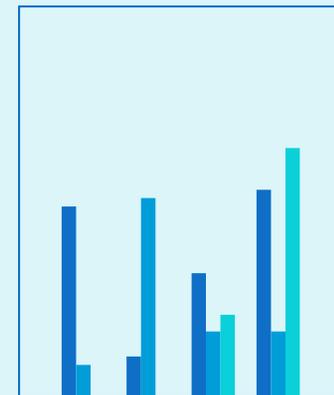
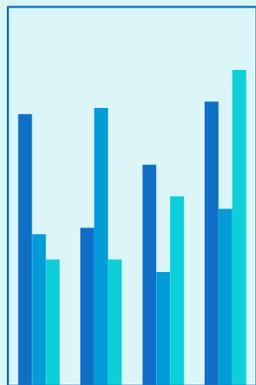


# Does Education Make a Difference?



## A Scientific Case Study to Find Out



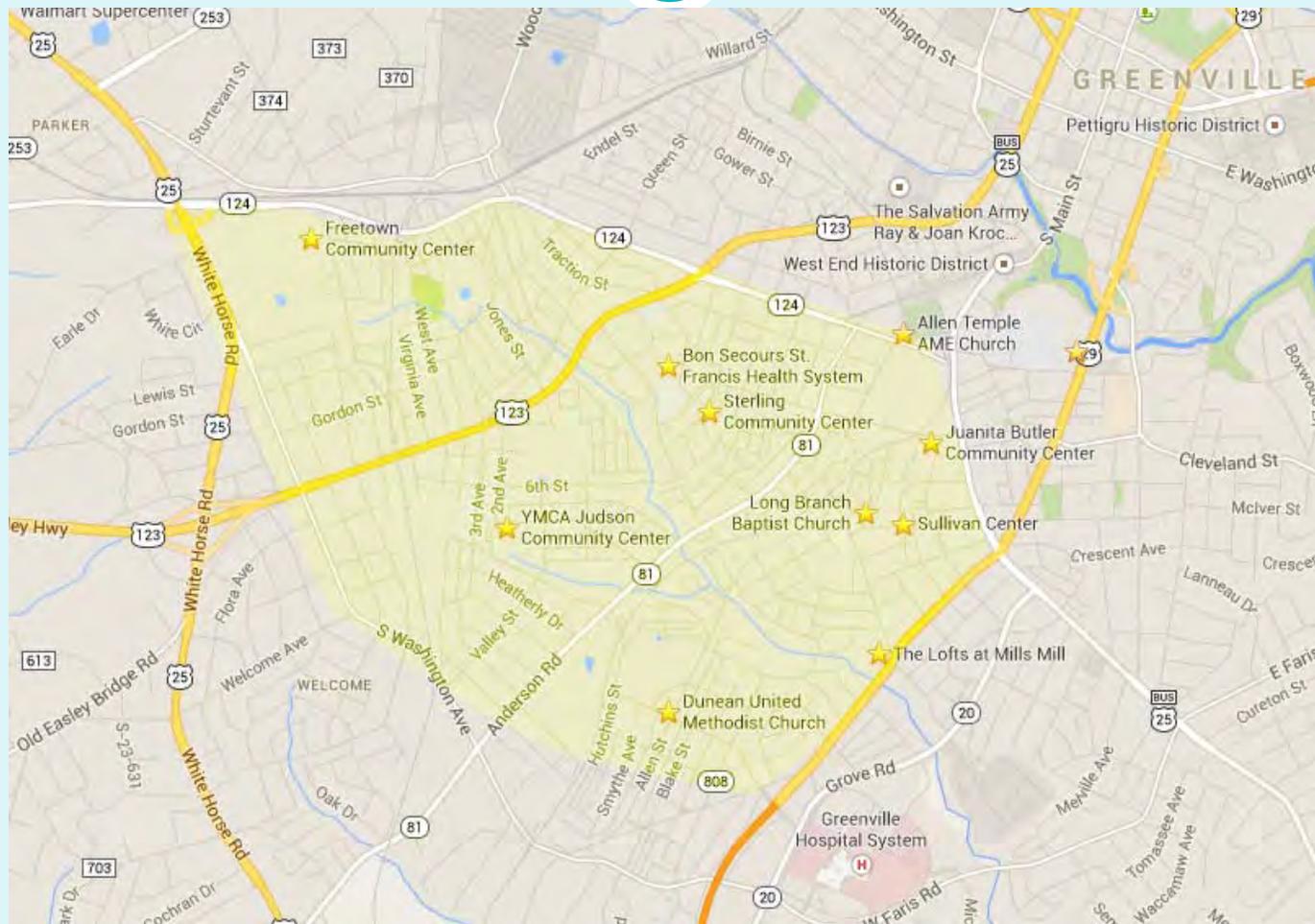
# Project Overview



- Pick a watershed
- Study demographics to determine pollutants of concern
- Determine plan of action
- Implement
- Analyze results



# Watershed Demographics and Pollutants of Concern - Where

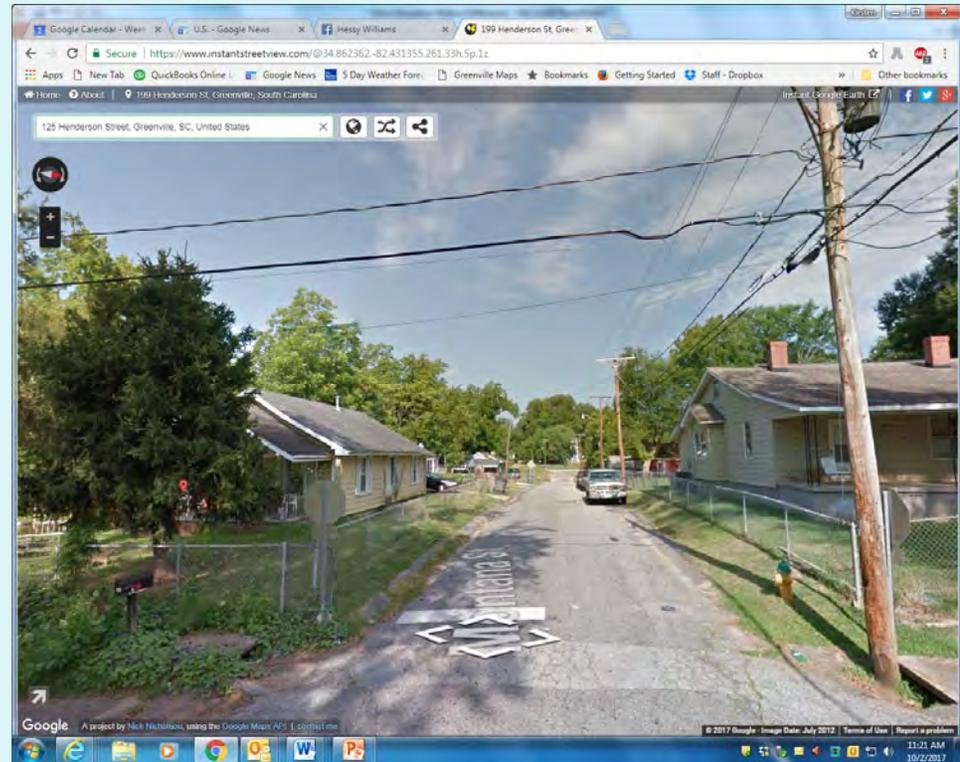


# Watershed Demographics and Pollutants of Concern - How



Canvassed neighborhood to see how people lived and determine possible problems.

- Storm drains
- Fenced dogs
- Raked yards
- \*No fertilizers
- \*sewer system, so no septic tanks



# Watershed Demographics and Pollutants of Concern - How



## Met with four HOAs/Community Organizations.

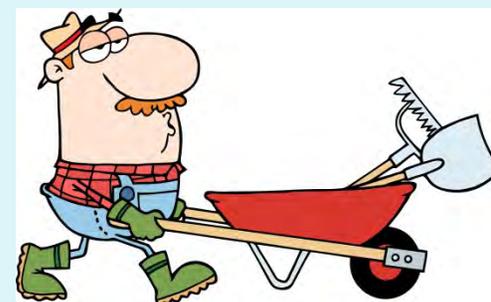
- Presented educational materials
- Conducted a round table discussion on how to promote participation
- Distributed initial surveys

