Pest Management Alliance Grant Final Report

March 30, 2014

GOT? ANTS? Get S.E.R.I.O.U.S.

www.GotAntsGetSerious.org

This report summarizes the 2012-2014 Got Ants? project, funded by the Pest Management Alliance Grant program of the California Department of Pesticide Regulation.

Association of Bay Area Governments for the San Francisco Estuary Partnership
1515 Clay Street, Oakland CA 94612

Prepared by Athena Honore, ahonore@waterboards.ca.gov/510-622-2325

This page intentionally left blank.

Got Ants? Final Report

Overview of the project

The Got Ants? project was conceived as a community-based social marketing project to do public outreach on residential ant issues, which have been tied to the pesticides and pesticide application practices of greatest concern for surface water quality in California. Numerous findings of stream toxicity have brought concerns about pyrethroid and fipronil use to the fore for regulators and scientists, who continue to work to understand how these registered and currently used pesticides are impacting waters and what can be done to address these impacts. This project took aim at the outreach angle: what resources does the average citizen with an ant problem need to help him/her make a less toxic choice to manage the ants. Taking advantage of recent advances in thinking about public outreach, we proposed to create a community-based social marketing, or CBSM outreach project as opposed to a traditional information-based outreach project. The Got Ants? project worked with a multidisciplinary team to develop a suite of outreach materials and disseminate that outreach through numerous partners and avenues.

This Final Report summarizes activities conducted for each objective and task for the project. Additional details regarding evaluating the project's success are included in the brief Evaluation Report included in the Appendix to this report.

Objective 1. Identify target audience, select target behavior for campaign, and determine barriers and motivators.

The intent of this portion of the project was to complete an exercise to structure the outreach campaign in community-based social marketing terms. Social marketing can be defined as "striving to change the behavior of communities to reduce their impact on the environment." Realizing that simply providing information is usually not sufficient to initiate behavior change, community-based social marketing uses tools and findings from social psychology to discover the perceived barriers to behavior change and ways of overcoming these barriers.[1] Social marketing campaigns work to identify barriers (why it may be difficult for a given person to adopt the desired new behavior); develop a strategy that utilizes tools that have been shown to be effective in changing behavior; pilot the strategy; and evaluate the strategy once it has been implemented across a community. Understanding the audience, selecting the behaviors to target for a behavior change during the campaign, and understanding what will help (a motivator) or hinder (a barrier) a person within the audience to change his or her behavior, all feed into a successful CBSM outreach project. By understanding which groups to target, CBSM aims to increase the likelihood that people will take the desired action. Perhaps more importantly, CBSM campaigns are built on knowing exactly what you want the audience to do: to make a specific change in their behavior. Rather than focusing on educating the audience a problem—in this case that pesticides are causing stream

[1] Wikipedia, Social Marketing: http://en.wikipedia.org/wiki/Social_marketing

toxicity—the CBSM campaign focuses on what the individual person should do to address the problem. Addressing built-in barriers to success (e.g., if you want your audience to recycle, make sure they have access to a recycling program) will increase chances of a successful behavior change, as will understanding why people might want to make the behavior change that you suggest. CBSM relies on a body of recent social psychology work showing that people are motivated far less by information and far more by the perception of what their peers are doing. Decisions are less often made at the rational level (based on understanding and analyzing options), and more often made at a subconscious level of instinctively seeking to conform to a group. In other words, if others are doing it, you are more likely to do it too.

Task 1.1. Research demographics and distinctive characteristics of each group (Domestic Outsourcers and DIYers) through literature searches, soliciting information from partners, and surveys of participating pest management companies, if possible. Refine target audience profiles beyond initial groups identified by S. Groner Associates, Inc. (SGA).

Task 1.2. Hold meeting for Management Team and Partners to review and confirm audience profile information.

Ants affect just about everyone in the state of California, making ant management a relevant topic. However, such a mass audience can be hard to approach. Residential ant problems are typically tackled either by the resident or by the resident hiring a pest management company (our project adopted the monikers “do it yourselfers” [DIYers] and “Domestic Outsourcers” for these two respective groups, based on a preliminary study by SGA about the potential for a CBSM campaign focused on using less toxic pesticides.) While professionals are considered to apply the bulk of pyrethroids in California, the DIYer or residential applicator still makes up a significant fraction of those who apply pyrethroids. Given also that regulations such as the recent surface water protection regulations target professionals rather than residents, and that residents purchase many pesticide products containing pyrethroids and bifenthrin, the most toxic pyrethroid, we decided that DIYers as well as Domestic Outsourcers were important groups to target.

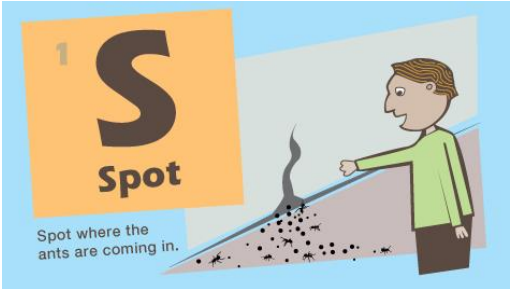
Our goal through this task was to find any available information, such as demographics, geography, and income, to narrow the audience and help target an outreach campaign. Information from previous investigations yielded some insights, as reported in the deliverable for this task, such as the potential for overlap between DIYers and Domestic Outsourcers (i.e., people try to tackle pests themselves, but many give up and hire a company); likelihood of people to apply pesticides regularly (1-3 times a year), and tendency for owners of detached single family homes to hire a pest professional more often than renters or condo owners. However, there were few insights that allowed us to meaningfully segment the audience beyond the DIYer and Domestic Outsourcer groups already established. Getting further information about pesticide users and use practices related to home ant management would be a promising area for future work.

The Got Ants? campaign intended to work with selected California communities. Most California areas face Argentine ant issues that can be remedied with the same IPM methods. Though some subregional differences have been identified in pesticide use behaviors, for our purposes it worked to consider any

California community part of the audience. We focused on the San Francisco Bay Area, because that is where most of our partners were located, with other partners helping to extend outreach into other geographic areas within the state.

Task 1.3 Identify end-state, nondivisible behavioral actions that produce the desired outcome—reduced pesticide toxicity in receiving waters. [“End-state, nondivisible” means that the behavior is a single step, not part of another action.] Conduct a group exercise with the Management Team and Partners to identify specific behavioral actions with greatest impact and probability of implementation. Supplement with recommendations from outreach consultant, SGA.

Our next task as a group was to hone in on a behavior to target. CBSM campaigns seek to provide a clear directive statement to perform a certain action. CBSM considers that giving the audience information about negative effects of a behavior (for example, “Smoking causes cancer”) doesn’t necessarily lead to any particular response on the part of the audience. CBSM would recommend instead selecting a clear behavior to advocate, for example, “Don’t smoke.” Examining the problem of pyrethroid and fipronil pesticide application to manage ants in structural pest control for residences yields many actions or behaviors that can contribute to water pollution, and the team needed to narrow those. Some of the potential behaviors we considered were: hire an integrated pest management (IPM) certified pest management company, do your part in pest-proofing, follow label instructions when applying pesticides, don’t apply pesticides to impervious surfaces, and remove mulch from foundations. We screened for water quality impact and adoptability of these behaviors at a group exercise with the Management Team and used surveys to the team to follow up. To our surprise, and somewhat contrarily to a standard CBSM campaign, these exercises yielded a suite of actions rather than a single one. In a nutshell, the behaviors were: practice IPM at home, or hire a pest management company that practices IPM. The Management Team thought it made little sense to talk about doing IPM without talking about cleanup, baits, removing food and water sources for ants, etc. A similar set of actions emerged for both the DIYer and Domestic Outsourcer groups. Based on this work, we began to think of our core message in terms of steps one would take to manage ants, and to draft messages that would cover a series of actions. In this case, it seemed that the CBSM template needed to be modified to fit this issue.



Task 1.4 Identify barriers and motivators, or benefits, to adopting the new behavior selected for promotion by the campaign. Conduct a group exercise with the Management Team, partners, and consultant.

The Management Team also discussed barriers and motivators. A follow-up survey to the Management Team elicited further detail. Identified barriers to behavior adoption, such as ants in the home triggering fear of the natural world entering domesticated spaces or stigma around perceptions that ants in the

home were “unclean,” were discussed and provided as a list to SGA to keep in mind as they developed messages and ad concepts. Motivating factors included effectiveness of ant management practices and safety for family, children, and pets. Importantly, the team concluded that protecting water quality and being pro-environment were not strong motivating factors for most people.

Task 1.5. Further research to provide additional information on barriers and motivators to behavioral change.

Further discussions were held with SGA about the potential usefulness of the barriers and motivators the Management Team identified. Ways to incorporate motivating factors were: emphasizing effectiveness of IPM, using humor and light approaches rather than requiring people to read and master technical information, and using peer approaches to establish the concept of IPM as a social norm.

Objective 2: Develop campaign materials.

The Management Team developed specifications for materials to be created by an outreach consultant SGA, under subcontract to the Bay Area Stormwater Management Agencies Association (BASMAA, a member of the Management Team). SGA’s contract for $94,500 included (amounts rounded for clarity):

1. $3,900 for grassroots engagement planning,
2. $16,600 for advertising brief and creative development,
3. $9,900 for developing ad layouts,
4. $34,000 for the ad buy,
5. $6,000 for earned media (two press pitches),
6. $18,000 for website production,
7. $1,700 for social media consultation,
8. $3,000 for search engine optimization, and
9. $1,400 for evaluation plan development.

Task budgets were reallocated somewhat during the course of the project, with some funds from media and grassroots engagement planning going to cover overruns in the advertising brief and creative development task. SGA provided some work pro bono as well.

Small contracts to University of California Statewide IPM Program (UCIPM, $10,000) and the Bio-Integral Resource Center (BIRC, $5000) funded some members of the Management Team’s time for reviewing materials and disseminating them once complete.

The Management Team spent a good portion of the project period on developing campaign materials. The process took longer than expected, but the team felt that we generated a strong end product, which justified the extra rounds of review. This resulted in a shorter implementation period for the campaign, given that the project’s fixed end date.

Task 2.1. Develop specifications for materials to be produced by consultant. Partners will participate in developing specs for the materials, developing a creative brief for two “concepts” which would

serve as creative spines for the rest of the program. The concepts will be fleshed out into logo; images; core text; ads sized for mobile/print/online and usable in partner materials; and website.

The Management Team worked on a creative brief which captured the team's deep expertise in pest management, IPM, pesticides, and water quality in a template to guide the creative team at SGA, who were all relatively unfamiliar with our subject. The Management Team provided information for both DIYers and Domestic Outsourcers in an online collaboration using Google Documents.

SGA developed three ad concepts from the initial creative brief. Based on the Management Team's feedback via email and an online survey, the initial set of concepts was rejected because it did not include strong enough CBSM elements or provide clear IPM steps in simple terms, and because it incorporated too many whimsical elements not related to the project. The creative brief was redrafted, and three more rounds of review and tweaking generated the Got Ants? Get S.E.R.I.O.U.S tagline that fed into the logo, flyers, magnets, website, and Facebook page. The core text included these elements:

> **Don't play around with spray when there are better ways to keep ants away**
>
> **Got Ants? Get S.E.R.I.O.U.S.**
>
> **S Spot** where ants are coming in
> **E Eliminate** crumbs, messes, and spills
> **R Rinse** with soap and water
> **I Isolate** food and water sources
> **O Obstruct** entryways and seal cracks
> **U Use baits** if ants don't go away
> **S Stick to it** to keep ants away!

We had some difficulty in achieving a focus on both the DIYer and Domestic Outsourcer group. The consultant wanted to focus on only one group, whereas the Management Team wanted to cover both. Despite the Management Team's requests, the messaging focused more on the DIYer group. Given the time already invested in developing the Got Ants? Get S.E.R.I.O.U.S message, and the limited time remaining, we decided to move forward even though the Domestic Outsourcer group didn't get its own set of messages. It would have taken more time than we had to develop another set of materials that focused more on the Domestic Outsourcers, or to retool the Got Ants? Get S.E.R.I.O.U.S message to include the Domestic Outsourcer audience. We attempted to amplify the Domestic Outsourcer message by providing material on the website addressing how to hire IPM certified professionals, and by structuring some of the materials to drive people to the website, and once at the site they could choose to pursue information focused on hiring professionals or addressed to DIYers.

