

RFP 22-016 Anacostia Watershed Messaging & Strategic Planning Communications

Appendix 1: Survey Deliverables**Item 1: Survey Questions**

Hello! The environmental offices of Prince George's County, Montgomery County and the District of Columbia want to understand how much their residents know about the Anacostia River, including what their beliefs and opinions are about how healthy the river is, and who or what influences the river's health. The findings of this survey will help local governments enhance how they communicate about the Anacostia River and the smaller streams that flow into it.

This survey is intended only for residents of Prince George's County, Montgomery County and the District of Columbia.

1. When you see, hear or read the word watershed, you know what it means. Yes, No, I am not sure.
2. Do you live in the Anacostia Watershed? Yes, No, I am not sure.
3. Do you know which watershed you live in? Yes, No, I am not sure.
4. If you answered yes to #3 (if no, skip to 5), my watershed is _____ (fill in).
5. What are the first three words that come to mind when you think of the word "river"? _____ (fill in)
6. When you hear or read about the Anacostia River, and/or the small streams that flow into it, you know where they are. Yes, No, or I am not sure.
7. When you think about the Anacostia River and the streams that flow into it, this is what comes to mind:
 - a. Thriving (almost no pollution, it's clean and fishable); I would feel fine swimming in it.
 - b. Provides habitat for fish and wildlife; and supports outdoor recreation.
 - c. I don't really ever think about the Anacostia River.
 - d. Polluted water, but less so than 5 or 10 years ago.
 - e. Polluted water.
 - f. Other _____
8. Your County or City government spends money and resources to improve the conditions of the Anacostia River. What do you think about that?
 - a. I assumed it did, and I am glad it does.
 - b. I assumed it did, but I don't know what it does and don't care
 - c. I have never thought about it.
 - d. I didn't know it did, and I don't like this. We should not spend money there.
 - e. I didn't know it did, but I am glad.
9. To what degree of an impact do you think the following activities you do at home have on the health of the Anacostia River and/or the streams that flow into it.

A large negative impact, a mild negative impact, no impact, a mild positive impact, a large positive impact. I don't know

- a. Fertilizing your lawn or garden with chemical fertilizers
- b. Applying pesticides or herbicides to your lawn or garden
- c. Littering (like dropping plastic water bottles into storm drains, not picking up trash that scatters accidentally.
- d. Performing car maintenance and letting some materials flow into storm drains

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- e. Having a mostly hard surface (like pavement) in my yard.
- f. Having mostly soft surface (grass) in my yard.
- g. Picking up pet waste.

10. How often have you enjoyed activities (biking, running, walking, boating, kayaking, fishing, etc.) on or near the shores of the Anacostia River and/or the streams that flow into it?
- a. Never
 - b. Maybe a few times in the last 5 to 10 years
 - c. A few times per year
 - d. A few times per month
 - e. At least weekly
 - f. I don't know where the river is, so I don't know if I have.

11. Choose which sentence best describes you:
- a. I don't really care about the Anacostia River and/or the streams that flow into it.
 - b. I value the Anacostia River and/or the streams that flow into it, and care that it is healthy, but I don't ever visit it or seek ways to help it thrive.
 - c. I value the Anacostia River and/or the streams that flow into it, care that it is healthy, and enjoy visiting it, but I do not seek ways to help it thrive.
 - d. I value the Anacostia River and/or the streams that flow into it, care that it is healthy, enjoy visiting it, and I actively get involved in activities (like stream cleanups, or good lawn maintenance) to help it thrive.
 - e. None of the above _____ (feel free to add thoughts)

As a thank you for participating in this survey, we will draw one lucky email at random from each area (Prince George's County, Montgomery County, and the District of Columbia) for a total of three, to receive a \$100 Visa Card. If you would like to participate, enter your email here. This is completely optional and your email will not be used for any purposes other than this drawing. _____

The following questions are to help us understand who took the survey and are completely optional.