# Watershed Demographics and Pollutants of Concern - How

Administered surveys to identify attitudes and behaviors

## ○ Yard Waste

- ✦ 90.9% were homeowners/renters with a yard
- ✦ 62% leave yard waste on curb for pickup
- ✦ 56% unaware of proper disposal
- ✦ 36% used fertilizer in any way



## ○ Dog Waste

- ✦ 55% dog owners
- ✦ 27% don't pick up after their dog in the neighborhood
- ✦ 66% don't pick up waste in their yard



# Determine a Plan...



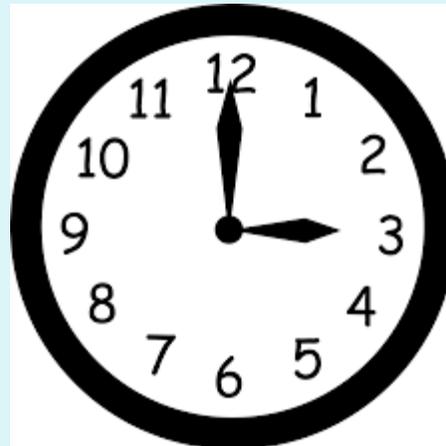
## Geofencing!



# Timeframe



- Demographic Analysis – 1 month
- Blitz Campaign – 2 weeks



# Online Quiz



quiz - Google Chrome  
file:///I:/Education/Interactive%20Web%20Files/quiz/index.html

You might be asking yourself...

"Self, how can I keep Greenville rivers clean AND win \$25?"

Easy Peasy!

Step 1 Answer 3 questions to test your knowledge of stormwater pollution and how it effects our rivers.

Step 2 Enter your name and email for a **chance** to win.

No worries! We don't sell your information and we promise to only use it for good. All we're going to do is let you know if you won, how to claim your prize and send you some info on programs, workshops, or other opportunities to win prizes! You can always opt out.

LET'S DO THIS!

quiz - Google Chrome  
file:///I:/Education/Interactive%20Web%20Files/quiz/index.html

Test Your **STORMWATER** Knowledge!

START

# Question 1 – Stormdrains

A screenshot of a web browser window displaying a quiz question. The browser's address bar shows the file path: file:///E:/Education/Interactive%20Web%20Files/quiz/index.html. The question text is: "Storm drains in the street go to a treatment facility where all the pollution is filtered out of the water before it reaches local waterways." Below the question are two options: "True" and "False", both underlined. The background of the question area is a dark red color with a pattern of lighter red leaves.

quiz - Google Chrome  
file:///E:/Education/Interactive%20Web%20Files/quiz/index.html

Apps News Social Media Stormwater Info Gala Education Projects Print-Advertising ProjectWET Adobe Educators Co... CAFE Kirsten QuickBooks Gmail

