conservation, world wildlife fund, save environment, #Environmental protection, smart homes green buildings, #Environmental policy, green movement, #Environmental health, environmental issuess, nature environment, #Ecology, saving environment, #Water conservation, #Energy conservation, green building elements, #Wildlife, #Nature, #U.S. Green Building Council, world wildlife fund wwf, us environmental protection agency, nature conservancy or environmental activism

**WEC 2012 Facebook Ads**

1565 Jefferson Road Bldg 200, Suite 280
Rochester, NY 14623
Tel: (585) 274-5100
Fax: (585) 274-5199
Email: info@ButlerTill.com
Web: www.ButlerTill.com

# Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

## Events and Pictures – Examples

**145 Paul Road**
**Rochester, New York 14624**
**www.thestormwatercoalition.org**

Larry the H2O Hero's Photos
in Brownie Troop becomes H2O Heroes!

Tag Photo Options | Boost Post Share Send Like

Larry the H2O Hero's Photos
in Brownie Troop becomes H2O Heroes!

Tag Photo Options | Boost Post Share Send Like

# FAMILY RAIN BARREL WORKSHOPS

It's a Green Summer!

Water usage increases by up to 30 percent in the summer months. Learn about the benefits of using rain barrels to water your gardens, and create your own barrel to take home. You'll be conserving water in no time!

**Saturday, June 30: 10am–12pm, Course #F1013**
**Saturday, June 30: 1-3pm, Course #F1014**
**Saturday, July 21: 10am–12pm, Course #F1015**
**Saturday, July 21: 1-3pm, Course #F1016**
**Cost: $25 per family**
**Pre-registration required: Call (585)697-1942**

## At the Rochester Museum and Science Center

Avenue, Rochester, NY 14607

Larry the H2O Hero's Phot...
in Timeline Photos
Tag Photo Options Share Send Like

# Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

## Newly Created or Produced Resources

**145 Paul Road**
**Rochester, New York 14624**
**www.thestormwatercoalition.org**

Monroe County

# Water Quality Public Education / Participation - PROGRAM PLAN

*Updated – March 14, 2012*

Adapted from USEPA "Getting In Step: A Guide for Conducting Watershed Outreach Campaigns"

## Part 1. Developing a Watershed Outreach Campaign Plan

### Step 1: Define driving forces, goals, objectives, and evaluation process

Driving Forces:

- Stormwater Phase II regulations – municipalities required to implement public education
- Need to build support for the creation of the Monroe County Stormwater District
- Local water resources are degraded by nonpoint sources of pollution impacting quality of life – beach closings, excessive algae, aesthetic issues, health concerns
- Residents are dissatisfied w/ the condition of local water resources (as indicated in the Community Surveys)
- Importance of point sources of pollution has diminished because of infrastructure improvements and regulations
- Residents' actions contribute to nonpoint source pollution – lawn care, dumping, pet waste, auto maintenance
- Public interest in "green" living and sustainability
- Importance of high quality natural resources for quality of life and economic development/viability

Goals:

- Residents of the Monroe County are aware that they have an impact on water quality (Marketing Brief for the H2O Hero Public Education Campaign) and understand key concepts - watershed, stormwater system, nonpoint source pollution, actions that can be taken to protect water quality
- Residents are taking action to protect water quality (Marketing Brief for the H2O Hero Public Education Campaign)
- Residents of Monroe County support the creation of a Stormwater District

Objectives:

- Implement a mass media campaign that makes the public aware of stormwater pollution and inspires residents to take action to protect water quality
- Implement public education and public participation programs that compliment the mass media campaign – school/community presentations, storm drain marking, etc.
- Coordinate water quality education efforts in order to maximize effectiveness and efficiency (WEC)

Evaluation Process:

- 2000 Health Dept. / SUNY Brockport water quality community survey (phone)
- 2006 Water Education Collaborative Community Survey (phone)
- 2009 Water Education Collaborative Community Survey (phone)
- Number of participants in public participation programs (storm drain marking, clean ups, stream monitoring, etc.) as reported in the Coalition Annual Report
- Number of participants at water quality presentations as reported in the Coalition Annual Report
- Number of visitors to the H2O Hero website
- Open survey on the H2O Hero website (possible)
- Pre and post survey

**Step 2: Identify and analyze the target audience**

Segmenting the Audience

- *Geographic location:* The Greater Rochester region of the Genesee River Watershed, focusing on the most populous area: Monroe County.
- *Demographics:* Homeowners, Car Owners, Pet Owners, anyone with access to a storm drain
- *Behavior Patterns:* Residents who use lawn care chemicals -fertilizers, pesticides, herbicides; car maintenance habits; people who walk their dogs
- **Target Audiences** - The project team established a very broad target audience, consisting of :
    - Adults who fit the three groupings identified above.
    - Youth / students, as future adults in the three groupings above.

Deciding which Segment to Target

- USEPA defines various audience segments – innovators, early adopters, early majority, the late majority, laggards
- Based upon USEPA recommendations, innovators and early adopters were targeted as they should be most open to the message and should spread the message in their own spheres of influence

What Information do I need about the Target Audience?