SGA and San Francisco Estuary Partnership (SFEP) staff and the Management Team also worked on the structure for the project website— the website wireframe—and the social media aspect of the project. SGA staff did some search engine optimization (SEO) work, incorporating keywords and a link structure that would help make the Got Ants? website appear near the top of web search results.

Task 2.2. Oversee production of materials by the outreach consultant, including the completed concepts; logo; images; core text; ads sized for mobile/print/online and usable in partners materials; and website.

Two ads, one "intro" and one "detailed," were generated from the Got Ants? Get S.E.R.I.O.U.S tagline. The intro ad was meant to prominently feature the website and encourage people to access the website by clicking directly. The detailed ad included more information, and was designed for placements where captive audiences would spend longer looking at the material (such as interior cards on transit).

Following several iterations, the principal investigator (PI) and Management Team approved the project logo, "intro" and "detailed" ads sized to fit a variety of placements, a flyer, a magnet, the project website, and the project Facebook page. Images from these pieces are reproduced below.

Image 1. The Got Ants? "intro" ad, left, and the "detailed" ad, right

Image 2. Some of the Got Ants? ads sized for online, transit, and print ad placements

Image 3. The Got Ants? magnet, featuring image and text from Step 3, Rinse

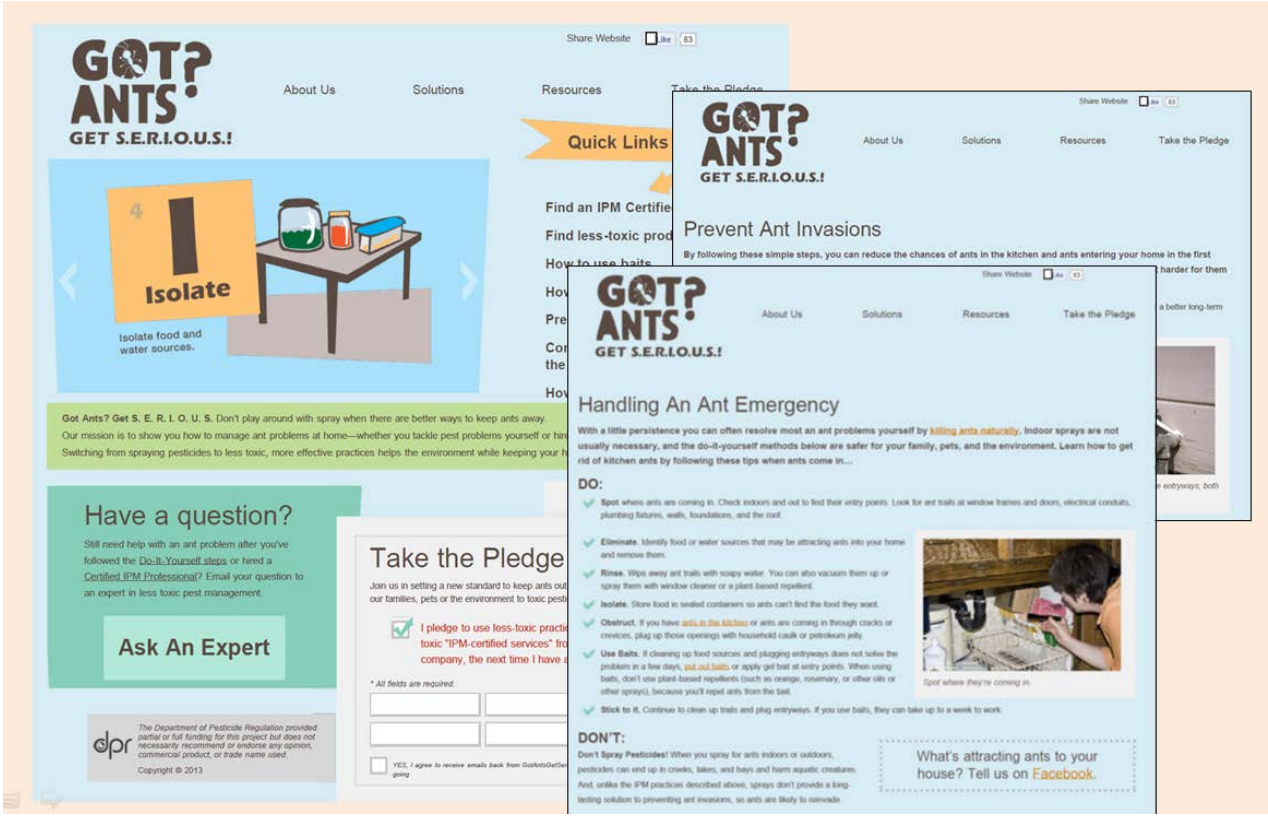


Image 4. Screenshots from the Got Ants? website, www.gotantsgetserious.org

Image 5. Screenshot of the Got Ants? Facebook page

Files for these images may be obtained from DPR or from Athena Honore of the San Francisco Estuary Partnership. Downloadable images are also posted at http://www.gotantsgetserious.org/contact.

Task 2.3 Pilot-test campaign materials.

A pilot test of the draft ads was conducted informally by the Management Team. Team members took the ad drafts to colleagues, family, or friends unfamiliar with the project and asked them for input. Several last changes were made based on the pilot test.

A lesson learned from work under this objective was that it takes time to develop an acceptable product, especially when the management team had very little experience in developing creative material and the creative consultants had very little experience in pest and pesticide issues. Although it would have been helpful to budget more time and money for the creative materials development, we were fortunate to be able to exceed the originally allotted time and budget on this section to develop a strong set of materials and modify time and budget allotted to other tasks.

Objective 3: Launch and conduct campaign.

After the materials were created, the project moved into "launch" mode to start disseminating the campaign products and do the actual outreach. The PI was responsible for coordinating partner outreach and selecting the mix of activities, whereas the partners did most of the actual outreach work.

Task 3.1. Develop campaign calendar, including launch activities and peak outreach times when ants are most likely to invade.

The campaign calendar planned month by month activities for various aspects of the project: website, Facebook page, print ads, online ads, SEO work, events, partner promotions, and media work. Table 1 shows the most recent campaign calendar, submitted April 2013.

Table 1. Got Ants? Campaign Calendar

	April	May	June	July	August	September	October	November	December	January '13	February '13	Total Impression
Website live	website traffic not yet known											0
Facebook page live	facebook page traffic not yet known											0
												0
Print ads running												0
Transit		290,000	580,000	870,000	1,160,000							2,900,000
Sunset			350,000	350,000	350,000							1,050,000
												0
												0
Online ads running												0
Google Ads		google ad impressions being revised to cover longer period										0
Facebook and YouTube ads			166,000	216,000								382,000
												0
SEO work												0
												0
Events	El Cerrito 4/27; Earth Day events in San Mateo County (2-3), Vallejo/Fairfield (1), Santa Clara Valley	National River Cleanup Day events 5/18; retail store events incl Sunnyvale OSH;	Master Gardeners Farmers Market events; Sunnyvale Fm Mkt; Alameda County Fair late June-July; SCV	Master Gardeners Farmers Market events	Master Gardeners Farmers Market events	BAPPG P2 Week 9-17-23/Eat Real 9/27-29/Coastal Cleanup Day 9/21 for municipalities	Master Gardeners Farmers Market events; retail store events; SCV events				retail store events	0
Flyers distributed	125	30	50	50	50	100	100				100	605
Magnets distributed		10	20	20	20	80	50				50	250
												0
Partner Work		Soliciting partners to demo "steps" and report success stories										0
Newsletters to members/Web/FB posts				500	1,000	2,000	3,000	300	100	500	600	8,000
												0
Media Pitches					pitch: "success stories" - media outlets and impressions not yet kno				2nd pitch: ants coming in the house in winter			0
												0
Evaluation	Begin GreenPro baseline company survey	Begin EcoWise baseline info survey								"After" surveys for GreenPro and EcoWise	Analyze data and write up report	0
												0
Likely high-ant periods of the year					summer heat		rains begin		winter cold		rains/spring weather changes	0
Monthly Imp. Total	125	290,040	1,096,070	1,436,570	1,511,070	2,180	3,150	300	100	500	750	4,340,855

By and large, activities in the campaign followed the planned calendar, with some changes to specifics for events, numbers and timing of partner newsletters, media work, and evaluation. SEO work should not necessarily have been included in the calendar, as search engine optimization was a behind-the-scenes part of website development rather than an outreach activity.

Task 3.2. Recruit partners to participate in the campaign, especially the launch.

We worked with more than 50 partners who disseminated outreach on the project. There may be more who used the Got Ants? materials without officially contacting us. Key partners included Management Team members, members of Bay Area stormwater or wastewater associations, and the IPM Advocates (a group of citizens, trained through a program created under another Pest Management Alliance Grant, who provide training on IPM and less toxic pesticide use to retail store staff at home and garden stores in California). The agencies listed below partnered with the project to disseminate Got Ants? outreach in some fashion. Management Team agencies are designated (MT).

Participating partners in the Got Ants? project

1. San Francisco Estuary Partnership (MT)
2. California Department of Pesticide Regulation (MT)
3. University of California Statewide IPM Program (UCIPM) (MT)

4. Bay Area Stormwater Management Agencies Association (BASMAA) (MT)
5. Bay Area Clean Water Agencies (BACWA), parent agency of the Bay Area Pollution Prevention Group (BAPPG) (MT)
6. San Francisco Department of the Environment (MT)
7. Sacramento County Department of Water Resources (MT)
8. Bio-Integral Resource Center (BIRC) (MT)
9. City of San Jose (MT)
10. Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP) (MT)
11. Santa Monica Bay Restoration Commission (MT)
12. Morro Bay National Estuary Partnership (MT)
13. University of Riverside Urban Entomology Program
14. National Pest Management Association (MT)
15. San Francisco Bay Regional Water Quality Control Board (MT)
16. Clean Water Program (Alameda County) (MT)
17. California Poison Control System
18. IPM Advocates at 11 Bay Area retail hardware, home, and garden stores
19. City of El Cerrito
20. Raptors Are The Solution (RATS)
21. City of Santa Rosa
22. City of Belmont
23. City of Sunnyvale
24. Marin County
25. UC Riverside
26. San Luis Obispo County
27. Solano Master Gardeners
28. Sonoma County
29. Contra Costa County
30. Association of Bay Area Governments
31. San Francisco Bay Joint Venture
32. City of American Canyon
33. City of Dublin
34. East Bay Municipal Utility District
35. City of Hayward
36. Annie Joseph, consultant to Our Water Our World program and IPM Advocates
37. Central Marin Sanitation District
38. City of Millbrae
39. Napa Sanitation District
40. City of Pacifica
41. San Francisco Public Utilities Commission
42. City of Paso Robles
43. San Mateo County Stormwater Pollution Prevention Program
44. South Bayside System Authority

45. Watershed Watch (Santa Clara County)
46. Sonoma County Water Agency
47. City of Vacaville
48. Santa Barbara County
49. Elihu Harris State Building, Oakland
50. Vallejo Sanitation and Flood Control District
51. City of Brisbane
52. San Francisco Estuary Institute
53. San Francisco Bay Planning Coalition
54. City of Newark
55. City of Piedmont
56. City of Danville
57. City of San Rafael
58. City of Pacifica
59. Town of Campbell
60. Redwood City/Town of Woodside
61. Western Regional IPM Center
62. Sacramento-San Joaquin Delta Conservancy
63. USEPA Colorado

Partners distributed flyers, held tabling events, tweeted about the project, wrote or shared Facebook posts, promoted the project through news stories, published blurbs about the project in e-newsletters, included Got Ants? information in utility bill inserts, and more. The IPM Advocates took Got Ants? flyers to the retail stores they supported (11 stores in the Bay Area) and to tabling events. The PMAC presentation in the Appendix gives graphic examples of each kind of partner promotion.