12. Please select your age group.
- a. 18 - 30
 - b. 31-40
 - c. 41-50
 - d. Over 50

13. Please select your household income
- a. Less than \$40,000
 - b. \$40,000-\$75,000
 - c. \$75,000 - \$100,000
 - d. \$100,000 - \$200,000
 - e. Over \$200,000

14. I live in: (choose one)
- a. Montgomery County
 - b. Prince George's County
 - c. Washington, DC

15. My ethnicity is best described as:
- a. African American/Black
 - b. Asian

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- c. Pacific Islander
- d. Hispanic/Latinx
- e. Native American
- f. Caucasian/White
- g. Prefer not to answer
- h. Prefer to self-describe _____

16. My zip code is: _____

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Item 2: Survey Promotional Content**SOCIAL MEDIA POSTS**

It is recommended that each jurisdiction consider boosting one of the Week One posts for all three weeks for \$100 to their jurisdiction with no extra mileage radius.

Week One

#1 We want to hear from you. Please complete this brief survey about your local environment to help us plan our outreach. If you provide an email, you could be selected at random to win a \$100 Visa gift card. Survey ends October 22. <https://www.surveymonkey.com/r/Z6K93CY>

#2 Enter to win \$100! No purchase necessary. Complete this survey and if you provide your email, you will be entered to win a \$100 Visa gift card. Eligible to residents of the District of Columbia, Prince George's County or Montgomery County. Survey ends October 22. <https://www.surveymonkey.com/r/Z6K93CY>

Week Two

#3 Help us get better! Please take this quick survey about the local environment to help us improve communication to you. It should take less than 10 minutes and you can enter your email into a random drawing for a \$100 Visa gift card. Survey ends October 22. <https://www.surveymonkey.com/r/Z6K93CY>

#4 We're working to improve your environment Please take this brief survey to help us serve you better. It should only take 10 minutes, and, if you provide your email, you will be entered to win one of three \$100 Visa gift cards. Survey ends October 22. <https://www.surveymonkey.com/r/Z6K93CY>

Week Three

#5 Could you use some extra cash? Take our brief survey and enter to win \$100 Visa gift card. No purchase necessary and no catch. We will not use your email for anything else. Survey ends October 22. <https://www.surveymonkey.com/r/Z6K93CY>

Week Four

#6 Time is almost up! Please provide your input on this brief survey about your local environment and be entered to win \$100. Survey ends October 22. <https://www.surveymonkey.com/r/Z6K93CY>



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WEBSITE TEXT/NEWSLETTER TEXT

INSERT DEPARTMENT NAME is working to improve the way we communicate with our residents. We are asking INSERT JURISDICTION residents to take a brief survey about their local environment, so we can understand our residents' opinions and knowledge about our local environment. What we learn from this survey will inform how we communicate with residents and give us a chance to track progress.

<https://www.surveymonkey.com/r/Z6K93CY>

Participants can enter their email address in the survey to be entered into a random drawing for one of three \$100 Visa gift cards, one for each participating jurisdiction (Prince George's County, Montgomery County, and the District of Columbia.)

Spanish Social media posts:

¡Ayúdanos a mejorar! Por favor, realice esta encuesta rápida sobre el ambiente local para ayudarnos a mejorar la comunicación con usted. Debe tomar menos de 10 minutos y puede ingresar su correo electrónico en un sorteo aleatorio para una tarjeta de regalo Visa de \$100. La encuesta finaliza el 22 de octubre. <https://www.surveymonkey.com/r/Z62NGWL>

Por favor, realice esta encuesta rápida sobre el ambiente local para ayudarnos a mejorar la comunicación con usted. Debe tomar menos de 10 minutos y puede ingresar su correo electrónico en un sorteo aleatorio para una tarjeta de regalo Visa de \$100. <https://www.surveymonkey.com/r/Z62NGWL>

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Item 3: Survey News Release**MEDIA PITCH/RELEASE**

Officials from the District of Columbia, Prince George's County, and Montgomery County released a brief, joint, public survey today to understand their residents' knowledge and opinions about their local environment. Survey results will be used to inform messages about the local environment, including what each jurisdiction is doing to improve it, and what residents can do, too. The survey is planned to be administered annually at this time, to track progress over the next three years.