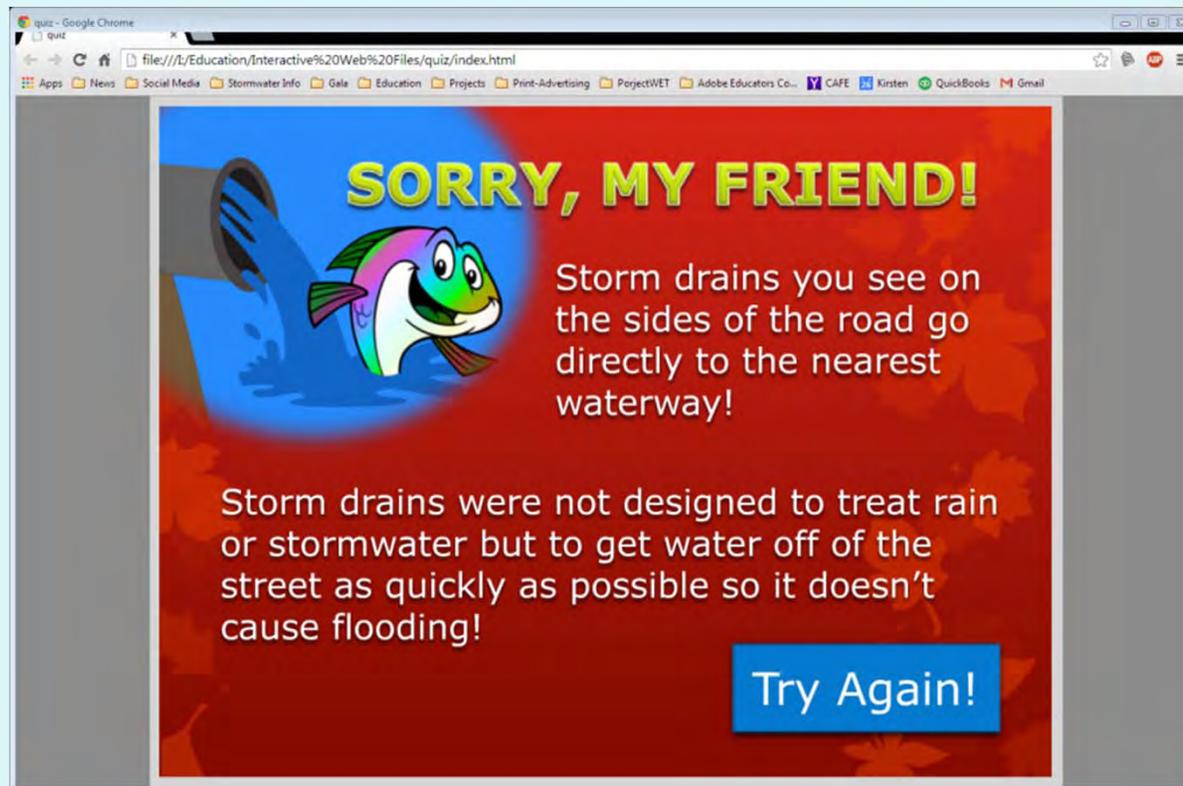
**Storm drains in the street go to a treatment facility where all the pollution is filtered out of the water before it reaches local waterways.**

True      False

# Question 1 – Wrong Answer



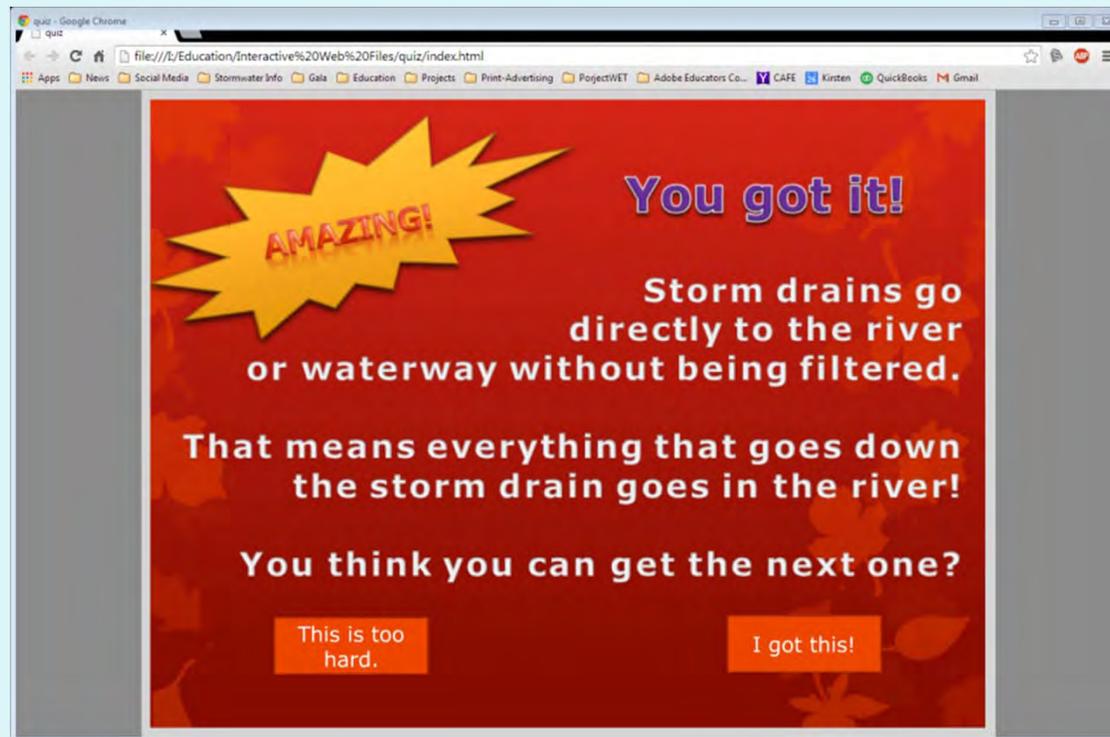
Wrong Answer provides education and allows user a chance to try again.