The following tables summarize partner activity to promote the project. It was not possible to capture every activity by all partners, but this gives a good idea of the type of outreach partners did for the project.

Website links

The agencies listed in Table 2 hosted links to the Got Ants? website (www.gotantsgetserious.org) on their websites. The URLs for these links are noted. This kind of link increases search engine optimization for the Got Ants? website, helping it to appear higher in results lists for online searches. As some websites displayed Got Ants? information in current events or other short-term sections, not every website is still featuring the project.

Table 2. Websites linking to the Got Ants? website

	Agency	URL of web page hosting Got Ants? information
1	San Mateo Countywide Water Pollution Prevention Program	http://www.flowstobay.org/
2	Marin County Stormwater Pollution Prevention Program	www.mcstoppp.org

	Agency	URL of web page hosting Got Ants? information
3	City of Brisbane	http://www.ci.brisbane.ca.us/news/2013-10-15/got-ants
4	Under the Solano Sun, ANR blogs	http://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=10970
5	Marin County	http://www.marincounty.org/depts/pw/divisions/mcstoppp
6	Santa Barbara County Agriculture, Weights and Measures	http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.countyofsb.org%2FuploadedFiles%2Fagcomm%2Foutreach%2FFall%2520Edition%25202013.pdf&ei=ggs1U5jTJ8nOyQH6u4CoBA&usg=AFQjCNGISVx89yljs31f-Xl32t3on2XW1Q&sig2=BfVl6nwqjEKJFIIjSzVn7g&bvm=bv.63808443,d.aWc
7	Sonoma County Permit and Resource Management	http://sonomacounty.ca.gov/Departments-Agencies/Permit-and-Resource-Management/
8	Bay Planning Coalition	http://bayplanningcoalition.org/2013/11/news-from-the-san-francisco-bay-joint-venture-november-2013/
9	Baywise.org, a collaboration of BAPPG and BASMAA	www.baywise.org
10	Bio-Integral Resource Center	www.birc.org
11	Vallejo Sanitation & Flood Control District	https://www.vsfcd.com/Site_PDFs/Newsletter_Vol_9_Issue_4.pdf
12	City of Paso Robles	http://www.prcity.com/government/departments/publicworks/stormwater/swmp-postconstruction.asp
13	HGTV.com	http://boards.hgtv.com/eve/forums/a/tpc/f/4284011632/m/9833939177
14	Fitzgerald Area of Special Biological Significance Marine Reserve	http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CDEQFjAB&url=http%3A%2F%2Fsmchealth.org%2Fsites%2Fdefault%2Ffiles%2Fdocs%2FEHS%2FFitz_news2013.pdf&ei=CA41U-aMPKm4yQH-uYD4DA&usg=AFQjCNFVun9YG_z4tPInw--A9XeuxXymRg&sig2=yUn256oxfQnEbuIxz14aXA&bvm=bv.63808443,d.aWc
15	SFEP	http://www.sfestuary.org/our-projects/stewardship/pesticides/
16	Santa Clara County supervisor Mike Wasserman	http://www.sccgov.org/sites/d1/upcoming%20events/pages/upcoming-events.aspx
17	City of Millbrae	http://www.ci.millbrae.ca.us/index.aspx?page=432
18	City of Sunnyvale	http://sunnyvale.ca.gov/
19	City of Cupertino	http://www.cupertino.org/index.aspx?page=165
20	City of Yreka	http://ci.yreka.ca.us/utilities/storm-drains
21	Contra Costa Supervisor John Gioia	http://archive.constantcontact.com/fs173/1111030452123/archive/1116009084130.html

Tweets

These organizations tweeted about the Got Ants? project. Tweets are 140-character messages sent via the twitter.com social media platform, from an accountholder to his or her "followers" on Twitter. Tweets can be "re-tweeted" by a follower and can spread virally. Tweets can also include links or images, allowing someone to click to a website or see a picture directly. Many partners tweeted multiple times over the length of the campaign.

1. San Francisco Estuary Institute/Aquatic Science Center
2. Western IPM Center
3. Flowstobay (San Mateo County Stormwater)
4. UCANR (UC Agricultural and Natural Resources)
5. Montgomery County Master Gardeners
6. Pestec (pest management company)
7. U.S. Environmental Protection Agency, Region 2 (NY/NJ)
8. California Poison Control System
9. San Francisco Estuary Partnership
10. Los Gatos Patch (press)
11. City of Menlo Park Sustainability Department
12. Southern IPM Center
13. City of Belmont Public Works
14. National Pesticide Information Center, Oregon State University
15. Ventura County Star (press)
16. Urban Integrated Pest Management
17. California Department of Pesticide Regulation

In addition to the agencies listed, numerous citizens also tweeted about the Got Ants? project.

Facebook posts and shares

These agencies posted information about the Got Ants? project on their Facebook pages. Some created their own Got Ants? posts, and some "shared" or reposted material from the Got Ants? Facebook page.

1. Raptors are the Solution (RATS)
2. Bright Green San Jose
3. City of Sunnyvale
4. Santa Rosa Water
5. City of Belmont Public Works Department
6. CA Department of Pesticide Regulation
7. Delta Conservancy
8. City of Menlo Park

Flyers and magnets distributed

Agency partners helped to distribute the flyers and magnets at tabling events or by placing them at counters or other information distribution areas. Table 3 shows participating agencies and the number of flyers and/or magnets those agencies took for distribution. Some agencies did not take magnets.

Table 3. Partner agencies distributing Got Ants? flyers and magnets

	Agency	Flyers	Magnets
1	City of American Canyon	200	
2	Bay Area Pollution Prevention Group (BAPPG)	500	100
3	City of Burlingame	1,000	100
4	City of Dublin	1,000	
5	East Bay Municipal Utilities District	10	
6	City of Hayward	500	100
7	IPM Advocates	5,500	500
8	Marin County Stormwater Pollution Prevention Program (MCSTOPPP)	250	
9	Central Marin Sanitation Agency	1,000	
10	City of Millbrae	200	100
11	Napa Sanitation District	300	
12	City of Pacifica	100	
13	Sacramento County	1,000	25
14	San Luis Obispo County	10,000	
15	San Mateo County	500	100
16	South Bayside System Authority	200	100
17	Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)	500	
18	County of Sonoma	200	
19	City of Sonoma	100	
20	City of South San Francisco	50	
21	City of Sunnyvale	250	
22	Vallejo Sanitation and Flood Control District	250	250
23	West County Water District	20	
	Totals	**23,630**	**1375**

Tabling events

Tabling events staffed by partners were good opportunities to interact directly with interested members of the public and hand out the flyers and magnets, which bear the URL to the Got Ants? website. Participating agencies include San Francisco Estuary Partnership (SFEP) and members of Marin County Stormwater Pollution Prevention Program (MCSTOPPP), Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP), Bay Area Pollution Prevention Group (BAPPG), and San Mateo Stormwater Pollution Prevention Program (SMSTOPPP). Table 4 shows the agencies and date, location, and name of the tabling events. Some agencies tracked participation at those events, and those partial details are included in the last column.

Table 4. Partner tabling events where Got Ants? materials were distributed

	Agency	Date	Location	Event Name	Distribution Numbers
1	City of Sunnyvale	4/13/2013	Sunnyvale	Farmers Market	not tracked
2	SMSTOPPP	4/20/2013	Pacifica	Earth Day	not tracked
3	City of Sunnyvale	4/22/2013	Sunnyvale	Northrop Grumman Business Event	not tracked

	Agency	Date	Location	Event Name	Distribution Numbers
4	SMSTOPPP	4/27/2013	Portola Valley/ Woodside	Earth Fair	84 people engaged total, not all specifically about ants
5	City of Sunnyvale	4/27/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
6	SMSTOPPP	5/4/2013	San Bruno	San Bruno Clean Sweep	27 people engaged total, not all specifically about ants
7	City of Sunnyvale	5/11/2013	Sunnyvale	Table at OSH	not tracked
8	City of Hayward	Month of June, 2013	Downtown Hayward	Thursday night Street Festival table	see below
9	City of Sunnyvale	6/8/2013	Sunnyvale	Farmers Market	not tracked
10	City of Sunnyvale	6/8/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
11	SMSTOPPP	6/8-16/2013	San Mateo	San Mateo County Fair	850 people engaged, estimated
12	SMSTOPPP	6/22/2013	Half Moon Bay	Farmer's Market	55 people engaged total, not all specifically about ants
13	City of Sunnyvale	7/13/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
14	City of Hayward	7/18/2013	Downtown Hayward	Thursday night Street Festival table	see below
15	IPM Advocate Steve Griffin	7/27/2013	Livermore	Ace Concord tabling event re less toxic pesticide products	talked with 40 people
16	City of Hayward	Month of August, 2013	Downtown Hayward	Thursday night Street Festival table	total for three events: approx 100 flyers, less than 10 magnets
17	City of Sunnyvale	8/3/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
18	SMSTOPPP	8/10/2013	Half Moon Bay	Farmer's Market	37 people engaged total, not all specifically about ants
19	City of Burlingame	8/10-11/2013	Burlingame Ave. Downtown Business Dist.	Art Fest	not tracked
20	SMSTOPPP	8/25/2013	Redwood City	North Fair Oaks Festival	215 people engaged total, not all specifically about ants
21	City of Millbrae	fall-winter	Millbrae	Posted at Library and City Hall display windows	not tracked

	Agency	Date	Location	Event Name	Distribution Numbers
22	City of Sunnyvale	9/14/2013	Sunnyvale	Farmers Market	not tracked
23	City of Sunnyvale	9/14/2013	Sunnyvale	Water Pollution Control Plant tours	not tracked
24	City of Burlingame	9/15/2013	Burlingame Avenue Downtown Business District	Green Street Faire	not tracked
25	City of Millbrae	9/15-21/2013	Downtown Millbrae	Pollution Prevention Week outreach table	not tracked
26	City of Millbrae	9/21/2013	Millbrae	Coastal Cleanup Day table	rain, poor turnout
27	City of Sunnyvale	9/19/2013	Sunnyvale	Lockheed Business Event	not tracked
28	BAPPG	9/27-29/2013	Oakland	Eat Real street food festival	not tracked
29	SMSTOPPP	10/6/2013	Redwood City	Redwood City Fire Prevention Day	78 people engaged total, not all specifically about ants
30	SCVURPPP	10/12/2013	San Jose	Spring in Guadalupe Gardens	6 flyers, 26 magnets
31	IPM Advocate Debi Tidd	10/12/2013	San Ramon	OSH San Ramon tabling event re less toxic pesticide products	30 flyers
32	IPM Advocate Lisa Graves	10/13/2013	San Leandro	OSH San Leandro tabling event re less toxic pesticide products	not tracked
33	City of Sunnyvale	10/19/2013	Sunnyvale	World Water Monitoring Day:	not tracked
34	SFEP	10/27-28/2013	Oakland	State of the Estuary Conference	not tracked
35	IPM Advocate Teresa Lavell	10/29/2013	Vallejo	Home Depot Vallejo tabling event re less toxic pesticide products	talked to 25 customers
36	IPM Advocate Lisa Graves	11/3/2013	Oakland	Grand Lake Ace tabling event re less toxic pesticide products	25 flyers
37	City of Sunnyvale	11/16/2013	Sunnyvale	Farmers Market	not tracked

	Agency	Date	Location	Event Name	Distribution Numbers
38	City of Sunnyvale	11/19/2013	Sunnyvale	Live Green/Save Green Presentation at Sunnyvale Library	not tracked
39	MCSTOPPP	1/11/2014	Mill Valley	Health and Wellness Fair	few; poor weather and low attendance

Other types of outreach

A few partners had unique types of outreach dissemination, such as mailing out other print pieces with Got Ants? information, and those are grouped into Table 5.