The survey, which is being administered and overseen by the Metropolitan Washington Council of Governments' [Anacostia Watershed Restoration Partnership](#), is for residents of the District of Columbia, Prince George's County, and Montgomery County only, and is available in English and Spanish here:

English- <https://www.surveymonkey.com/r/Z6K93CY>

Spanish- <https://www.surveymonkey.com/r/Z62NGWL>.

It is open until October 22, 2021. Participants can provide their email address at the end of the survey to be entered into a random drawing for one of three \$100 Visa gift cards, one per jurisdiction. Results of the survey will be shared with local media and posted at each jurisdiction's website.

SPANISH MEDIA PITCH/RELEASE**¿Qué Sabes Acerca del Río Anacostia?**

Oficiales del Consejo de Gobiernos del Área Metropolitana de Washington (COG), por sus siglas en inglés, del Distrito de Columbia, del condado de Prince George's, y del condado de Montgomery publicaron hoy en conjunto una corta, encuesta para entender las opiniones y el conocimiento de sus residentes acerca del medio ambiente local. Los resultados de la encuesta serán usados para crear mensajes acerca del medio ambiente local, incluyendo lo que cada jurisdicción está haciendo para mejorarlo, y, también, qué pueden hacer los residentes para ayudar. Se planifica hacer esta encuesta cada año en estos mismos días, para monitorear el progreso en los próximos tres años.

La encuesta, la cual está siendo administrada y supervisada por la Sociedad para la Restauración de la Cuenca Fluvial de Anacostia del Consejo de Gobiernos Metropolitanos de Washington es solamente para residentes del Distrito de Columbia, el condado de Prince George's y el condado de Montgomery, y está disponible en Español aquí, (<https://www.surveymonkey.com/r/Z62NGWL>).

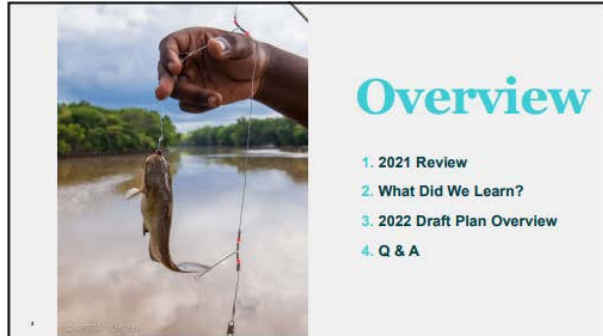
Está abierta hasta el 22 de octubre de 2021. Los participantes pueden proveer su dirección electrónica al final de la encuesta para participar en una lotería para una de tres tarjetas Visa de regalo de \$100, una por cada jurisdicción. Los resultados de la encuesta van a ser compartidos con medios de comunicación locales y publicados en la página Web de cada jurisdicción. El incentivo está siendo dado por los consultores que están trabajando para apoyar al COG en este esfuerzo.

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Item 4: Survey Findings PowerPoint



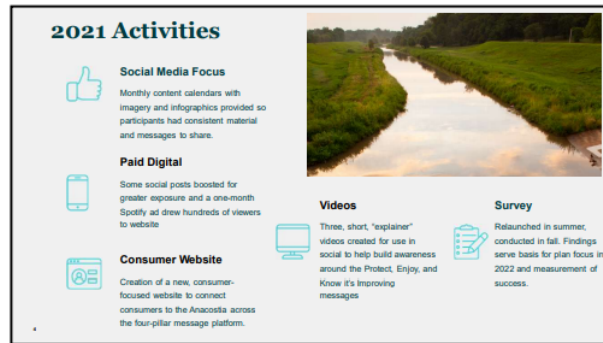
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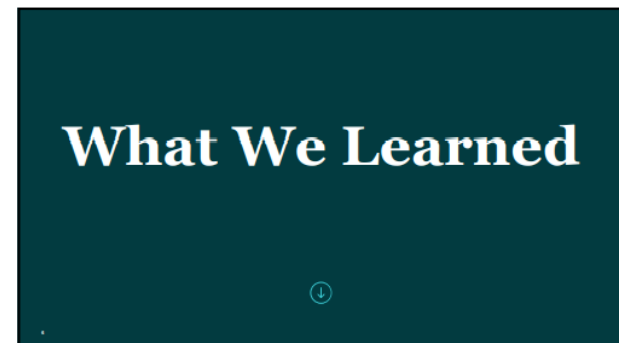
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4



5



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What We Examined in 2021

Social Media Results

Facebook Post Reach (organic) increase of 722%.

