



# Stormwater Coalition of Monroe County

Joe Herbst  
Chairman

Eric Williams  
Vice-Chairman

## **Stormwater Management Program Plan – Template**

### **2013 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



# Stormwater Coalition of Monroe County

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## **Public Education & Public Participation Database**

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2013-2014

Date	Event	Sponsor	Location	MS4 or School	Demographics	Public Events /	School Program	Cleanup Events	Plantings	Storm Drain Markings	Volunteer Monitoring	Other
						# Attendees	# Attendees					
03-11-2013	RB Pres	Big Springs Garden	Mumford Community	MC	Adults							
03-14-2013	Sustainability Fair	St. John Fisher			Students /Facility							
03-22-2013	Classroom Outreach	Mannor School		Honeoye Falls	Grades 2 through 6		25					
03-22-2013	Classroom Outreach	Mannor School		Honeoye Falls	Grades 2 through 6		25					
03-22-2013	Classroom Outreach	Mannor School		Honeoye Falls	Grades 2 through 6		25					
03-22-2013	Classroom Outreach	Mannor School		Honeoye Falls	Grades 2 through 6		25					
03-22-2013	Classroom Outreach	Mannor School		Honeoye Falls	Grades 2 through 6		25					
03-22-2013	Classroom Outreach	Mannor School		Honeoye Falls	Grades 2 through 6		25					
03-22-2013	Classroom Outreach	Mannor School		Honeoye Falls	Grades 2 through 6		25					
03-25-2013	Classroom Outreach	East High Sch		City School Dist	Grade 8		22					
03-25-2013	Classroom Outreach	East High Sch		City School Dist	Grade 8		22					
03-25-2013	Classroom Outreach	East High Sch		City School Dist	Grade 8		22					
03-26-2013	Classroom Outreach	East High Sch		City School Dist	Grade 8		22					
03-26-2013	Classroom Outreach	East High Sch		City School Dist	Grade 8		22					
03-27-2013	Classroom Outreach	East Ridge High	East Ridge High	Irondequoit	10th Grade		18					
03-27-2013	Classroom Outreach	East Ridge High	East Ridge High	Irondequoit	10th Grade		18					
04-09-2013	Classroom Outreach	East Ridge High	East Ridge High	Irondequoit	10th Grade		18					
04-09-2013	Classroom Outreach	East Ridge High	East Ridge High	Irondequoit	10th Grade		18					
04-10-2013	E3 Fair	Rochester	RIT	Monroe County	7th & 8th Grades		120					
04-11-2013	WXXI Kid Fair	WXXI	WXXI	MC		2000						
04-11-2013	COOL KIDS ECOFEST	Cool Kids! at	GCC	MC	General Public	300						
04-11-2013	Pick Up the Parks Eco-Fair	MC Parks	Highland Park	MC	General Public	100						
04-20-2013	Penfield Clean Up	Delta Labs	Penfield Library	Penfield	General Public							
04-20-2013	Earth Day/Arbor Day	TJ Connors Elem.	TJ Connors Elem.	Scottsville	General Public	125						
04-20-2013	Greenovation	Greenovation	1199 E Main St	MC	General Public	80						
04-20-2013	Earth Day at Hamlin BSP	SUNY Brockport	Hamlin Beach SP	MC	gen public	130						
04-20-2013	Brighton RB Workshop	Brighton	BDPW	Brighton	adults						RB	20
04-25-2013	Xerox Earth Fair	Xerox	Xerox	MC	Middle School	200						
04-25-2013	Sierra Club Earth Forum	Siera Club	MCC	MC	General Public	40						
04-25-2013	Sierra Club	Sierra Club	MCC	MC	Adults							
04-27-2013	Spruce Up Greece	Town of Greece	Greece Town Hall	Greece	General Public	70						
04-27-2013	Earth Day RMSC	RMSC	RMSC	MC	General Public	300						
04-27-2013	Rain Barrel Workshop	RMSC	RMSC	MC	General Public	12					RB	12
04-27-2013	Rain Barrel Workshop	RMSC	RMSC	MC	General Public	10					RB	10
05-02-2013	County Envirothon	SWCD					121					
05-04-2013	Brighton Clean Sweep	Delta Labs	Brighton Town Hall	Brighton	General Public	40						
05-04-2013	Imagine RIT	RIT		MC	Families	300						
05-04-2013	Brighton CleanUp	TOB	French Rd School									
05-05-2013	Teen Spot	Rochester Central Library	Roch Public Lib	MC	General Public	29						
05-17-2013	SJFC Science Exploration Days	Science Teachers NYS	St John Fisher Coll	MC	MS students, teachers, chaperones, parents	200						
05-17-2013	SJFC Science Exploration Days	Science Teachers NYS	St John Fisher Coll	MC	MS students, teachers, chaperones, parents		321					
05-17-2013	Charles Lunsford School Science Days	Delta Labs	School 19	Rochester	Students Middle School		30					
05-17-2013	Charles Lunsford School Science Days	Delta Labs	School 19	Rochester	Students Middle School		25					
05-17-2013	Charles Lunsford School Science Days	Delta Labs	School 19	Rochester	Students Middle School		25					
05-18-2013	East Roch Clean Sweep	East Rochester	ER Village Hall	E. Rochester	General Public	130						
05-18-2013	Brighton Native Plant sale	Genesee Land Trust	Brighton Town Hall	mc	General Public	50						
05-18-2013	Native Plant Sale	Genesee Land Trust	Brighton TH	Brighton	Adults	25						
05-21-2013	Xerox Science Fair	Xerox	Xerox Webster Plant	MC	Middle School	200						
06-08-2013	ADK Mendon Ponds	ADK	Mendon Ponds	MC	General Public	300						
06-09-2013	Brighton Green Energy Fair	ColorBrightonGreen.org	Brighton Farmer's Market	Brighton	gen public	125						
06-09-2013	Brighton Green Energy Fair	ColorBrightonGreen.org	Brighton Farmer's Market	Brighton	gen public	50						

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2013-2014

Date	Event	Sponsor	Location	MS4 or School	Demographics	Public Events /	School Program	Cleanup Events	Plantings	Storm Drain Markings	Volunteer Monitoring	Other	Attendees
						# Attendees	# Attendees						
06-18-2013	Rain Barrel Workshop	Green Acre Farm Market	Greenacre Farm Market	Greece	Adults	25						RB	25
07-09-2013	Watershed Class	Northern Hemisphere Gymnastics	Northern Hemisphere Webster	Webster	Youths								
07-18-2013	Mascot Night	Red Wings	Frontier Field	MC	Gen public	?							
08-01-2013	County Fair Booth	SWCD				65							
08-11-2013	Color Brighton Green	Brighton	Brighton Public Market	Brighton	General Public	100							
08-15-2013	Seneca Park Zoo Sturgeon Weigh-in	Zoo	SPZ	MC	General Public	200							
08-15-2013	Lake Ontario Ecosystem Forum	NYSDEC	Port Terminal	MC		100							
08-29-2013	Watershed Class	Northern Hemisphere Gymnastics	North Hemisphere Webster	Webster	summer camp								
09-14-2013	Greentopia	Friends of the GardenAerial	High Falls	MC	Gen Public	300							
09-14-2013	Greentopia	GardenAerial	High Falls	MC	Gen Public	300							
09-14-2013	Greentopia	Friends of the GardenAerial	High Falls	MC	Gen Public	300							
09-14-2013	Greentopia	Friends of the GardenAerial	High Falls	MC	Gen Public	300							
09-17-2013	Conservation Field Days	SWCD	Mendon Ponds Stweart Lodge	MC	High School Students		1510						
09-21-2013	Coastal Watershed Cleanup												
09-22-2013	Rochester Comic-Con	Roch Sci-Fi	900 E Main St	mc	General Public	300							
09-27-2013	Rain Barrel Workshop	Web Parks And Rec	Webster Community Center	MC	General Public	15						RB	15
10-09-2013	Delta Labs-Mendon	Delta Labs	Mendon Ponds	MC	High School Students		90						
10-09-2013	Teacher Open House	RMSC	RMSC	MC	General Public	300							
10-10-2013	Delta Labs-Mendon	Delta Labs	Mendon Ponds	MC	High School Students		90						
10-12-2013	Zoo Boo	Seneca Zoo	Seneca Park Zoo	MC	General Public	400							
10-13-2013	Zoo Boo	Seneca Zoo	Seneca Park Zoo	MC	General Public	400							
10-17-2013	Delta Labs-Mendon	Delta Labs	Mendon Ponds	MC	High School Students		90						
10-18-2013	Delta Labs-Mendon	Delta Labs	Mendon Ponds	MC	High School Students		90						
10-19-2013	Brighton Clean Up	Brighton	Brighton Public Market	Brighton	General Public	100							
10-19-2013	Zoo Boo	Seneca Zoo	Seneca Park Zoo	MC	General Public	400							
10-20-2013	Zoo Boo	Seneca Zoo	Seneca Park Zoo	MC	General Public	400							
10-26-2013	Zoo Boo	Seneca Zoo	Seneca Park Zoo	MC	General Public	400							
10-27-2013	Zoo Boo	Seneca Zoo	Seneca Park Zoo	MC	General Public	400							
10-30-2013	Classroom	Urban League	Urban League	MC	After School		30						
11-09-2013	RAS Papers Session	Rochester Academy	Naz Coll	MC	College Students	150							
11-19-2013	HH Program	Gates Conservation Bd	Gates TH	Gates	Adults	8							
12-27-2013	Science Tech days	RMSC	RMSC	MC	General Public	500							
12-28-2013	Science Tech days	RMSC	RMSC	MC	General Public	500							
12-29-2013	Science Tech days	RMSC	RMSC	MC	General Public	500							
12-30-2013	Science Tech days	RMSC	RMSC	MC	General Public	500							
01-23-2014	environmental club	Pine Brook Sch	Pine Brook School	Greece	Middle School		22						
02-06-2014	Genesee River Basin	CEI	Robach Ctr, Ontario	MC, Gen R. Basin	adults	100							
02-16-2014	Mascot Day	Amerks Hockey	BC Arena	MC	Families	5000							
3/10/13-3/9/14		SUNY Brockport	SUNY Brockport			59							
3/10/13-3/9/14		Town of Penfield	Town of Penfield			60	60						
3/10/13-3/9/14		Village of Spencerport	Village of Spencerport			167							
3/10/13-3/9/14		Town of Irondequoit	Town of Irondequoit			500							
3/10/13-3/9/14		Town of Brighton	Town of Brighton			610	78						
3/10/13-3/9/14		Town of Perinton	Town of Perinton			783							
3/10/13-3/9/14		Town of Mendon	Town of Mendon				60						
					<b>TOTAL</b>	19058	3144						



# Stormwater Coalition of Monroe County

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## **H2O Hero Campaign – Mass Media**

## WEC 2013 H20 Hero Campaign

## Media Plan Proposal

6/18/2013



Budget - \$24,000

## Digital/Outdoor

		June	July	Aug	Sept	Estimated Investment	Estimated Impressions	Estimated Clicks
TV	:30 Spot		7/1 - 8/4			\$19,205	1,419,866	n/a
Outdoor	8 posters		7/1 - 7/28			\$4,795	648,000	n/a
						<b>\$24,000</b>	<b>2,067,866</b>	<b>0</b>

## TV

- Rochester, 67% reach and 5.4 frequency against age 25-54
- Mix of early/Morning news and some prime access

## Outdoor

- 4 posters (smaller panels) for one, 4-week flight around Rochester
- 4 bonus posters

H2O Hero Campaign - Media Space Donated through the Ad Council of Rochester:

Sum of Value							
Client	Media Vendor	Issue Date	Media Type	Ad Size	Total		
WEC	City Newspaper	6/12/2013	Newspaper	4.85" x 4.3", 4c / BW	\$	1,274.00	
		6/26/2013	Newspaper	4.85" x 4.3", 4c / BW	\$	1,274.00	
	Clear Channel Radio Cluster	6/1/2013	Radio	:15	\$	3,500.00	
	Daily Record	6/4/2013	Newspaper	4.75" x 7.75", bw	\$	292.00	
		6/11/2013	Newspaper	4.75" x 7.75", bw	\$	292.00	
	Democrat and Chronicle	5/1/2013	Newspaper	10" x 20.8" CMYK (no pantone)	\$	22,560.00	
		6/1/2013	Newspaper	4.93" x 10 CMYK (no pantone)	\$	6,904.20	
				Standby Wrap - 10" x 20.8" CMYK (no pantone)	\$	11,280.00	
	Empire State Wklies	5/1/2013	Newspaper	4 7/8" x5 or 6" B/W	\$	285.00	
		5/15/2013	Newspaper	4 7/8" x5 or 6" B/W	\$	285.00	
		5/22/2013	Newspaper	4 7/8" x5 or 6" B/W	\$	285.00	
		6/26/2013	Newspaper	4 7/8" x5 or 6" B/W	\$	285.00	
	FLR - WAUB	6/1/2013	Radio	:30	\$	600.00	
	FLR - WCGR	5/1/2013	Radio	:30	\$	600.00	
FLR - WFLR	6/1/2013	Radio	:30	\$	600.00		
FLR - WLLW	5/1/2013	Radio	:30	\$	540.00		
	6/1/2013	Radio	:30	\$	540.00		
FLR - WNYR	6/1/2013	Radio	:30	\$	500.00		

H2O Hero Campaign - Media Space Donated through the Ad Council of Rochester:

Freetime Magazine	6/12/2013	Newspaper	3.5" x 4.75", bw	\$	325.00
	6/26/2013	Newspaper	3.5" x 4.75", bw	\$	325.00
Golf Week	5/24/2013	Newspaper	4" x 5" B/W	\$	350.00
	6/21/2013	Newspaper	4" x 5" B/W	\$	350.00
	6/28/2013	Newspaper	4" x 5" B/W	\$	350.00
GVP - Genesee Valley Parent	6/1/2013	Newspaper	3.5"W x 4.75"H (1/4 Page Vertical) b/w or color	\$	505.00
GVP - GVParent.com	6/1/2013	Online	125x250	\$	250.00
			175x175	\$	125.00
In Good Health	6/1/2013	Newspaper	5"x 6 3/4" BW	\$	452.00
Little Theatre	6/1/2013	Theatre	Theatre	\$	300.00
MPW - Daily Messenger	5/1/2013	Newspaper	3.25" x 5"	\$	630.00
	5/15/2013	Newspaper	3.25" x 5"	\$	630.00
	6/12/2013	Newspaper	3.25" x 5"	\$	630.00
	6/19/2013	Newspaper	3.25" x 5"	\$	630.00
MPW - Messenger Post Wklies	5/1/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	\$	2,115.00
	5/15/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	\$	2,115.00
	6/12/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	\$	2,115.00
	6/19/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	\$	2,115.00
MR - Minority Reporter	5/9/2013	Newspaper	5.167" x 6.75" B/W	\$	206.25
	6/6/2013	Newspaper	5.167" x 6.75" B/W	\$	206.25
	6/20/2013	Newspaper	5.167" x 6.75" B/W	\$	206.25
	6/27/2013	Newspaper	5.167" x 6.75" B/W	\$	206.25
RBJ	4/19/2013	Newspaper	4 7/8" x 6 3/4" BW	\$	1,355.00

H2O Hero Campaign - Media Space Donated through the Ad Council of Rochester:

	5/10/2013	Newspaper	4 7/8" x 6 3/4" BW	\$ 1,355.00
	5/17/2013	Newspaper	4 7/8" x 6 3/4" BW	\$ 1,355.00
	6/7/2013	Newspaper	4 7/8" x 6 3/4" BW	\$ 1,355.00
	6/28/2013	Newspaper	4 7/8" x 6 3/4" BW	\$ 1,355.00
<b>Time Warner Cable</b>	5/1/2013	TV	:30	\$ 6,000.00
<b>TV - WUHF31</b>	6/1/2013	TV	:30	\$ 1,000.00
<b>WHAM - 13wham.com</b>	5/1/2013	Online	Big Box 300x250	\$ 400.00
	6/1/2013	Online	Big Box 300x250	\$ 400.00
			Leaderboard 728x90	\$ 600.00
<b>WHAM - CW TV16</b>	6/1/2013	TV	:30	\$ 500.00
<b>WLGZ - 990am</b>	5/1/2013	Radio	:30	\$ 1,400.00
	6/1/2013	Radio	:30	\$ 1,400.00
<b>Grand Total</b>				<b>\$ 85,508.20</b>

H2O Hero Campaign - Media Space Donated through the Ad Council of Rochester:

Media Vendor	Issue Date	Closing Date	Media Type	Ad Size	Total (\$)
55 PLUS	7/1/2013	6/7/2013	Newspaper	2 1/4" x 4 3/4 BW	284.00
CC - Catholic Courier	7/3/2013	6/19/2013	Newspaper	4.7" x 4.9", CYMK	931.00
<b>CC - CatholicCourier.com</b>	7/1/2013	6/20/2013	Online	728 x 90	500.00
CC - El Mensajero (Catholic Courier)	7/20/2013	7/5/2013	Newspaper	4.7" x 4.9" CMYK	196.00
<b>CC - El Mensajero.com (Catholic Courier)</b>	7/1/2013	6/20/2013	Online	728 x 90	400.00
<b>City Newspaper</b>	7/24/2013	7/17/2013	Newspaper	4.85" x 4.3", 4c / BW	1,274.00
	10/16/2013	10/9/2013	Newspaper	4.85" x 4.3", 4c / BW	1,274.00
<b>Clear Channel Radio Cluster</b>	7/1/2013	6/14/2013	Radio	:15	3,500.00
<b>Daily Record</b>	7/2/2013	6/27/2013	Newspaper	4.75" x 7.75", bw	292.00
	7/9/2013	7/4/2013	Newspaper	4.75" x 7.75", bw	292.00
	7/23/2013	7/18/2013	Newspaper	4.75" x 7.75", bw	292.00
	8/20/2013	8/15/2013	Newspaper	4.75" x 7.75", bw	292.00
	9/24/2013	9/19/2013	Newspaper	4.75" x 7.75", bw	292.00
<b>Democrat and Chronicle</b>	8/1/2013	7/15/2013	Newspaper	4.93" x 10 CMYK (no pantone)	6,904.20
				Standby Wrap - 10" x 20.8" CMYK (no pantone)	11,280.00
	9/1/2013	8/15/2013	Newspaper	Standby Wrap - 10" x 20.8" CMYK (no pantone)	11,280.00
<b>Empire State Wklies</b>	7/10/2013	7/3/2013	Newspaper	4 7/8" x5 or 6" B/W	285.00
	7/31/2013	7/24/2013	Newspaper	4 7/8" x5 or 6" B/W	285.00
	8/21/2013	8/14/2013	Newspaper	4 7/8" x5 or 6" B/W	285.00
	9/11/2013	9/4/2013	Newspaper	4 7/8" x5 or 6" B/W	285.00
	10/16/2013	10/9/2013	Newspaper	4 7/8" x5 or 6" B/W	285.00
	10/23/2013	10/16/2013	Newspaper	4 7/8" x5 or 6" B/W	285.00
Entercom Radio - Station WBEE-FM	8/1/2013	7/15/2013	Radio	:30 / :15	5,000.00
<b>FLR - WAUB</b>	7/1/2013	6/14/2013	Radio	:30	600.00
<b>FLR - WCGR</b>	7/1/2013	6/14/2013	Radio	:30	600.00
	9/1/2013	8/15/2013	Radio	:30	600.00
<b>FLR - WFLR</b>	7/1/2013	6/14/2013	Radio	:30	600.00
<b>FLR - WGVA</b>	7/1/2013	6/14/2013	Radio	:30	600.00
<b>FLR - WLLW</b>	7/1/2013	6/14/2013	Radio	:30	540.00
	9/1/2013	8/15/2013	Radio	:30	540.00

H2O Hero Campaign - Media Space Donated through the Ad Council of Rochester:

<b>FLR - WNYR</b>	7/1/2013	6/14/2013	Radio	:30	500.00
<b>Freetime Magazine</b>	7/10/2013	7/3/2013	Newspaper	3.5" x 4.75", bw	325.00
	10/30/2013	10/23/2013	Newspaper	3.5" x 4.75", bw	325.00
Genesee Valley Pennysaver - Tri County & Livingston	9/1/2013	8/27/2013	Newspaper	3.75" x 2.5" BW	137.25
Genesee Valley Pennysaver-Webster-Ontario & Fairport-Perinton	7/7/2013	7/2/2013	Newspaper	3.75" x 2.5" BW	137.25
<b>Golf Week</b>	7/5/2013	7/1/2013	Newspaper	4" x 5" B/W	350.00
	7/12/2013	7/8/2013	Newspaper	4" x 5" B/W	350.00
	7/26/2013	7/22/2013	Newspaper	4" x 5" B/W	350.00
	8/16/2013	8/12/2013	Newspaper	4" x 5" B/W	350.00
	10/4/2013	9/30/2013	Newspaper	4" x 5" B/W	350.00
<b>GVP - Genesee Valley Parent</b>	7/1/2013	6/10/2013	Newspaper	3.5"W x 4.75"H (1/4 Page Vertical) b/w or color	505.00
<b>GVP - GVParent.com</b>	7/1/2013	6/10/2013	Online	125x250	250.00
				175x175	250.00
	10/1/2013	9/10/2013	Online	175x175	125.00
<b>In Good Health</b>	7/1/2013	6/10/2013	Newspaper	5"x 6 3/4" BW	452.00
<b>Little Theatre</b>	9/1/2013	8/16/2013	Theatre	Theatre	300.00
<b>MPW - Daily Messenger</b>	7/10/2013	7/3/2013	Newspaper	3.25" x 5"	630.00
	7/24/2013	7/17/2013	Newspaper	3.25" x 5"	630.00
	7/31/2013	7/24/2013	Newspaper	3.25" x 5"	630.00
	8/28/2013	8/21/2013	Newspaper	3.25" x 5"	630.00
	9/18/2013	9/11/2013	Newspaper	3.25" x 5"	630.00
	10/9/2013	10/2/2013	Newspaper	3.25" x 5"	630.00
<b>MPW - Messenger Post Wklies</b>	7/17/2013	7/10/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	2,115.00
	7/24/2013	7/17/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	2,115.00
	7/31/2013	7/24/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	2,115.00
	8/28/2013	8/21/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	2,115.00
	9/4/2013	8/28/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	2,115.00
	10/30/2013	10/23/2013	Newspaper	3.25" x 5" & 4.94" x 4.75"	2,115.00
MR - La Voz	7/12/2013	6/28/2013	Newspaper	5.167" x 6.75" B/W	200.00
<b>MR - Minority Reporter</b>	7/4/2013	7/2/2013	Newspaper	5.167" x 6.75" B/W	206.25
	7/18/2013	7/16/2013	Newspaper	5.167" x 6.75" B/W	206.25
	8/8/2013	8/6/2013	Newspaper	5.167" x 6.75" B/W	206.25

H2O Hero Campaign - Media Space Donated through the Ad Council of Rochester:

	9/5/2013	9/3/2013	Newspaper	5.167" x 6.75" B/W	206.25
NextStep Magazine	9/2/2013	8/2/2013	Magazine	3.625"w x 4.75"h full color	7,275.00
<b>RBJ</b>	7/5/2013	6/28/2013	Newspaper	4 7/8" x 6 3/4" BW	1,355.00
	7/12/2013	7/5/2013	Newspaper	4 7/8" x 6 3/4" BW	1,355.00
	7/19/2013	7/12/2013	Newspaper	4 7/8" x 6 3/4" BW	1,355.00
	8/30/2013	8/23/2013	Newspaper	4 7/8" x 6 3/4" BW	1,355.00
	9/20/2013	9/13/2013	Newspaper	4 7/8" x 6 3/4" BW	1,355.00
	10/25/2013	10/18/2013	Newspaper	4 7/8" x 6 3/4" BW	1,355.00
	RochesterHealth.com	7/1/2013	6/24/2013	Online	220 x 230
<b>Time Warner Cable</b>	7/1/2013	6/14/2013	TV	:30	64,530.00
<b>TV - WROC08</b>	7/1/2013	6/14/2013	TV	:30	1,000.00
	8/1/2013	7/15/2013	TV	:30	1,000.00
<b>TV - WUHF31</b>	7/1/2013	6/14/2013	TV	:30	200.00
	10/1/2013	9/13/2013	TV	:30	200.00
<b>WHAM - 13wham.com</b>	7/1/2013	6/20/2013	Online	Big Box 300x250	400.00
				Leaderboard 728x90	600.00
	8/1/2013	7/19/2013	Online	Leaderboard 728x90	600.00
<b>WHAM - CW TV16</b>	7/1/2013	6/14/2013	TV	:30	500.00
<b>WHAM - TV13</b>	7/1/2013	6/14/2013	TV	:30	1,000.00
<b>WHEC TV10</b>	7/1/2013	6/14/2013	TV	:30	2,200.00
<b>WLGZ - 102.7FM</b>	7/1/2013	6/14/2013	Radio	:15	1,400.00

**161,743.03**

**Water Education Collaborative  
2012-2013  
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 2012 water quality survey performed by WEC / Ad Council / Sigma Marketing showed that 37% of Monroe County 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. Over half the people surveyed in 2012 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. During 2012 a review of the Program's Marketing brief added secondary target audiences, which are defined by their ability to assist us in reaching our primary target audiences in ways that traditional advertising and current staff availability will not allow us to do. These audiences are primarily made up of existing and potential community partners, including but not limited to: Appropriate County Departments; Lawn Care Business Owners; Nursery and Gardening Centers; Government or Commercial Facilities; and Other Business Partners. Also, tertiary target audiences were added, such as Schools & Youth Groups and Eco-Friendly Groups.