Table 5. Miscellaneous outreach by partner agencies

	Agency	Type of outreach
1	Marin County Stormwater Pollution Prevention Program	2014 wall calendar featured Got Ants? information on September page
2	US EPA in Colorado	Distributed flyers
3	City of Sonoma Water	Mailed utility bill insert from
4	Vallejo Sanitation & Flood Control District	Mailed newsletters (2x)

In general, we were happy with the level of partner participation. Management Team partners, stormwater agencies, and wastewater agencies were the mainstay of the outreach team. UCIPM noted at the last Management Team meeting that their services could have been used more actively, and that was a lost opportunity. Some partners were stellar, while others did not have the time to be very active on the project. The IPM Advocates were a particularly effective partner, as part of their time was supported by SFEP through another grant (the EPA San Francisco Bay Water Quality Improvement Fund), which gave them some time dedicated to coordination with the Got Ants? project, and allowed for greater accountability. Of the project's geographic area, there was greatest reach and engagement in the Bay Area. We had planned to roll out outreach to several geographic "hubs" in the state (Morro Bay, Santa Monica, Sacramento), but those partners did not remain fully engaged over the course of the project. There appears to be potential for broader statewide rollout of Got Ants? outreach through statewide associations such as the California Stormwater Quality Agencies and the Phase II stormwater permittees.

Task 3.3. Launch campaign in conjunction with partners while deploying media strategy.

The campaign launched when the website went live, on May 15, 2013. The Management Team, as well as stormwater agency and wastewater agency partners, helped to promote the project, as described above. Media work to promote the project was rescheduled to the fall of 2013.

BASMAA provided a press pitch from their PR agency, O'Rorke Inc., about Got Ants? resources for ant invasions related to the beginning of the rainy season. The October 25 pitch resulted in coverage in 52 local Patch.com websites (a set of online-only local community news sites) over late October and early November and radio coverage: a KCBS story and a "Helping Your Hometown" radio spot which played

four times a day on KKIQ and KKDV over two weeks in December. The story got excellent coverage throughout the region. A Patch.com sales representative provided readership numbers for the Patch websites that ran the news stories, which totaled 1,103,606 unique visitors (see Table 8). Unfortunately, we were not able to get parallel information from the radio stations about their listenership.

We would have liked to see bigger outlets pick up the story; but we learned that it would take more effort to create a news hook to garner coverage in the San Francisco Chronicle, Oakland Tribune, or San Jose Mercury News. In addition, it was a bad year for a rainy season pitch; the rainy season didn't really happen and extreme drought conditions were all the news that season. We weren't able to promote our media hits as effectively as we would have in a more typical weather year.

Task 3.4. Continue rollout of activities to engage people through end of campaign period.

After the launch, the project's rollout continued with several elements: flyers and magnets distributed at partner offices or tabling events, IPM Advocates keeping Got Ants? materials stocked in 11 hardware stores in the Bay Area, online outreach to community e-newsletters and parent groups, a press release and media pitch as noted in the previous section, outreach to all Bay Area city and county elected officials to distribute project materials, and ongoing Facebook posts and cross-promotion with partner agencies.

The partner and media efforts are described in previous sections. The project's social media presence was originally planned to extend just to Facebook, but other social media platforms were added. A Twitter function built into the Got Ants? website was used by a number of visitors and organizations to tweet about the Got Ants? website. As we didn't plan for Twitter tracking up front, we weren't able to track the Twitter reach well. However, we saw at least 20 agencies and citizens tweeting about the project, some multiple times. Additionally, a Pinterest account was created for the project. Pinterest is a bookmarking social network that allows users to "pin" or save, websites, stories, or pictures from the web to collections, or "boards" on various topics. Followers can view others' pins and repin items of interest to their own boards. Because Pinterest is very graphically oriented, we thought it might work to post the Got Ants? graphics that were developed. Many people use Pinterest to track home and garden inspiration or handy tips. We created several "pinboards" about pest management and populated those boards with pins (small images that link to the website) from the Got Ants? Get S.E.R.I.O.U.S graphics. For our seven pins, four people started following us, potentially exposing us to 245 more people (their followers). We didn't want to spend any more effort than that to further develop the concept but were pleasantly surprised to see that Pinterest did generate some activity and interest. It may be possible to get more results by seeding project images and materials on Pinterest more regularly.

To reach out to an environmentalist/activist audience, we posted Got Ants? material on the Care2.com website. An "action" website, Care2.com offers a place for activists to click links to support petitions and other activities. We set up a pledge link on the Care2.com website as well as links to the Got Ants? website. Unfortunately, this did not produce any significant traffic, and we aren't sure quite why.

Task 3.5. Create a plan for future use of campaign material after grant period is complete.

We are pleased to note that BASMAA has agreed to take over web hosting for the www.gotantsgetserious.org website after the grant period has ended. This will keep the website live and available for use.

Additionally, SFEP secured another grant for pesticide outreach from the U.S. Environmental Protection Agency's San Francisco Bay Water Quality Improvement Fund. That grant will cover a broad range of outreach to encourage less toxic pesticide practices in the San Francisco Bay Area, including use of the Got Ants? ads. It is anticipated that the EPA funds will cover another round of advertising. This will offset the shortened active campaign period covered under this grant, and extend it over a much longer period than originally anticipated. Also, lessons learned about effectiveness and cost-effectiveness from this grant will inform the future Got Ants? outreach efforts.

Objective 4. Evaluate campaign's effectiveness.

This section discusses effectiveness and cost effectiveness of the campaign activities.

Task 4.1. Develop an evaluation plan with partners in the early stages of the campaign.

SGA worked with the PI to develop an evaluation plan, which was submitted to satisfy this deliverable. It became clear fairly early on that several elements of the plan would not be feasible to collect, as described in Semi-Annual Report #3. The evaluation plan was revised with input and approval of the DPR grant manager. The plan includes several metrics related to reach of the campaign, which are addressed in Task 4.2. Additional reporting against the evaluation plan metrics is in an Evaluation Report attached at the end of this report.

Task 4.2. Track reach of campaign and campaign materials on a quarterly basis, including number of people who have received or viewed materials from the program; number of partners participating; number of commitments from households to change pesticide use behavior.

Reach of the campaign, across the various outreach avenues, is tracked by month in the series of tables below. The first shows Advertising and Website traffic. The second shows Partner Promotions and Earned Media. The third shows Social Media and overall totals. Further information about each type of advertising is included in a section below.

Table 6 shows the reach of print ads, transit ads, and online ads, and traffic to the website during the campaign period. Table 7 shows partner promotions and earned media during the campaign period.

Table 6. Advertising and website results for the project

	Advertising				**Website**
	Print ad viewers, Transit	Print ad viewers, Sunset magazine	Facebook advertising (online)	Google advertising (online)	Web hits (unique visitors)
May-13				11,842	414
Jun-13	5,139,780		1,361,710	34,095	1233
Jul-13	3,276,300	1,250,000	1,472,861	82,672	1837
Aug-13	2,338,455			40,736	1009
Sep-13	1,928,918	350,000			699
Oct-13					357
Nov-13					506
Dec-13					244
Jan-14					172
Feb-14					214
Mar-14					163
Totals	12,683,453	1,600,000	2,834,571	169,345	6,848
Subtotals by type				***17,287,369***	***6,848***

Table 7. Partner promotions and earned media results for the project

	Partner Promotions			**Earned Media**
	Flyers/magnets distributed & events	Email blast recipients (*info is very partial)*	Mailed newsletters, etc.	Earned media stories viewers/ listeners
May-13	2 events			
Jun-13	5 events			
Jul-13	3 events		35,000	
Aug-13	5 events			
Sep-13	8 events			
Oct-13	7 events	1,350		
Nov-13	3 events	35,020		1,103,606
Dec-13			28,000	KKDV & KKIQ radio interviews
Jan-14	1 event		35,000	
Feb-14				
Mar-14			12,000	
monthly totals not available	25,005			
Totals	25,005	36,370	112,000	1,103,606
Subtotals by type			***173,375***	***1,103,606***

We didn't capture all email blasts or total recipients, but what we captured is in Table 7. The October 2013 total shown is from the San Francisco Bay Joint Venture, and November 2013 activity is from the Urban Pesticide Committee, Berkeley Parents Network, and DPR's School IPM listserv. Similarly, mailed pieces were not always known, but two print newsletters with different stories on the Got Ants? project were mailed by the Vallejo Sanitation and Flood Control District to 35,000 households in July 2013 and January 2014; 28,000 wall calendars with Got Ants? information on the September page were distributed by the Marin County Stormwater Pollution Prevention Program to Marin County households in December 2013; and City of Menlo Park sent a newsletter to 12,000 households in March 2014.

The media hits came from a wave of news stories about the Got Ants? project that were run by local Patch blogs in 52 Bay Area communities. The online viewership of those stories was provided by a Patch.com sales executive, shown in Table 8. Listenership numbers for the stations playing radio interviews were requested but not provided.

Table 8. Viewership for Patch.com websites that carried stories about Got Ants?

Patch.com community	Unique Visitors
Alameda	35,862
Albany	27,464
Belmont	14,007
Benicia	19,881
Berkeley	31,425
Burlingame-Hillsboro	9,179
Campbell	16,751
Capitola-Soquel	11,909
Castro Valley	23,673
Concord	25,399
Cupertino	16,484
Danville	22,806
Dublin	22,105
El Cerrito	17,828
Foster City	13,926
Gilroy	28,195
Half Moon Bay	34,347
Healdsburg	14,889
Hercules-Pinole	13,250
Lamorinda	15,517
Larkspur	8,558
Livermore	49,655
Los Altos	14,593
Los Gatos	28,712
Martinez	10,639
Menlo Park	30,154
Mill Valley	26,918
Millbrae	6,102
Milpitas	17,533
Mountain View	21,465
Napa	32,579
Newark	21,168
Palo Alto	46,583
Petaluma	25,405
Piedmont	14,455
Pleasanton	49,369
Pleasant Hill	13,383
Redwood City	26,586
Rohnert Park	17,549
San Bruno	12,459
San Carlos	12,140
San Leandro	28,057
San Mateo	20,626
San Rafael	27,445
San Ramon	29,925
Santa Cruz	31,842
Saratoga	6,070
Scotts Valley	9,192
Sonoma	12,311
South San Francisco	18,778
Union City	18,458
Total	**1,103,606**

*Data for the City of Clayton Patch site was missing.

Table 9 shows social media results for the project during the campaign period. Social media analytics covered Facebook and Pinterest. The Facebook analytics came from admin tools provided with the Facebook page. The first column shows people who "liked" the page, by month. The second column shows the greater reach of people, outside of those fans, who saw various posts that month through organic shares, fans of fans, etc. The third column shows "likes" totals for pages where the Got Ants? project posted information, using the feature "posts by others." This allowed us to comment directly on other pages for local news organizations, parents' groups, and community organizations, exposing their fans to Got Ants? information. Pinterest traffic was counted manually since we had a very small footprint on that website. Unfortunately, we were not able to capture Twitter information.

Table 9. Social media results for Got Ants?

	Social Media				TOTAL
	Facebook page "likes"	Facebook page posts, likes, shares (outside of those who liked the page)	Total likes on other pages where Got Ants? posted information	Pinterest	
May-13		0			
Jun-13		0			
Jul-13	37	0			
Aug-13	5	52			
Sep-13	13	1,469			
Oct-13	14	590	39,217		
Nov-13	8	315			
Dec-13	2	285			
Jan-14	0	458			
Feb-14	3	166			
Mar-14	2				
monthly totals not available				245	
Totals	84	3,335	39,217	245	**18,574,617**
Subtotals by type				***42,881***	

Totals

We tracked the number of impressions and interactions with the Got Ants? campaign. "Impressions" are the number of times that an ad is displayed on a screen or the number of views a billboard is expected to receive. Impressions are a passive type of dissemination. "Interactions" entail a viewer taking a more active role in engaging with the campaign materials through actions such as clicking a link, visiting a website, writing a comment, or asking a question. The outreach we could track totaled 18,572,617 impressions and interactions combined. This surpasses our target of approximately four million impressions when the target campaign calendar was first developed. Most (over 17,000,000) are from advertising, with earned media a distant second but still significant at more than 1 million views, partner promotions adding up to about 173,000 impressions, and social media contributing about 42,000

impressions. The social media numbers are somewhat incomplete, as we didn't track Twitter activity (not a planned part of the project, plus we couldn't easily find a way to capture historical analytics of tweets from multiple accounts). More than six thousand people went directly to the website.

