

The background of the slide features a grid of blue and purple pipes, with a dark blue rounded rectangle overlaid in the center containing the text.

LEAKY LATERALS: A SOCIAL MARKETING APPROACH

**FLORIDA STORMWATER ASSOCIATION WINTER CONFERENCE
DECEMBER 5, 2019
TAMPA, FL**

**MAYA BURKE
TAMPA BAY ESTUARY PROGRAM**

THE PROBLEM: SANITARY SEWER OVERFLOWS

Tampa Bay's sewage mess: 29 million gallons spilled into the bay and rising



St. Petersburg Mayor Rick Kriseman addresses sewage problems

Millions of gallons of sewage dumped into bay



Locale Market shifts -- once again -- with more quick-serve offerings, local

In the know

Tampa Bay Times

tampabay.com

Frustration rises with sewage toll

Scott picks a fight on Zika

The government moves on Zika bill



TROPICAL STORM COLIN

ST. PETE BEACH SEWER PUMP STATION FULL
CITY DUMPING RAW SEWAGE INTO THE BAY

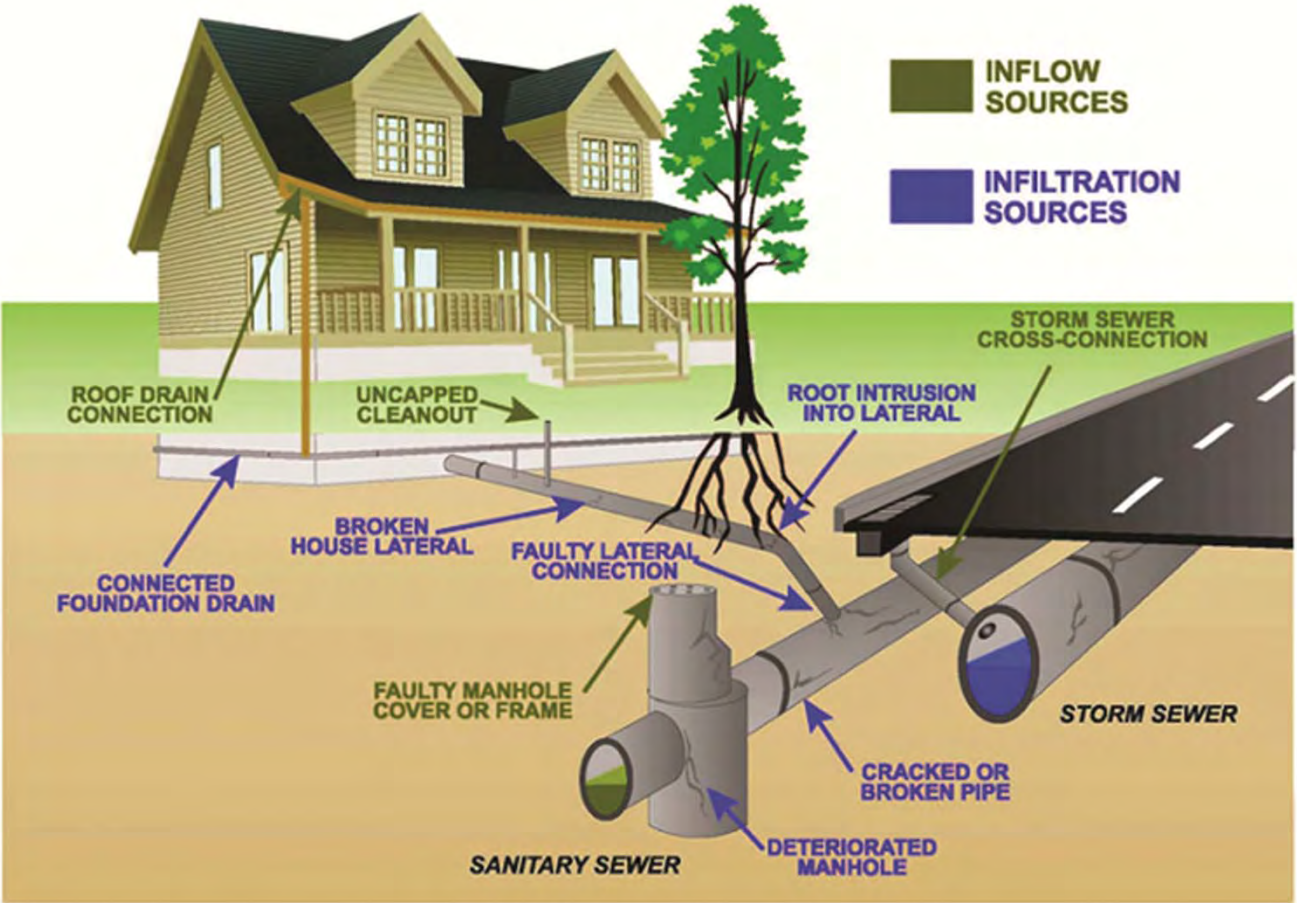
abc ACTION NEWS
5:03 85°

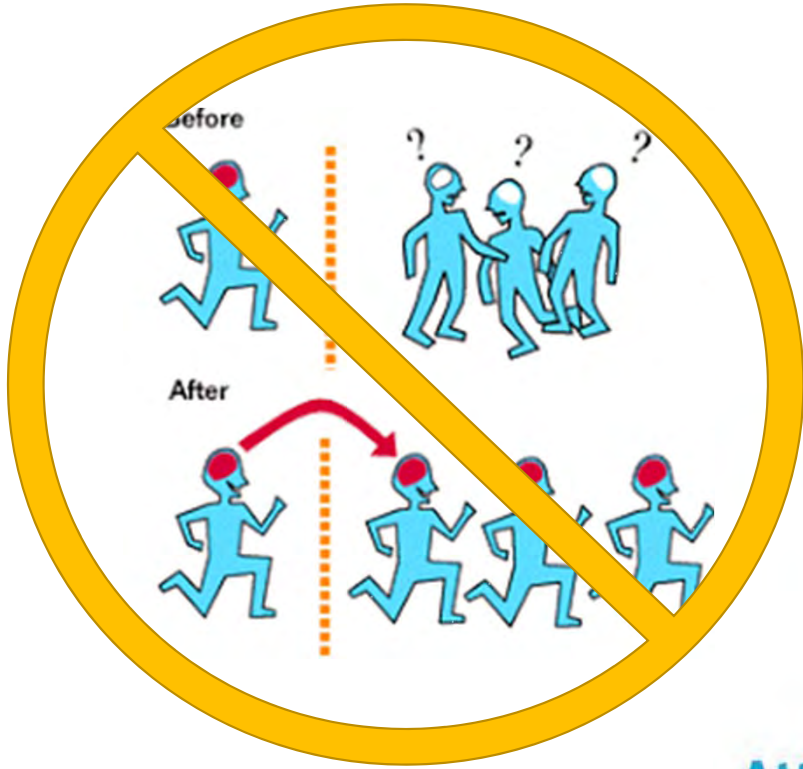
Top St. Pete headlines in 2015: No. 2 – Raw sewage

— by Janelle Irwin



THE BEHAVIOR: PRIVATE SEWER LATERAL MAINTENANCE

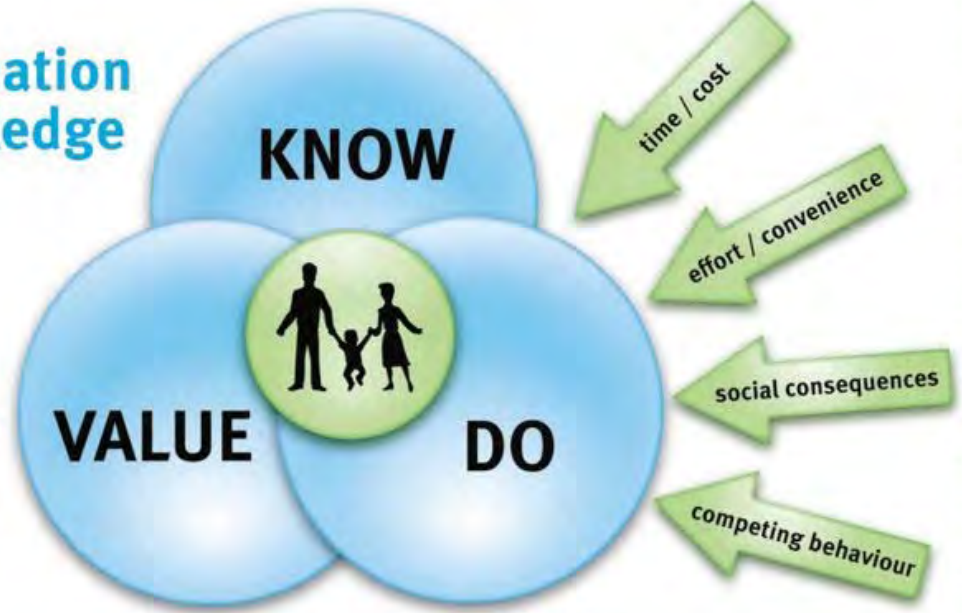




Behaviour is influenced by:

