



FY 22-23 Watershed Watch Campaign Work Plan

BACKGROUND

The primary goals of the Watershed Watch Campaign (Campaign) are to:

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

In fiscal year FY 21-22, the Watershed Watch consultant AdManor, Inc.:

- Implemented the FY 21-22 Watershed Watch Campaign work plan, including multi-media outreach
- Maintained and developed partnership relationships that benefit the Program
- Maximized campaign resources through value-added development and effective media implementation
- Coordinated campaign activities in consultation with the Watershed Education and Outreach Ad Hoc Task Group (WEO AHTG)
- Developed new creative assets
- Implemented an Earth Day Poster Challenge for school-aged children throughout the County

The Campaign's FY 21-22 media buys balanced radio, broadcast television, targeted mobile digital media, and boosted social media posts. The City of San José featured the Campaign in bus shelter ads about litter placed in a campaign (partially funded by SCVURPPP) with the Earthquakes professional soccer team and Sharks professional hockey team.

Campaign messages included less-toxic pest control choices, hiring a pest control professional trained in IPM, Green Gardener program, anti-litter messages, volunteer cleanup, safe fish consumption, hazardous waste disposal, green stormwater infrastructure, Earth Day Poster Challenge and car wash promotions. A wider variety of messages, tips, resources and community partnerships were promoted via social media posts.

Each year, the campaign effectiveness has been measured through:

- Visits, page views and downloads on the www.MyWatershedWatch.org website; especially as direct result of media call to action or event
- Social media engagements
- Requests for information and comments on the hotline and website
- Media gross impressions
- Participation in Watershed Watch promotional activities and events
- Added-value resources obtained through partnerships

FY 22-23 Watershed Watch Campaign Work Plan – Phase I

The FY 22-23 annual Campaign budget is \$147,000. This plan is for the first half of the fiscal year July 1-December 31, 2022 (Phase I), implementing half the budget or \$73,500. The



Program will issue a Campaign Consultant RFP, and this plan reserves the remaining half of the budget to be applied pending the outcome of the RFP (Phase II).

To meet the requirements in the Municipal Regional Permit (MRP), the current priorities of the Campaign include public education on pollution potential from pesticides, alternatives to conventional pesticides, anti-litter messages, and general storm drain awareness. Secondary messages include proper disposal of household hazardous waste, guide to eating San Francisco Bay-caught fish, car wash and automotive maintenance messages, proper discharge of pool and spa water, promotion of green stormwater features, responsible mobile cleaning services, and water conservation.

The Campaign will help the Program and Co-permittees comply with the following MRP Provisions:

- C.7.b. Outreach Campaigns
- C.7.c. Stormwater Pollution Prevention Education
- C.7.d. Public Outreach & Citizen Involvement Events
- C.9.e.ii (2) Pest Control Contracting Outreach (outreach to residents who use or contract for structural or landscape pest control)
- C.9.e.ii (3) Outreach to Pest Control Professionals
- C.15.b.iv. Individual Residential Car Washing Discharge
- C.15.b.iv. Swimming Pool, Hot Tub, Spa, and Fountain Water Discharges
- C.15.b.vi. Irrigation Water, Landscape Irrigation, and Lawn or Garden Watering (messages on promoting water conservation, proper irrigation, use of less-toxic pesticides, and use of drought tolerant, native vegetation).

Where applicable, Campaign activities will be coordinated with those of other local and regional outreach programs (e.g., San José’s litter/recycling campaign with the Earthquakes and Sharks teams, South Bay Green Gardens, Santa Clara County Household Hazardous Waste Program, WMI Zero Litter Initiative, Valley Transit Authority, Valley Water and Caltrans) that align with Campaign objectives. AdManor Inc. (“consultant”) will adapt this Work Plan as needed when we are informed of these programs, any ongoing impacts of COVID-19, or other public health emergencies. After evaluating their strategies and creative, the consultant will recommend effective ways to support them and align Watershed Watch strategies and tactics to benefit SCVURPPP.

