Outreach Goals and Facebook Trolls

PEP Evaluation and Social Media Strategy for Phase II Compliance
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• Established in 1999
• 16 area MS4s
• Forum to discuss area issues
• Develop shared guidance documents, progress report templates, P2/GH manuals, etc.

A primary benefit? Sharing, collaborating, & centralizing responsibilities for

PUBLIC EDUCATION
How we set outreach goals

• Regional Public Survey

How we achieve them

• Paid social media ads

Using both to evaluate PEP effectiveness
Randy Jones: BS!

Dont really care.

Jordan W. Cobb: Is there anything the government won't try to micromanage?

Like · Reply · Message · 19w

This total bulls

Like · Reply · Message · 32w

FOIA, WHO AUTHORIZED THIS COMMITTEE?

Richard Aldrich: Fake news

I don't even have storm drains in my area. Why would I care?

Like · Reply · Message · 49w

How many times am I gonna see this. Saw it yesterday, don't need to see it anymore.

Like · Reply · Message · 26w

I'm too old to really care. I've got 10 maybe 15 yrs left if I'm lucky. You just ask your self in 30 yrs if that old man was as crazy as you originally thought.
Regional Water Quality Surveys

- Over 600 randomly selected respondents from Looking Glass, Red Cedar, and Grand River urbanized watersheds
- Phone, email, and snail mail surveys. Cross references personal info so only random samples are included
- 2006, 2012, 2018, following SW permit cycles
- Precision of +/- 3.8% at 95% level of confidence.
- Geocoded responses – can see how respondents from different places within the study area answered select questions on the survey

Setting goals for the upcoming permit cycle:

- Identify knowledge gaps
- Gauge awareness
- Snapshot of what residents know/what needs our attention for upcoming permit cycle
Identify Knowledge Gaps

DEQ Required PEP Topics:

- Promote public responsibility and stewardship in the applicant’s watershed
- Inform and educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have on surface waters of the State.

Q3. How much do you think the way you maintain your home affects the quality of water in lakes and streams in the community where you live?

by percentage of respondents

Q8. Which statement best describes the location where you live?

by percentage of respondents

Source: ETC Institute (2018)
Learn How to Address Gaps

Q19. Sources respondents prefer to get information from
by percentage of households who indicated they have seen information from the three entities listed in Q17 and selected the item as one of their top 2 choices:

- Social media posts: 31%
- Newspapers, magazines, or other print: 29%
- Television news: 23%
- Municipal website: 17%
- Trail signs: 16%
- Brochures: 11%
- Radio: 9%
- Environmental groups: 8%
- Exhibits at events: 7%
- Materials from colleges or universities: 5%
- Conservation District materials: 4%
- Displays in municipal lobbies: 1%
- Other: 5%

Source: ETC Institute (2018)

Q20. Which of the following social media platforms do you use?
by percentage of households:

- Facebook: 64%
- Instagram: 26%
- Twitter: 17%
- Snapchat: 17%
- Nextdoor: 9%
- Other: 5%

Source: ETC Institute (2018)
Fill Gaps

- Create content that addresses knowledge gaps in “preferred medium”.
“Find” the Gaps

- Geo-coded response
- Learn where to target specific audiences
- Colored areas represent average response per zip code
- Can target areas based on this average response

Q21-5 I have confidence in my community’s ability to address flooding related problems

2018 Greater Lansing Regional Water Quality Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)
Evaluate Effectiveness of PEP

Compare data over the years for long term insights.

Does the survey show us (& DEQ) that our messaging is ACTUALLY reaching more people?

Ask mostly the same questions each year

- PEP Committee reviews responses and determines effectiveness of the outreach campaign from prior permit cycle.
Track Changes in Responses

- Track changes over time
- Example: Watershed messaging making positive, but slow, progress. Continue to focus here

Example: Difficult to attribute this to our outreach, but our goals have been met.

Q8. Which statement best describes the location where you live?

+3% answered correctly
Slight change, needs continued focus

+10% reporting desired response.

7% of residents are ridin’ dirty
Add New Lines of Questioning

- Times change, some questions should too.
- 2018 Survey shows over half of residents may be willing to pay more in utilities to support water quality.
- Offers us insights as we monitor SW utility legislation.

