



Public Education and Outreach Program

Stafford County, Virginia

(revised June 30, 2016)

I. Introduction

According to the Virginia Municipal Separate Storm Sewer System (MS4) General Permit, Stafford County is required to provide, in its MS4 Program Plan, a Public Education and Outreach Program. This Program will address the public education and outreach requirements identified in the state permit regulations during Permit Year 3 (July 1, 2015-June 30, 2016) and will continually be updated, if necessary, to ensure the goals are addressed during Permit Years 4-5.

II. Background

A. County Statistics

Stafford County, Virginia is located 40 miles south of Washington D.C. and 50 miles north of Richmond, Virginia. The County is located within the Chesapeake Bay Watershed, and encompasses significant areas of the Potomac River and Rappahannock River watersheds. Stafford County has a population of approximately 136,788 residents over roughly 300 square miles of land, with a population density of 500 people per square mile.

The statistical data in [Table 1](#) provides a more specific demographic for Stafford County that will assist in identifying the measures needed to address the goals in the state permit regulations. In addition, and quite significantly, 68.6% of the population in Stafford County is 20 years or older.

Table 1- Stafford County, VA Population by Age Group (2012); per U.S. Dept. of Commerce

Age Group	Population	Percentage (%)
Under 19	40,680	31.4
20-34	24,774	19.1
35-54	41,644	32.1
55-74	18,883	14.5
75+	3,465	2.7
TOTAL	129,446	100.0

B. Goals

Per the requirements of the Virginia MS4 General Permit, Stafford County is required to identify three (3) high-priority water quality issues that contribute to the discharge of stormwater pollution. In addition, the County is required to identify a target audience(s) for each high-priority water quality issue, estimate the population size of each target audience, and provide outreach to 20% of the target audience(s) during Year 3 of the Permit. This Program details the results during Year 3 of the Permit, and will ensure that the remaining goals during Years 4-5 of the Permit are satisfied.

III. Education & Outreach Partners

A. Northern Virginia Regional Commission (NVRC) - Clean Water Partners

The NVRC's Clean Water Partners represents twenty-one (21) Northern Virginia partners, including Stafford County, Fairfax County, Loudoun County, Arlington County, and various local governments, independent water and sanitary sewer authorities, local businesses, and universities. The purpose of the NVRC's Clean Water Partners is to promote the health and quality of the region's waterways through the prevention of stormwater pollution. (www.onlyrain.org)

1. Regional Stormwater Education Campaign

Initiated in 2003, the NVRC's Clean Water Partners' Regional Stormwater Education Campaign assists localities to achieve common goals regarding stormwater education and outreach, as well as promote consistent messages for high priority water quality issues.

In 2015, the NVRC's Clean Water Partners used television, print, internet advertising, promotional items, and its website to distribute messages linked to specific stormwater issues. The NVRC's Clean Water Partners continues to use a national symbol of stormwater pollution; the rubber ducky, and aired television/internet ads through Comcast Spotlight.

B. Comcast Spotlight

Comcast Spotlight, the advertising sales division of Comcast, reaches over 1.6 million television households across the Washington D.C. market. Comcast Spotlight represents Comcast, Verizon FiOS, DirecTV, Dish Network, Cox, Atlantic Broadband, MetroCast, Shentel, and Antietam Cable, giving the advertising division the ability to reach television households whether or not they subscribe to Comcast. Comcast Spotlight specializes in a full suite of multi-media solutions, including cable and online, and in precisely targeting selected audience demographics.

The 2016 Comcast Spotlight television campaign, which was selected by the NVRC's Clean Water Partners, began July 1, 2015 and ended June 30, 2016. Television advertisements air on thirty-two (32) premium networks (up from 19 in 2015), including Animal Planet, HGTV, ESPN, CNN and National Geographic, among others. This year's campaign also included the addition of Spanish-language networks and online display and video advertising.

IV. Water Quality Issues & Target Audience(s)

A. Selection of Three (3) High-Priority Water Quality Issues

In partnership with the NVRC's Clean Water Partners (Sec. III.A), three (3) high-priority water quality issues that contribute to the discharge of stormwater pollution were identified in Year 1 of the Permit:

High-Priority Water Quality Issues
Pet Waste
Residential Lawn Care
Illicit Discharge – Home Auto Repair

During Year 3 of the Permit (July 1, 2015 - June 30, 2016), the three (3) high-priority water quality issues selected in Year 1-2 of the Permit remained the same.

Because of Stafford County’s partnership with the NVRC’s Clean Water Partners, it became apparent that the three high-priority water quality issues mentioned above remained common amongst the Partners. Both the information that can be found in the Clean Water Partners 2016 Annual Summary, as well as the comparison of Stafford County’s demographic statistics, showed many similarities with the high-priority water quality issues selected in Year 1 of the Permit, and continued into Year 3 of the Permit.

B. Selection of Target Audience(s) & Population

The target audience(s) and populations identified, per the requirements of the Virginia MS4 General Permit. The NVRC’s Clean Water Partners used the abilities of Comcast Spotlight (Sec. III.B) to assist with acquiring the best data to support the requirements of the Permit.

