

Attachment 6-1

FY 09-10 Watershed Watch Campaign Work Plan - DRAFT

BACKGROUND

The primary goals of the Watershed Watch Campaign are to:

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

In fiscal year FY 08-09, the Watershed Watch consultant AdManor, Inc.:

- Implemented the FY 08-09 Watershed Watch Campaign work plan
- Maintained and developed partnership relationships that benefit the Program
- Maximized campaign resources through value-added development and effective media implementation
- Coordinated campaign activities in consultation with the Watershed Education and Outreach Ad Hoc Task Group (WEO AHTG)
- Developed new outreach collateral and litter messages

The Campaign's FY 08-09 media buys focused on community newspapers and South Bay radio stations. Messages included problem-specific IPM messages from FY 07-08, newly developed litter messages and Mercury pollution prevention messages.

Each year, the campaign effectiveness has been measured through

- Hits on the www.MyWatershedWatch.org website
- Inquiries on the phone hotline
- Requests for information on the hotline and website
- Quantity of fluorescent bulbs dropped off at participating hardware stores and household hazardous waste collection events.
- Media gross impressions
- Spot surveys conducted at community events
- Attendance at Watershed Watch promotional events

In February 2009, the Program is contracting with a research firm to conduct a public opinion survey to evaluate the effectiveness of the Campaign. The FY 09-10 media and creative plans will be refined based on the finding of the public opinion survey.

FY 09-10 Watershed Watch Campaign Work Plan

The FY 09-10 Work Plan is based on a campaign budget of \$150,000. If additional funds become available, they will be allocated according to the prioritized needs of the campaign and feedback from the WEO AHTG.

Whenever possible, Watershed Watch Campaign activities will be coordinated with activities of other local and regional outreach programs (e.g., the BASMAA Regional Ad Campaign, HHW Program and the County Integrated Waste Management Program campaigns, and the BASMAA/BACWA Media Relations Committee). Campaign activities will be evaluated on an ongoing basis, and changes made as required for effectiveness.

In FY 09-10, AdManor Inc. (“consultant”) will implement the following tasks to achieve the goals of the Campaign.

TASK 1: Creative Development

This task includes revisions to existing messages or the development of an additional message (e.g. automotive related message). Creative needs will be determined by results of evaluations and as dictated by the priorities of the Campaign (media selection, messages, and all applicable production).

TASK 1 DELIVERABLES:

Final deliverables are contingent upon media plans and WEO AHTG agreement about the message focus for each campaign flight. Deliverables may include creative materials for:

- Print media (newspaper, magazine, coupon ads)
- Transit media (bus board posters)
- Radio (recorded messages, public service announcements)
- Collateral (point-of-purchase displays/prompts, materials for distribution)
- New media (internet, social media, or other new media production)
- Cable television

A part of the budget will be used to develop and produce giveaways (e.g., flyswatter, pencils)

TASK 1 BUDGET: \$8,500

TASK 2: Media Advertising

The FY 09-10 media plan will be reflective of the recommendations, evaluations and any trends found in the 2009 public opinion survey. For example, focus group research from 2003 and 2006 suggested that a top of mind awareness (TOMA) approach to media could be more effective than concentrated media campaigns, as a consistent reminder to “do the right thing.” After two complete campaign years and media schedules with this approach, the public opinion survey may indicate whether TOMA is being achieved.

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

Requests for proposals will be developed to educate the media regarding the goals of the campaign, the prospective media schedule(s)/plan, budget, and the criteria on which proposals will be judged. RFPs will be distributed to media in the geographic target area, defined as Santa Clara County geographic area, also known as the area of dominant influence (ADI). San Francisco media may also be included with the instruction that comparative data is based on coverage of Santa Clara County audiences.

“New media” or online and mobile phone advertising messaging will be explored in

addition to traditional media.

Media Allocation

The consultant will allocate the media budget proportionate to language/population of the target audiences, and the media's effectiveness in delivering audiences and added-value to the campaign. The consultant will create an appropriate balance based on the goals, budget for the campaign, any timely circumstances and/or other campaign partner activities relevant to Watershed Watch goals and messages.

Media Selection

Media selection may be impacted by the outcome of the public opinion survey, and whether the TOMA approach is effective. The TOMA campaign has focused on delivering more consistent messages to a narrower, more targeted audience. The alternate is utilizing media with a broader reach and more "high-impact" short-term schedule.