Information
Knowledge

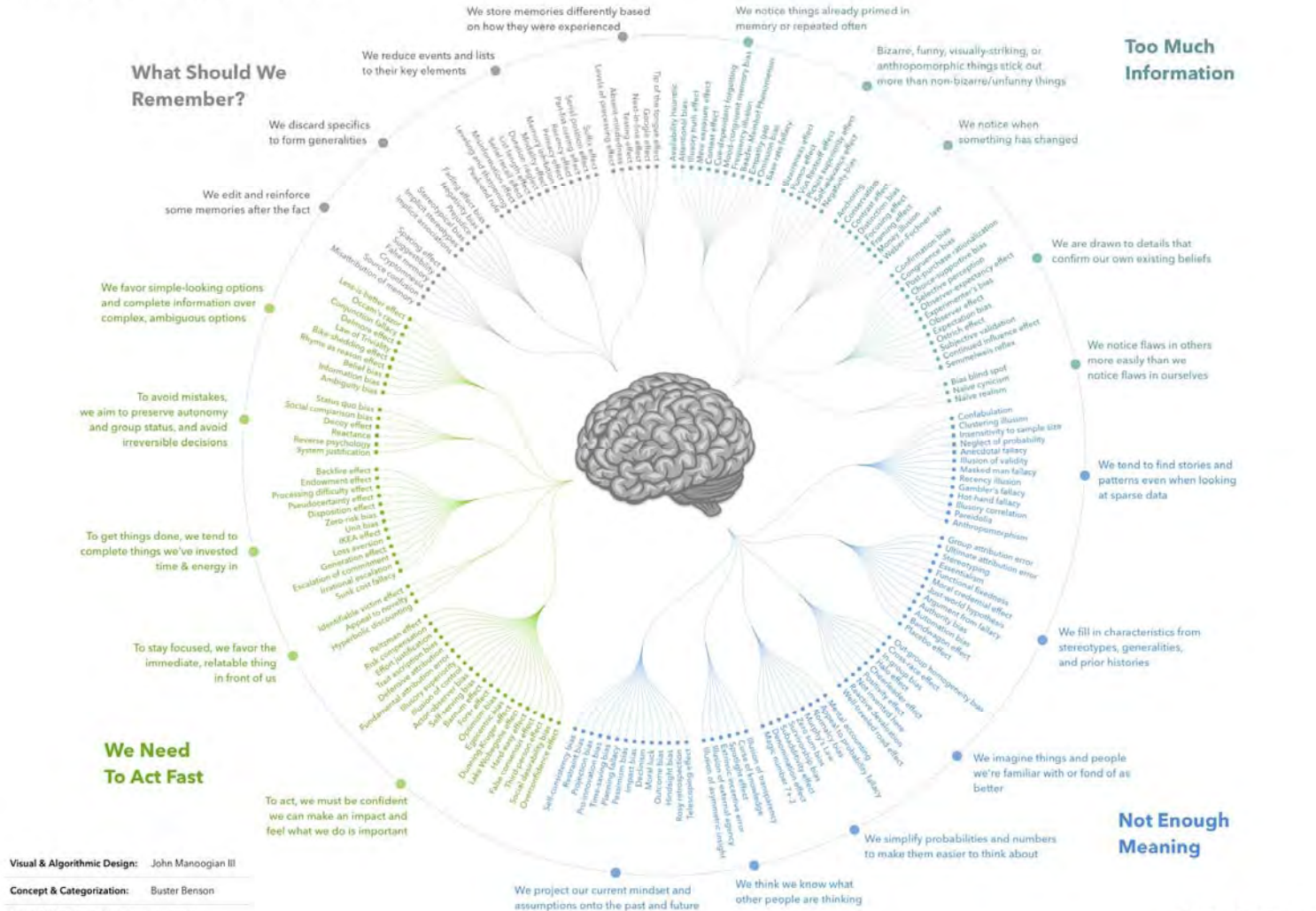
Attitudes
Values
Beliefs



Actions
Behaviour

other influencing factors

COGNITIVE BIAS CODEX



Visual & Algorithmic Design: John Manoogian III
 Concept & Categorization: Buster Benson
 List of 188 Cognitive Biases: Wikipedia