Campaign activities will be evaluated on an ongoing basis with changes made as required for effectiveness. Additional information on effectiveness evaluation is included under each task.

For Phase I, the consultant will implement the following tasks to achieve the goals of the Campaign:

TASK 1: Creative Development

The Campaign will utilize existing TV, digital and radio ads as applicable to the FY 22-23 Phase I media plan, for visual and thematic continuity.

Additional creative needs will be determined by the WEO AHTG as dictated by the priorities of the Campaign, an analysis of the public opinion survey results, current events and social



implications, production needs applicable to selected media, and new messages needed to fulfill outreach messaging requirements of the MRP.

In FY 21-22, the consultant adapted a long-form Green Stormwater Infrastructure (GSI) video into a shortened introduction video, and drafted commercial-length videos promoting rain gardens, rainwater harvesting and pervious paving targeting homeowners. FY 22-23 production may include implementation in Spanish and/or other languages.

TASK 1 DELIVERABLES:

Final deliverables are contingent upon media plans, WEO AHTG agreement about the message focus for each campaign flight/season, and any needs for promoting specific events and programs. Dictated by priorities and as budget allows, deliverables may include:

- Green Stormwater Infrastructure (GSI) outreach
- Digital media advertisements and sponsorship messages
- Discount Card revisions
- Green Gardener Training Program outreach materials
- Car wash event messages
- Earth Day Poster Challenge promotional materials
- Alternate social media formats such as Reels / Stories

TASK 1 EFFECTIVENESS EVALUATION

The following metrics will be used to measure effectiveness:

- Number of outreach pieces / messages developed
- Number of outreach pieces requested on the website, distributed at events and by partners
- Number of downloads from the website
- Number of website visits following the media placement of an outreach piece
- Amount of audience engagement with online messages

TASK 1 BUDGET: \$6,000

TASK 2: Media Advertising

The Phase I media plan will be developed through review of media options and proposals from local radio, television, and digital media companies. Paid social media will be included under this task so that all paid media tactics may be examined and evaluated in a comprehensive media plan.

Within the Watershed Watch Campaign media budget, outdoor, point of sale, print, transit, and movie theater ads have been reviewed in prior years and deemed cost prohibitive to achieve the equitable geographic reach and measurable response desired with our media campaign.

SCVURPPP currently invests in outdoor/transit with the City of San José sports team partnerships and in OWOW point of sale distribution, while member agencies target their constituents with localized print and electronic news outreach.

To balance these efforts, we will put focus in targeted digital and broadcast media that individual jurisdictions may not be able to invest in effectively. English and Spanish language media



outlets will be explored.

The consultant reviews all media opportunities that are presented to the Watershed Watch campaign throughout the year and evaluates their viability and cost effectiveness for achieving the Campaign goals.

The consultant will develop media partnerships, schedules/flight plans, and budget allocations in a comprehensive media plan. In developing these plans, the consultant will work with the WEO AHTG to clearly identify and define their media goals and preferences, and obtain their approval.

Requests for proposals (RFPs) will be developed to educate the media regarding the goals of the campaign, the prospective media schedule(s)/plan, budget levels, and the criteria on which proposals will be judged. RFPs will be distributed to media serving the SCVURPPP service area, and will be evaluated on their cost-effectiveness in reaching our defined target audiences.

Media Allocation

The consultant will allocate the media budget proportionate to language/population of the target audiences identified in the SCVURPPP Outreach Strategy, and each medium's effectiveness in delivering audiences and added value to the campaign.

The consultant will create an appropriate balance based on the goals, budget for the campaign, any timely circumstances and/or other campaign partner activities relevant to Watershed Watch goals and messages.

Media Selection

Media will be evaluated for its: effective reach to the targeted geographic area and audiences (ratings); efficiency based on cost per thousand, reach and frequency to target audience(s), added value offerings, partnership opportunities, creativity, promotional support, and overall appropriateness of the proposal. Measured performance of the FY 21-22 media selections will also be factors in the evaluation.