Media will be evaluated for its: effective reach in the ADI (ratings); efficiency based on cost per point, reach & frequency to target audience(s), added value, and partnership opportunities.

Media will be selected to create a desirable balance of reach and frequency; limited duplication in programming and formats for maximum reach; maximum impact weighing rating points and impressions; and adequate frequency to create impact.

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

Media Schedule

The FY 09-10 media schedule will be reflective of the results of the public opinion survey (TOMA/ongoing vs. concentrated schedules) and in support of Campaign events and seasonal messages.

The consultant will present the recommended detailed media plan to the WEO AHTG for approval. The media plan will be revised as needed based on comments received.

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

Task 2 DELIVERABLES:

- RFP to Media (Media Negotiation)
- Media Recommendations
- Media Plan
- Traffic (creative and scheduling instructions) / Distribution to Media
- Billing / Reconciliation / Documentation
- Media Campaign Summary (Report)

Task 2 BUDGET: \$82,850

Task 3: Partner Development and Coordination

Developing partners has proven successful in augmenting campaign resources. Partners have distributed Watershed Watch materials through educational and promotional activities and events, offered web site links, sponsorship status for events, and shared other resources. The consultant will continue to work with past and existing partners so that the list of partners continues to grow each year.

The consultant will explore development of additional partnerships, such as:

- Additional or alternate media partners – Comcast Cable, VietUSA, Cinemas, Pennysaver, ValPak (direct mail media), movie theaters, etc.
- Water-related / outdoor activity businesses or sporting retailers – Fishing, boating, rafting, kayaking, parks and open space groups
- Hardware/garden/home improvement – OSH (currently through BASMAA), Ace Hardware.
- Educational - San Jose Tech Museum, San Jose State University Environmental Studies Department, Santa Clara University Environmental Sciences Institute; encourage student studies and projects focused on watershed protection and pollution prevention in cooperation with Watershed Watch.
- Automotive – dealers, oil change / service centers, auto parts / targeting do-it-yourself oil changes

The consultant will distribute a partnership kit to all new partners and potential partners, which presents partnership benefits and opportunities and tools for displaying their support of WW, and thanks them for their partnership. In pursuing new partners, when appropriate, the consultant will develop customized proposals with specific benefits and creative partnering opportunities, developing mutually beneficial relationships and activities. The consultant will continue to seek partners that provide discounts on products and services to patrons using the Watershed Watch card.

The support of these relationships includes coordinating outreach materials or messages, promoting the partner's interests that are shared with the Program, participating in key activities and events, and suggesting or developing win-win opportunities. A calendar of events will be maintained to keep all partnership activities "on the same page."

Changes and developments in media from the previous year may impact the availability or recommended change in partnership pursuits.

If needed, the consultant will help the WEO AHTG review other local and regional campaigns (e.g., the BASMAA Regional Ad Campaign), and provide feedback.

Task 3 DELIVERABLES:

- Ongoing contact with partners; work with existing partners and renew previous partners
- Partnership kits (ongoing)
- Maintain updated contact data and partnership details
- Development of new creative partnership opportunities / scenarios

- Monthly written report of results or activities
- 2 new community/business partnerships

Task 3 BUDGET: \$5,000

Task 4: Development of Value-Added Resources

The media offers excellent value added opportunities. The consultant will negotiate media buys and partnerships for added media exposure, requesting innovative partnerships and sponsorship opportunities with the media and their advertisers. When media proposals lack relevance or inspiration, the consultant will develop and propose concepts, beginning with additional media.

Opportunities include but are not limited to:

- Contests to provide public awareness and incentive
- Donations of products or services to use as incentive
- Signage or space to provide prompts
- Public Service Announcements / donated airtime or space
- Sponsorships
- On-site events
- Cross-promotions with other media clients and with the stations/publications
- Web links, etc.

The consultant will also explore new methods and channels of distribution for campaign messages, as well as activities or opportunities to encourage desired outcome from the audience, and reinforce the positive impact of that action.

