



“Green Hair Guy Phosphorus Education Campaign”



Northeast Wisconsin Stormwater Consortium

Northeast Wisconsin Stormwater Consortium (NEWSC)



A Network of communities sharing resources to cost-effectively address stormwater issues and regulatory compliance.

NEWSC's membership is comprised of approximately 40 municipalities located in Brown, Calumet, Fond du Lac, Outagamie, Winnebago and Manitowoc counties with state-issued general stormwater permits and 15 business members.

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Our Mission

To facilitate efficient implementation of stormwater programs locally and regionally that will meet WDNR and USEPA regulatory requirements.

While regulatory compliance is acknowledged as one reason for forming NEWSC, member communities are committed to enhancing quality of life through stormwater management.



Northeast Wisconsin Stormwater Consortium

Background to the 2009 Phosphorous Campaign

NEWSC established an Information & Education Committee

The I&E Committee engaged in a long term planning process

1. A survey of area residents was conducted in 2005
2. A social marketing workshop was held in 2005
3. A 5 year strategic education plan was created in 2006
4. Hired a marketing firm to lead a discussion about core messages and strategies for a marketing program.

With the results of the survey and the help of the marketing firm, NEWSC members agreed upon the core message of “**keep phosphorus out of our waters**” for its regional programs.

Campaign Background

In 2007, NEWSC applied for and received a grant through the Wisconsin Department of Natural Resources

The grant was to fund a 2 year project – 1 year to design an educational campaign, 1 year for campaign implementation.

In 2008, NEWSC hired InSight Creative Services Company to work with us to create and implement the multi-faceted education campaign, presented in this presentation.

2009 Green Guy Phosphorus Campaign

The **GOALS** of the campaign:

to educate homeowners on the effects phosphorus has on the environment and the behaviors that can make a difference in solving these problems.

to have homeowners feel responsible for their fertilizer usage and to adopt the following behaviors:

- Test soils to determine turf nutrient needs
- Apply nutrients to lawns only as needed
- Use zero-phosphorus fertilizer
- Sweep up fertilizer from driveways, sidewalks and streets
- Reduce the number of fertilizer applications per year

2009 Green Guy Phosphorus Campaign

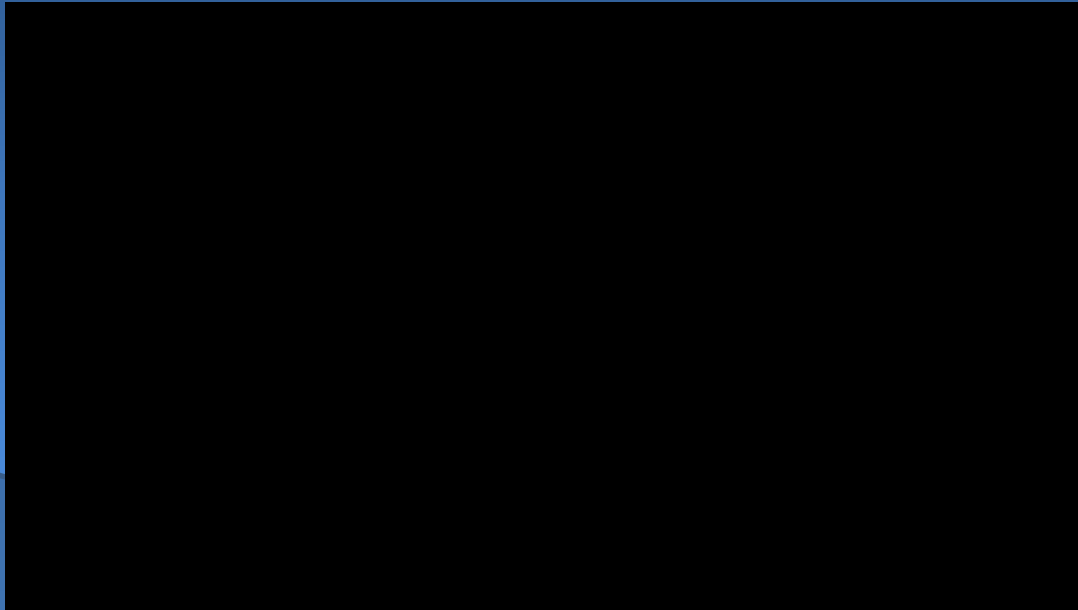
Billboards – were put up in Brown, Outagamie, Winnebago, Calumet, Manitowoc & Fond du Lac counties