Media will be selected to create a desirable balance of reach and frequency; limited duplication in programming and formats for maximum reach to targeted audiences; maximum impact weighing rating points and impressions; and adequate frequency to create impact. Media firms will also be encouraged to bring in third-party promotion opportunities and contests (all subject to Program approval).

News programming and content sponsorships in broadcast media have consistently generated measurable interest and response for the Campaign and have strong levels of audience engagement in general.

Content-driven media opportunities (articles, interviews, short programs) can allow distribution of expanded information in an editorial-style format that appeals to audiences on a different level than traditional advertising. Interviews have potential to engage the audience and allow for more information to be delivered in a conversational format compared to recorded advertising.

Digital ads (including promoted social posts) have generated direct and specific measurable response as viewers clicked through the ads to related content on MyWatershedWatch.org. Direct links to relevant information engage the audience and provide information about each message and medium's effectiveness. Effective tactics include Spanish-language digital targeted to Spanish-language mobile users, targeting GSI messages to homeowners, and volunteer messages to youth audiences.



Selection will consider the proportion of media in English and Spanish relative to the population, effectiveness in delivery of the message, the messages the Campaign wants to deliver (appropriate to any medium), partnerships, and value-added media and promotions.

Media Schedule

The Phase I media schedule will strive for continuous presence of pollution prevention messages, and support for Campaign special interests such as car wash partnership promotions, Santa Clara Valley Green Gardener Program, etc. We will plan for social media messages to run continually through the Phase I period, and to implement the balance of the media plan upon Program approval no later than September 1 to run through December.

As a scheduling consideration, Campaign messages will strive not to compete with regional messages for the same digital audiences (for example, City of San José's sports team partnerships). When Campaign schedules run concurrently with regional messages, we will feature different messages/pollutants for better measure of our media results vs. impacts of the other campaign.

The consultant will present the recommended detailed media plan to the WEO AHTG for approval. The media plan will be revised as needed based on comments received. The plan will include a calendar to indicate the media placement and flow, messages, and events (when known). It will be updated to reflect any changes as the year progresses.

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

Message Scheduling

SUMMER + FALL:

Integrated Pest Management (pest control choices, hiring pest control professionals) will be scheduled through the early fall, until rainy season starts.

Automotive pollutants and car washing messages will accompany any car wash promotions.

Home improvement/yard improvements to promote GSI features (rain gardens, pervious paving, etc.) will be featured through the early fall.

Eating fish from the Bay (educational messages about mercury in fish) will be confined within fishing season, through September,

Green Gardener Training Program recruiting and promotional messages will be scheduled to promote Green Gardener class registrations.

Litter messages and/or HHW messages will be scheduled for late fall, and once the rainy season begins.

Task 2 DELIVERABLES:

- RFPs to Media/Media Negotiation
- Media Recommendations (media mix options)
- Media Plan (calendar of selected media schedules)
- Media Buy/Placement
- Traffic (creative and scheduling instructions)
- Billing/Reconciliation/Documentation (record-keeping)
- Media Campaign Summary (report)



TASK 2 EFFECTIVENESS EVALUATION

The following metrics will be used to measure effectiveness:

- Number of impressions made by advertising
- Added-value resources provided by the media
- Number of direct-responses to digital advertising (click-throughs, etc.)
- Increases in website visits and social media interactions as a result of advertising

Task 2 BUDGET: \$50,000

Task 3: Added- Value + Partnership Development and Coordination

Developing partnerships has proven successful in expanding campaign resources and generating incentives for the public. Partners have distributed Watershed Watch materials and messages through targeted events, educational and promotional activities, website links, and other added-value resources. The consultant will continue to work with existing partners to ensure that they continue to promote the Campaign to their customers/membership.

