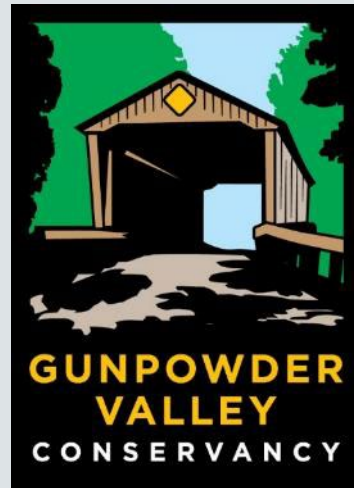


Social Marketing Strategies Shaping GVC's Clear Creeks Project



Darcy Herman
Program Manager, Gunpowder Valley Conservancy

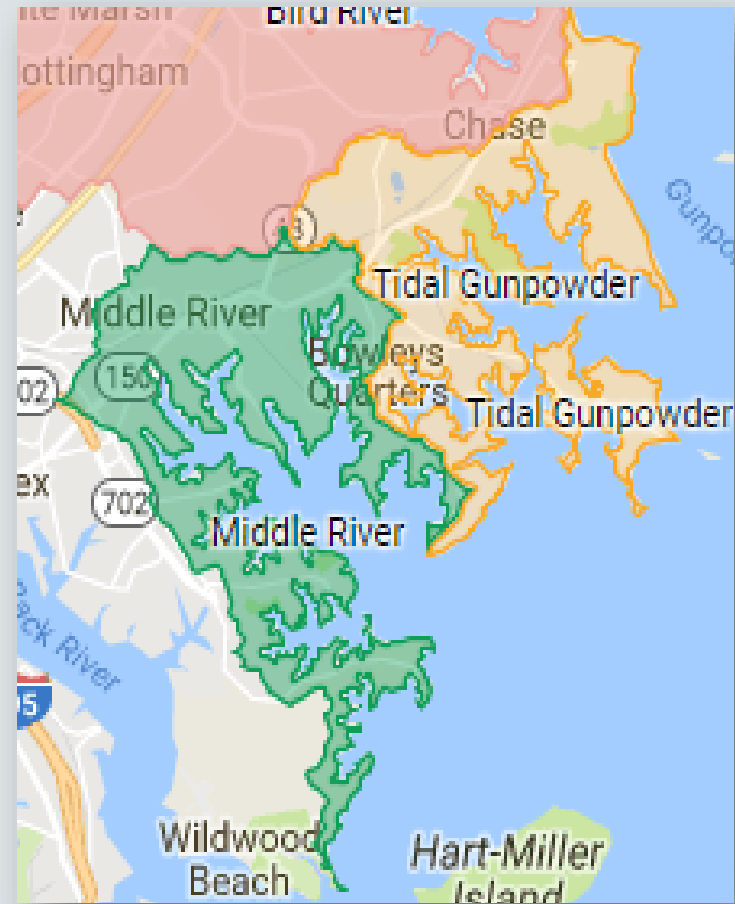
GVC's Clear Creeks Project (2013-present)

- Grant-funded, community-based campaign to motivate homeowners and institutions to implement stormwater best management practices in their landscapes to reduce pollution and create native habitat
- Restoration AND education/behavior change components