Lawn Stakes – were given to member municipalities to distribute

2009 Green Guy Phosphorus Campaign

Television Ads aired on WBAY, WFRV, WGBA, WLUK



TV ad #1: Soil Testing

TV ad #2: Algae Blooms
and Sweeping

The campaign was divided into two flights,
4/20-6/22 and 9/14-10/19

2009 Green Guy Phosphorus Campaign

Radio Ads aired on WNCY and WOZZ

Radio ad #1: Zero Phosphorus Fertilizer



Radio ad #2: Effects of algae on fish and pets

Radio ad #3: Care for your lawn and your lakes!

The campaign was divided into two flights,
4/20-6/22 and 9/14-10/19

2009 Green Guy Phosphorus Campaign

Website



- NEWWaterWisconsin.org was launched in March of 2009
 - 55 – the highest number of sessions viewed weekly on the site prior to the launch of the campaign
 - 583 - the highest number of sessions viewed weekly during the fall campaign
- Content currently available on the site includes:
 - What YOU Can Do At Home and At Work to impact water quality, as well as What your Community is doing!

Lessons Learned

NEWSC is currently awaiting results from the follow-up survey we are having completed through St. Norbert College Survey Center. The survey will...

- Demonstrate if public awareness of phosphorous and water quality has changed over a 5 year period
- Provide feedback on the 2009 campaign
- Provide direction on our future educational campaigns

Taking Green Guy on the Go

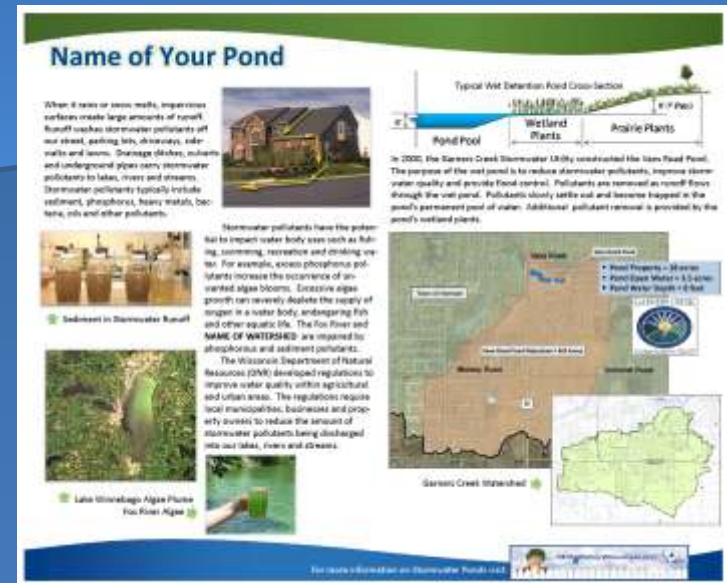
Informational Signage

- stormwater ponds
- what can you do?
- water quality



Informational Handouts

- for homeowners
- for businesses



Taking Green Guy on the Go

Presence at local events

Green Guy will educate public one on one!



**WBAY Home & Garden Show
March 18 – 21**

- Rain barrel give away
- 420 entries
- Each person entering was talked with and given educational materials

The future of Green Guy

Everyone can be Green Guy (or Gal)

Green Guy will be showing up everywhere!

Continued presence at local events



NEWSC will be participating in 2-4 large events per year

NEWSC members will have access to all materials and props to use at their individual community events.

Questions



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Northeast Wisconsin Stormwater Consortium (NEWSC)

“Communities working together for cost-effective stormwater management and regulatory compliance”



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