Added new question on our visibility

- Have people seen our logo/content? Added image to our logo.
- Our increased Facebook presence may increase this.
Facebook Strategy

- **Paid** ads and “boosts” have the most impact

### Cost Effective
- Fit any budget
- Wide reach, but not too broad
- Minimal staff time

### Reach New Audiences
- Put info on the screens of people who wouldn’t seek this out
- Reach people who aren’t coming to your events
- *OR* Reach friends of people who already “Like” you
Regular Post

- Free
- Seen by existing followers and, if they share, their followers...maybe
- Algorithms don’t automatically place content in your followers newsfeed

“Boosted” Post

- Paid, most basic
- Puts content in more people’s Newsfeeds
- FB does optimization for you, but that means less targeted

Ad Manager Post

- Paid
- Most customizable
- Most complicated
- Best targeting
- Is seen in more places (sidebar, marketplace, etc)
Regular Post

- “Reached” 130 people
- 1 like, 2 shares
- 11 clicks
Paid Post

• “Reached” 64,593
• 1,426 likes, comments, shares
• 5,251 post clicks
Target the Urbanized Area

- Focus your resources where they matter
- Ensure that budget is being used in the areas you’re responsible for
- For the GLRC, target the survey area
One post drove 1,400 new hits to our website

320% increase in page follows
Evaluate Success in Real Time

- See how many people you are engaging
- Track metrics & cost-per-engagement. FB will tell you if users are responding well to your post or if you should make changes in the future.
Challenges?

- Paid ads to meet unfunded mandate...
  - It costs money, but even $10 will make a difference.

- It takes staff time to generate content, answer questions, correct the record...
  - Staff time is required for events and other outreach. FB has big impact w/ limited time invested.

- Trolls
  - Lots of trolls
In response to this image...

Pet waste on the ground means e.coli in our WATER. Clean up after your pup.

pollutionisntpretty.org

You make fake news sound true. Come down off your know-it-all pedestal and HELP people--don't give them BS information ... like keeping real outbreaks and their causes a secret. Go talk to the real polluters, please! We don't need another government agency telling us who the good people are among us and who are bad. You're just another propaganda outlet to separate people who formerly got along just fine.

Greater Lansing Regional Committee for Stormwater Management (GLRC) "Pet waste on the ground in developed areas can be swept up with runoff water and enter storm sewers, which discharge directly into rivers and streams without undergoing treatment." HOW ON EARTH CAN YOU LET THIS HAPPEN????? SHAME ON YOU. IT'S NOT ONLY PET WASTE YOU IDIOTS!!!!!
IF THE EARTH WAS A GLOBE

WATER FLOWS TO THE LOWEST POINT.

PYTHAGOREAN PROOF OF CURVATURE FOR A BALL WITH A RADIUS OF 3959 MILES
(USING AutoCAD 2015 WITH 15-DIGIT PRECISION)

Do the math. Either way there is no detectable curvature anywhere on Earth.
This post is lacking information. Water (among other things) travel downhill, not because of gravity, but because of their weight. If your argument for gravity is that water travels downhill, then how come that water never stops running? How come that water in countries across the world is always running and draining into oceans? How does it get back to the top? If the Earth is round and the water is being pulled "down", when does it have time to go "up" to start over again? And if it is being pulled down by gravity, it wouldn't be able to run upwards, but there are bodies of water that do flow UPWARDS, so explain that with gravity. Your argument is invalid.

The earth is flat otherwise this wouldn't work. Multiply 8 (inches of drop per mile) multiply it by 2,212 miles. The figure given is inches of drop. Divide it by 12 and you'll get the figure translated to feet. Now divide that by 5,280 (feet in a mile) comes out to about .28 of a mile. I could be missing something but it's definitely not 450 miles. That comes out to about an 18 degree slope everywhere.

Valid point but your math is waaaay off. Multiply 8 (inches of drop per mile) multiply it by 2,212 miles. The figure given is inches of drop. Divide it by 12 and you'll get the figure translated to feet. Now divide that by 5,280 (feet in a mile) comes out to about .28 of a mile. I could be missing something but it's definitely not 450 miles. That comes out to about an 18 degree slope everywhere.

8 inches per mile squared! The earth is not a pyramid the drop of curvature is exponential.

Where is the curvature of the earth??? You are missing over 450 miles of curvature over that 2,212 miles diagram!

Mmmmmmmmmmmmmwho is correct? .28 miles seems way light but 450 miles seems way heavy.

Do the math. Either way there is no detectable curvature anywhere on Earth.
Ignore the Trolls. Correct Actual Misinformation

- **DO** correct the record
- Don’t let misinformation gain traction. Use it as a learning opportunity, or DELETE comments that get out of hand. FB has recently given page managers more control.
Summary

Regional Surveys and Facebook are powerful tools

- Surveys help us set our goals, determine what we need to address, AND evaluate if we’re being effective long term

- Facebook helps us to achieve those goals with minimal staff time and funds, evaluate short term success, and easily report our activity to DEQ
Questions?

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