- A baseline of information needed to established re: residents' knowledge / attitudes concerning local water quality:
    - Condition of local water resources, trends
    - Most important sources of pollution
    - Key concepts – watersheds, stormwater system
    - Sources of information – internet, library, news media, etc.
    - Basic demographic information

How do I Get Information on the Target Audience?

- The WEC's "2006 Community Survey" was developed and conducted in order to obtain the baseline information for the adult portion of the Target Audience identified above.

Analyzing and Understanding the Audience

- Sigma Marketing analyzed the survey results and prepared the "2006 Community Survey" for the WEC.
- This Survey provided the needed information as identified above.

**Step 3: Create the message**

Crafting the Message

- The mass media campaign project team decided that based on the market research findings and the very low level of target audience awareness that initially the campaign would have to focus on the basics:
    - The importance of stormwater pollution
    - How the stormwater system functions (i.e. the "plumbing")
    - Resident actions have an impact on water quality – "Be an H2O Hero…only rain down the drain!"
- The project team did decide on 5 behavior changes to include on the website – auto maintenance, household hazardous wastes, pet waste, lawn care, motor oil
- Early adopters targeted through public participation programs such as storm drain marking, stream monitoring, and rain barrels.

Getting Their Attention

- The H2O Hero Campaign was selected as an effective way to get the attention of the target audience.
- The project team decided that the URL for the H2O Hero Website would be heavily promoted through all advertisements and communications because the message and associated details are too complicated to be fully communicated through TV, radio, or print advertisements.

Getting a Response

- The Website provides numerous opportunities to get involved, i.e., everyday things that each resident can do to protect and improve water quality.
- Brochures and other printed materials direct people on proper ways to conduct routine household activities to protect and improve water quality.
- All campaign materials direct people to the Website for more information and direction.

Using Incentives and Rewards

- The Campaign ties the prescribed behavioral changes to better water quality and improved environmental conditions, such as more open beach days.

Focusing on Behaviors

- The campaign will transition to focusing on important behavior changes when the market research indicates that awareness of the basic stormwater concepts has been established.

- The project team consulted w/ water quality experts in an effort to prioritize the 5 behavior changes/issues based on criteria such as water quality impacts, barriers to change, etc. At that time, it was not possible to achieve consensus on a prioritization of the 5 behavior changes.

Message Delivery

- The broad target audience identified by the project team has the influenced the media buying decisions for the "H2O Hero Mass Media Campaign" and supporting promotion program.

**Step 4: Package the message**

Linking the Needs of the Audience to the Format, and Format Considerations

- Because of the large size of the target audience (735,000 residents of Monroe County), the Education Task Group decided to make the H2O Hero Mass Media Campaign a priority.
- The *2009 Community Survey* indicated that 77% of those surveyed use the internet as a source of information about water quality. TV, newspapers, local government, and environmental organizations were also frequently identified as sources of information.
- The project team decided to "package" the message as TV, radio, print, and billboard advertisements, as well as a website.
- Through the Ad Council and its partners (Sigma Marketing, etc.) the "creative" (i.e. Larry the H2O Hero) for the campaign was developed and tested and TV, radio, and print advertisements were developed. Representatives from the WEC and the Coalition provided the technical content while Sigma developed the copy and design.
- In addition to mass media space, other communication formats ("packaging") have been used and most have incorporated the H2O Hero creative.
    - Brochures
    - Door hangers
    - Coloring pages
    - Targeted mailings (septic maintenance self mailer/magnet)
    - Storm drain markers
    - Pet waste signs
    - Car magnets
    - T-shirts
    - Letters to the editor
    - Newsletters
    - Videos
    - Curriculum modules
    - Website.
- The message has also been "packaged" as:
    - News stories – press conferences, press releases in order to receive no cost distribution of information. (The WEC is seeking to develop a relationship with the D&C Editorial Board in order to facilitate coverage.)

- Presentations to school and community groups
- Permanent display at the RMSC (under development)
- Events – storm drain marking, watershed clean ups, workshops, public meetings

**Step 5: Distribute the message**

Who Delivers the Message

- Partnerships:
  - The Coalition has partnered w/ the WEC and the Rochester Museum & Science Center to distribute its educational message, and has contracted with the Museum for "on the ground" activities such as coordinating school and community presentations and storm drain marking.
  - The WEC received a Community Impact grant from the Ad Council of Rochester. Through the grant, the WEC receives donated professional assistance for the mass media campaign in areas such as marketing, design, production, and media buying, as well as access to the Space Bank (donated TV, radio, and print advertising space).
  - WEC members distribute the message through their individual activities (i.e. SWCD newsletter, presentations, etc.).
  - Initial efforts to partner w/ local businesses – Delta Sonic, Broccolo Tree & Lawn Care, Genesee Brewery
  - Color Brighton Green rain barrel display at the farmers market

Size Matters

- Several paid media buys have been implemented. These were designed to achieve maximum reach and frequency. The buys have consisted of TV space (prime time and day time) and a billboard.