**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	2012 Results	2013 Goals
WEC sustainability	Conduct at least four WEC Board meetings per yr.	<ul style="list-style-type: none"> <li>• <i>Four Board Meetings were held</i></li> </ul>	Same as 2012
	Pursue four grant opportunities for the WEC or in partnership with Member organizations	<ul style="list-style-type: none"> <li>• <i>Ad Council (successful)</i></li> <li>• <i>Niagara Co. SWCD (contract)</i></li> <li>• <i>Green Infrastructure Grant Program w/RMSC (unsuccessful)</i></li> <li>• <i>USEPA Urban Waters w/RIT (unsuccessful)</i></li> <li>• <i>NYS P2I (unsuccessful)</i></li> <li>• <i>Two small grants for supplies (one successful, one not)</i></li> </ul>	Same as 2012
	Establish or further partnerships with four local businesses and / or community groups	<ul style="list-style-type: none"> <li>• <i>Genesee Brewery</i></li> <li>• <i>Greentopia</i></li> <li>• <i>Broccolo Tree and Lawn Care</i></li> <li>• <i>Color Brighton Green</i></li> <li>• <i>Town of Brighton</i></li> </ul>	Same as 2012
	Continue and / or expand Genesee River Basinwide collaborations	<ul style="list-style-type: none"> <li>• <i>GFLRPC</i></li> <li>• <i>Finger Lakes Institute</i></li> <li>• <i>Genesee River Wilds</i></li> </ul>	Same as 2012
	Develop a five year (2012 – 2016) Sustainability Plan to support the annual WEC Workplan	<ul style="list-style-type: none"> <li>• <i>To be continued into 2013</i></li> </ul>	Same as 2012
			<ul style="list-style-type: none"> <li>• <i>Revise Budget Reports to include relevant accounting information</i></li> <li>• <i>Transition Workplan to reflect individual Member's contributions</i></li> </ul>
Manage the H2O Hero campaign. Implement the "heroic next steps" through Collaboration with the WEC Members and partners in the community	Expand the H2O Hero's presence at the Monroe County Seneca Park Zoo	<ul style="list-style-type: none"> <li>• <i>Currently on hold</i></li> </ul>	Same as 2012
	Design a permanent H2O Hero exhibit at Ontario Beach Park	<ul style="list-style-type: none"> <li>• <i>Shelter signs, educational signs for Robach Center and Carousel, and entrance / exit signs ready for Spring 2013</i></li> </ul>	Same as 2012
	Conduct one media buy	<ul style="list-style-type: none"> <li>• <i>Media Buys included billboards, Google and Facebook</i></li> <li>• <i>Conducted June through September 2012</i></li> <li>• <i>PSAs occurred throughout the year</i></li> </ul>	Same as 2012
	Use the media to communicate with the target audience regarding the H2O Hero		Same as 2012

	<p>message and to increase participation in volunteer activities</p> <ul style="list-style-type: none"> <li>◆ Develop a new H2O Hero TV ad</li> <li>◆ Purchase Facebook advertising</li> <li>◆ Make weekly posts on the H2O Hero page</li> <li>◆ Further the use of social media to promote the H2O Hero</li> <li>◆ Provide 2 articles for local newsletters</li> <li>◆ Seek media coverage of H2O Hero events and issues</li> </ul>	<ul style="list-style-type: none"> <li>● <i>Initiated in December 2012 and currently being developed for use in 2013 media buy</i></li> <li>● <i>Facebook and Google Search advertising purchased</i></li> <li>● <i>59 posts made</i></li> <li>● <i>Facebook posts, on-line advertising, QR Code on RMSC poster</i></li> <li>● <i>One article provided (SWC 9/12)</i></li> <li>● <i>Coastal Cleanup coverage in D&amp;C</i></li> </ul>	
	Update the H2O Hero website	<ul style="list-style-type: none"> <li>● <i>Update currently being finalized and launched planned with new TV ad</i></li> </ul>	Same as 2012
	Reach 10,000 people/yr through educational programming including school and community presentations and events, rain barrel and rain garden workshops, teacher trainings, and storm drain marking	<ul style="list-style-type: none"> <li>● <i>RMSC contracted by Stormwater Coalition for educational support services</i></li> <li>● <i>WEC / RMSC contracted by Niagara County SWCD for educational support services</i></li> <li>● <i>RMSC, WEC Members and Partners participated in events having a total attendance of over 17,000 people</i></li> </ul>	Same as 2012
	Develop guidelines for our Rain Barrel sales and events	<ul style="list-style-type: none"> <li>● <i>Guidelines developed and implemented through MCSWCD</i></li> </ul>	
	Conduct a Water Quality Public Opinion Survey	<ul style="list-style-type: none"> <li>● <i>Conducted in June 2012, report prepared by Sigma and currently being finalized</i></li> </ul>	
Implement the Buckland Creek Restoration USEPA Five Star Community Grant	Numerous Project Outcomes / Indicators implement the H2O Hero Message within the Buckland Cr. Watershed	<ul style="list-style-type: none"> <li>● <i>Rain Barrels, Rain Gardens, and Storm Drain Markers were installed</i></li> <li>● <i>Public Outreach and Education has been conducted</i></li> <li>● <i>Project currently on target for completion in October, 2013</i></li> </ul>	Same as 2012
Implement the EPA Great Lakes National Program Office Rochester AOC Grant	Numerous Project Outcomes / Indicators implement the H2O Hero Message within the Rochester AOC	<ul style="list-style-type: none"> <li>● <i>Contract in place in September 2012</i></li> <li>● <i>Project currently underway and scheduled for completion by end of 2014</i></li> </ul>	Same as 2012

**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, during the past year they have designed signage for Ontario Beach, developed new and / or revised educational materials, produced the 2012 Survey, updated the H2O Hero Website and are currently working on a new TV ad. 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 2012 which have allowed our collaborative partners to actively participate in this program during the past year, including a round-table discussion to allow partners to describe what H2O Hero related activities they have implemented or have planned. In the 2013 Workplan, Board Members have taken responsibility for implementing the Workplan items. A review of upcoming events allows partners to participate in such events should they choose to do so. WEC continues 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 (or plan to take) 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 (2012 & 2013 total: \$25,000 media buys; \$15,000 H2O Hero special project, social media and TV Ad; \$75,000 public education, \$35,000 educational materials). The GLNPO Grant noted above will also be contributing significant dollars to the media campaign. The WEC, funded solely by grants, actively pursues funding opportunities and frequently partners on submittals to support WEC programs. As noted above, during 2012 WEC made applications pursuant to four major grant opportunities, receiving one award. 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 Marketing brief was revised prior to development of the new TV ad.

**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 has allowed us to explore on-line advertising, 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, Building 1,  
Rochester, NY 14624, 585.753.5441, [psawyko@monroecounty.gov](mailto:psawyko@monroecounty.gov)

Map #1





## Water Education 7/22-8/18 #2, 2013

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	11608	249577	Poster / Retro	West	10' 6" x 22' 9"	15237	NO
<b>Location:</b> RT 31 E/O GILLETTE RD. N/L W/F <b>Current Advertiser:</b> NJ EDA								
	2	60457	249867	Poster / Retro	West	10' 6" x 22' 9"	17301	NO
<b>Location:</b> ATLANTIC AVE E/O RUSSELL ST N/L <b>Current Advertiser:</b> NJ EDA								
	3	60469	249879	Poster / Retro	North	10' 6" x 22' 9"	41304	NO
<b>Location:</b> DEWEY AVE. N/O PULLMAN AVE. W/L <b>Current Advertiser:</b> NJ EDA								
	4	11070	249538	Poster / Retro	East	10' 6" x 22' 9"	38108	YES
<b>Location:</b> BUFFALO RD 300' W/O MCKEE RD (OUT) N/L <b>Current Advertiser:</b> MONROE COMMUNITY COLLEGE								
	5	60546	249933	Poster / Retro	North	10' 6" x 22' 9"	23619	YES
<b>Location:</b> SENECA AVE. S/O NESTER ST. E/L N/F <b>Current Advertiser:</b> NJ EDA								
	6	60803	249960	Poster / Retro	North	10' 6" x 22' 9"	54431	YES
<b>Location:</b> ST PAUL BLVD S/O SCRANTON W/L N/F RIGHT								
	7	60177	249698	Poster / Retro	South	10' 6" x 22' 9"	10549	NO
<b>Location:</b> LINCOLN N/O DISPATCH W/L								
	8	60106	249657	Poster / Retro	West	10' 6" x 22' 9"	5683	NO
<b>Location:</b> RT. 33W 2MI E/O RT19 N/L W/F (OUT)								
<b>Total Weekly Impressions: 206232</b>								



**Location # 1**



<b>Market:</b>	<b>ROCHESTER</b>
<b>Panel:</b>	<b>11608</b>
<b>TAB Unique ID:</b>	249577
<b>Location:</b>	RT 31 E/O GILLETTE RD. N/L W/F
<b>Lat/Long:</b>	43.1813/-77.7715
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	15237
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	West/Left
<b>Illuminated:</b>	NO
<b>Current Advertiser:</b>	NJ EDA

\*Impression values based on: 18+



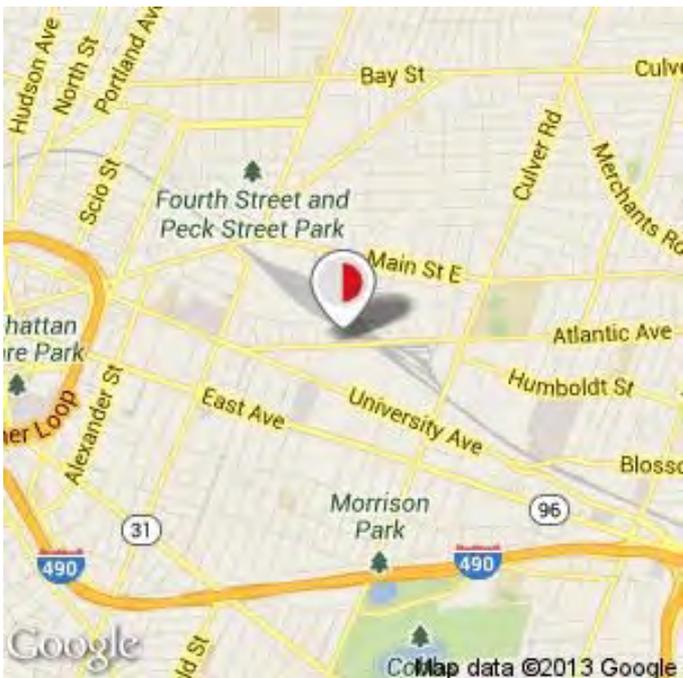
Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
 Mailing Address: P.O. Box 10756, Rochester, NY 14610



**Location # 2**



**Advertising Strengths:** This panel targets traffic heading from the downtown area and cultural districts to Penfield, East Rochester, and the city's east side.

**Market:** ROCHESTER  
**Panel:** 60457

**TAB Unique ID:** 249867  
**Location:** ATLANTIC AVE E/O RUSSELL ST N/L  
**Lat/Long:** 43.1562/-77.5772  
**Media/Style:** Poster/Retro  
**\*Weekly Impressions:** 17301  
**Copy Size:** 10' 6" x 22' 9" [Spec Sheet](#)  
**Vinyl Size:** 10' 6" x 22' 9"  
**Facing/Read:** West/Left  
**Illuminated:** NO  
**Current Advertiser:** NJ EDA

\*Impression values based on: 18+



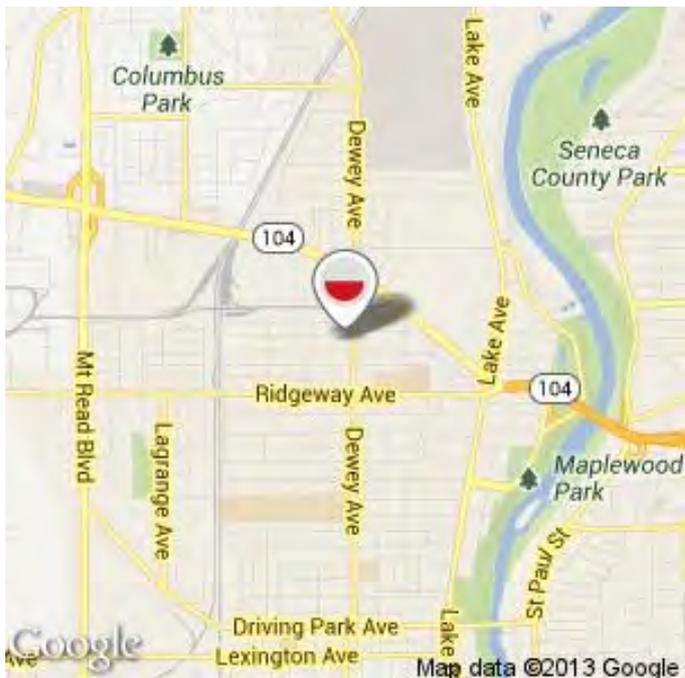
Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
 Mailing Address: P.O. Box 10756, Rochester, NY 14610



**Location # 3**



**Advertising Strengths:** Traffic heading south from West Ridge Road to Dewey Avenue. Targets: Traffic from Greece to City, Aquinas, Dan Fulmer Home Improvements, West Ridge Road.

**Market:** ROCHESTER  
**Panel:** 60469

**TAB Unique ID:** 249879  
**Location:** DEWEY AVE. N/O PULLMAN AVE. W/L  
**Lat/Long:** 43.1967/-77.6395  
**Media/Style:** Poster/Retro  
**\*Weekly Impressions:** 41304  
**Copy Size:** 10' 6" x 22' 9" [Spec Sheet](#)  
**Vinyl Size:** 10' 6" x 22' 9"  
**Facing/Read:** North/Right  
**Illuminated:** NO  
**Current Advertiser:** NJ EDA

