Using Social Indicators to Move Maine’s LakeSmart from Pilot to Statewide

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Social Marketing Process

1. Define driving forces, goals and objectives
2. Analyze target audience
3. Create tools
4. Package program
5. Distribute program
6. Evaluate outreach campaign
7. Tweak and implement

“Getting In Step”
Step 1. Define driving forces, goals and objectives

Driving Force
Declining water quality due to urban/suburban landscaping

Goal
Lake-friendly landuse practices statewide

Objectives wait for next steps
Step 2. Identify and analyze target audience (and the targeted behaviors)

- Target audience - lake shore residents
- Concerned, lacking knowledge on cause and effect, looking for easy fixes, retired
- McKenzie-Mohr’s Behavior Change matrix
### Table for the creation of an effective social marketing campaign

<table>
<thead>
<tr>
<th><strong>Activity</strong> (Specific behaviors that people could do)</th>
<th><strong>Competing Behaviors</strong></th>
<th><strong>Impact</strong> quantifying impact each has on water x % expected to adopt the behavior = cumulative impact</th>
<th><strong>Barriers</strong> What will stand in our way of getting people to do what we would like them to do</th>
<th><strong>Benefits</strong> From the new behavior or how to make competing behavior less desirable</th>
<th><strong>Tool or Action</strong> Workshop, ad, door hanger, media coverage etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use pesticides/fertilizers only when needed, amounts only as required.</td>
<td>~1/3 don’t fertilize, 1/3 fertilizer 1-2 times/year and 1/3 fertilize 3-5 times/year.</td>
<td>Impact?</td>
<td>Habit, more is better, and risk not recognized</td>
<td>Safe for kids &amp; pets, save consumers $, reduce opportunity for accidents</td>
<td>Point of sale info, bag closure sticker</td>
</tr>
</tbody>
</table>

Describe area of concern?
Homeowner purchases of lawn (turf) products that contain pesticides, fertilizers or both doubled from 1994 thru 1999.
Step 3. Create the tool

- Training workshops
- Property evaluation
- Awards for incentive and to increase visibility
Step 3. Create the tool

Create method for evaluating properties
1. driveways & parking
2. structures & septic
3. yard & paths
4. shorefront

Gives scores and suggestions for improvements

Use 3rd party – Soil & Water Districts to evaluate
Objectives

- Hold 5 workshops/year
- Measure workshop success
- Track number awards and recognitions/year
- Long term measurement by redoing watershed surveys
Step 4. Package Program

Develop by surveying audience

Name

Logo

“Living lightly on the land for the sake of our lake”
Step 5. Distribute program

3 year pilot 2003-2005
Success Stories
Step 6. Evaluate

Process Indicators ("bean count"):  
• 6 workshops well received (but expensive)
• 68 property evaluations
• 27 awards, 39 recognitions on 17+ lakes
Step 6. Evaluate

Impact Evaluation Questions:

• the number of people who actually did something as a result of the program

• the number of recognitions and awards related to workshops
Step 6. Evaluate

Context Evaluation Questions:
- who is getting awards
- why others are not
- what support is need
- why are some lakes successful and others not
Market Research to Answer Impact and Context Questions

- Phone Survey of workshop participants
- Paper survey to lake associations
- Interview 3rd party evaluators and lake association contacts
- Mail survey to property owners who had evaluations
Results of Market Research: Workshop Phone Survey

- 61% who signed up – showed up
- 72% learned something new
- 37% had a property evaluation in 2004 and more waiting for one
- 83% took action (planting, diversions, ..)
- But actions not directly tied to workshop
Results of Market Research
Informal Interviews

People who took action – our Audience:
• Specifically year-round or summer-long lake shore residents
• Lake or watershed association members
Results of Market Research: Informal Interviews

- Successful LakeSmart areas had associations with sparkplug, leaders, and incentives
- Size matters, for large lakes, target geographically or road associations
- Property evaluator crucial
Results of Market Research
Mail Survey of BMPS

Most likely to fix:
Septic systems    70%
Erosion          68%

Least likely:
Reducing lawn only 40%
Stabilizing shoreline only 17%

Needs: $, Technical Assist., materials
Step 7. Lessons Learned and Applied

We have to narrow our focus to concentrate on fewer lakes and increase the commitment from the lake associations

- Commit to working with lake associations for several years
- Offer shorter workshops, if any are needed
- Apply social marketing to get bigger bang
- Keep an eye on the lakes for new social norm
New Objectives

• 15% of properties on project lakes are LakeSmart in 3 years

• Two lakes will achieve goal each year
Once 15% of a community’s population has adopted a new idea, it has the critical mass to spread on its own momentum.
Step 7. Lessons Learned and Applied

New requirements for Project lakes

• Active Lake Association
• Local “Spark Plug”
• Offer incentives/support
• A minimum 3 year commitment to work toward 15% in 3 years
• No competing projects or activities for association’s attention and energy
Step 7. Lessons Learned and Applied

New requirements for Project lakes (continued)

- High % of year-round and summer-long residences
- High % of property owners members of lake association.
- Geographic targeting for large lakes
So Far...

Changes paying off:
Lake associations willing to make 3 year commitment and staying active toward the 15% goal
LakeSmart
creating lake friendly landscapes

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