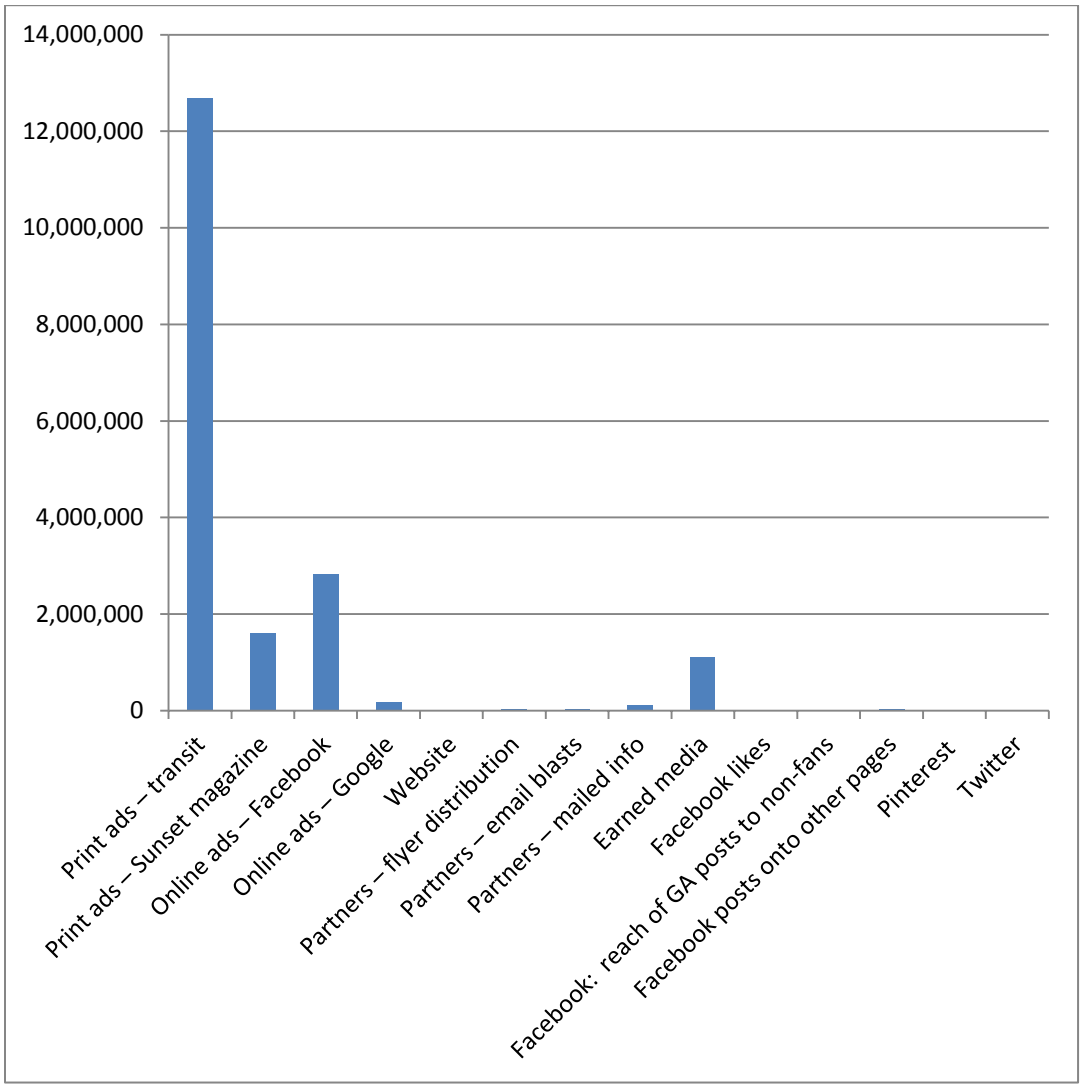


Chart 1. Comparison of results for various types of outreach.

Advertising

The mix of advertising was based on recommendations from SGA. Advertising included online ads on Facebook and Google, and print ads in Sunset Magazine, and transit ads on BART, AC Transit, and Muni. Online Google advertising ran from May-August, including ads on Google search pages, YouTube, and side banners. Facebook advertising ran in June and July. Both Google and Facebook ads were geotargeted to San Francisco Bay Area zip codes. A 2-inch ad ran in Sunset Magazine's July issue for the Western region (covering California and a few other Western states, circulation 1.25 million), and a half-page ad ran in the September issue of Sunset's Bay Insider edition (San Francisco metropolitan area, circulation 350,000). The transit ads were the most complex package, with flights of advertising running

on various interior cards and exterior bus tails from June through September, stepping up over the several month run. We chose a mix of online ads, which are generally cheaper, plus some real-world print advertising to supplement the online ads with a sense of "place," as online advertising can be more easily ignored if it feels generic to the viewer.

The amount spent on each type of advertising was $998 on Facebook ads, $2,800 on Google ads, $9,000 on Sunset Magazine ads, and $12,965 on transit ads. The higher the amount spent on advertising, generally the higher the total of impressions (views) or more clicks. The following table summarizes the impressions, clicks to the website, cost, cost per impression, cost per click, and click-through rate for each type of advertising. Some table columns were not directly applicable for the print advertising modes; the nearest cognate method is explained below.

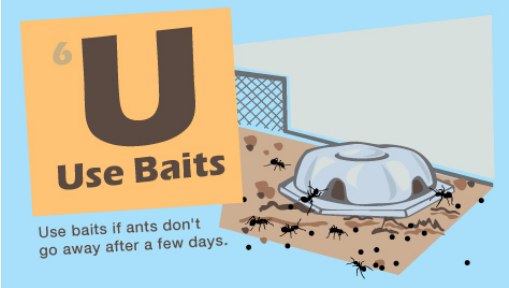


Table 10. Advertising types and results for Got Ants?

Ad type	Impressions	Clicks	Cost	Cost per impression	Cost per click	CTR (Clickthrough rate or clicks per impression)
Google ads	169,345	682	$2,800	$0.0165	$4.11	0.004
Facebook ads	2,834,571	605	$998	$0.0004	$1.65	0.0002
Sunset Magazine ads	1,600,000	225*	$9,000	$0.0056	n/a	0.0001**
Transit ads (BART, AC Transit, Muni)	12,683,453	n/a	$12,965	$0.0010	n/a	n/a
Totals	**17,287,369**	**1,512**	**$25,345**			

*Follow-up requests generated via email, not clicks. This was the closest equivalent to clicks for print advertising.

**Rate of follow-up requests for the overall number of copies of the magazine, the closest equivalent to CTR.

The ads varied in cost per impression; the cost per impression of Facebook ads was lower than any other advertising avenue at 0.04 cents each, compared to 0.1 cents per transit ad view, 0.56 cents per magazine ad view, and 1.65 cents per Google ad view. It was easier to compare the two online mechanisms in terms of effectiveness at generating clicks to the website. Based on that information, Google ads were far more effective, with 0.004 clicks per impression compared to 0.0001 clicks per impression for Facebook. Whether Google ads provide the best "bang for the buck" is questionable; they were about 18 times more effective at generating web traffic but 46 times more expensive than Facebook ads. Facebook may have been the more cost-effective online option. It wasn't possible to compare the online and print methods directly.

The Sunset ads generated 116 requests for email follow-up from the July edition and 109 such requests from the September edition. At 0.56 cents per impression, these were also relatively low-cost. The

clickthrough rate to the website cannot be directly calculated, but follow-up emails requesting further information were generated at a rate similar to that of the Facebook ads. This type of print (magazine) advertising appears to have been fairly cost-effective as well.

Transit ads began on June 17 and continued through September 14 on AC Transit, BART, and Muni. (AC Transit is a bus service covering Alameda and Contra Costa Counties in the East Bay section of the San Francisco Bay Area, BART is the Bay Area Rapid Transit light-rail system, and Muni is the San Francisco Municipal Transit Agency's bus and light rail system within the City of San Francisco.) The details of the package are listed below. Bus tails are ads in a large placard at the rear exterior of the bus, seen by people behind the bus. Interior cards are placards on the interior walls of buses or BART or Muni cars, seen by transit riders. The stepwise increase in coverage is designed to maximize the length of time the ads can run for a given budget rather than rolling out everything at once for a shorter period. The rollout progressed as shown in Table 11.

Table 11. Transit advertising details

Date Range	Carrier	Advertising Package Details	Paid or Bonus	Impressions
Flight 1 June 17-July 15, 2013	AC Transit	14 Bus Tails	Paid	1,519,380
		1 Bus Tail, 100 Bus Interior Cards	Bonus	3,620,400
Flight 2 July 1-28, 2013	BART	50 Car Interior Cards	Paid	1,638,150
		50 Car Interior Cards	Bonus	1,638,150
Flight 3 August 1-28, 2013	SF MUNI	14 Bus Tails	Paid	1,519,380
		1 Bus Tail, 25 LRV Cards	Bonus	819,075
Flight 4 September 1-14, 2013	SF MUNI	15 Bus Tails	Bonus	759,690
		25 Interior Cards	Bonus	409,538

The advertising carrier provided the detailed impressions information shown in the table. SGA negotiated this package and was able to secure the bonus coverage shown, over and beyond the advertising budget. This was a good way to extend the advertising reach for our budget. Unfortunately, it wasn't possible to track any direct correlation between the transit advertising and traffic to the website.

A lesson learned is that if we had set up the advertising rollout with only one type of advertising happening at any given time, we could have separated out the various influences each type of advertising and promotion had on web traffic. That would have helped to plan future campaign work.

Was the advertising mix "the right one?" Or "the perfect one?" We suspect that there are any number of ways to have structured this, and we are pleased with this mix in terms of the results and what we learned.

Partner promotions

Partner promotions included posting Got Ants? information on their websites, publishing blurbs about the Got Ants? campaign in e-newsletters, and mailing out information about the project in utility bills and other print pieces. A few promotions clearly increased web traffic: Facebook shares of a rainy season ants post by several agencies in October, 2013; an announcement in the November 5, 2013

Berkeley Parents Network e-newsletter to 32,604 people; and several elected officials' e-newsletters in December 2013.

Social media

The PI maintained a Facebook page for the Got Ants? project. New items were posted on the page one to two times per week from approximately October 2013 through March 2014. Following best practices for Facebook brand pages, the items strove for a light tone, and used a mix of content including graphics from the project and website, photos showing the Got Ants? Get S.E.R.I.O.U.S "steps," photos provided by IPM Advocates of less toxic products and store promotions, links to funny ant-related stories, and graphics such as meme generators using Got Ants? Get S.E.R.I.O.U.S messages. The page got some traction, garnering 84 "likes" and several shares on key posts by partner agencies.

However, during the time of highest effort spent on the Facebook page, a policy shift by the company lowered our chances of reaching a wider audience. On December 1, Facebook changed its News Feed algorithm, reducing the dissemination of stories on brand pages to their fans. An article by Ignite Social Media estimated that reach of stories across all brand pages declined an average of 35%, and as much as 76% in some cases, meaning that a story that reached all your fans before December 1, 2013, would only reach 65% of them, or even 24% of them, after the algorithm change. (See http://www.ignitesocialmedia.com/facebook-marketing/facebook-brand-pages-suffer-44-decline-reach-since-december-1.) This hurt our numbers, unfortunately. As a result of this change, using Facebook as a no-cost way to reach people appears to be much less feasible, and we didn't see the Facebook page take off as the interactive platform that it was meant to be.

Social media approaches (outside of advertising) couldn't be limited to a targeted geographic area. Once messages are posted to Facebook, Twitter, Pinterest, or other platforms, they are shared organically with the friends or followers network of those who forward the messages. Those audiences can be in other states or other countries. We saw partners spreading our work outside our intended target area as well, through the networks of Regional IPM Centers and EPA Regional Offices.