The consultant will target like-minded businesses and organizations in development of additional partnerships that present opportunities to increase audience reach, awareness and messaging impact, such as:

- Community and neighborhood organizations; like-minded non-profits
- Outdoor (especially water-related) events, recreational venues, sporting goods, and active lifestyle retailers
- Home improvement
 - Hardware, garden and home improvement retailers and wholesalers
 - Home service providers (pest control, permeable paving, rain harvesting, lawn substitution, sustainable landscape design and maintenance)
- Gardening / IPM
 - Programs and groups, including Green Gardeners who wish to expand their relationships with the Campaign
 - Pest control providers / operators
- Automotive-related retailers, oil change / service centers, car washes (targeting expansion in northern and eastern areas of the County)

The consultant will distribute partnership tools to all new partners and potential partners, present partnership benefits and opportunities, provide ways to display their support of WW, and thank them for their partnership. In pursuing new partners, when appropriate, the consultant will develop customized proposals with specific benefits and creative partnering opportunities, developing mutually beneficial relationships and activities.

The support of these relationships includes coordinating outreach materials or messages, promoting the partner's interests that are shared with the Program, participating in key activities and events, suggesting or developing win-win opportunities, and including added value to the Campaign.

The media offers excellent value-added opportunities. The consultant will negotiate with the media for added media exposure (including news and editorial opportunities), prizes for contests, and request innovative partnerships and sponsorship opportunities with the media and their advertisers.



Existing and new partnerships (non-media) will also be explored for added-value opportunities. Opportunities include but are not limited to:

- Donations of merchandise or services to be used as incentives for increased participation, impact and awareness among audiences
- Discount Card offers
- Signs or space to provide prompts, distribute Campaign materials
- Public Service Announcements / donated airtime, space and impressions
- Event opportunities including in-kind Campaign participation in events, promoting the Campaign as a sponsor/participant for added exposure, and on-site hosting for Campaign events and/or messaging
- Educational public workshops or video opportunities such as green stormwater feature installations, and IPM home and garden improvements
- Media programming or content sponsorships
- Cross-promotions, contests
- Web links and online features; social networking
- News and editorial opportunities (e.g., interviews)
- Production of creative related to media partnership

Partnerships will be promoted through social media activities and on the Campaign website, at a minimum.

The Watershed Watch Discount Card offers will be further developed as well as Card distribution options (distribution by other partners, media and through Campaign events and outreach), and the Campaign will promote the offers and partnerships using the Campaign website, social media, etc.

As needed, the consultant will help the WEO AHTG review other local and regional campaigns (e.g., South Bay Green Gardens, SJ Earthquakes, VTA, Caltrans, etc.), and provide feedback.

TASK 3 EFFECTIVENESS EVALUATION

The following metrics will be used to measure effectiveness:

- Number of new and continuing partners
- Number of discounts provided by car wash partners to customers during promotions, and, when available, using the Watershed Watch discount card
- Participation and outreach materials distributed by partners
- Added-value resources provided by media and non-media partners
- Comparison of added-value with actual funds spent on media buys

Task 3 DELIVERABLES:

- Ongoing contact with partners; work with existing partners and renew previous partners
- Watershed Watch Discount Card offer expansion and enhancement
- Partnership tools (ongoing; currently sent via email instead of hard copy)
- Maintain updated contact data and partnership details
- Development of new creative partnership opportunities / scenarios
- Monthly written report of results or activities
- One new community/business partnership



- One third-party or partnership promotion, e.g., car wash promotions, community event sponsorship, contest, etc.

Task 3 BUDGET: \$2,700

Task 4: Website Maintenance

The consultant will maintain the Watershed Watch website on an ongoing basis, encouraging partners to provide updates, and creating more ways and reasons for the public to frequent the site via inbound marketing.

The consultant will update it regularly and frequently with the latest news, creative, partnership links, and events/announcements, including removal of expired or past events and news in a timely manner.

