

Fairfax County 2023 MS4 Program Plan and Annual Report

# Appendix R7

Public Education and Participation Program Effectiveness Overview

VSMP Permit Number VA0088587  
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During the 2023 reporting period, Fairfax County supported the Northern Virginia Clean Water Partners Only Rain Down the Drain campaign, a regional stormwater education campaign. The campaign uses radio advertising, online advertising and cable TV advertising to educate the public about preventing water pollution. The campaign includes several television ads to help residents visualize water pollution, and includes pollution prevention messages related to pet waste, motor oil, and fertilizer.

During 2023, a survey was conducted of approximately 500 northern Virginia residents to measure the effectiveness of the campaign. Thirty-four percent of the respondents recalled seeing the advertisements on TV, Facebook, or Twitter. This is similar to the 2022 respondents, where thirty-four percent recalled seeing advertisements. However, thirty-three percent of respondents in 2023 remember specific opportunities to participate in water quality improvement activities. In 2022 only twenty-four percent of respondents remember specific opportunities to participate in water quality improvement activities, a nine percent increase. Of those respondents who recalled the ads, sixty-five percent state they now pick up their pet waste more often, sixty-six percent who state they plan to fertilize fewer times per year, and sixty-six percent are more careful with motor oil. Social media was added to the campaign to reach more residents.

<b>Summary of Northern Virginia Clean Water Partners Regional Stormwater Education Campaign</b>	
<b>Television Ads</b>	
Number of views reached	865,060
<b>Social Media</b>	
Post Engagements (Facebook & Twitter)	22,151
Post Link Clicks (Facebook & Twitter)	7,103
<b>Annual Survey Results</b>	
Number of residents surveyed	596
Number of survey respondents that recall seeing the Only Rain Down the Storm Drain logo	61%
<b>Those who saw the ads made the following behavior changes:</b>	
Pick up pet waste more often	65%
Fertilize fewer times per year	66%
More careful with motor oil	66%
Have heard of opportunities to participate in water quality activities	33%
Felt confident that they would know where to report potential water pollution	57%
Leave their grass clippings on the lawn	29%
Sweep or blow grass clippings back into the lawn from the street.	53%
Wash their vehicle at home	21%

\*Estimated viewership numbers for TV ads; can include viewers who viewed the ad more than once.