Comparing outreach to web traffic

Various types of advertising and corresponding web traffic are shown in Chart 2. (Not every partner promotion is labeled on the chart, just those that we know generated visible spikes.) Web activity was higher when more advertising was being conducted. The upward trend in web activity continues throughout the May-August advertising period, then falls off fairly quickly after advertising stopped. Once advertising funds were expended, no-cost methods such as partner promotions and Facebook posts were used. Those methods generated lower activity compared to advertising. Looking at a finer level of detail brings into question how far we can push our use of this data. For example, there is an uptick in activity from late August through mid-September. Did that mean that the advertising happening at that time (Muni ads) were more effective than the ads in July and September? It's not clear whether we can parse the results that finely.

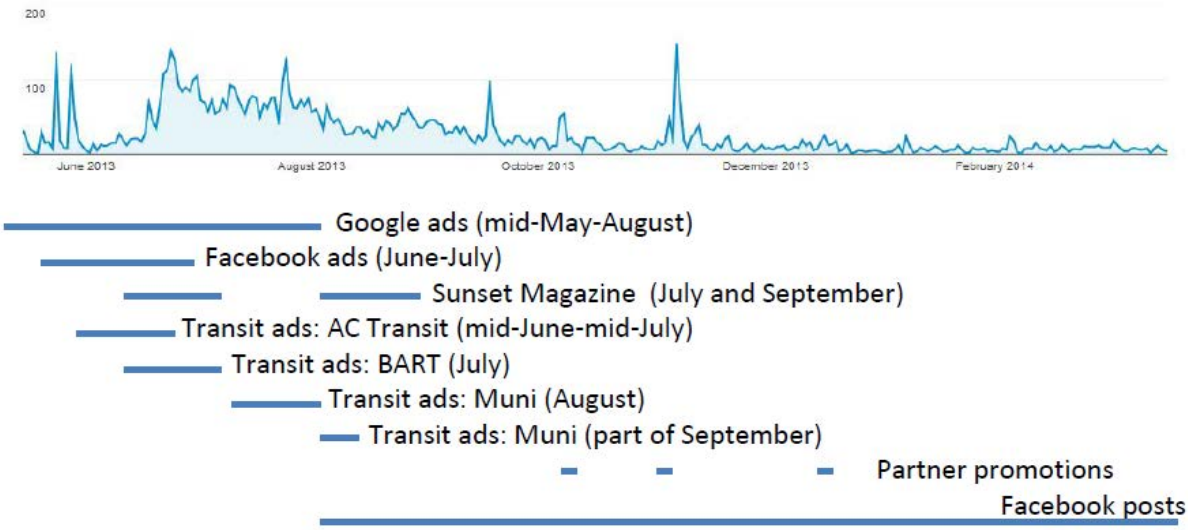


Chart 2: Got Ants? website traffic during campaign period, mapped against active outreach types

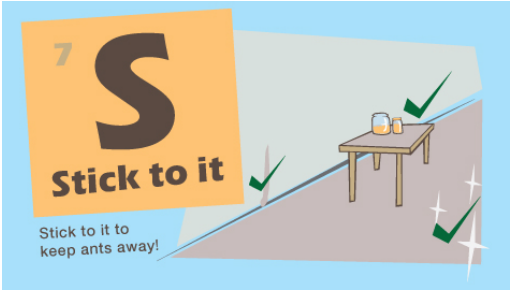
The project's advertising results came from the relatively modest advertising budget of $34,000 for hard costs and some consultant staff time. We would have liked to have more advertising dollars available and a longer time period in which to do the outreach. On the non-advertising side, we would have liked to see even more active participation from partners. More staff time for the PI to coordinate could have led to further engagement from partners. The peaks of partner promotions generally came after significant effort from the PI. We did not reach a point where requests to share Facebook posts or post blurbs were self-sustaining; partners had to be asked to repeat actions rather than taking it upon themselves to keep doing a certain outreach action.

We also would have liked to do more with the in-person aspects of the project, as in-person interactions are considered the most effective ways to change behavior in CBSM. (They are necessarily limited in scale, since it takes so much time and effort compared to mass outreach, which is less effective but has a broader reach.) We intended to develop a "grassroots activity" for partners to use to engage members of the public at tabling events, but that aspect of SGA's scope of work was dropped in favor of completing the materials. Further pursuing development of an engaging activity related to the Got Ants project would be helpful and could be shared with partners to extend the future life of the campaign.

Conclusion

We believe that this campaign addresses the problem of reducing pesticide toxicity in streams generated by using pesticides to control ants. While some of our materials focus on indoor activities, much of the outreach was structured to get people to the www.gotantsgetserious.org website, where they could find material related to hiring professionals or for DIYers. The project provides less toxic alternatives to managing ants both indoors and outdoors, and with further outreach we believe that it can change residential behaviors around ant management.

In terms of disseminating materials and reaching everyone in California who has an ant problem, or reaching everyone who would need to change behavior in order to sustain water quality improvements, this project has just scratched the surface. Fortunately, activity using the materials created by this project will continue, at least in the 9-county San Francisco Bay Area, under a next installment of grant funding from the U.S. EPA's San Francisco Bay Water Quality Improvement Fund. We'd like to continue outreach, incorporating the lessons learned from this project on reach and cost-effectiveness of various methods of outreach. Of particular interest would be to pursue new areas such as working more closely with community organizations and other types of partners, to do more media work such as targeting bloggers to cover ant issues, and to conduct further advertising including sponsored Facebook posts or ads. Several areas for potential future focus with pest management professionals were recommended by Management Team partners as well. We may seek additional funding for future outreach using this material over the next several years.



Effectiveness of outreach at "solving the problem" of pesticide impacts on water quality, particularly related to ant control, remains unknown. It's a difficult problem to track the effectiveness of any activity. For this project, stringently tracking real water quality improvements or shifts in pesticide use practices would have taken more time than was available under a two-year project (as pesticide sales or stream toxicity data take more than a year to become available). Tracking pesticide practice shifts would also take significant funding dedicated to evaluation to provide meaningful data. For a project this size ($200,000), so much of the budget would have needed to go to evaluation that we would have been able to achieve significantly less in terms of materials development or outreach. Future work under the EPA grant may address effectiveness more directly than this project was able to.

We would like to express our deep appreciation to the Pest Management Advisory Committee for funding this project. We'd also like to acknowledge all the efforts of the Management Team partners in developing the material, and our many, many partners in disseminating outreach. This campaign could not have happened without them. Our partners were very happy with the materials developed by this project. There was general agreement that the materials sidestepped technical complexity and opened the issue to a new audience in a new way, meeting our goals. We look forward to building from these materials and greatly extending the reach of the campaign work done to date under the Got Ants? project.

Appendix

Presentation

Evaluation report

Got Ants? Outreach Campaign Successes, Challenges, and Next Steps

Overview

- Vision for the Campaign
- How We Built It
- What We Made
- How We Got the Word Out
- Preliminary Results
- The Campaign's Future

Vision

- Why Ants:
  - Pesticide and application impact water quality
  - Home users and those who hire professionals

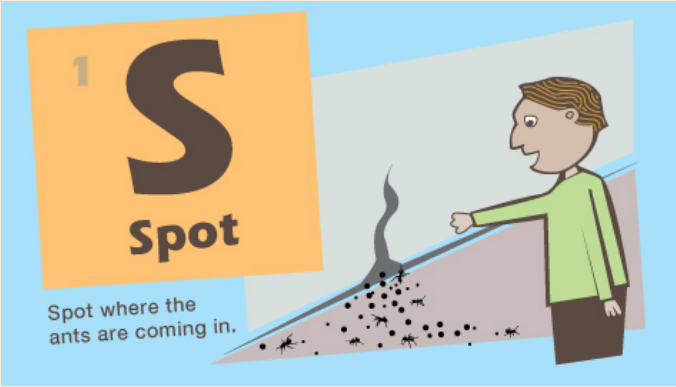
- What is Community-Based Social Marketing?
  - ~~Education~~ -> Behavior change
  - Science behind why people act

How We Built It

- Pest Management Alliance Grant
- Management Team:
  - DPR, UCIPM, BASMAA, BACWA, SF Environment, Sacramento County, BIRC, City of San Jose, SCVURPPP, Santa Monica Bay Restoration Commission, Morro Bay National Estuary Program, SF Water Board, UC Riverside, Alameda County Clean Water Program, National Pest Management Association
- Consultant on CBSM and outreach
  - S. Groner Associates, Inc. (SGA)

What We Made

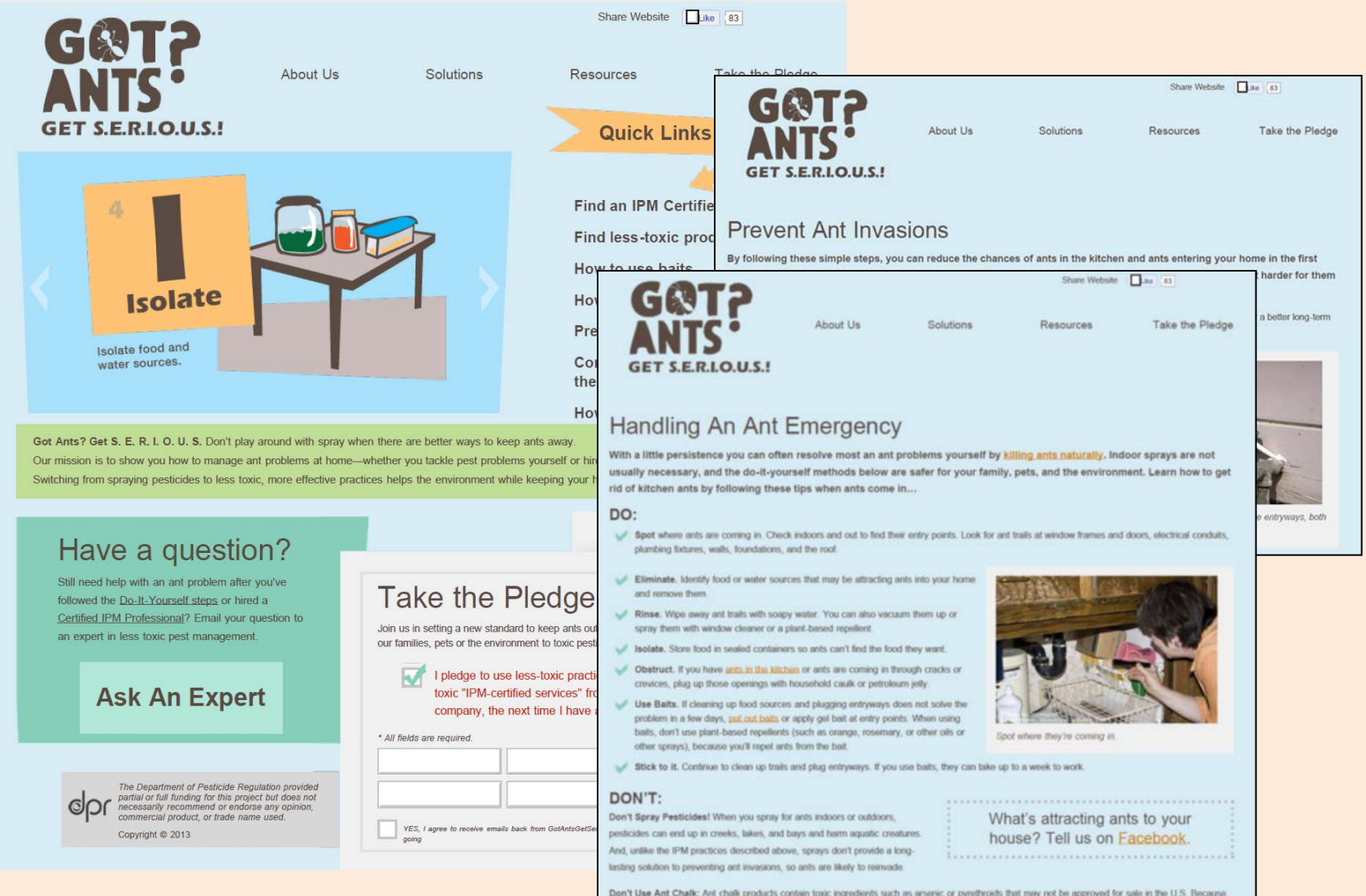
- Developed jingle: Got Ants? Get S.E.R.I.O.U.S
  - **S:** Spot where the ants are coming in
  - **E:** Eliminate crumbs, messes & spills
  - **R:** Rinse with soap & water
  - **I:** Isolate food & water sources
  - **O:** Obstruct entryways & seal cracks
  - **U:** Use baits if ants don't go away
  - **S:** Stick to it to keep ants away!
- Graphics for each "step"