Initial Clear Creeks Project Area

Targeted Critical Watershed of Middle River/Tidal Gunpowder



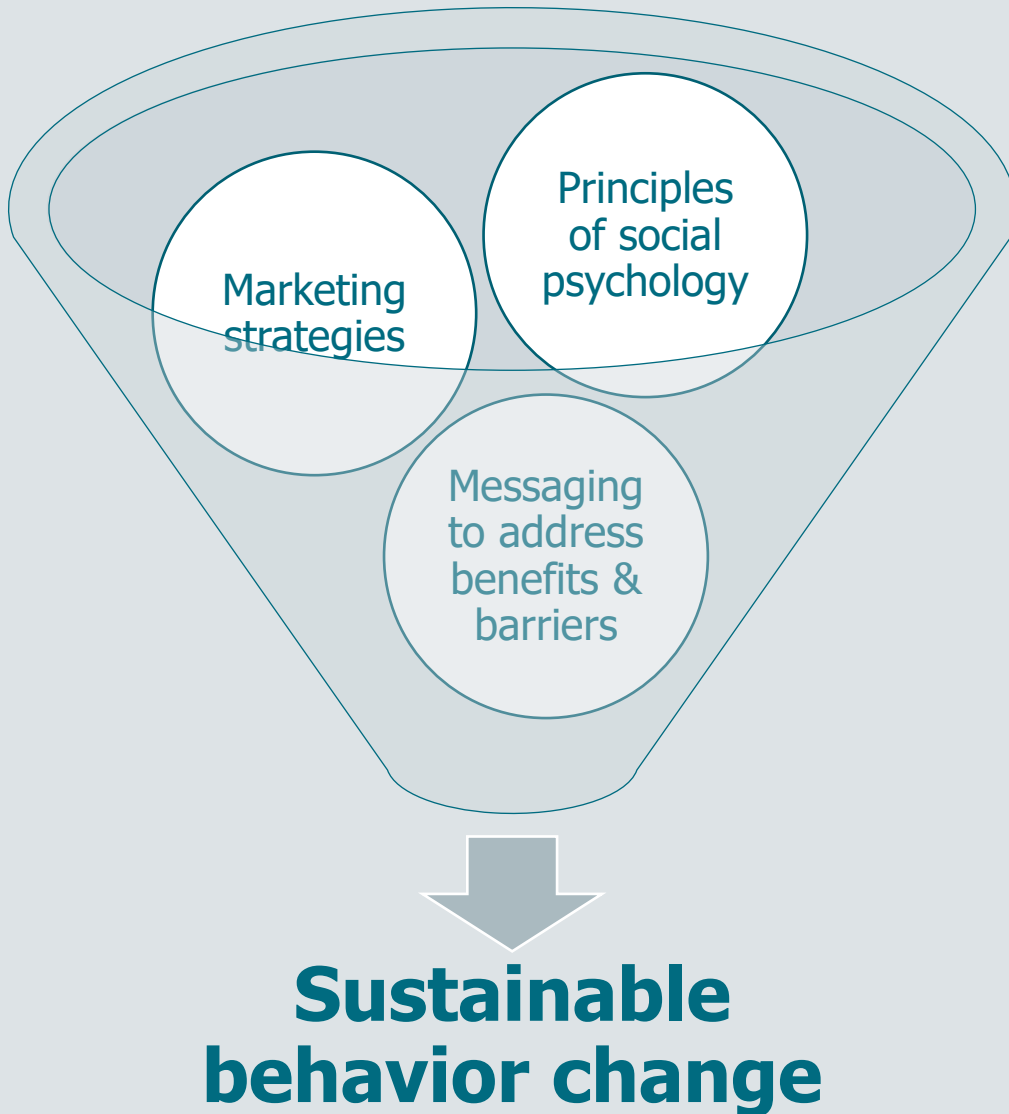
Social Marketing Research in 2012

- How to increase # homes implementing stormwater best management practices (BMPs)? How to motivate more homeowners to change their behaviors?
- Chesapeake Bay Trust suggested research before applying for large-scale community implementation grant



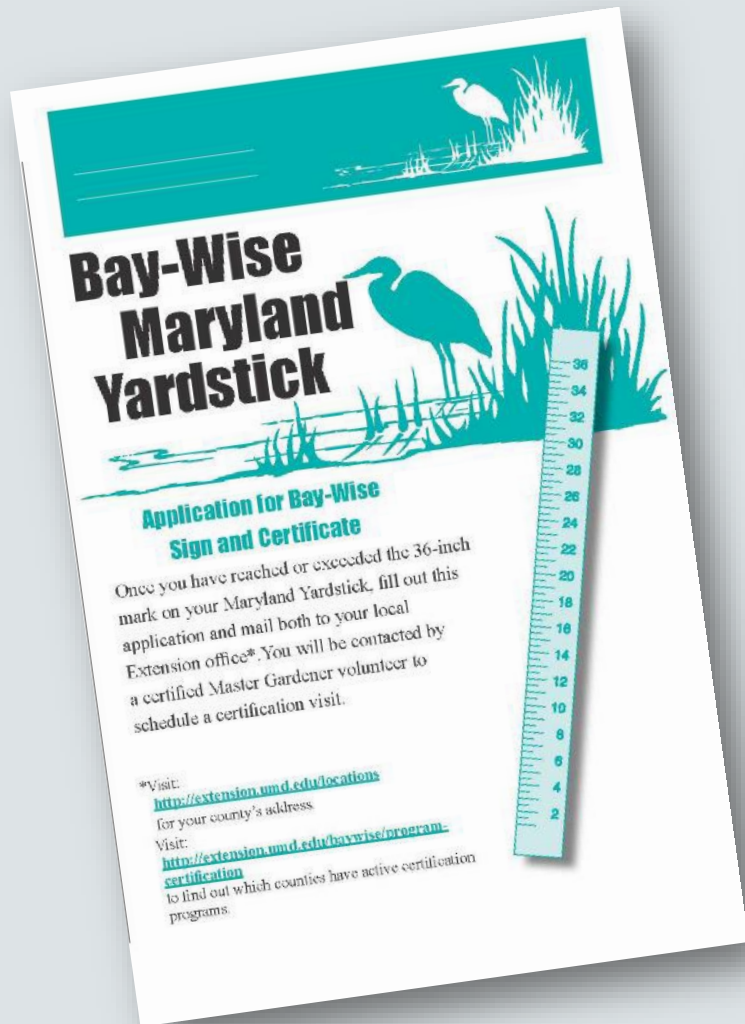
...what is community-based social marketing?