# Question 1 – Right Answer



Correct answer also provides education then links to the next question.



# Question 2 – Nutrients (Yard Debris)

A screenshot of a Google Chrome browser window displaying a quiz question. The browser's address bar shows the file path: file:///L:/Education/Interactive%20Web%20Files/quiz/index.html. The page content features a dark red background with a pattern of orange leaves. A central orange box contains the text: "Yard debris, like leaves and grass clippings, is considered a kind of pollution." Below this box, the words "True" and "False" are displayed in a yellow, underlined font, serving as multiple-choice options for the question.

quiz - Google Chrome  
quiz  
file:///L:/Education/Interactive%20Web%20Files/quiz/index.html  
Apps News Social Media Stormwater Info Gala Education Projects Print-Advertising ProjectWET Adobe Educators Co... CAFE Kirsten QuickBooks Gmail

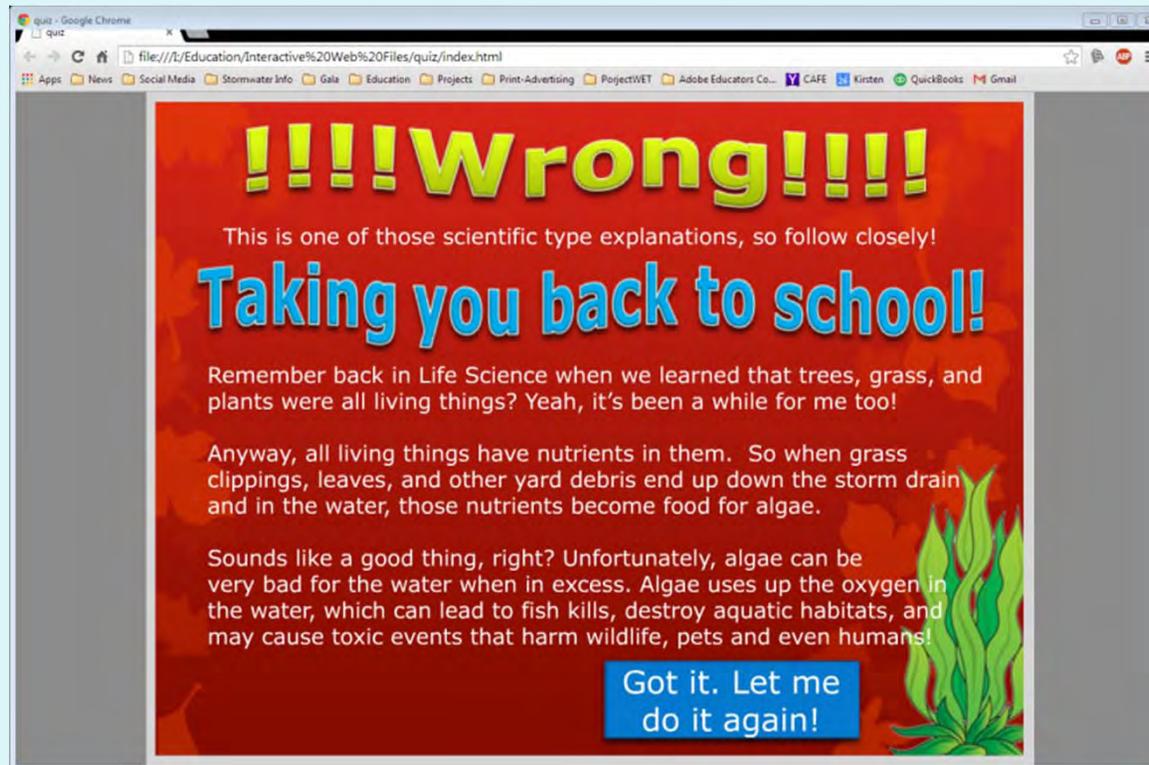
**Yard debris, like leaves and grass clippings, is considered a kind of pollution.**