Campaign Elements

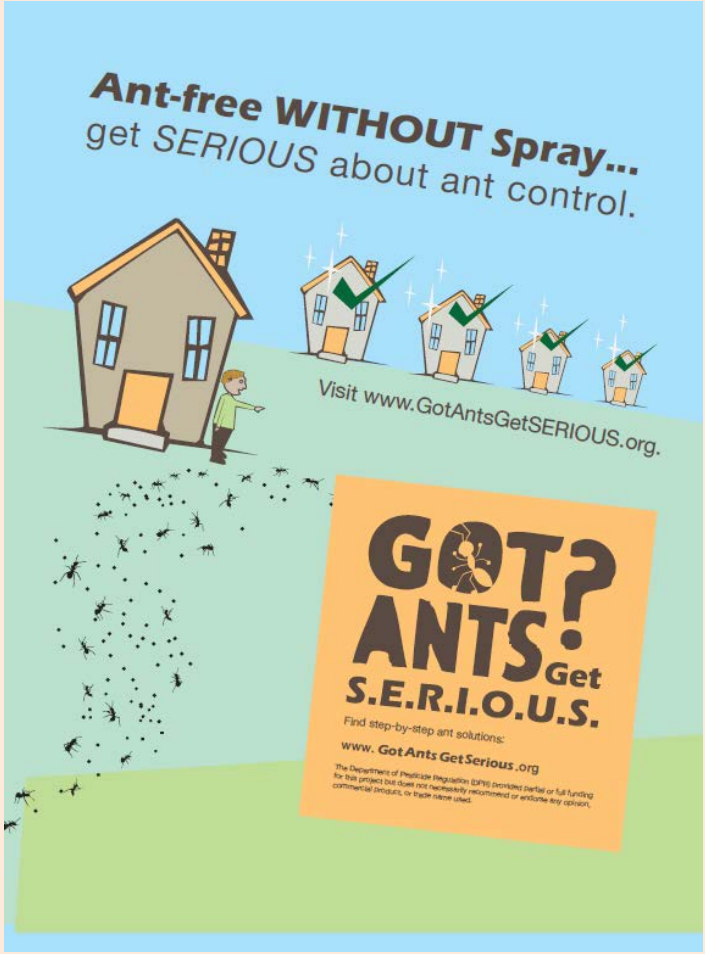
- Website
- Facebook page
- Hard copy flyers
- Magnets

Website: www.gotantsgetserious.org



Facebook page: www.facebook.com/safer.ant.control

Flyer: 2-Sided Handout

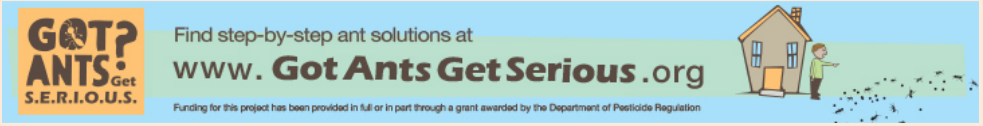


Magnets

Step 3:
RINSE
ants away with
soap and water.
For more on how to stop ants in your home, check out
www.gotantsgetserious.org

How We Got the Word Out

- Advertising (print and online)
- Social media
- Partner support
- Earned media
- Events and in stores



Advertising

- Online ads (pay-per click)
  - Google
  - Facebook

- Print ads
  - Sunset Magazine
  - Transit ads: BART, Bus (AC Transit, Muni)

Social Media

- Facebook
- Twitter
- Pinterest

Facebook page: www.facebook.com/safer.ant.control

Facebook partners

Twitter

gotantsgetserious

Have an account? **Sign in**

Results for **gotantsgetserious**

Top / All

Western IPM Center @IPMWest 23h
Got ants? Here's a link with great info on how to get rid of them without toxic sprays.
gotantsgetserious.org
Expand

Pestec IPM @pestec 8 Nov
Got #Ants? Get S.E.R.I.O.U.S. ow.ly/qCBG4 #takethepledge #pestcontrol #IntegratedPestManagement #IPM cc: @CA_Pesticides
Expand

MCMGMD @mcmgmd 7 Nov
There are simple and effective ways to deal with ants. fb.me/PJsiOKBk
Expand

Urban IPM @URBANIPMtweets 7 Nov
Take the pledge to use IPM when you are treating for ants. fb.me/3gW1QrJwZ
Expand

SFEI / ASC @sfei_asc 22 Oct
At the #SFEstuary conference, learn from "Got Ants" how streams are polluted when city dwellers use ant spray: ow.ly/q3Vkz
Expand

Belmont Public Works @BelmontCA_PWORK 10 Oct
Did you know the City uses integrated pest management (IPM) certified professionals for managing pests using... fb.me/2p6NgE7Ck
Expand

Retweets

Search
Have an account? Sign in
Tweets
Following
Followers
Favorites
Lists
Follow SMCWPPP
Full name
Email
Password
Sign up
Photos and videos
Worldwide Trends · Change
#AvrupanınLideriTRABZONSPOR
SMCWPPP
@flowstobay
San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) partners with residents and businesses to prevent pollution of our local water bodies.
San Mateo County · flowstobay.org
942 TWEETS
273 FOLLOWING
317 FOLLOWERS
Follow
Tweets
SMCWPPP @flowstobay 3h
Get in the reusable bag habit! Get a free bag TODAY, Rite Aid, 2150 Roosevelt Ave, #RedwoodCity @ 12:30pm until all bags are gone #BYOBagSMC
Expand
SFEI / ASC @sfei_asc
At the #SFEstuary conference, learn from "Got Ants" how streams are polluted when city dwellers use ant spray: ow.ly/q3Vkz
Retweeted by SMCWPPP
Expand
Reply Retweet Favorite More
SMCWPPP @flowstobay 23 Oct
#SanBruno residents, special expired/unused medications drop off THIS Friday, 10/25 @ San Bruno Senior Center 8am-2pm ow.ly/q4JhU

Pinterest

Repins from

Nancy Randall Gossman

Bite

Snarky Little Stitcher

3 Followers | 26 Following

Pinterest

nd Friends

s For Getting Rid Of Gnats

Our Water - Our World

Our Water Our World - Assist consumers in managing home and garden pests in a way that helps protect our water, our world

Athena Honore
get rid of ants!

Today's tip: the season is changing - are the ants coming inside yet? SPOT them = the first step to getting rid of them. More ways to get rid of them at www.gotantsgetser...

Athena Honore
get rid of ants!

Diatomaceous Earth provides permanent barrier against mar pests, both indoors and out, naturally. Forget harsh synthe chemicals! Get rid of: Ants, fir ants, caterpillars, cut worms, a worms, fleas, ticks, cockroach snails, spiders, termites, scorp silver fish, lice, mites, flies

Partner Support

- 55 partners supported campaign through
  - Email blasts
  - Facebook posts and “shares”
  - Tweets
  - Distribute through e-newsletters
  - Links on websites
  - Events, in stores

Email blasts

- **From:** Berkeley Parents Network <bpn_admin@lists.berkeley.edu>
  To: Berkeley Parents Network <bpn_admin@lists.berkeley.edu>
  Sent: Thursday, November 7, 2013 5:27 PM
  Subject: Announcements Nov 6, 2013
- November 06, 2013

  Berkeley Parents Network Announcements & Events

  Circulation: 32,604

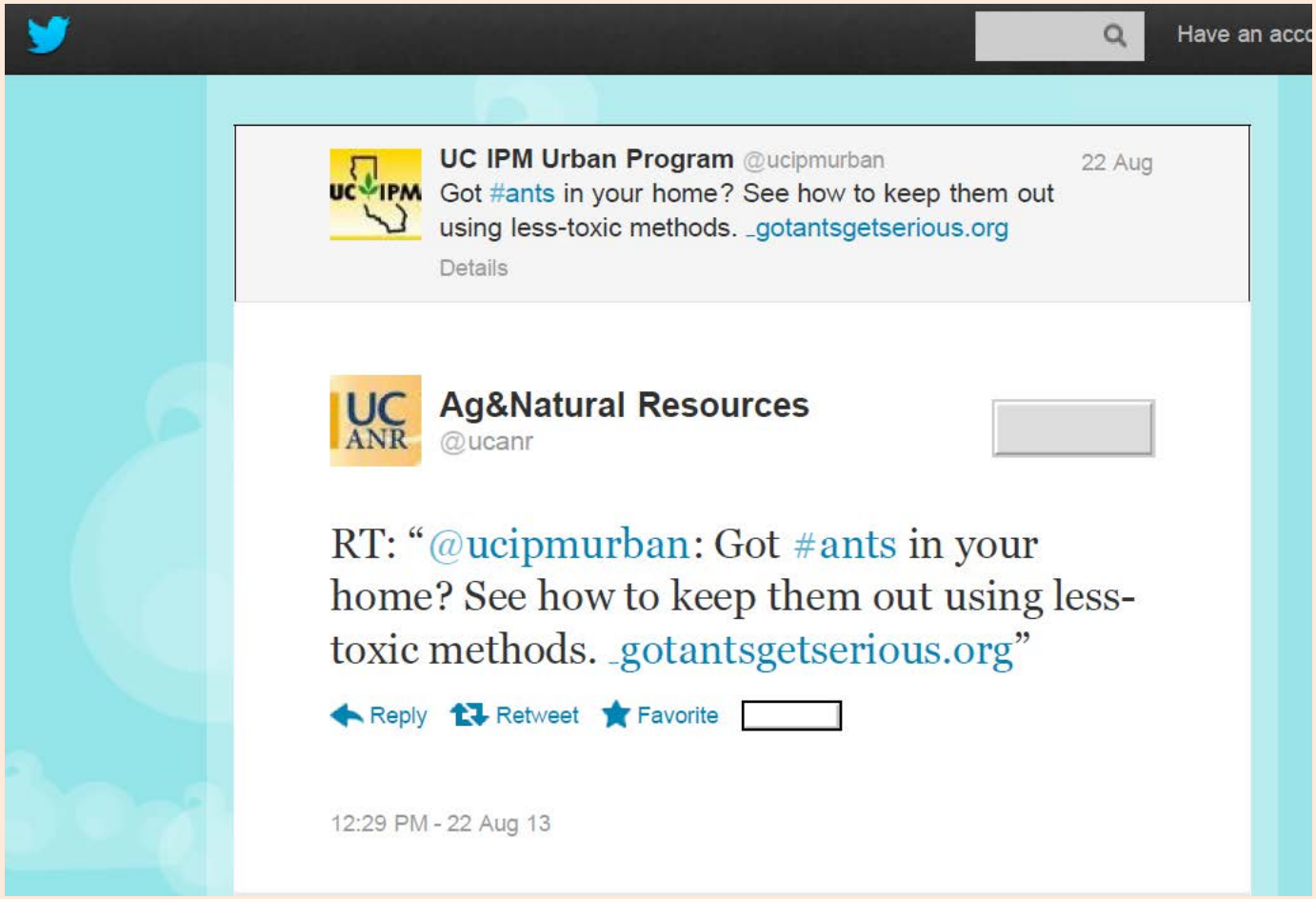
  Contents

  Other Announcements for Parents
  Ants coming in? Less toxic, family safe solutions
  Host a High School Student from China
  Joaquin Milller School Online Auction
- ...
- Ants coming in? Less toxic, family safe solutions

  Cold weather and rains bring ants inside. We all get them. See the Got Ants Get
  Serious site for how to get rid of ants, safely for family, pets, and the environment: www.gotantsgetserious.org. The Got Ants? facebook page has timely tips
  on more effective, less toxic ways to stop ants from coming into your home.
  https://www.facebook.com/safer.ant.control.
  Submitted by: Athena Honore

Partner Facebook Posts

Partner Tweets



Partner E-Newsletters

Fitzgerald Special Edition

PROTECTING THE MARINE RESERVE TOGETHER

SUMMER 2013

Fitzgerald ASBS POLLUTION PREVENTION

LEARN MORE ONLINE:

- See maps of the Reserve, the ASBS, and the pilot projects
- View photos of the Reserve and the incredible sea life there, plus before-during-and-after shots of swale construction
- Read about the Reserve's history
- Find links to more great resources online, local groups, and upcoming events

For all this and more, visit www.smchealth.org/asbs

INSIDE THIS ISSUE:

Historical Ecology 2
Pollution Reduction Updates 2
Microbial Source Tracking 3
Help for Homeowners 3
Your Garden Score 3
Kids' Corner 4
Events 4

What's in the Water?