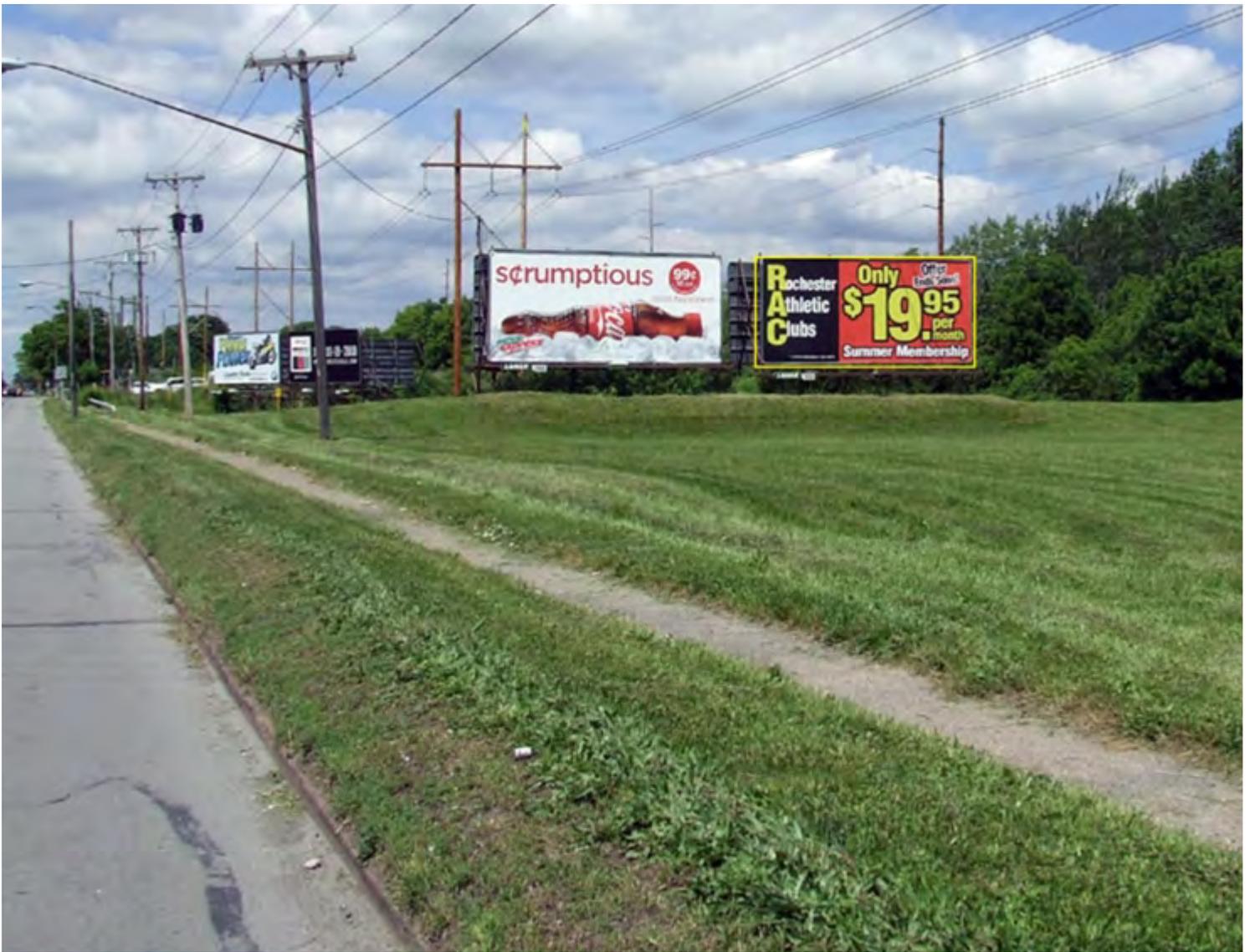
\*Impression values based on: 18+



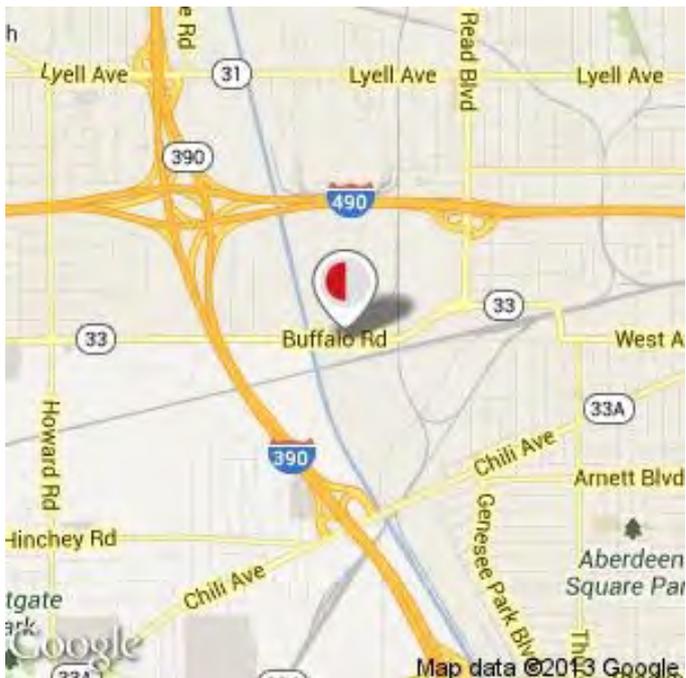
Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
 Mailing Address: P.O. Box 10756, Rochester, NY 14610



**Location # 4**



<b>Market:</b>	<b>ROCHESTER</b>
<b>Panel:</b>	<b>11070</b>
<b>TAB Unique ID:</b>	249538
<b>Location:</b>	BUFFALO RD 300' W/O MCKEE RD (OUT) N/L
<b>Lat/Long:</b>	43.1497/-77.6687
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	38108
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	East/Right
<b>Illuminated:</b>	YES
<b>Current Advertiser:</b>	MONROE COMMUNITY COLLEGE

\*Impression values based on: 18+



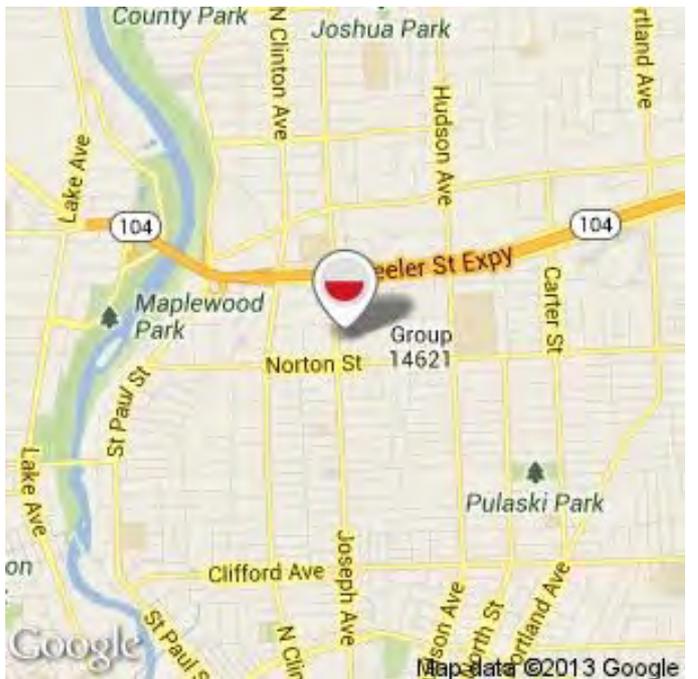
Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
Mailing Address: P.O. Box 10756, Rochester, NY 14610



**Location # 5**



<b>Market:</b>	<b>ROCHESTER</b>
<b>Panel:</b>	<b>60546</b>
<b>TAB Unique ID:</b>	249933
<b>Location:</b>	SENECA AVE. S/O NESTER ST. E/L N/F
<b>Lat/Long:</b>	43.18771-77.6078
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	23619
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	North/Left
<b>Illuminated:</b>	YES
<b>Current Advertiser:</b>	NJ EDA

\*Impression values based on: 18+



Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
 Mailing Address: P.O. Box 10756, Rochester, NY 14610



**Location # 6**



<b>Market:</b>	<b>ROCHESTER</b>
<b>Panel:</b>	<b>60803</b>
<b>TAB Unique ID:</b>	249960
<b>Location:</b>	ST PAUL BLVD S/O SCRANTON W/L N/F RIGHT
<b>Lat/Long:</b>	43.1708/-77.6210
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	54431
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	North/Right
<b>Illuminated:</b>	YES

\*Impression values based on: 18+



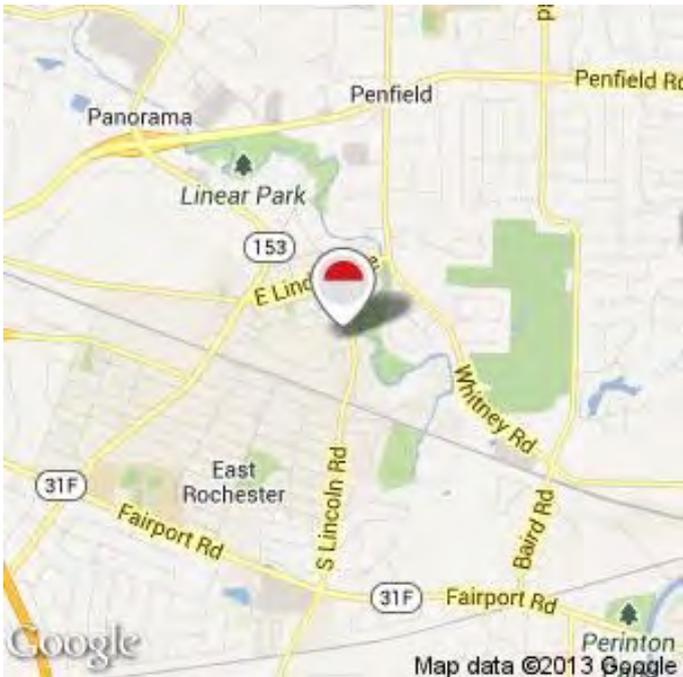
Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
Mailing Address: P.O. Box 10756, Rochester, NY 14610



**Location # 7**



**Advertising Strengths:** Traffic heading eastbound on Despatch Drive from South Washington Street to North Lincoln Road. Targets: East Rochester and Penfield traffic, Northeastern Pools and Supplies, Leo's bakery, Patio Enclosure and well as many light industry's on Despatch Drive.

**Market:** ROCHESTER  
**Panel:** 60177

**TAB Unique ID:** 249698  
**Location:** LINCOLN N/O DISPATCH W/L  
**Lat/Long:** 43.1165/-77.4792  
**Media/Style:** Poster/Retro  
**\*Weekly Impressions:** 10549  
**Copy Size:** 10' 6" x 22' 9" [Spec Sheet](#)  
**Vinyl Size:** 10' 6" x 22' 9"  
**Facing/Read:** South/Left  
**Illuminated:** NO

\*Impression values based on: 18+



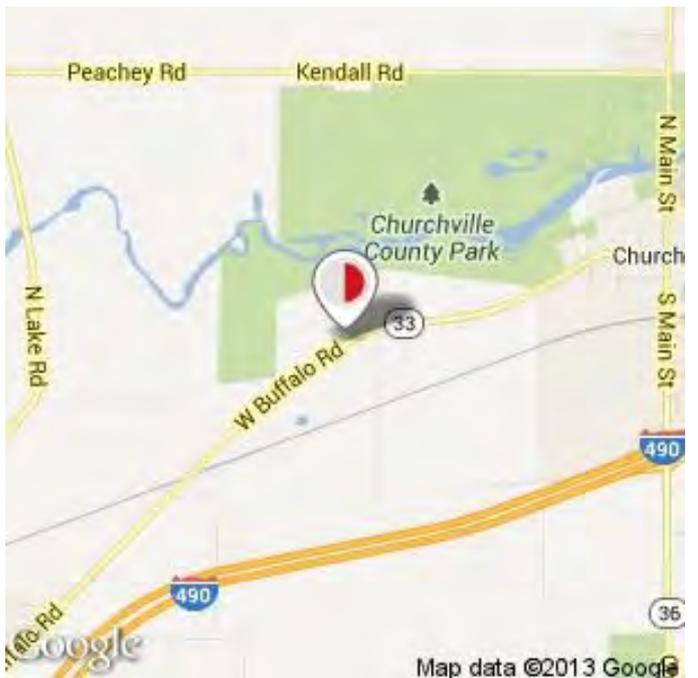
Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
 Mailing Address: P.O. Box 10756, Rochester, NY 14610



**Location # 8**



<b>Market:</b>	<b>ROCHESTER</b>
<b>Panel:</b>	<b>60106</b>
<b>TAB Unique ID:</b>	249657
<b>Location:</b>	RT. 33W 2MI E/O RT19 N/L W/F (OUT)
<b>Lat/Long:</b>	43.0993/-77.9091
<b>Media/Style:</b>	Poster/Retro
<b>*Weekly Impressions:</b>	5683
<b>Copy Size:</b>	10' 6" x 22' 9" <a href="#">Spec Sheet</a>
<b>Vinyl Size:</b>	10' 6" x 22' 9"
<b>Facing/Read:</b>	West/Left
<b>Illuminated:</b>	NO

\*Impression values based on: 18+



Rochester, NY

585-244-5330

Physical Address: 55 Rockwood St., Rochester, NY 14610  
 Mailing Address: P.O. Box 10756, Rochester, NY 14610



# Creative Brief

**Project Name: H2O Hero TV Spot - 2013**

**Date: 2/7/2013**

**Created By: Todd Butler, Stephanie Garvia**

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## **Background:**

*What information is pertinent to the situation...both from a company and a customer perspective (things like concurrent marketing initiatives, previous communications that may impact consumer perceptions, etc.)?*

- All current marketing materials for the campaign, including upcoming signage, includes the illustrated H2O Hero, since campaign conception in 2007.
- H2O Hero Signage currently exists:
  - In Monroe County Parks and on the Canal path, specific to removal of pet waste
  - In Seneca Park Zoo with messaging around building green infrastructure at home
  - At Ontario Beach Park (major point of impact) in May 2013 with messaging around specific behaviors and the fact that residential pollution is often the cause of the lake being closed for swimming.
  - At RMSC (H2O Hero Exhibit)
- Army Corps Beach Project also taking place this Spring/Summer – pump being added to where the Genesee flows into Lake Ontario, in order to redirect some of the water and push it away from the pier.
- There is a law against using fertilizer with phosphorous, but it is still allowed on new lawns and in areas in which the soil has a pH that necessitates it. Although this law exists, it is not (YET) well communicated or enforced We hope to have resources for outreach to local retailers (lawn care providers, nurseries, home care stores) to encourage their compliance with the law and to get them to help share the message.
- Existing ads have not focused on behaviors around removing grass clippings from paved areas, though it has been revealed to be an issue.
- AKAMSOB breakdown  
**Awareness** – We believe awareness is about as high as we can get it with the resources currently available to us. People know that the water quality of waterways is an issue in our community (River, Lake, Canal), thanks to visible algae blooms and media reports of beach closings.