Twitter Impressions (paid and organic) increased 45% and Profile Visits 768%.

*Compared to March-October 2020

Survey Results

Larger sample size; "Truer" results; Lower awareness; Clear direction where to focus, in terms of messaging and audience.

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Social Media Results

| Platform | Followers in March '21 | Followers in October '21 | Total increase | Percent increase |
|-----------|------------------------|--------------------------|----------------|------------------|
| Facebook | 246 | 358 | 112 | 46% |
| Twitter | 931 | 1080 | 149 | 16% |
| Instagram | 96 | 261 | 165 | 172% |

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Spotify Ad Results

| Plays | Reach | Website Views |
|---------|---------|---------------|
| 499,655 | 124,328 | 919 |

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Survey Snapshot

To guide future messaging and outreach activities and provide a baseline for measuring awareness success.

Who did we hear from?

1672 Completed responses from all three jurisdictions

72% Caucasian/White 12% Asian/Pacific Islander
7% African American/Black 5% Hispanic

72% 31-50 years old

54% Income less than \$75,000

Most participants were aware of the farm watershed and location of the Anacostia River, however, only 29% knew which watershed they lived in.

33% from Mont. Co. 40% from PG Co. 24% from WDC.

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Areas We Measured



- 1 Knowledge, Beliefs About Watershed
- 2 Knowledge About Investments/Efforts
- 3 Knowledge About Individual Impacts
- 4 Recreating Behavior Frequency
- 5 Beliefs About Value of the Anacostia

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Areas We Measured



- 1 Knowledge, Beliefs About Watershed
 - 85% Know what a watershed is (same)
 - 29% Know which watershed they live in, down 41%
- 2 Knowledge About Investments/Efforts
 - 7% Not aware of investments, but support them, down 2%
 - 54% Aware of investments and support them, down 33%
- 3 Knowledge About Individual Impacts
 - 47% Believe picking up pet waste has no impact, up 22%
- 4 Recreating Behavior Frequency
 - 39% recreate a few times per month or year (same)
- 5 Beliefs About Value of the Anacostia
 - 19% Think Anacostia is polluted (but lesser extent than 5-10 years ago, down 31%)
 - 35% Value the Anacostia and get involved, down 31%

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Survey Results Snapshot - Demographics

7%

Percent of Asian and Pacific Islanders that believe picking up their pet's waste has a large positive impact.

13%

Percent of African American and Blacks that think applying fertilizer has a negative impact.

7%

Percent of 41-50 years olds who "never" visit the Anacostia

#6

Ranking of the word "pollution" as word used to describe Anacostia among those who earn \$40,000-\$75,000.

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Demographic Comparison 2020/2021

AGE GROUP

| Age Group | 2020 | 2021 |
|-----------|------|------|
| 31-40 | 50% | 52% |
| OVER 50 | 13% | 14% |

Overall younger, and lower income

Some consistency across ages

HOUSEHOLD INCOME

| Income Group | 2020 | 2021 |
|--------------|------|------|
| 40K-75K | 44% | 40% |
| 100K-200K | 16% | 16% |

Over 50

- Value but don't ever visit or seek ways to see it thrive

Prince George County

- Majority of respondents that believe picking up after a pet has a mild or large positive impact.

31-40

- Value but don't ever visit or seek ways to see it thrive

Prince George County

- Majority of respondents that believe picking up after a pet has a mild or large positive impact.

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Survey Continues to Supports Message Pillars

- 1 Value the Anacostia
- 2 Keep it Clean
- 3 The Anacostia is Improving
- 4 Enjoy The Anacostia

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**2022
Planning**

↓

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Plan Goals for 2022



Raise Awareness

- The value the Anacostia River offers.
- The importance of keeping it clean and how.
- Opportunities to enjoy the Anacostia River.
- The continued work being done to improve river conditions.



Enhance Partner Work

Expand and enhance each partner's work by providing the tools and resources to support them.



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What Are You Planning for 2022?