Timing

- Mass Media Campaign has been focused in the spring to capture homeowners' outdoor activities.
- School and community events occur year around.
- Radio spots are being developed that will be seasonal in nature.

Resources

- Approximately $100,000/year in media space donated through the Ad Council has been used to distribute the message.
- As described above, partnerships have been developed to promote the campaign and provide the heroic next steps.
- Coalition Staff has been assigned to implement the campaign.
  -

**Step 6: Evaluate the outreach campaign**

Why Evaluate

- Evaluation is critical in order to measure the impact of the campaign and make any necessary adjustments, for example the 2009 survey will provide guidance for the 2010 campaign message(s)
- A well documented evaluation process can be an effective tool in selling the education effort to decision makers and funders.

When to Evaluate

- The 2006 (and to a limited extent, the 2000) Community Opinion Survey provided baseline findings for the public's awareness / attitudes concerning local water quality.
- A 2009 Survey provides some measure of progress after three Mass Media Campaigns and related promotional activities.

Types of Evaluations

- The completed telephone surveys provide the best quantitative evaluation data.
- Coalition Annual Reports include metrics on Public Education, Outreach, and Participation.

## Part 2. Implementing the Campaign

The *Stormwater Educational Programs: Gaps Analysis / Needs Assessment* document provides the starting place for future implementation of the Coalition's requirements for the H2O Hero Mass Media Campaign.

H2O Hero Campaign - Robach Center (Ontario Beach Park) and Terminal Building Signs:

# How can I help keep Lake Ontario open for swimming?

When it rains, water collects on hard surfaces - like driveways, sidewalks and streets - washing away pet waste, grass clippings, lawn fertilizers, and household chemicals into storm drains, which lead to the nearest waterway and then straight into Lake Ontario. **There are 5 super things YOU can do to help keep the lake clean!**


Maggie Brooks
*County Executive*

Larry Staub
*Parks Director*


**Find out more at www.H2OHero.org**

# Here are 5 super things you can do to be an H2O Hero:

1

## Clean Fertilizer From Sidewalks & Paved Areas

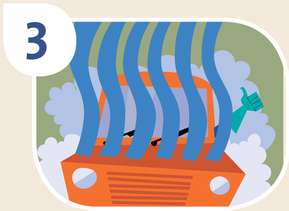
When it rains, any misapplied fertilizer on sidewalks or other paved areas is washed into storm drains and makes its way, untreated, into our waterways. This contributes to an excess of algae growth in Lake Ontario and other waterways. **Don't apply fertilizers to paved surfaces, and be sure to sweep up (not wash) any excess fertilizer from these areas to prevent it from entering storm drains.**

2

## Pick up your pet's waste.

Pet waste left on the street or lawn does not just go away or fertilize the grass. **The bacteria and nutrients in dog waste are often washed by rainwater down storm drains and into ditches, streams, ponds, and lakes and can travel for miles in the water.** The bacteria from pet waste can make it unsafe to swim in our local waterways, including Lake Ontario.

3



## Take your car to the car wash.

When cars are washed on streets and driveways, dirty water enters storm drains and makes its way to local waterways. **The used wash water contains, among other things, detergent residue, heavy metals, and oil and grease.** By taking your car to a commercial car wash, these pollutants will not make their way into Lake Ontario and other local waterways.

4

## Recycle your used motor oil.

Used oil from a single oil change can pollute up to one million gallons of freshwater. Improper disposal of used oil, which includes oil leaking from cars, contributes significantly to stormwater pollution. **Keep your car's motor oil from going into Lake Ontario and other local waterways by recycling it at your nearest auto supply store or car care center, and NEVER put it down the storm drain.**

5

## Dispose of hazardous chemicals properly.

Unused household cleaners, grease, oil, paints, pesticides, and fertilizers should not be disposed of outside or with your weekly trash. **Recycle these items at Monroe County's ecopark and prevent them from going into Lake Ontario and other local waterways.** Visit www.H2Ohero.org for more information.

H2O Hero Campaign - Ontario Beach Park Boardwalk Sign:

# Ontario Beach Park—H2O Hero Shelter Signs

(To be purchased & installed by the MC Parks Dept.)

Draft—July 27, 2012

Did you know not all poop is created equal?
Worm castings (that's a fancy way to say worm poop!) from the worm chalet help your garden grow. Dog and cat waste is actually harmful to the environment.
When it rains, or the snow melts, harmful bacteria from pet waste washes into storm drains. Pet waste also contains nutrients that speed up weed and algae growth in our lakes and ponds.
You can help keep our waterways clean by using a bag to pick up after your pets.

Tag Photo

Rochester Museum & Science Center Lobby Sign:

# *Be an* $H_2O$ Hero

Protecting the Watershed of Lake Ontario and the Genessee River

Learn about how you can be an $H_2O$ Hero on Facebook.

www.facebook.com/LarrytheH2OHero

Scan this QR code with your smart phone to visit the $H_2O$ Hero website and learn more about the WEC.

http://www.h2ohero.org

Stormwater Coalition of Monroe County

Water Education Collaborative