**Knowledge** – Although knowledge of the plumbing system is also about as high as we can get it with the resources available at this point, there is still a high percentage of the population that does not understand that water flowing into storm drains goes directly

(untreated) into our waterways. Additionally, there seems to be some disconnect in the knowledge that individual behaviors can have an impact. NOTE: 50% of the survey responders report that they have been personally affected by water pollution. It has been noted, however, that many residents can see the results of their individual contributions in smaller bodies of water around the area, like retention ponds.

**Attitude – People reported that they would change their behaviors if they knew it would affect water quality.**

**Motivation** – Our assumption is that many people are still using fertilizer improperly, not picking up after their dogs, and washing their cars on the pavement at home. Motivation for these three areas has not measurably improved over the life of the campaign. Additionally, we are assuming that most people are not sweeping their grass clippings off of sidewalks and driveways after mowing, though we have not measured this behavior in our existing surveys.

*In contrast:* Behavior change has improved for two of the previously five key areas: Proper disposal of motor oil and harmful chemicals has increased, as well as disposal of hazardous materials (perhaps due to a new hazardous waste facility opening in Monroe County.)

**Skills** – Most people have the skills and tools necessary for the behaviors we are asking them to perform, since they are relatively easy.

**Opportunity** – Target audiences

1. Homeowners who fertilize and mow their lawns,
2. Residents in areas served by a closed stormwater system

**Behavior Change (Desired)** – We would like for people to

1. Sweep fertilizer, pesticides, and grass clippings off of paved areas (or use a vacuum or blower – as long as they do not hose it off).

**Communication Objectives:**

*What problem is this communication intended to solve? What do we want people to believe/do?*

- “My poor behavior and my bad choices make a real contribution to the local problem of water pollution, both near my house and as far away as Lake Ontario.”
- “When others see me potentially polluting our waterways, I am embarrassed.”

**Who are we talking to?**

*Who is the target audience?*

Primary target audience: Within the Genesee Watershed – people who fertilize and/or mow their lawns.

Secondary target audience: anyone with access to a storm drain

### **Audience Benefits:**

*What would each audience get out of doing what we want them to do?*

- Improved quality of life with cleaner, more useful waterways (both near their homes and as far away as Lake Ontario)
- Satisfaction of doing the right thing
- Appearing to be a responsible neighbor
- Healthier nature — water, animals, people

### **Support points?**

*These prove the promise and tell the target why he should do what we want them to do.*

- Residential waste goes directly (untreated) into waterways through storm drains
- Almost half the homes in Monroe County use fertilizer on their lawns (47%) Fertilizer that lands on pavement most often ends up in area waterways. Too much fertilizer = too much algae = smelly water & unsafe water.
- Grass clippings are also harmful to our waterways because they serve as a “slow release fertilizer” as they break down in the water, contributing to the issue of algae overgrowth.
- Grass clippings also contribute to the depletion of oxygen in the water, which is harmful to our local wildlife (i.e. fish, other helpful aquatic plants)

### **Barriers to Overcome:**

*What is the consumer mindset? Why will this target audience resist our offer? What constraints, real or perceived, stand in the way?*

- While many residents understand that industrial waste is not the main cause of water pollution, many people still believe that the water that goes into the storm drain goes to a sewage treatment plant. And, to complicate the issue, the storm water in some parts of the city does go to a sewage treatment plant.
- Many of the behaviors we are asking people to change are ingrained habits, and while people may understand when we tell them certain behaviors are bad, and have the intention of improving them, they do not think about it at the point of opportunity.
- People may believe that fertilizers and grass clippings are all relatively harmless, even “organic,” and therefore not a pollutant to our natural waterways.
- People see their contribution to the problem as being relatively small and insignificant – i.e. “The amount of fertilizer I use isn’t going to have that much of an effect, even if it gets in the Lake.”
- There is a certain amount of disbelief around the statistics – people may think they are overblown numbers created by a group of “environmentalists” who are just trying to scare them.
- A lush green lawn is much more tangible than “cleaner” waterways, and many people are very attached to the idea of a lush green lawn.

### **Single Net Impression**

*What is the **one** thing you want to communicate to the target? Often, this benefit-oriented statement can be written in the following format...I should (do this) because it's the only/best way for me to achieve (benefit).*

- Fertilizer and grass clippings left on paved areas make our waterways green.

### **Call to action?**

*What steps do we want the target audience to take as a result of reading this communication?*

#### **Long Term Behavior Changes:**

- Sweep fertilizer and grass clippings off of paved areas (don't hose it off)

\*Only if included in overall message

#### **Short Term Actions:**

- Like the Facebook page ("Join the Movement – Become an H2O Hero")

### **Agency Deliverables?**

*What is the scope of the assignment...number of concepts and types of components? How many packages to be completed through mechanical release?*

One :30 TV Spot

(and One :15 & One :10 - cuts of the :30 if possible)

### **Tone & Manner**

*How do we portray the brand in this and all communications? What should the tone be?*

- Open to creative interpretation – illustrations/animation and fun, cartoonish music have been used in the past, but the "H2O Hero" song is not as recognizable as the image.
- Should be catchy, memorable – in order to make an impact on decision making at the time of opportunity (which will not likely be at the same time people are watching the ad)
- Can be fun, serious, or humorous, but should resonate most with an adult audience. Could include humor that may not be understood by kids but adults would get it (ex. One tear falling down Larry's face ala the "crying indian").
- Since credibility of the message is a concern, we may want to find ways to build credibility with tone and manner.
- A mix of live action and animation could be considered.

### **Mandatory elements?**

*What must be included in the communication?*

- Larry, the H2O Hero
- At least some kind of illustration of Larry and the H2O Hero brand
- The Facebook page/icon
- (While not required, a visual representation of a storm drain has been effective in past messaging and should be strongly considered for inclusion in this spot as well)

### **Budget?**

- \$3,700 for production (plus \$2,733 If needed)

**Tentative Schedule:**

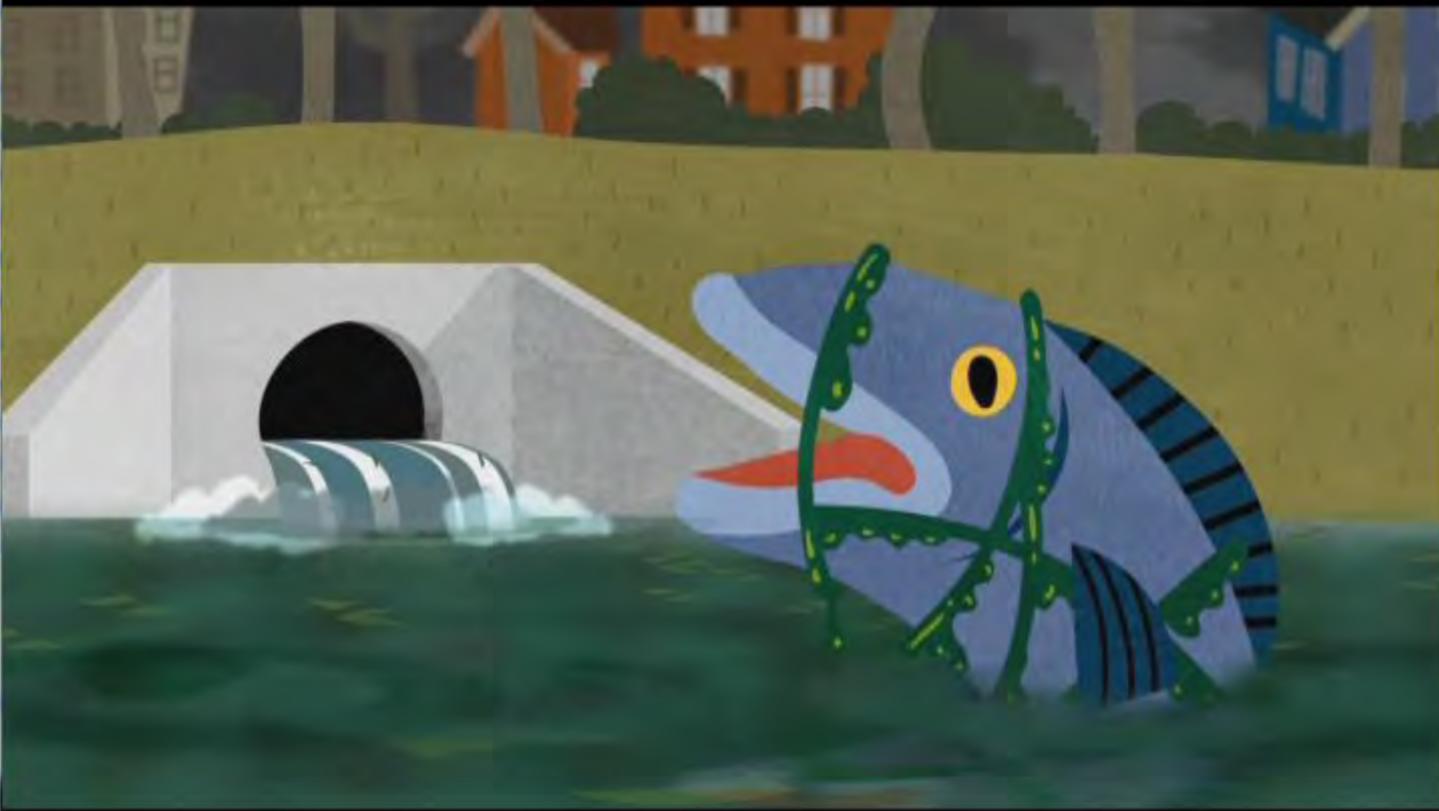
- Launch by end of April (Earth Day – 4/22)

**Benchmarks / Success Measures:**

- Increased recognition of the H2O Hero Brand
- Increased understanding of the H2O Hero Campaign (not Healthy Hero; focused on improved water quality via the reduction of residential pollution)
- Increase in reported behaviors relating to fertilizer and grass clipping sweeping
- Increase in knowledge that individual contributions can make a big impact
- Increase in social pressure to display these behaviors, fear that not doing so will make the individual look bad.
- Increase in Facebook page likes



Media Playback Audio Video Subtitle Tools View Help



00:21 00:30





# Stormwater Coalition of Monroe County

Joe Herbst  
Chairman

Eric Williams  
Vice-Chairman

## **H2O Hero Campaign – Online and Social Media**

## H2O Hero Social Media Contract

### Proposed Timing:

- April 1<sup>st</sup> – October 31<sup>st</sup> (to coincide with media campaign as well as relevant behavior change asks, like proper maintenance of lawn, walking dogs outside, washing cars, etc.)
- Staff person would begin April 1<sup>st</sup>, create social media plan and gain access to existing social media accounts within the first week.
- Social media plan would be finalized by mid-April (with cooperation from WEC staff members) with implementation to begin immediately thereafter.
- Prior to the completion of the social media plan, Facebook and Twitter updates would proceed as usual and would be posted by representative from the Ad Council of Rochester.

### Key Deliverables:

- Creation & Implementation of a social media plan which includes (but is not limited to) the following:
  - Specific tactics tied to the following objectives (in pursuit of increasing awareness of the campaign and communicating specific behavior change asks):
    - Increased traffic to the website
    - Increased fan involvement on the Facebook page
    - Increased followers on Twitter
    - Increase in number of people involved/attending community-based events
  - A planned schedule of social media and other internet-based activity.
    - Schedule will be based around known activities and will also allow for real-time updating about other relevant items (such as news stories, relevant articles or studies, reporting out of recent community involvement in H2O Hero events, etc.)
    - Includes updates about upcoming events on H2O Hero website.
  - Use of social media tools which may include (but are not limited to):
    - Facebook (and possibly Facebook Ads)
    - Twitter
    - Foursquare
    - Blogging
    - Google Analytics
    - Google AdWords
    - YouTube
  - Plan for responding to comments on social media and other relevant local online articles in an appropriate, timely manner.
  - Plan for ongoing evaluation of specific metrics tied to each strategy and tactic.

- Weekly tracking of Facebook, Twitter, and website stats
- Final report with summary of project and evaluation of each strategy/tactic (what worked, what didn't).
- Maintenance plan for sustainability of Social Media/Internet outreach once contract has been completed (ex. Training of Stormwater Coalition or WEC employee, creation of editorial calendar template/best practices tip sheet that can be utilized by subsequent staff.

**Billing:** \$8,000 Total Budget

The total expenditures not to exceed \$8,000. This figure covers the following:

- Hours contributed to the project by Stephanie Garvia, Todd Butler and other Ad Council staff. It is estimated that, after the initial planning phase, an average of 5 hours per week would be spent on the project.
- Facebook advertising, as called for in the plan.
- Google AdWords campaign, as called for in the plan.
- Traditional advertising intended to drive social media engagement, as called for in the plan
- Any other out-of-pocket expenses called for in the plan (to be approved by WEC).
- Contract billing schedule will be as follows:
  - 25% upon contract signing
  - 25% June 1
  - 25% August 1
  - 25% Oct. 31

## **H2O Hero Social Media Plan**

**Goal:** To raise awareness of the campaign and increase understanding of the at home behaviors that people can do to help keep our local waterways clean

### **Objectives:**

- Increase the number of followers on Social Media Accounts, including Facebook and Twitter (~400 total likes) by Sept. 2013
- Increase the total reach of Social Media posts (organic, viral, etc.) by Sept. 2013

### **Target Audience:**

**Primary:** People in the Rochester area who care about our community and/or environmental issues.

**Secondary:** Their social networks (homeowners, primarily)

### **Strategies & Tactics:**

#### **Facebook:**

- Increase frequency of “viral” posts by creating content that the target audience can get behind/would like to promote to their own social networks.
  - Facts about water pollution (“DID YOU KNOW?”)
  - Pictures
  - Good things going on in the community related to keeping the watershed clean
- Increase frequency of posts to 1x/day during the week (before lunch or at night is preferable)
- Respond to comments on the Facebook page in a timely manner to increase reach and fan involvement
- Create themed photo albums, add to them regularly and encourage people to take their own photos and send them in:
  - Supervillains: Pictures of bad at-home habits in action
  - H2O Heroes: Pictures of examples of good at-home habits in action
  - The Adventures of Larry: Larry cut out in different areas around Rochester – mostly waterways in our area, or at workshops, in front of Green Infrastructure, etc. Include information on each photo that is relevant to the campaign.
- Post content about area events that are relevant to keeping the watershed clean.
- Share and comment on relevant local news items.