Montgomery County

- Programmatic – stream cleanups, storm drain marking, education about bag law, reusable bag giveaways, litter messaging.
- Trash trap in the Anacostia, experiment with litter messaging
- This messaging for Anacostia is all we have
- Researched White Oak community, focus groups, etc., ads/campaigns, etc. to launch in 2022. Learn/plot it for broader work.

Washington DC

- Big comms group does messaging – TW, IG on events
- Building classrooms/dock at Kingman Is.
- Work to get river fishable/swimmable
- Websites for remediation Anacostia Restoration Corridor
 - Grantees doing outreach/public opinion polling to guide future activities


Prince George's County



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How Can We Help You?

- We don't have representatives from fishing community (WDC) in advisory group – how to reach them?
- Reaching students in PGC – HS and college, tho some efforts in K-12. Spencer the Sprout.
- The BM content is helpful, videos, Module – quick educational, fun posts.
- What are the nonBM avenues to reach people?
- Reduce litter in the Anacostia is the goal
- Going in the right direction with this group – surveys, paid advertising in region.



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How Will We Measure Success?

- Survey a useful tool for measuring –
 - the more years we do it, the more data we get, the more valuable it is, let's continue
 - helpful to see year-after-year how trends change, showing valid patterns – need at least three years.
- Social media engagement, quality of following – measurement is hard, qualitative – pricing out a paid service to track.
- Website hits?



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Schedule/Next Steps

| | |
|-------------------|---|
| November | <ul style="list-style-type: none"> • Share data/results • Get your input for 2022 |
| December | <ul style="list-style-type: none"> • Raftelis revise plan |
| January | <ul style="list-style-type: none"> • Present plan, revise, obtain approval |
| Feb – Sept | <ul style="list-style-type: none"> • Implementation |
| Oct – Dec | <ul style="list-style-type: none"> • Survey, Evaluate |

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Thank you!

Contact: Samantha Villegas, APR
 571 577 7477 / svillegas@raftelis.com

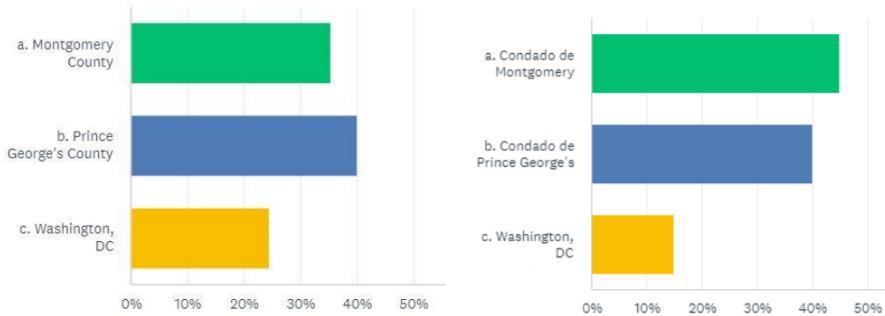
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Item 5: Communication, Outreach and Messaging Plan (Survey Section)

Research Results (2021)

Who Took the Survey

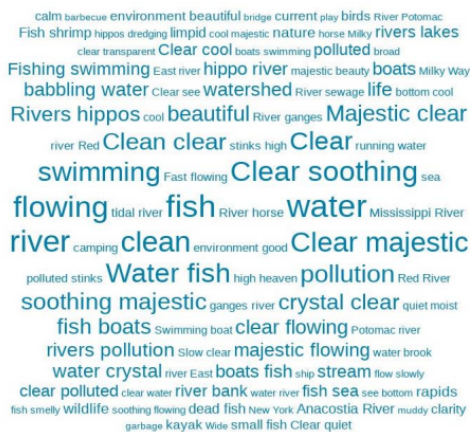


The survey was open for four weeks, between September 27 and October 22, 2021. More than triple the number of people took the survey in 2021 (1672) as compared to 2020 (516). Respondents' locations broke down similarly to those of the previous year, nearly evenly split between Montgomery County, Prince George's County and the District of Columbia. More than half (54%) reported less than \$75,000 in household income (25% in 2020). One-quarter (25%) reported between \$75,000 and \$100,000. There was a dramatic drop in the number of respondents who reported an income of more than \$100,000 (16% down from 62% in 2020) and 5% reported having more than \$200,000 (16% in 2020). In terms of age, 7% of respondents were over 50 years old, down from 49% in 2020, 72% were 31-50 (up from 43% in 2020), and 21% were 18 to 30 (up from 7% in 2020).