The Campaign will post appropriate news and events provided by Campaign partners and related organizations such as City of San José with San Jose Earthquakes and Sharks (if applicable), South Bay Green Gardens, Creek Connections Action Group, Master Gardeners, Watershed Watchers at Don Edwards Wildlife Refuge Education Center, OWOW mobile app, and more.

The consultant will track web activity and comment on any potentially relevant trends observed, trouble-shoot any issues, and develop new content (e.g., pertaining to green stormwater features, virtual learning opportunities, etc.) as needed to meet Campaign goals and promote Campaign activities, partnerships and programs, and public interaction.

Heavier content and page programming may be needed to continue supporting virtual events and online promotions, taking place of in-person events and activities.

Task 4 DELIVERABLES:

- Ongoing and on-demand maintenance to website
- Updates to news, events, downloadable content
- Build up new web content and seek frequent updates to virtual events and other online offerings
- Security and software updates
- New page development as needed
- Monthly written report of results or activities

TASK 4 EFFECTIVENESS EVALUATION

The following measures will be used to measure effectiveness:

- Measuring website visits and downloads. The consultant will track website visits and impacts from media campaigns and outreach events.

Task 4 BUDGET: \$3,000

Task 5: Social Media Management

Social media is an effective tool to engage the audience with the Campaign mission, messages and resources and give the audience a voice to interact directly with the Campaign. The current strategy uses Facebook, Twitter, and Instagram. Program staff manages the Instagram account,



while the consultant manages the Facebook and Twitter accounts.

While considered “free media,” it requires a high level of attention (labor) to be effective and to ensure others do not misappropriate our platforms.

The consultant will implement the Campaign’s social networking outreach strategy, develop and post new messages, monitor and share partner postings and related campaign posts, and regularly evaluate and adjust the social networking strategy as needed.

Message goals include:

- Promote the Campaign website as a leading content provider for pollution prevention resources in the Santa Clara Valley
- Promote events, participation and social engagement with the campaign’s followers, partners and programs

In order to ensure timely postings of key messages throughout the year, and to meet our goal of minimum one new post per week, the consultant will:

- Continually develop: Posts with original content, promoting the branding and messages using existing creative and assets of the campaign; excerpts from existing productions in brochures, web pages, TV and Radio commercials, digital ads, displays, etc.
- Schedule pre-approved messages for delivery
- Post timely messages, tips and programs related to current events and news
- Build and use photo assets: Take new photos, use existing photos, search/acquire stock photos, encourage sharing of event/local photos from co-permittees
- Build and use video assets: Use royalty-free stock footage, new footage and existing footage to create messages with movement to engage audiences

Social media is a two-way and interactive media that also requires constant contact with the audience and other groups. In addition to posting our own Watershed Watch content, activities will also include:

- Monitoring feeds; frequently share relevant and interesting content
- Interaction and responses to posts on our page, comments, re-tweets, etc.
- Like and share posts by:
 - Co-permittees
 - Campaign Partners
 - Local not-for-profit groups, other organizations
 - Followers / Fans / Followed

Task 5 DELIVERABLES:

- Post and interact on accounts regularly
- Engage with other posts
- Monitor responses to promotions
- Develop original content (new messages); goal of 52 new messages
- Scheduled posts for timely distribution of key campaign messages; minimum 3x weekly (1x new and 2x shared)
- Monthly (12) Contests with prizes/incentives for engagement
- Boosted/sponsored (paid) posts for increased exposure (media/ad investment)
- Identify potential trends and adjust strategy as needed; includes adjusting to ad delivery policies/trends



TASK 5 EFFECTIVENESS EVALUATION

The following metrics will be used to measure effectiveness:

- Number of messages delivered and shared
- Overall engagement
- Engagement for specific posts (response rates)
- Reach / Impressions
- Participating audience demographics
- Cost per engagement and cost per thousand efficiency for paid posts

Task 5 BUDGET: \$3,750

Task 6: Outreach Event Coordination + Staffing

The consultant will monitor for events in which the campaign has historically participated, such as Kid Fest, Pumpkins in the Park, and Day on the Bay. The consultant will work with the Program to register for relevant events and provide necessary staffing support.