#### **Twitter:**

- Follow relevant (local and state) news sources and retweet when appropriate
- Increase frequency of posts to 1-2x/day during the week
- Include “Follow Friday” Tweets as a way to increase reach

- Tweet links to relevant news items
- Tweet about upcoming events
- Search for relevant tweets about our local waterways and pollution (ie. Lake Ontario, the Beach, Genesee River, etc.) and respond when the opportunity presents itself.

**Budget:**

- Initial planning
  - 30 hours @ \$40/hour = \$1,200
- Seven (7) months of social media posting
  - 28 weeks (5 hours/week) @ \$40/hour = \$5,600
- Final reporting/maintenance training
  - 30 hours @ \$40/hour = \$1,200
- TOTAL BUDGET: \$8,000

# H2O Hero Social Media Campaign Recap

February 2014

Prepared by:



# Introduction

- The goal of the H2O Hero social media outreach was to raise awareness of the H2O Hero campaign and broaden the audience to include individuals who use social media on a regular basis
- The social media campaign lasted seven (7) months primarily using Facebook and Twitter



# Introduction

- While other social media outlets like Foursquare and Instagram were discussed as potential components of the plan, we focused primarily on Facebook and Twitter because it allowed us the greatest reach with the time and resources allotted. Use of these additional channels may be beneficial in the future should the opportunity arise.



# Campaign Objectives

- Increase awareness of the H2O Hero campaign messages including the understanding of at-home behaviors that people can do to help keep local waterways clean
- Increase the number of followers on Facebook and Twitter to be a total of approx. 400
- Increase the total reach of Social Media posts (organic, viral, etc.)



# Strategies & Tactics Used

- Increase frequency of viral Facebook posts by creating content that the target audience relates to and can promote within their own social networks
  - Facts about water pollution (ie. “Did You Know?”)
  - Pictures
  - Share events in the community that relate to keeping the watershed clean



# Strategies & Tactics Used

- Created themed photo albums
  - Super Villains: Pictures of bad at-home habits
  - H2O Heroes: Pictures of good at-home habits
  - The Adventures of Larry: Larry cut out appearing in different areas around Rochester
    - Was also used as a contest to engage people to guess Where Is Larry in order to win a prize
  - WEC Events: Pictures from events hosted by the WEC



# Strategies & Tactics Used

- Post content about area events relevant to keeping the watershed clean
- Share, comment on and tweet relevant local news items
- Post and tweet relevant content about local waterways and pollution (ie. Lake Ontario, Genesee River, Ontario Beach, etc.)

# Outcomes - Facebook Analytics

From April 1, 2013-December 31, 2013:

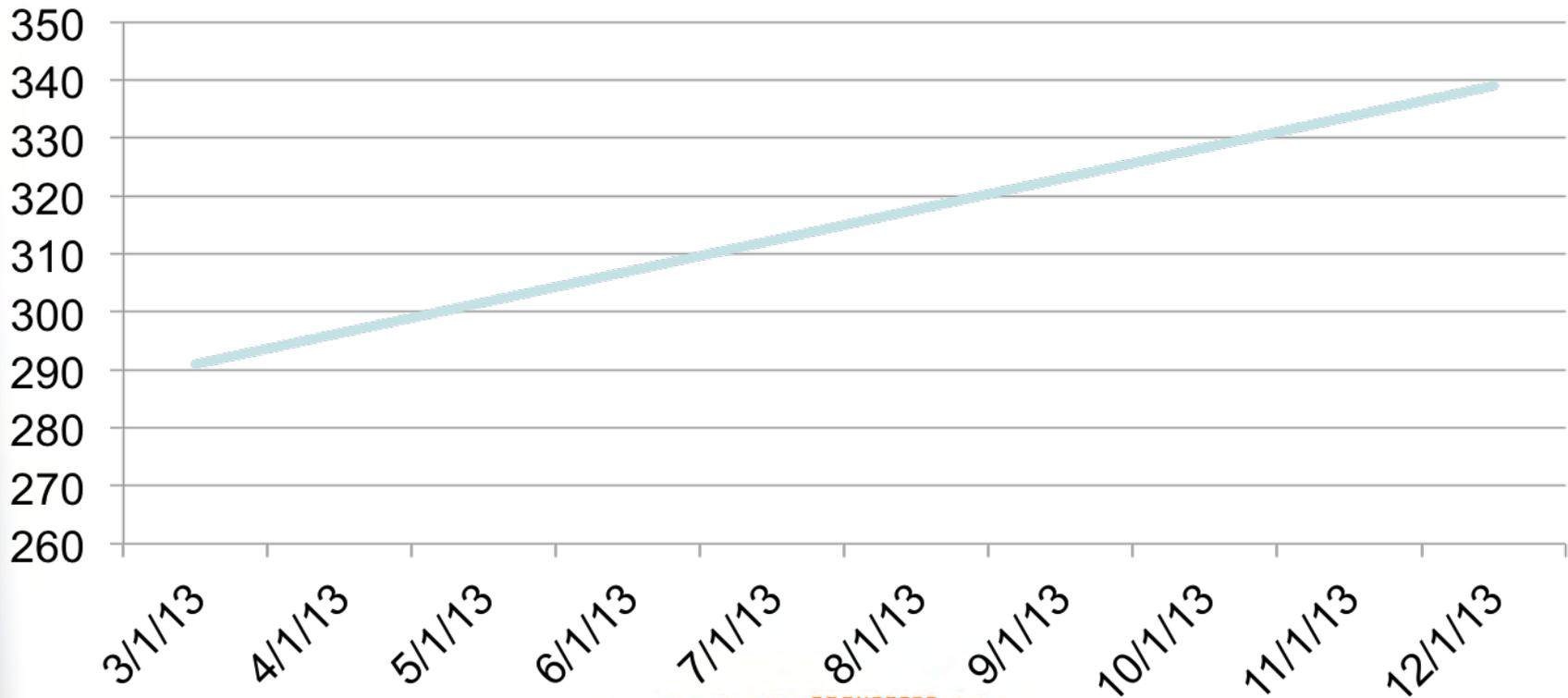
- Increased # of Facebook likes from 291 to 339 by December 31, 2013
- Total # of impressions: **47,089**
- Total daily reach (unique impressions): **14,734**
- Total # of viral impressions (# of people who saw shared content): **6,791**
- Total # of people engaged with page (clicking on a story, liking or commenting on a post): **1,106**



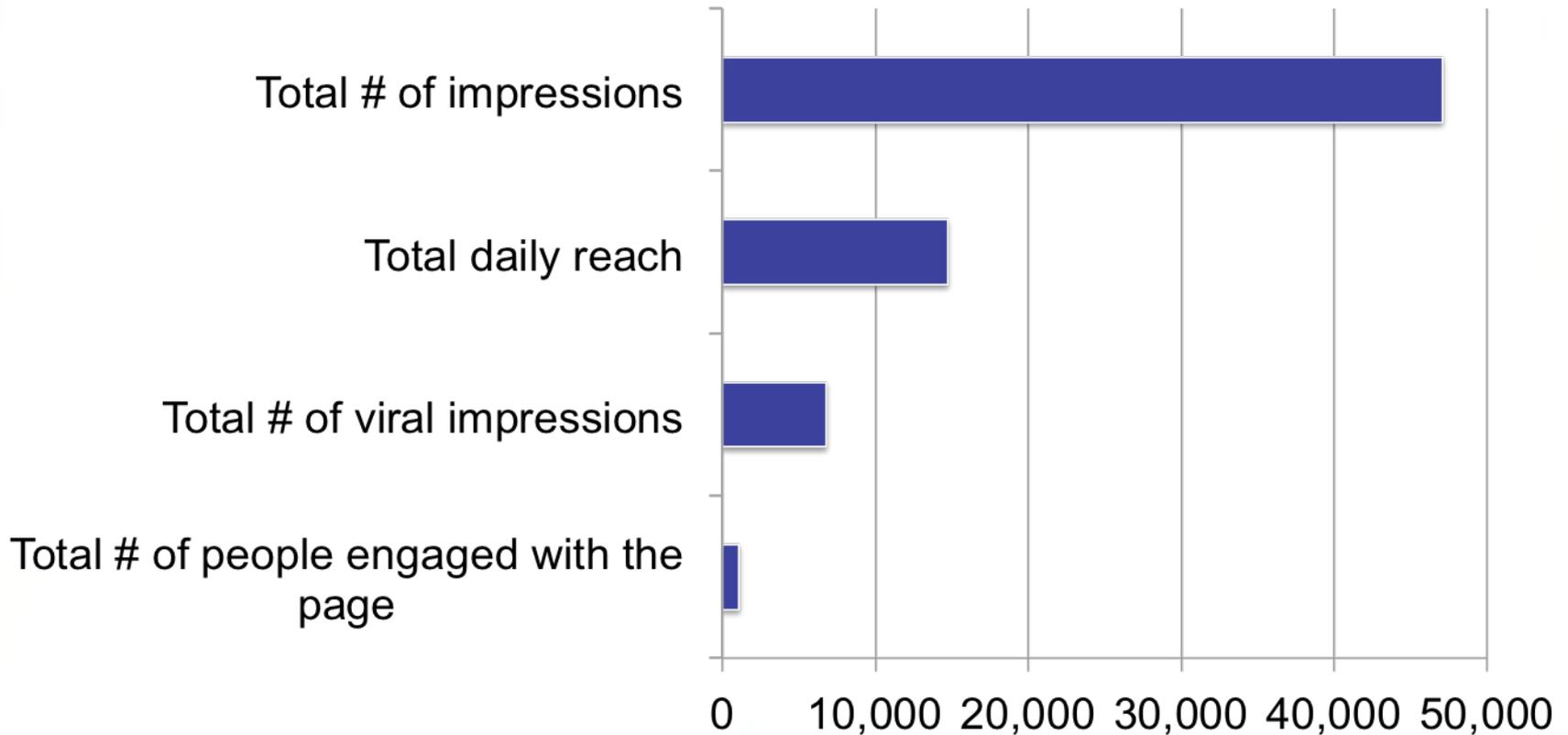
# Facebook Analytics cont.

Increased Facebook likes from 291 in March 2013 to 339 by December 2013.

## Facebook Likes



# Facebook Analytics cont.



# Facebook Example Post



## Town of Brighton Rain Garden/Rain Barrel Tour

Rain gardens and rain barrels are green infrastructure practices that help to protect water quality by directing rainwater to soak into the ground rather than entering nearby streams. Homes on this tour had their downspouts disconnected from the storm sewer, and rainwater is now directed from the rooftop to a rain garden where the water can soak into the ground, or to a rain barrel where it can be stored and later used for watering plants. This self-guided tour offers a view of recently installed residential rain gardens, rain barrels and the Buckland Creek restoration site.

**Saturday, October 19th, 2013, 10 a.m-1 p.m.**

Come to the Buckland Creek restoration site, located on the Brighton High School campus, just north of the school adjacent to Winton Road. Here you can view the restoration site, learn about water quality issues, and obtain your map of the homes on the tour. Park at the Brighton Middle School parking lot on Winton Road. All homes on the tour will be available for viewing from 10 am to 1 pm. Event will be held rain or shine. **No registration required.**



If you have questions,  
Please email:  
psawyko@monroecounty.gov  
For more info, on local water  
quality visit  
www.H2OHero.com



This event is sponsored by the Town of Brighton  
and the Brighton Central School District



**Larry the H2O Hero**  
Liked · October 16, 2013

Join us this Saturday, 10/19 for the Rain Garden/Rain Barrel Tour! Come to Buckland Creek restoration site at Brighton High School to check out the site, and to get your map of homes on the tour. Event is from 10am-1pm, rain or shine!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

11 people like this.

5 shares

Write a comment...

Sponsored [Create Ad](#)

**DailyBurn**  
dailyburn.com



Better Results. Less Time. 100% FREE for 30 Days!

11 Likes  
5 Shares



# Facebook Example Post



Larry the H2O Hero

Liked · July 31, 2013

There's nothing Larry loves more on a gorgeous day like today than to be outside enjoying one of our local waterways! Can you guess where he is today? First person to answer correctly gets a FREE H2O Hero Car Magnet!

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Katelin Ryan and 6 others like this.

1 share



Larry the H2O Hero looks handsome today.  
July 31, 2013 at 12:32pm · Like · 2



Larry the H2O Hero aww that's nice Katelin Ryan, you're making Larry blush!  
July 31, 2013 at 12:57pm · Like · 2



Ryan Loysen Corbett's Glen.  
July 31, 2013 at 1:11pm · Unlike · 4



Hilary Richardson Moshier Darn it, I'm 2 hours late to guess!



Write a comment...



7 Likes  
1 Share  
4 Comments

# Facebook Example Post



**Larry the H2O Hero**  
Liked · July 26, 2013

Looks like there's some rain in our forecast for this weekend...

Be an H2O Hero and prevent algae blooms from forming in our waterways by sweeping up grass clippings and fertilizer from your sidewalk and driveway before the rain washes the into our streams, river, and lake!

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

Larry the H2O Hero, Todd Butler, Stephanie Garvia and 4 others like this.

4 shares

Write a comment...