**True**      **False**

## Question 2 – Wrong Answer



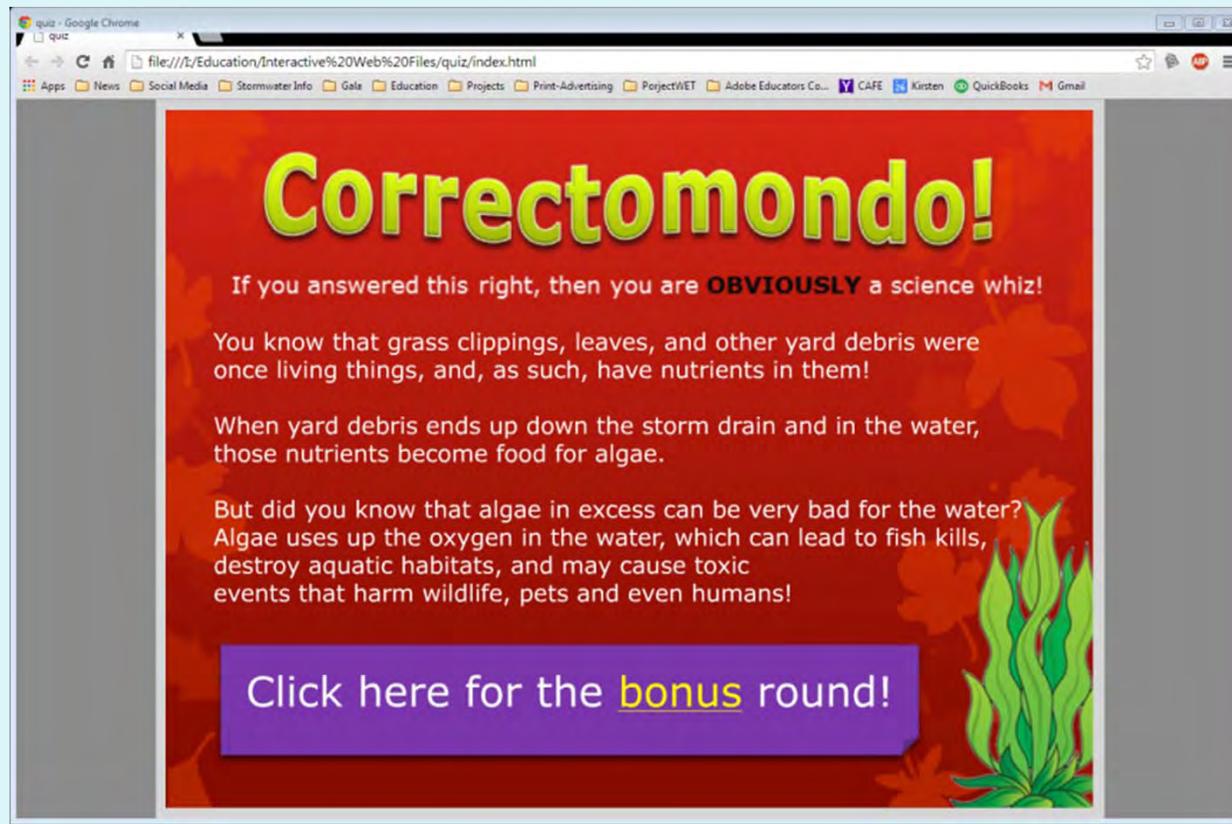
Wrong answer provides education and allows user a chance to try again.