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Knowledge of the Watershed in General

Eighty-five percent claimed to know what is meant by the term “watershed” (same as in 2020), however only 72% believe they live in the Anacostia watershed (11% were unsure). What’s more perplexing was that only 29% claimed to know which watershed they live in (down from 70% in 2020), so it will be important to repeat this message in 2022. There was a slight uptick (80% vs 75% in 2000) of those who claimed to know where the Anacostia River, and the streams that flow into it, are located. The word cloud describes which watershed people said they live in.



Beliefs about the Anacostia River Health

About one-fifth of those surveyed said when they think of the Anacostia, they think it’s polluted, but less polluted than 5 or 10 years ago. This is down from one half believing this in 2020. More respondents said when they think of the Anacostia, they think it provides habitat for fish and wildlife, and opportunities for recreation than in 2020 (43% up from 30%). Just 4% said when they think of the Anacostia they think of polluted water, which was down from 12% in 2020, suggesting far fewer people think of the Anacostia as polluted. The word cloud shows the top three words respondents think of when they think of “river.” Though the number dropped significantly, still more than half (54%) of respondents report being aware their government was making investments of time and resources to improve the Anacostia and they support it (down from 87% in 2020). Fewer people (7%) report not being aware this work was happening but are supportive of it (down from 9% in 2020).

Knowledge About Individual Impacts to Anacostia Health

More than half (53%) believe that fertilizing their lawn with chemical fertilizers and pesticides (55%) can have a negative impact to the Anacostia’s health. Both of these are down from 2020 when the percentage was in the 90s. Nearly 60% were aware that changing oil in the driveway and letting some flow into storm drains would have a negative impact to the Anacostia’s health. Only 38% made the connection that having mostly hard surfaces on their property can negatively impact the Anacostia (down from 88% in 2020) while 44% believe having soft surfaces positively impacts the Anacostia (down from 70% in 2020). About half think that having soft surfaces either doesn’t impact the Anacostia’s health at all or has a negative impact. Nearly 47% believe picking up pet waste has a positive impact on the Anacostia’s health (down from 82% in 2020) and 47% believe picking up pet waste either has no impact, or a negative impact to the Anacostia’s health (up from 25% in 2020).

Recreating Behaviors

Just 22% of those surveyed report recreating on or near the Anacostia at least weekly and identical to 2020, 39% report recreating on or near the Anacostia a few times per month or year. Just 26% report recreating on or near the Anacostia only a few times in the last 5-10 years. Lots of opportunity to message about the recreating prospects around the Anacostia.

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Valuing the Anacostia

When it comes to valuing the Anacostia, 35% say they care that it is healthy, enjoy recreating on or near it, and actively get involved to make sure it thrives. A few less (30%) say they value the Anacostia, care that it is healthy, enjoy recreating on or near it, **but don't** actively get involved to make sure it thrives. And another 30% say they value the Anacostia, care that it is healthy, **but don't** enjoy recreating on or near it, **and don't** actively get involved to make sure it thrives.

Some of the main takeaways from the survey are as follows:

- Knowledge of watershed as a term, and awareness of the location of the Anacostia **River** is high. However, with 71% of respondents unsure or unaware of which watershed they live in, there is a need to communicate the correlation of their home habits to the Anacostia.
- With only half of respondents taking note that the Anacostia is improving, the messaging should focus on this point.
- There are opportunities to improve understanding of the relationship between hard and soft surfaces and Anacostia health (meaning the concept of runoff); the impacts of fertilizers and pesticides, and the positive impacts that picking up pet waste has on the watershed's health.
- There is opportunity to grow the number of people who are both enjoying the Anacostia and actively doing things to help make it thrive.

These results validate the necessary focus on four message areas, which began in 2020: Keep it Clean, The River is Improving, The River has Value, and Enjoy the River.