**7 Likes**  
**4 Shares**

# Facebook Example Post



**DEFENDING THE LAKE  
ONE DROP AT A TIME**

Be an H<sub>2</sub>O Hero at home  
and help protect  
Lake Ontario

Larry the H<sub>2</sub>O Hero  
Liked · September 9, 2013

Did you know its supposed to be 90 degrees tomorrow?! If you're able to head out to enjoy Ontario beach, look out for Larry's new H<sub>2</sub>O Hero signage! This signage will be up each year reminding fellow beach-goers how to be an H<sub>2</sub>O Hero. Larry is seen here checking out the sign on the East side of the beach.

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

Larry the H<sub>2</sub>O Hero, Stephanie Garvia, Todd Butler and 8 others like this.

2 shares

Mike Crego and dont forget your rain-barrels right Dan Cruthis?  
September 9, 2013 at 5:14pm · Unlike · 1

Write a comment...



**11 Likes**  
**2 Shares**  
**1 Comment**

# Facebook Example Post



Larry the H2O Hero created an event.

September 5, 2013



**Coastal Watershed Clean Up- September 19th**

September 19, 2013 at 2:45pm

Buckland Creek @ Brighton High School

 Join -

Like · Comment · Get Notifications · Share

# Facebook Example Post

 **Larry the H2O Hero**  
August 15, 2013

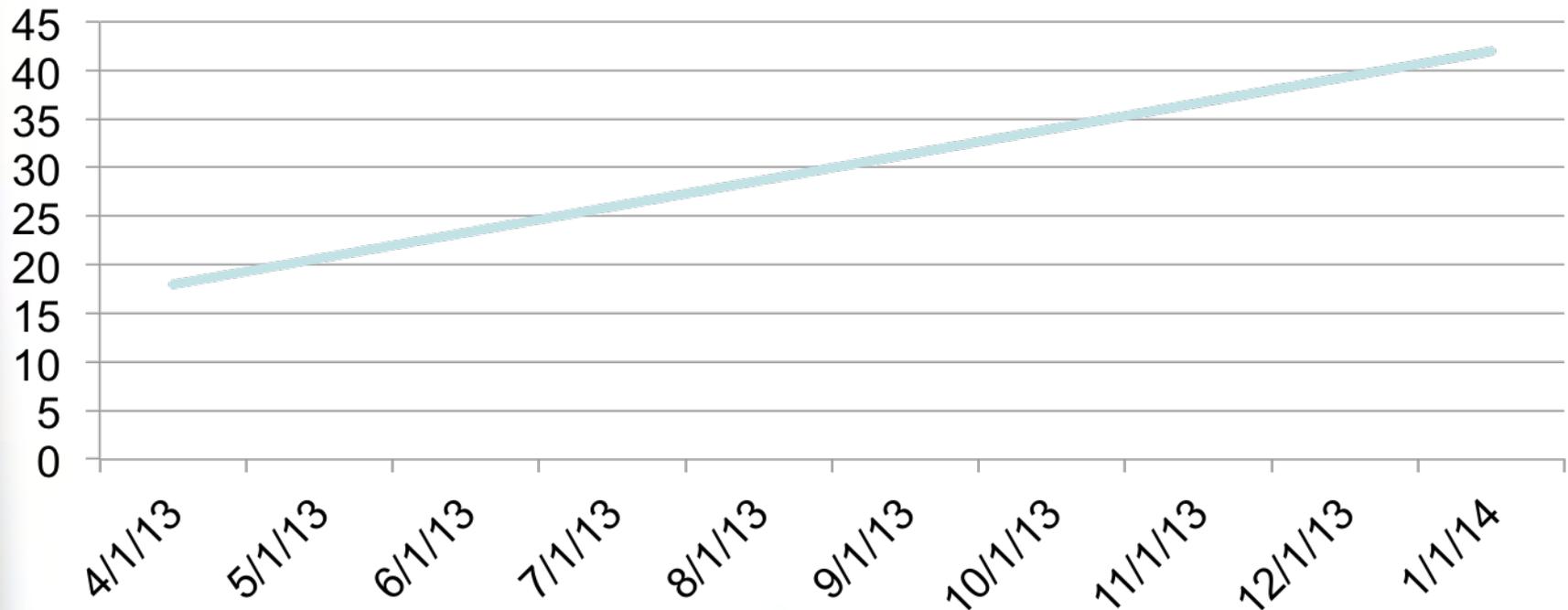
**Sturgeon Weigh-In & Storm Drain Marking Event (9 photos)**  
Great pics from the sturgeon weigh-in and storm drain marking event at the Seneca Park Zoo! — at Seneca Park Zoo.



# Outcomes - Twitter Analytics

From April 1, 2013-January 15, 2014:

- Increased followers on Twitter from 18 to 42 by 1/15/2014



# What Worked & What Didn't

Facebook allowed users to engage with Larry through comments, likes and shares and proved to be a more appropriate vehicle for the information shared on Larry the H2O Hero page.

Twitter worked well for promoting events such as workshops, watershed clean ups and Greentopia. Twitter lends itself to breaking news and sharing articles, which was not the main focus of the information shared.



# Recommendations

It is recommended that the Larry the H2O Hero Facebook page continue with relevant posts about keeping area watersheds clean, tips, “Did You Know” facts, photos and upcoming events.

Posts should continue on a daily basis and include informative, engaging content that will encourage readers to like, comment on and/or share with their friends.

Twitter should continue to be used for upcoming events and particularly newsworthy re-tweets and stories about our local waterways.



# Tips for Maintenance

- Sign up for Google Alerts using keywords that will send current news stories to your inbox
  - Keywords should be specific to this area since Google scours the web for all stories, national and international
    - Lake Ontario, Genesee River, Durand Eastman Beach
    - Rochester Water
- Follow similar organizations on Twitter for re-posts or to help generate relevant Facebook content
- Ask others in your department to help with content ideas based what they are working on



# Tips for Maintenance cont.

- Photos are a GREAT way to interact with people
  - Take photos at all events and workshops
  - Head out on a nice day and take your own pictures of area waterways; nowadays, pictures do not have to be professional grade for Facebook and Twitter
  - Stage photos of someone being an H2O Hero or an H2O Supervillian
    - Properly/inproperly sweeping up grass clippings
    - Picking up after your pet
    - How a rain garden works and how to create one

# Tips for Maintenance cont.

- Videos are also a GREAT way to interact with people
  - As with photos, videos do not have to be professional grade—take a quick video with your smart phone!
  - Take a video showing someone properly washing their car, or properly disposing of household hazardous items
  - Head out on a nice day and take a video of local waterways

# Tips for Maintenance cont.

Just remember- content is king! Continue to interact with Facebook and Twitter followers in various ways to increase Larry's visibility!





# Stormwater Coalition of Monroe County

Joe Herbst  
Chairman

Eric Williams  
Vice-Chairman

## Events and Pictures – Examples

# PICK UP THE PARKS

## SAVE THE DATE!

Keep America Beautiful and Cascades Recovery bring you the 4th annual Pick Up the Parks Event, a green initiative from County Executive Maggie Brooks and the Monroe County Department of Parks.

**Saturday, April 13th, 2013**

**9am-noon: Cleanup**

**Noon: Thank You Picnic**

Join the Monroe County Department of Parks, Keep America Beautiful, and Cascades Recovery for "Pick Up the Parks." This great parks stewardship event will expand to several parks in 2013 including Abraham Lincoln, Chardville, Durand Eastman, Ellison, Genesee Valley, Greece Canal, Highland, Irondequoit Bay Marine, Irondequoit Bay West, Lehigh Valley Trail, Lucien Morin, Northampton, Ontario Beach, Powder Mills, Seneca, Tryon, and Webster Parks.

Special thanks to these organizations that have already been instrumental in supporting this upcoming event: White Education Collaborative/Larry the H2O Hero, Friendly's, Sunnking Electronics Recycling, Delta Laboratories, Fleet Feet Sports/Yellowjackets Racing, Monroe County Sports Commission, Wegmans Charitable Lions, and Irondequoit Fish & Game Club.

**Email or call today to register your family, group of friends, club, organization, business, scout troop, or class! We strongly recommend that you pre-register; each park has a maximum number of volunteer spots necessary. Contact Ryan Laysen at [rlaysen@monroecounty.gov](mailto:rlaysen@monroecounty.gov) or 585-753-7281.**

Be sure to tell us your group size, preferred park, e-mail address, and phone number, or you can just come out to one of the nineteen meet-up sites on April 13th and register there. Check [www.monroecounty.gov/parks](http://www.monroecounty.gov/parks) for additional details, proper attire, and park information. Be sure to join us for the "Thank You Picnic" & 125th Anniversary of the Rochester Parks Commission Celebration, at the Highland Park Bowl starting at noon.

*All volunteers will be required to submit a Volunteer Registration Form (VRF) in order to participate. The Monroe County Parks and our waterways belong to all of us; so let's join together to keep them clean and green!*

Wegmans



Recovery  
PLUS

Cascades Recovery U.S., Inc.

FLEET FEET  
Sports

Friendly's



Maggie Brooks  
County Executive



Larry Staub  
Director of Parks





A woman with short brown hair, wearing a black long-sleeved shirt and black pants with a white stripe on the side. She is wearing blue gloves and has her hands clasped in front of her.

A man with short blonde hair, wearing a red t-shirt and blue jeans. He has his hands in his pockets.

A man wearing a black zip-up hoodie with "DMT" printed on the front and blue jeans. He has his hands in his pockets.

A man wearing a grey sweatshirt with "Wilson" printed on the chest and camouflage waders. He is wearing black rubber boots and has his hands clasped in front of him.

An older man wearing an orange jacket, brown waders, and green rubber boots. He is wearing a tan cap and glasses. He has his hands in his pockets.

A man wearing a blue t-shirt with a logo that says "TIKI GOLF MINI GOLF AND PUB" and blue jeans. He is wearing a white baseball cap and brown shoes. He has his hands in his pockets.



**2013**

# **Coastal Watershed Clean-Up** **AT A WATERWAY** **NEAR YOU!**

**Help clean up our watershed!**

**SEPTEMBER and OCTOBER 2013**

**Debris that gets into our storm drains  
and local waterbodies can end up  
polluting the Rochester Embayment.**

**Help reduce this pollution by cleaning  
up debris along streams, ponds, bays,  
or the Lake Ontario shoreline.**



**For Dates, Sites & Registration  
Information go to:**



**[www.facebook.com/LarrytheH2OHero](http://www.facebook.com/LarrytheH2OHero)**





Larry the H2O Hero's Phot...  
in H2O Heroes

Tag Photo

Options

Boost Post

Share

Send

Like









# Town of Brighton Rain Garden/Rain Barrel Tour

Rain gardens and rain barrels are green infrastructure practices that help to protect water quality by directing rainwater to soak into the ground rather than entering nearby streams. Homes on this tour had their downspouts disconnected from the storm sewer, and rainwater is now directed from the rooftop to a rain garden where the water can soak into the ground, or to a rain barrel where it can be stored and later used for watering plants. This self-guided tour offers a view of recently installed residential rain gardens, rain barrels and the Buckland Creek restoration site.

**Saturday, October 19th, 2013, 10 a.m-1 p.m.**

Come to the Buckland Creek restoration site, located on the Brighton High School campus, just north of the school adjacent to Winton Road. Here you can view the restoration site, learn about water quality issues, and obtain your map of the homes on the tour. Park at the Brighton Middle School parking lot on Winton Road. All homes on the tour will be available for viewing from 10 am to 1 pm. Event will be held rain or shine. **No registration required.**



If you have questions,  
Please email:  
[psawyko@monroecounty.gov](mailto:psawyko@monroecounty.gov)  
For more info. on local water  
quality visit

[www.H2OHero.com](http://www.H2OHero.com)



This event is sponsored by the Town of Brighton  
and the Brighton Central School District

# YOUR NEWS

Follow reporter Mic



Michelle covers town & Brighton and Pittsford Follow updates and no around town. @MPN\_MShipp

QUESTIONS? Contact Paul Gangarossa, Monroe County editor, at PGangarossa@messengerpostmedia.com or (585) 394-0

## 3 THINGS COMING UP

### 1. Fall Foliage Festival

The town of Cohocton in Steuben County will hold its annual Fall Foliage Festival on Saturday, October 5 and Sunday, October 6. Events include a parade, arts, crafts and antique market, chicken barbeque and entertainment. Check out [www.fallfoliagefestival.com](http://www.fallfoliagefestival.com) for more details.

### 3. Hilton Apple Festival

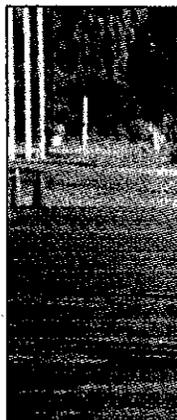
The 34th annual Hilton Apple Festival is this weekend, Saturday October 5- Sunday, October 6 in the village of Hilton. The annual festival includes arts and crafts vendors, a derby run, children's activities, an auto show and an apple pie bake off contest. Visit [hiltonapplefest.org](http://hiltonapplefest.org) for more details and the entertainment schedule.

### 2. Education Tour in Brighton

On Sat. Oct. 19th, there will be a rain garden/rain barrel/water quality education tour in the Town of Brighton that is free and open to the public. The event is being sponsored by Brighton Central School District and the Town of Brighton. The goal of the tour is to educate people about water quality issues and inspire them to implement changes at their homes such as adding rain gardens and rain barrels which help to reduce stormwater pollution. Visit [townofbrighton.org](http://townofbrighton.org) for more details.