SOCIAL MARKETING ≠ SOCIAL MEDIA



...although social media can be part of a social marketing campaign

DIFFERS FROM TRADITIONAL EDUCATION + OUTREACH

- Goes beyond just providing information to inspire behavior change
- Works backward to select tactics tailored to the behavior addressed
- Acknowledges that **knowledge** and **attitudes** are not always related to behavior (e.g., we *know* eating a Big Mac is bad for us, but we do it anyway.)



ELEMENTS OF SOCIAL MARKETING

- Emphasizes behavior change (knowledge vs. action)
- Draws on research in social psychology & science
- Occurs at community level
- Follows methodical process
 - Has measurable outcomes



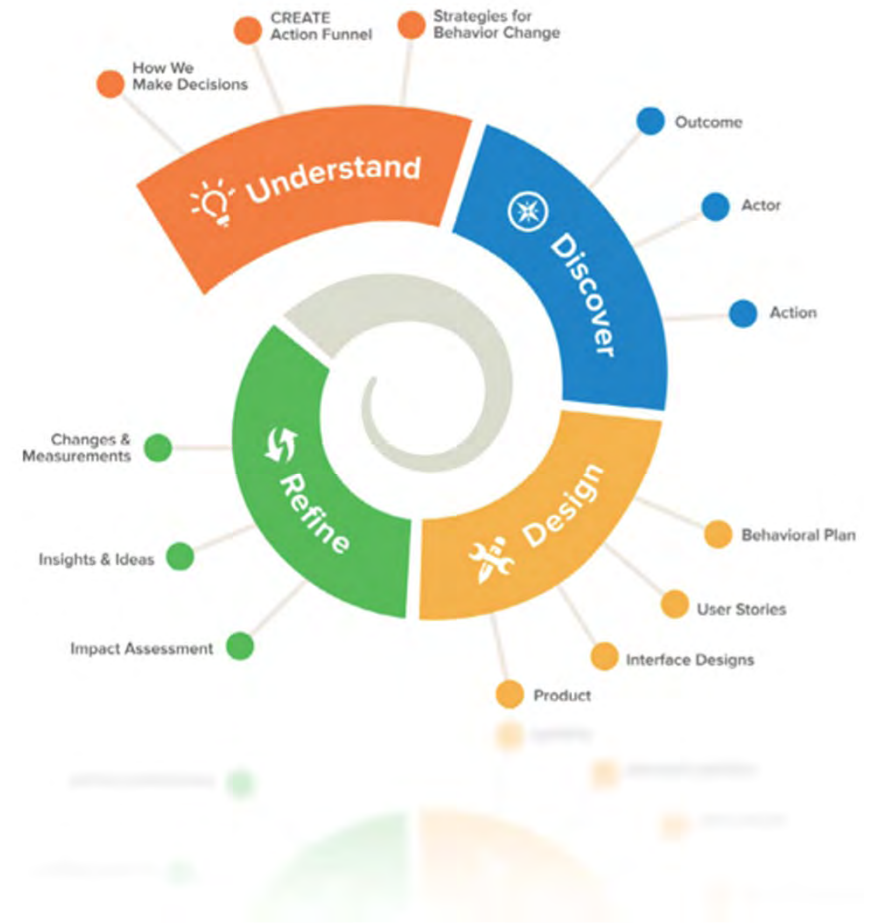
SOCIAL MARKETING ASKS...

- Who is the audience?
- What do we want them to do?
- What makes that hard or easy?
- What do they care about?