Events offering relevant opportunities may be:

- Earth Day events throughout the region
- Home & Garden Shows
- Garden Tours
- Santa Clara County Parks & Recreation events and venues
- Beach/Creek Clean-up days
- Outdoor events/activities that take place in a watershed recreation area
- “Green” living/sustainability or health-related events

Task 4 DELIVERABLES:

- Value-added as negotiated with media and partners
- Monthly written report of results or activities
- Two third-party promotions

Task 4 BUDGET: \$5,000

Task 5: Website Maintenance

The consultant will maintain the Watershed Watch website on an ongoing basis, encouraging partners to provide news, and creating more ways and reasons for the public to use the site.

The consultant will edit the site to maximize the usability of the site and help people easily and quickly find the information they seek, and maximize the educational impact and effectiveness of the site. As budget allows, this will involve streamlining the functionality of the site to eliminate extraneous files, and translating more features of the site into Spanish (relevant Watershed Watch pages linked to the Spanish site).

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

The consultant will track web activity and comment on any potentially relevant trends observed.

Task 5 DELIVERABLES:

- Monthly/ongoing maintenance
- Monthly written report of results or activities

Task 5 BUDGET: \$7,000

OPTIONAL: WEBSITE REDESIGN

Please see Addendum I with an optional website redesign proposal.

If the website redesign proposal is approved, the regular maintenance cost would be reduced to \$6,000 and other changes will be completed within the scope of site redesign. Website redesign estimate: \$11,500

TOTAL TASK 5 + Addendum I Budget: \$17,500

Task 6: Outreach Events

The consultant will maintain a comprehensive calendar of events including:

- Partner events (car wash events, garden/gardening, HHW, etc.)
- Relevant holidays or observances (Earth Day, Arbor Day, etc.)
- Media schedules

The consultant will work with WEO AHTG to create an event plan for prioritizing events according to budget, resources and Campaign goals.

The consultant will evaluate and recommend relevant events in the FY 09-10 to reach greater numbers of people, support campaign partners, promote messages/areas of focus (litter, IPM, etc.), and take advantage of added-value / media opportunities when possible.

Task 6 DELIVERABLES:

- Event plan development and maintenance
- Coordination of events (applications, registration fees, materials, etc.)

- Participation / representation at events (equivalent to 5 days)
- Event survey / written report of results or activities

Task 6 BUDGET: \$7,000

Task 7: Media and Public Relations

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

News created by the actions of nature, politicians and local citizens, and BASMAA media outreach activities may be maximized to promote watershed awareness and public education opportunities. When appropriate, the consultant will craft a relevant news story based on general conditions, campaign events or partner events, or current trends.

Specifically, the recruitment and public awareness of Santa Clara Valley Green Gardeners will be promoted.

The consultant will pitch stories to the local press promoting the Program's perspective.

Materials will be emailed to partners and co-permittees for their approval, use and distribution, and/or loaded to the website for download.

The consultant will also utilize community calendars in internet, print, TV and radio for no-cost announcements of events, programs and activities.

Task 7 DELIVERABLES:

- PR plan development and execution (3 pitches/PSAs)
- Ongoing maintenance of press contact data
- Clippings when available

Task 7 BUDGET: \$5,000

Task 8: FY 10-11 Work Plan Development

The consultant will compile and submit monthly, mid-year and year-end campaign activity reports for all applicable tasks. Details will include measurable results of campaign activities and estimated added-value amounts.

The consultant will develop the FY 10-11 Work Plan and Media Plan, consistent with the 3-year conceptual plan and adapting to the outcome of the FY 09-10 campaign.

Task 8 DELIVERABLES:

- FY 10-11 Work Plan
- FY 09-10 mid-year and year-end reports

- Monthly reports

Task 8 BUDGET: \$5,500

BUDGET SUMMARY:

BUDGET SUMMARY:

TASK 1 Creative Development	\$8,500
TASK 2 Media Advertising	\$82,850
TASK 3 Partnership Development	\$5,000
TASK 4 Added-Value Development	\$5,000
TASK 5 Website Maintenance plus Redesign	\$17,500
TASK 6 Event Coordination	\$7,000
TASK 7 Media/Public Relations	\$5,000
TASK 8 FY 10-11 Work Plan	\$5,500
TOTAL CONSULTANT BUDGET	\$136,350
EOA Mark Up	\$13,635
TOTAL CAMPAIGN BUDGET	\$149,985