### PHOTOS FROM OUR READERS

Send your photos, along with caption and contact information, to JBattaglia



More than 100 adults and children participated in Bivona Child Advocacy Up For Kids 5k run and one-mile walk at Monroe Community College. One of this event was to raise awareness, knowledge, and education about proceeds benefited Bivona Child Advocacy Center. PHOTOS COURTESY OF R

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## Send us your HOMECOMING PHOTOS

It's homecoming season, and we want to see photos of your students all dressed up for the dance, the game and other festivities. We will run some in the newspaper and some at MPNnow.com. Send with your name and a daytime phone number to [JBattaglia@messengerpostmedia.com](mailto:JBattaglia@messengerpostmedia.com)



Larry the H2O Hero's Photos  
in Sturgeon Weigh-In & Storm Drain Marking Event

3456 Latta Rd (1.5 mi. w of Long Pond Rd)



227-0510 Sale good thru 6/14/13

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DID YOU HEAR?

THE FRONT PORCH AT GREEN ACRE



IS NOW OPEN 12-9 EVERYDAY!



SERVING DELICIOUS SOFT SERVE & INCREDIBLE GIFFORD'S HARD ICE CREAM CHECK THE WEB FOR OUR GRAND OPENING SPECIALS - FRIDAY, JUNE 14

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\$3.79 - \$32.99

New Selections arrive weekly, sometimes daily!

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4 1/2" pot Reg 3.29



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Organic Gardener 5-10-5 \$10.49 20 lb \$16.99 40 lb

Upcoming Events...

Make Your Own Fairy Garden

Tuesday, June 11 6:30- 7:30 pm

We will provide the materials and guidance to help you made a fairy friendly garden.

\$35 per garden Reservation required

Be an H2O Hero - Rain Barrel

Workshop

Tuesday, June 18 6-7:30 pm

In this workshop you make, and take home, a 55 gallon rain barrel. All materials will be supplied.

Registration Required \$20 per barrel Sponsored by the Stormwater Coalition of Monroe County

Coming Soon... Homegrown Strawberries!

& RIVER RAT CHEESE

Store Hours Mon-Fri 8-8; Sat & Sun 8-6 www.greenacrefarmandnursery.com The Front Porch IceCream Shop Open 12-9 Everyday

DC-0000307956

Off-road or offshore, be ready for ad Terra Fi Lite sandal. A lighter-weight silhouette, this multi-sport sandal features a webbing strap upper that has three points for a custom fit. A compression-molded nylon shank lend comfort and support in men's and women's sizes.

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BEST VOLVO







# Stormwater Coalition of Monroe County

Joe Herbst  
Chairman

Eric Williams  
Vice-Chairman

## **Newly Created or Produced Resources**

## What is Stormwater?

Stormwater is rain water or snow melt that runs off of driveways, roofs, roads, and parking lots rather than soaking in to the ground. As stormwater flows across these hard surfaces, it collects automotive fluids, fertilizers, pesticides, pet waste, and sediments. These pollutants are conveyed, untreated, to the nearest waterway through the network of gutters, ditches, and pipes referred to as the stormwater system.

## What is Green Infrastructure?

Green Infrastructure is an approach to managing stormwater that protects water quality by soaking water into the ground rather than creating runoff. Rain gardens and rain barrels are popular examples of green infrastructure that can easily be installed by homeowners.



## Be an H2O Hero!

Want More Info?

Call Us or Visit Us Online!

Water Education Collaborative:

585-753-5441

[www.H2Ohero.org](http://www.H2Ohero.org)

Larry the H2O Hero is also  
on Facebook at:

[www.facebook.com/LarrytheH2OHero](http://www.facebook.com/LarrytheH2OHero)



# Make Your Home Fit For An H2O Hero!

Creating Green Infrastructure For Your Home



## Rain Gardens

A rain garden is a planted, shallow depression that is designed to receive runoff from your roof or driveway and let it soak into the ground. Rain gardens are not ponds and are generally dry unless there has been a recent rain.

Proper design and placement of a rain garden is important to insure that the runoff can easily be conveyed to the garden and will be quickly absorbed. Compost is generally added to the garden to increase the rate at which water soaks in to the ground. A rain garden should be placed at least 10' from the house to avoid any impacts to the foundation.

Native plants that are attractive and adapted to highly variable amounts of water are a popular choice for rain gardens. Once established, a rain garden is very easy to maintain requiring only occasional weeding comparable to any other landscape feature.

For detailed information about how to design a rain garden, visit [www.H2OHero.org](http://www.H2OHero.org)



## Rain Barrels

Rain barrels are designed to collect and store the runoff from your roof for later use in your garden or landscaping. Rain barrels and cisterns have been around for centuries and are becoming increasingly popular as an easy, low cost method of reducing stormwater runoff and protecting water quality.

A properly designed rain barrel includes an adequately sized overflow directed to an area which can safely receive this runoff. Find out how much rainwater comes off your roof at [www.H2OHero.org](http://www.H2OHero.org).



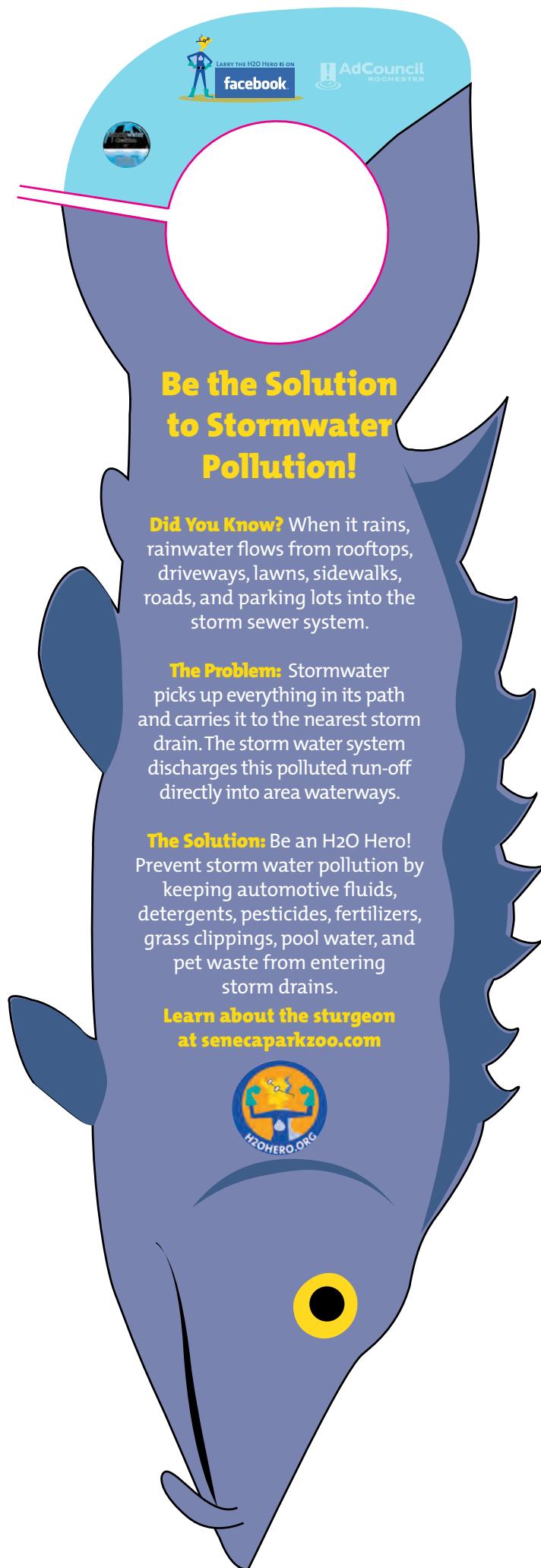
To learn more about how to get a rain barrel for your home visit [www.H2OHero.org](http://www.H2OHero.org) and click on "Get Involved."

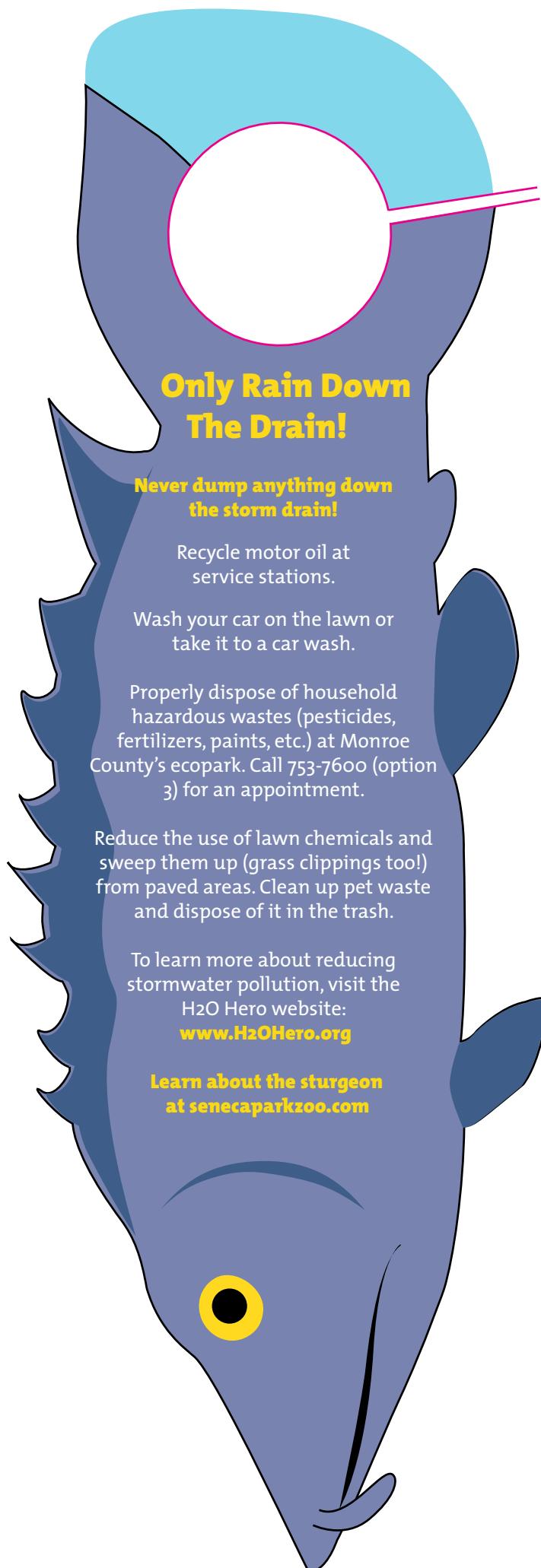
## Downspout Disconnects

In some neighborhoods, roof downspouts are connected to the stormwater system at the street. The purpose of this design was to prevent standing water issues. Unfortunately, this arrangement can contribute to flooding downstream and impact water quality.

Disconnecting the downspouts from your roof, and directing the water to a rain barrel, rain garden, or suitable lawn area, will reduce the amount of water that enters the stormwater system. However, before you disconnect any downspouts, it's important to give proper consideration to local building codes and how the runoff will be managed so that it does not result in standing water or impact your home or adjacent properties. Runoff should be conveyed at least 10' from the foundation to a flat location with enough space to properly soak it into the ground.







## Only Rain Down The Drain!

### Never dump anything down the storm drain!

Recycle motor oil at  
service stations.

Wash your car on the lawn or  
take it to a car wash.

Properly dispose of household  
hazardous wastes (pesticides,  
fertilizers, paints, etc.) at Monroe  
County's ecopark. Call 753-7600 (option  
3) for an appointment.

Reduce the use of lawn chemicals and  
sweep them up (grass clippings too!)  
from paved areas. Clean up pet waste  
and dispose of it in the trash.

To learn more about reducing  
stormwater pollution, visit the  
H2O Hero website:  
[www.H2OHero.org](http://www.H2OHero.org)

Learn about the sturgeon  
at [senecaparkzoo.com](http://senecaparkzoo.com)



# DEFENDING THE LAKE ONE DROP AT A TIME

Be an H2O Hero at home  
and help protect  
Lake Ontario



Larry the H2O Hero's Phot...  
in Timeline Photos

# Help the Village of Pittsford Prevent Stormwater Pollution!

When it was time to replace its old parking lot, the Village of Pittsford chose to be an H2O Hero and used porous pavement (see figure to right), an innovative technology designed to reduce stormwater runoff and protect water quality.

Stormwater runoff is water that flows off of **paved surfaces** and roofs when it rains or the snow melts. This water is **carried** to the nearest waterway, **untreated**, through a system of gutters and pipes. **On its way to our local water bodies, stormwater collects the pollutants in its path**, such as sediment, salt, automotive fluids, pet waste, pesticides, and fertilizers. These pollutants are then discharged **directly** into our streams, bays, and lakes **without any treatment**. **This is the primary cause of water pollution in the Rochester area.**

The new Village of Pittsford Hall porous pavement parking lot addresses this problem by allowing rain water and snow melt to soak into the ground, as it would in the natural environment, rather than **flowing directly** into the Erie Canal. Notice that the asphalt has larger spaces, or pores, that allow the water to soak into the layers of rock and soil underneath, which filter pollutants out of the water before it makes its way to our local waterways. When it is raining, compare the look of this parking lot with the nearby driveway and road which are constructed with traditional paving materials.



You can be an H2O Hero too! Prevent stormwater pollution by keeping automotive fluids, detergents, pesticides, fertilizers, grass clippings, and pet waste from entering storm drains.

**Remember: Only Rain Down The Drain!**

For more information on how you can help, visit [www.H2OHero.org](http://www.H2OHero.org).



H2O Hero Car Magnets are Popular Give Aways for Educational Events:



Official H<sub>2</sub>O Hero



H<sub>2</sub>O Hero.org

Did you know that 15%  
to 20% of **bacteria** in  
your waterways comes  
from **pet waste**?



**Be an H<sub>2</sub>O Hero!**  
Dispose of waste properly:  
Please bag pet waste  
and throw in the trash.

For more information,  
visit [H2OHero.org](http://H2OHero.org)



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