Community-based Social Marketing (CBSM)



CBSM focuses on **behavior change**, not awareness.

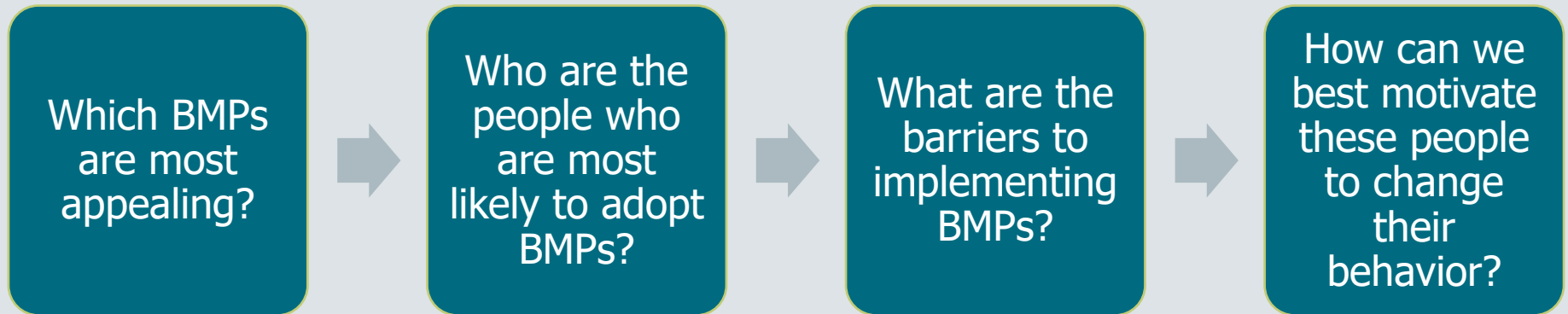
Key partner—University of MD Extension Baltimore County Master Gardeners



- Bay-Wise Yardstick provided many possible choices for behaviors for social marketing campaign

Steps in CBSM Process

Contracted with marketing firm HC&M to answer



- ✓ Social marketing research results laid groundwork for expanding pilot project—**quadrupling** our outreach efforts and deliverables

Three Behaviors for CBSM Campaign

- Rain barrels
- Rain gardens
- Bayscape gardens



Audience Most Likely to Adopt:



College-educated women, ages 45–65

Our Key Social Marketing Strategies



Intrinsic rewards

- Positive emotional states
- Pride in communities



Extrinsic rewards

- Cost-share on BMPs



How-to-skills

- Educational workshops
- Installation assistance



Social norms and stories

- Articles in media
- Bay-Wise yard sign



Social diffusion

- Community leaders set personal examples of behavior
- Bay-Wise Stewards assist neighbors



Commitment

- Bay-Wise Stewards commit hours
- Pledges to install BMPs

Putting the “Community” in CBSM



Correlate campaign with Baltimore County SWAP development



Discover and incorporate community needs and values



Engage with community leaders to choose name/tagline

Birth of a Name

Community-chosen project name:

Clear Creeks : Our Water, Our Heritage, Our Pride



Community-chosen
tagline:

**See Your Feets
in Our Creeks!**

Market desired behaviors as:

- 1. Easy** - Provide educational workshops and technical assistance with implementing BMPs
- 2. Fun** - "See Your Feets in Our Creeks" tagline, whimsical project logo
- 3. Popular** - Social norming through community leader-led events, yard signs, recognition of behavior adopters in local & social media

Lessons Learned and Strategies for Success

From us...



To you...



Community champions, community champions.



- Community champions' personal commitment, example, and promotion of project are **essential for success**.

- Promote project community-wide via educational mailer, kick-off event, or leadership conference.

Engage many stakeholders; include many voices.

- Pursue diversity in terms of race, faith, non-traditional conservation audiences, and partner with many diverse organizations



Local government



Nonprofit organization



University



Outdoor/sporting club



Private school



Faith organization

Accept your audience's values and adapt your strategies.