## Question 2 – Right Answer



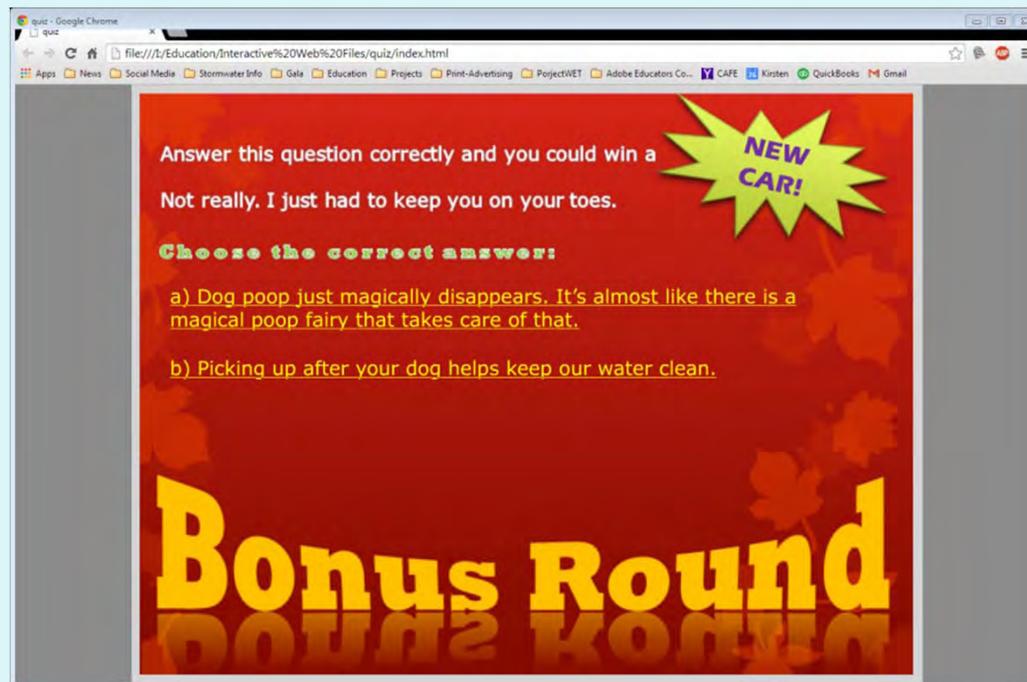
Correct answer also provides education then links to the next question.



# Bonus Round – Nutrients (Pet Waste)



Once the storm drain and yard waste questions are answered, we go on to the bonus round featuring pet waste.



# Bonus Round – Wrong Answer



A wrong answer in this round showcases our very popular “There is No Poop Fairy” campaign mascot.



# Bonus Round – Right Answer



The “other option” is to choose the correct answer, bringing the user to our final screen.

Look, no one wants to do it, but it is really important to pick up after little Fido.

There are 28 million *E. coli* bacteria in every gram of dog poop. Let's do the math.

1 dog × 1lb/453g × 28,000,000 = 12,684,000,000

So what's the bottom line? Pick up after your dog. Not only is it the responsible thing to do, but it also helps keep our water clean and safe. You don't want to step in it, you don't want to drink it.

Got it! Can I enter to win my prize now?

The screenshot shows a web browser window with a quiz question. The question asks for the number of E. coli bacteria in a pound of dog poop. The math is shown as 1 dog multiplied by 1 lb / 453 g multiplied by 28,000,000 bacteria per gram, resulting in 12,684,000,000 bacteria. The browser's address bar shows the file path: file:///I:/Education/Interactive%20Web%20Files/quiz/index.html. The browser's taskbar shows various applications like CAFE, Kirsten, QuickBooks, and Gmail.

# We Have a Winner!



Michael Kidd WON!!

\$25 Gift Card to Target



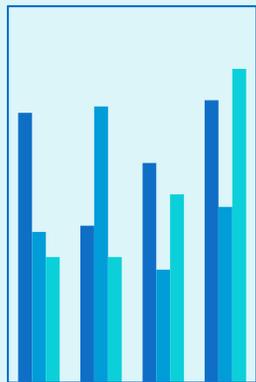
# Target Audience Reached



- Face-to-face education with 4 homeowners associations/community organizations
- 69,838 people in the watershed geo-fenced area
- Education quiz components and information were reviewed by 387 people.
- Normal click through rate is 0.15%. Ours was 0.55%  
(4X higher than normal!)

And now for the really exciting part...

Did We Make a Difference???



there is no  
**POOP FAIRY!**

A cartoon illustration of a pink fairy with white wings, a crown, and a pink dress, holding a yellow star wand. A small brown dog is sitting next to her.

GRAB IT  
♥  
BAG IT  
♥  
TOSS IT

[www.PoopFairy.info](http://www.PoopFairy.info)