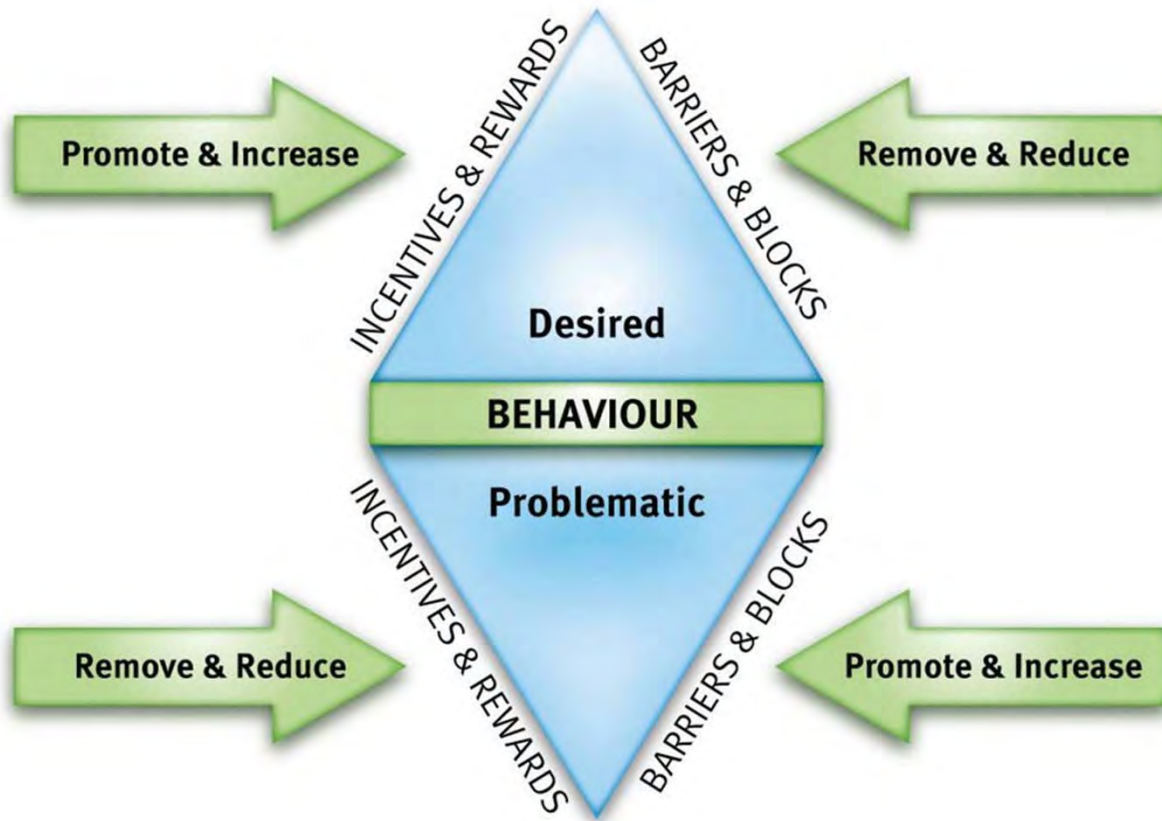


SOCIAL MARKETING PROCESS

- Determine behavior/audience to target
- Identify barriers and benefits
(don't assume you know this already)
- Develop/test strategy
- Implement
- Evaluate
- Adjust



IDENTIFY BARRIERS & BENEFITS



- Private Lateral Replacement
 - Reminders/Prompts
 - Financial Incentives
 - Coupons
 - Rebates
 - Fee Waivers
 - Low/Zero Interest Loans

IMPLEMENT ➡ EVALUATE ➡ ADJUST ➡



RELAX. IT'S THE RESPONSIBLE THING TO DO.

Be Floridian.org

Skip the fertilizer this summer and pledge to have fun.

PROTECT THE CRABCAKE POPULATION

HOLD OFF ON THE LAWN FERTILIZER UNTIL FALL, BEFORE THERE ARE NO GENUINE MARYLAND CRABCAKES.

www.ChesapeakeCrab.org



FUNDING SUPPORT

The screenshot shows the Florida Department of Environmental Protection (DEP) website. The header includes the DEP logo and navigation links: Home, Divisions, Division of Water Restoration Assistance, Nonpoint Source Funds, 319(h) Education Grant Application and Attachments. The main content area features a document titled "319(h) Education Grant Application and Attachments" with a download icon. Below the title, there are links for "Nonpoint Source Funds Quick Links", "Contacts", "Federal Clean Water Act 319 Grants", "State Water Quality Restoration (TMDL) Grants", and "Map of Florida's Nonpoint Source Projects". The document details include: Document: 319 Education Guidance and Attachments.pdf, Document Type: Application Information, and Author Name: DEP. The last modified date is April 11, 2018 - 12:49pm. Social sharing icons for Facebook, Twitter, Google+, Email, Print, and Download are also visible.



QUESTIONS?

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