Measuring Education & Outreach
Tips for Massachusetts MS4 permittees
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Overview

There are many ways that stormwater programs can measure the accomplishments of their education and outreach programs. In this document, we will focus on the basics:

1. **Audience.** Documenting that the messages you have circulated are appropriate for the intended audience
2. **Date.** Demonstrating that you have conducted your outreach by providing specific dates for each activity
3. **Reach.** Measuring or estimating the size of the audience exposed to your message
4. **Responses.** Measuring or estimating how many in your audience have actively responded in some way.
Overview

To make it easy for you to meet your MS4 Education and Outreach permit requirements, all educational materials prepared by Think Blue Massachusetts are categorized to serve the required audiences:

“(1) residents, (2) businesses, institutions (churches, hospitals), and commercial facilities, (3) developers (construction), and (4) industrial facilities”
**Overview**

We have provided a sample MS4 annual report, and this document will help you understand how to fill it out if you use the E&O materials provided by Think Blue Massachusetts.

<table>
<thead>
<tr>
<th>BMP ID #</th>
<th>BMP Description</th>
<th>Responsible Dept./Person Name</th>
<th>Measurable Goal(s)</th>
<th>Progress on Goal(s) – Permit Year X (Reliance on non-municipal partners indicated, if any)</th>
<th>Planned Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Outreach and education for residents</td>
<td>Minimum of 2 educational messages to this audience over the permit term, spaced at least one year apart. The persistence shall document in each annual report the messages for each audience, the method of distribution, the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education program.</td>
<td>Using materials supplied by Think Blue Massachusetts (<a href="http://www.thinkblue.massachusetts.org">website</a>) Circulated pet waste press release on DATE • XYZ hits to press release on town website • Story appeared in XYZ media outlet, estimated audience of XYZ Shared pet waste memo from Think Blue Massachusetts to the town Facebook page on DATE • XYZ page views • XYZ likes • XYZ shares • XYZ comments Distributed pet waste flyer • XYZ copies picked up from town offices • XYZ copies distributed at public events ○ Event 1, DATE, estimated XYZ attendees ○ Event 2, DATE, estimated XYZ attendees ○ Event 3, DATE, estimated XYZ attendees</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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Typically, towns post press releases to their website, where all residents can find them.
Sometimes (not always), these press releases are picked up by the news media.
For your annual report, provide the **specific date** that the press release appeared on your website.

Your town webmaster can tell you how many times this page was visited during the permit period.
Press Releases

Your town public information officer can tell you if the media picked up the press release, and provide estimates of the size of the audience for each outlet.
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Typically, towns distribute flyers and brochures in public spaces. The options for measuring this kind of outreach are very limited.
Stormwater managers can record the date they set flyers and brochures, and how many they set out. At the end of the reporting period, they can count how many remain.
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Towns often conduct education and outreach at Earth Day, County Fairs, and other public events.
# Events

<table>
<thead>
<tr>
<th>What to Measure</th>
<th>How to Measure It</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in the event</td>
<td>● Record the official name of the event and the date</td>
</tr>
<tr>
<td>Attendance at the event</td>
<td>● Ask the organizers for an official attendance estimate (best)</td>
</tr>
<tr>
<td></td>
<td>● Make your best guess on how many people attended the event (second best)</td>
</tr>
<tr>
<td>Description of the audience for the event</td>
<td>● Pull a description of the audience from the organizers’ promotional materials (best)</td>
</tr>
<tr>
<td></td>
<td>● Describe the types of people you met at the event (second best)</td>
</tr>
<tr>
<td># of people you reached</td>
<td>● Log the number of people you actually spoke to (best)</td>
</tr>
<tr>
<td></td>
<td>● Record how many pieces of literature were taken from your booth (best)</td>
</tr>
<tr>
<td></td>
<td>● Estimate how many people stopped by your booth (second best)</td>
</tr>
</tbody>
</table>
Events

Provide whatever information you collect about these events in your annual report

<table>
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<tr>
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|          | Outreach and education for residents | Minimum of 2 educational messages to this audience over the permit term, spaced at least one year apart.
The permittee shall document in each annual report the messages for each audience, the method of distribution, the measures/methods used to assess the effectiveness of the messages, and the method/measures used to assess the overall effectiveness of the education program. | Using materials supplied by Think Blue Massachusetts (www.thinkbluemassachusetts.org)
Circulated pet waste press release on DATE
- **XYZ** hits to press release on town website
- Story appeared in **XYZ** media outlet, estimated audience of **XYZ**
Shared pet waste meme from Think Blue Massachusetts to the town Facebook page on DATE
- **XYZ** page views
- **XYZ** likes
- **XYZ** shares
- **XYZ** comments | Distributed pet waste flyer
- **XYZ** copies picked up from town offices
- **XYZ** copies distributed at public events
  - Event 1, DATE, estimated XYZ attendees
  - Event 2, DATE, estimated XYZ attendees
  - Event 3, DATE, estimated XYZ attendees |
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Social Media

Many Massachusetts towns and cities share posts from other organizations on their official Facebook pages.
If your town shares posts from Think Blue Massachusetts, you can easily measure and report on this activity.
You can record **the date** that you shared each post from Think Blue Massachusetts.
You can measure how many people **follow** your town’s Facebook page. Your town social media manager may be able to tell you how many of them saw actually saw the shared post.
You can easily see how many "likes," "shares," and "comments" each shared post received.
Events

Provide whatever information you collect about your shared posts in your annual report.