Based upon the 2016 report provided by Comcast Spotlight, the *regional* target audience and populations were identified:

Target Audience	Population
Men/Women (Age 18+) - Own a Dog	414,638
Men/Women (Age 18+) - Perform Lawn Care	676,165
Men/Women (Age 18+) - Perform Home Automobile Repair	208,720

V. Results

A. Percentage of Target Audience(s)

Per the requirements of the Virginia MS4 General Permit, Stafford County (through its partnership with the NVRC’s Clean Water Partners) is required to provide outreach to 20% of the target audience(s) during Year 3 of the Permit.

When using the 2016 Comcast Spotlight television campaign alone, each of the three high-priority water quality issues reached 20% of their respective target audiences. When including the use of the internet campaign (xfinity.com & cox.com) with the television campaign, the reach of the target audience surpassed 80%.

	Lifestyle Characteristics		Leisure Activities in Past 12 Months		Auto Repairs Past Year: Unpaid Labor - HH	
	Own a Dog		Lawn Care		Anti-Freeze/Coolant or Oil Filter/Oil Change	
	Reach	Reach %	Reach	Reach %	Reach	Reach %
Population of Target Area	434,602		712,358		171,596	
NVRC Campaign (Television Only)	172,253	81.2 %	251,713	83.5%	50,953	77.0%
NVRC Campaign (Television and Cox.com & Xfinity.com)	233,192	84.7%	344,117	86.1%	77,714	83.8%

VI. Supplemental Education and Outreach

A. Printed Materials - Brochures

Currently, Stafford County provides seven (7) outreach brochures. Distribution of these printed materials occurs mainly at the County Government Center, specifically the Community Development Service Center (CDSC), which serves as the County's primary location for customer service and public assistance.

The Building & Environmental Division field offices, as well as Porter Library and England Run Library in Stafford County, serve as additional locations for distribution of printed materials. In addition, all seven brochures can be found on the County's webpage, www.staffordcountyva.gov/MS4.

B. Events

Per the Virginia MS4 General Permit, Stafford County is required to sponsor, promote or participate in at least four (4) local activities aimed at increasing public participation each Permit Year.

During Year 3 of the Permit, the County *attended* the following:

1. City of Fredericksburg – 2016 Earth Day on the Rappahannock
- estimated attendance (5,000)
2. Friends of the Rappahannock – 2016 Wild & Scenic Film Festival
- estimated attendance (500)
3. Friends of the Rappahannock - 2015-2016 Rappahannock River Cleanup (ongoing)
- estimated attendance (unknown)

During Year 3 of the Permit, the County *sponsored* the following:

4. Friends of the Rappahannock – Save the Crabs Campaign

At each event, Stafford County distributed (or provided) printed materials to the attendees. These materials included outreach brochures (Sec. VI.A), cups, pens, stickers and magnets displaying the County's Stormwater Pollution Hotline phone number.

C. Activities

Per the Virginia MS4 General Permit, Stafford County is required to provide for public participation during public education and outreach program development. During Year 3 of the Permit, the County facilitated this requirement through the promotion of the **Adopt-A-Stream** and **Storm Drain Marking** programs. Both of these programs are continually advertised on the County webpage (www.staffordcountyva.gov/environmental) and the County anticipates additional inquiries throughout Years 4-5 of the Permit.

E. Internet / Website

Since Year 1 of the Permit, Stafford County has incorporated the County’s website as a resource for public education and outreach. The following are County website addresses, and the number of subsequent “page views” during Year 3 of the Permit.

www.staffordcountyva.gov/environmental	674
www.staffordcountyva.gov/stormwater	1,176
www.staffordcountyva.gov/MS4	253

VII. Program Management

Per the Virginia MS4 General Permit, Stafford County is required to continue the efforts outlined in this Program, yet evaluate the feasibility of the current efforts and investigate additional opportunities for public participation and involvement in the future.

A. Continuing Current Education and Outreach

Stafford County plans to continue with the education and outreach activities from Year 3 of the Permit, including the partnership with the NVRC’s Clean Water Partners and Comcast Spotlight. The County will also continue distributing printed materials per Sec. VI.A, as well as attending the events per Sec. VI.C.

B. Updates/Improvements to Education and Outreach

Stafford County plans to review, update and, if necessary, improve the effectiveness of the current education and outreach activities during Years 4-5 of the Permit. Below is a list of updates, and possible improvements for which the County could undertake:

1. Distribute brochures more effectively, specifically at venues/businesses such as: home improvement stores, pet retail stores, veterinary clinics, and car wash facilities, along with companies involved in pool maintenance and lawn/landscape care.
2. Develop / continue relationships with community organizations, specifically those with a vested interest in the Adopt-a-Stream and Storm Drain Marking programs.
3. Further increasing the activity on appropriate County webpages, specifically those with regards to the County’s MS4 Program Plan. Also, consider development of a social media campaign.