In response to any ongoing or new restrictions that limit public events, the consultant will shift the budget toward other ways to engage with the community such as additional online events and activities, and promotional contests.

The consultant will strive to present a variety of community event opportunities in Santa Clara Valley that reach a large number and broad demographic range of SCVURPPP target audiences. These include:

- Environmental sustainability themed events
- Health & Wellness related events
- Santa Clara County Parks & Recreation events and venues
- Family and/or student related events
- Watershed Watch Partner Car Wash Events

The consultant, Program staff and Co-permittees will provide staffing for the community events. Program staff will coordinate the staffing schedule, compile outreach materials for distribution, and prepare the post-event summary report.

For public information, a calendar of Campaign and Campaign Partner events will be published online through the Campaign website.

Task 6 DELIVERABLES:

- Coordination of event registrations with Program staff (event selection, applications and registration fees).
- Staffing the Watershed Watch booth at events (equivalent to two full day events).

TASK 6 EFFECTIVENESS EVALUATION

The following metrics will be used to measure effectiveness for physical events:

- Number of events staffed and coordinated
- Number of outreach materials distributed



- Staff feedback
- Event attendance
- Increased traffic to website immediately following the event

The following metrics will be used to measure effectiveness for virtual events:

- Number of events coordinated and implemented
- Number of participants
- Surveys of participants

Task 6 BUDGET: \$1,800

Task 7: Earned Media and Public Relations

Public and press relations, both proactive and reactive, will be utilized to increase audience awareness and understanding of current events and activities that affect the watersheds. The consultant will implement the following tasks:

- Promote Santa Clara Valley Green Gardener class training schedules (as needed).
- Develop and distribute new stories as needed for the Campaign.
- Support relevant local news and Campaign stories for local media outreach.
- Coordinate speaking opportunities with our media partners, when provided as added value with media buys; schedule interviews, coordinate with spokesperson, provide talking points and translations, images, stock footage (b-roll) and any props relevant to the story.

Task 7 DELIVERABLES:

- Ongoing maintenance of press contact data.
- Publicize the Green Gardener class and certified Green Gardeners training programs
- Coordinate interviews for earned media and negotiated added value with paid media.

TASK 7 EFFECTIVENESS EVALUATION

The following metrics will be used to measure effectiveness:

- Number of press releases developed/modified
- Number of media placements/mentions
- Number of interviews conducted

Task 7 BUDGET: \$1,000

Task 8: FY 22-23 Reporting

The consultant will compile and submit monthly campaign activity reports for all applicable tasks. Details will include descriptions of deliverables by task, messages, measurable results of campaign activities. Separate reports detail the media expenditures, partner activities and website activity.

An annual report for FY 21-22 will be completed and delivered early in FY 22-23, and a Phase I campaign report will be expedited for the end of the Phase I FY 22-23.



The consultant will continually analyze the performance of media and messaging, to guide the ongoing implementation of the campaign. Whenever possible, the consultant will adapt the media and messaging throughout the campaign year, to optimize the remainder of the campaign.

Task 8 DELIVERABLES:

- FY 21-22 year-end report (finalize/deliver)
- Monthly reports (Phase I)
- FY 22-23 Phase 1 mid-year report
- WEO AHTG meeting reports and presentations as needed

Task 8 BUDGET: \$5,250

FY 22-23 PHASE I BUDGET SUMMARY:

TASK 1 Creative Development	\$6,000
TASK 2 Media Advertising	\$50,000
TASK 3 Added-Value + Partnership Development	\$2,700
TASK 4 Website Maintenance	\$3,000
TASK 5 Social Media	\$3,750
TASK 6 Event Coordination + Staffing	\$1,800
TASK 7 Media/Public Relations	\$1,000
TASK 8 FY 22-23 Reports	\$5,250
TOTAL CONSULTANT BUDGET	\$73,500