During the 2012-2013 rainy season, rainwater runoff from properties and streets in Montara and Moss Beach was sampled to determine the quality of stormwater draining to the Fitzgerald Marine Reserve (Reserve) and to assess the effectiveness of Best Management Practices (BMPs) designed to remove pollutants from the stormwater runoff.

This effort is part of a larger project called the *James V. Fitzgerald Area of Special Biological Significance Pollution Reduction Program* (Fitzgerald Project) that is led by the County of San Mateo, in collaboration with the San Mateo County Resource Conservation District (RCD) and the San Francisco Estuary Institute (SFEI).

A total of 82 samples were collected from six pilot BMP locations in Montara and Moss Beach where roadside ditches have been converted to vegetated swales, where storm drain filtration devices have been installed. Based on water quality testing results prior to treatment, pollutants of concern include metals (copper, lead, nickel, zinc), polycyclic aromatic hydrocarbons (PAHs), permethrin pesticides, sediment, and fecal indicator bacteria (FIB).

Where do these pollutants come from?

Many of these pollutants are related to vehicles and combustion. For example, copper from brake pads and zinc from tire wear can end up in stormwater. PAHs from fuel burning (i.e., engine combustion, wood), diesel particulates, fluid leaks from cars, and the breakdown of the roadway surfaces can also end up in the storm drain system.

Elevated levels of FIB, such as E. coli, a bacteria found in feces from humans, pets, and wildlife, can leak from septic lines or wash off from yards.

Other pollutants such as sediment can result from erosion due to bare soil that is exposed to rainfall during the winter (i.e., from improper grading & construction practices, trails, rural roads). Contaminants can also come from building materials (i.e., roofs and gutters) and household products used in the yard.

Read more in this issue to find out how you can help and what the County is doing to reduce stormwater pollution.

Antsy? Get Better Pest Control

Water quality monitoring results revealed elevated levels of permethrin in stormwater at several of the sampled BMP locations. Permethrin is a type of pyrethroid pesticide that is found in many of the leading bug sprays sold at nursery or hardware stores for control of common pests such as ants, cockroaches, grubs, termites, and wasps. These products can be highly toxic to aquatic organisms, cats, and beneficial insects that naturally keep pest populations under control.

Common pest control products

Fortunately, there are effective alternatives to these chemicals and products. For ant control, learn more at: www.GotAntsGetSerious.org

For other pests, visit: www.flowstobay.org/pestcontrol

Funding for this project has been provided in full or in part through an agreement with the State Water Resources Control Board. The contents of this document do not necessarily reflect the views and policies of the State Water Resources Control Board, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.

Coastal Cleanup Day is coming!

Mark your calendars for Saturday, September 21. That's the day that folks all over Vallejo will [illegible] out by the hundreds to clean our shores, lakes and creek banks.

There will be 15 different sites all over Vallejo. Volunteers will be able to pre-select their site by visiting www.ValcoreRecycling.org or calling (707) 55-EARTH.

Wear sturdy shoes, comfortable clothing, hat, sunscreen and gloves. We'll provide bags, tools, dumsters and water. (Bring your own refillable water bottle if you have one.)

Volunteers will spend the morning picking up trash that has been littered, then meet at the Vallejo Marina for a free thank-you lunch.

Vallejo's Coastal Cleanup is hosted by Vallejo Sanitation & Flood Control , Valcore Recycling, Recology Vallejo, and the City of Vallejo.

See you there!

Got Ants? Get Serious!

When you spray for ants, pesticides can end up in creeks, lakes, and the Bay, where they are toxic to birds, fish and wildlife. Around your house, pesticides can harm your children and pets.

Learn what kills ants in effective, less toxic ways. Visit the GotAntsGetSerious.org website, and they'll show you how to get rid of them. Here's a quick preview:

Spot where the ants are coming in. Eliminate crumbs, messes, and spills. Rinse ants away with soap and water. Isolate food and water sources. Obstruct entryways by sealing cracks. Use baits if ants don't go away after a few days. Stick to it to keep ants away.

GOT? ANTS? GET SERIOUS!
Spot
Eliminate
Rinse
Isolate
Obstruct
Use Baits
Stick to it

Tip of the Season

Many of you are familiar with the groups of students who come tour the treatment plant.

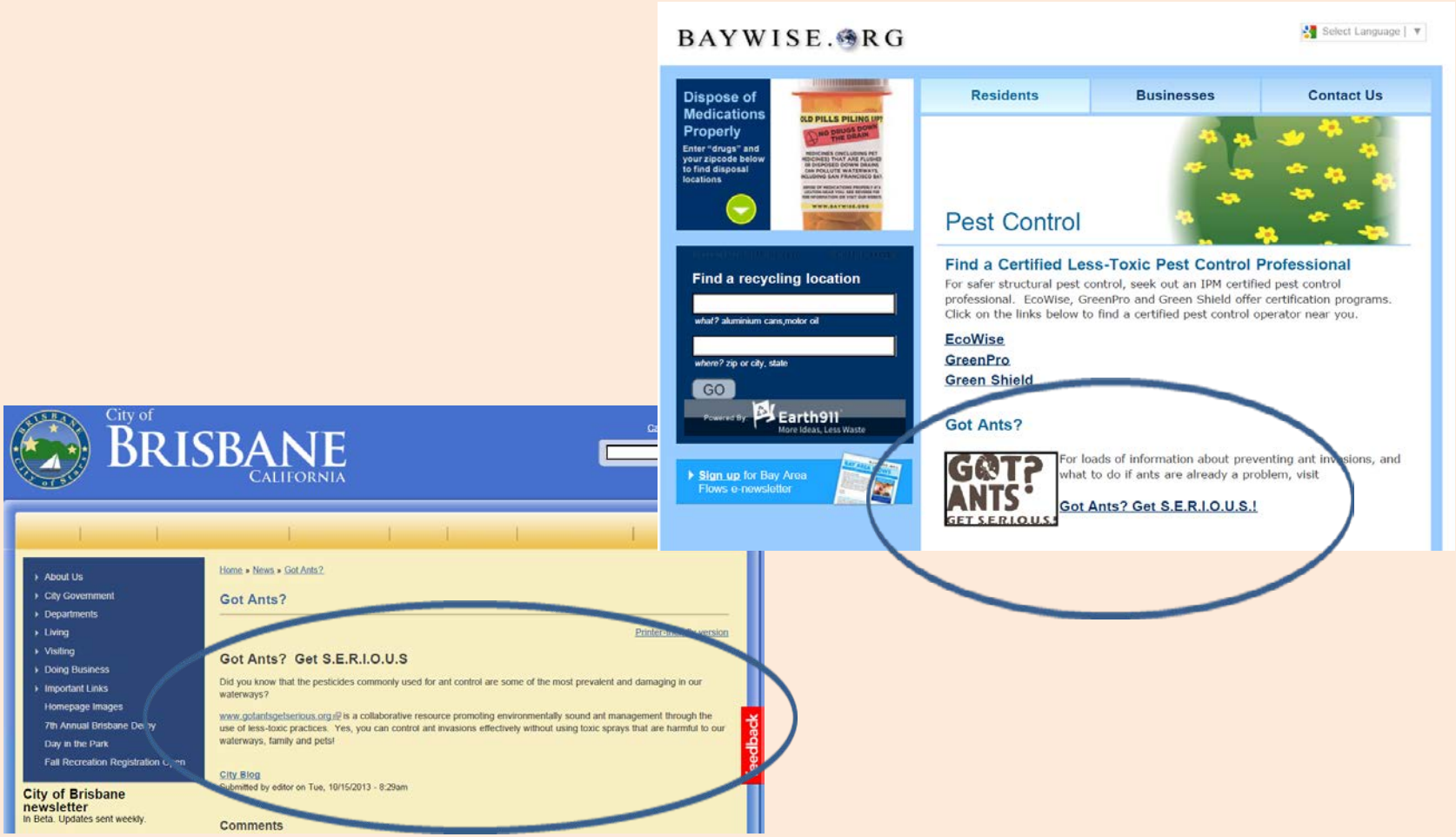
But did you know that we also give free tours to other groups as well?

If your club or group is interested in a one-hour tour of Vallejo's wastewater treatment plant, give us a call at (707) 644-8949 ext. 292 or email jkaiser@vsfcd.com and we'll find a time and day that works for everyone.

Currents is printed on recycled paper using soy-based inks. It is produced bimonthly by the Vallejo Sanitation & Flood Control District. For more in formation, visit www.VSFCD.com or call (707) 644-8949 ext. 292.

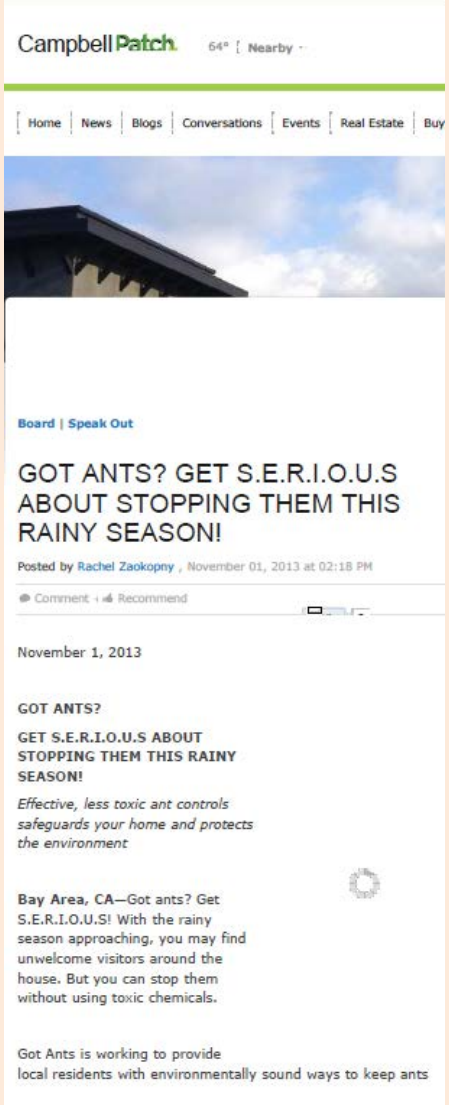
VALLEJO SANITATION AND FLOOD CONTROL DISTRICT

Partner Website Links



Earned Media

- Partners provided press release and media pitch, resulting in local blog coverage
- Radio interview forthcoming



Campbell Patch 64° | Nearby

Home | News | Blogs | Conversations | Events | Real Estate | Buy

Board | Speak Out

GOT ANTS? GET S.E.R.I.O.U.S ABOUT STOPPING THEM THIS RAINY SEASON!

Posted by Rachel Zaokopny , November 01, 2013 at 02:18 PM

Comment | Recommend

November 1, 2013

GOT ANTS?

GET S.E.R.I.O.U.S ABOUT STOPPING THEM THIS RAINY SEASON!

Effective, less toxic ant controls safeguards your home and protects the environment

Bay Area, CA—Got ants? Get S.E.R.I.O.U.S! With the rainy season approaching, you may find unwelcome visitors around the house. But you can stop them without using toxic chemicals.

Got Ants is working to provide local residents with environmentally sound ways to keep ants

Events

Got Bugs? Get Answers!
Choose less toxic products for a healthy home and garden
visit www.ourwaterourworld.org
our water our world
Look for this symbol before you buy

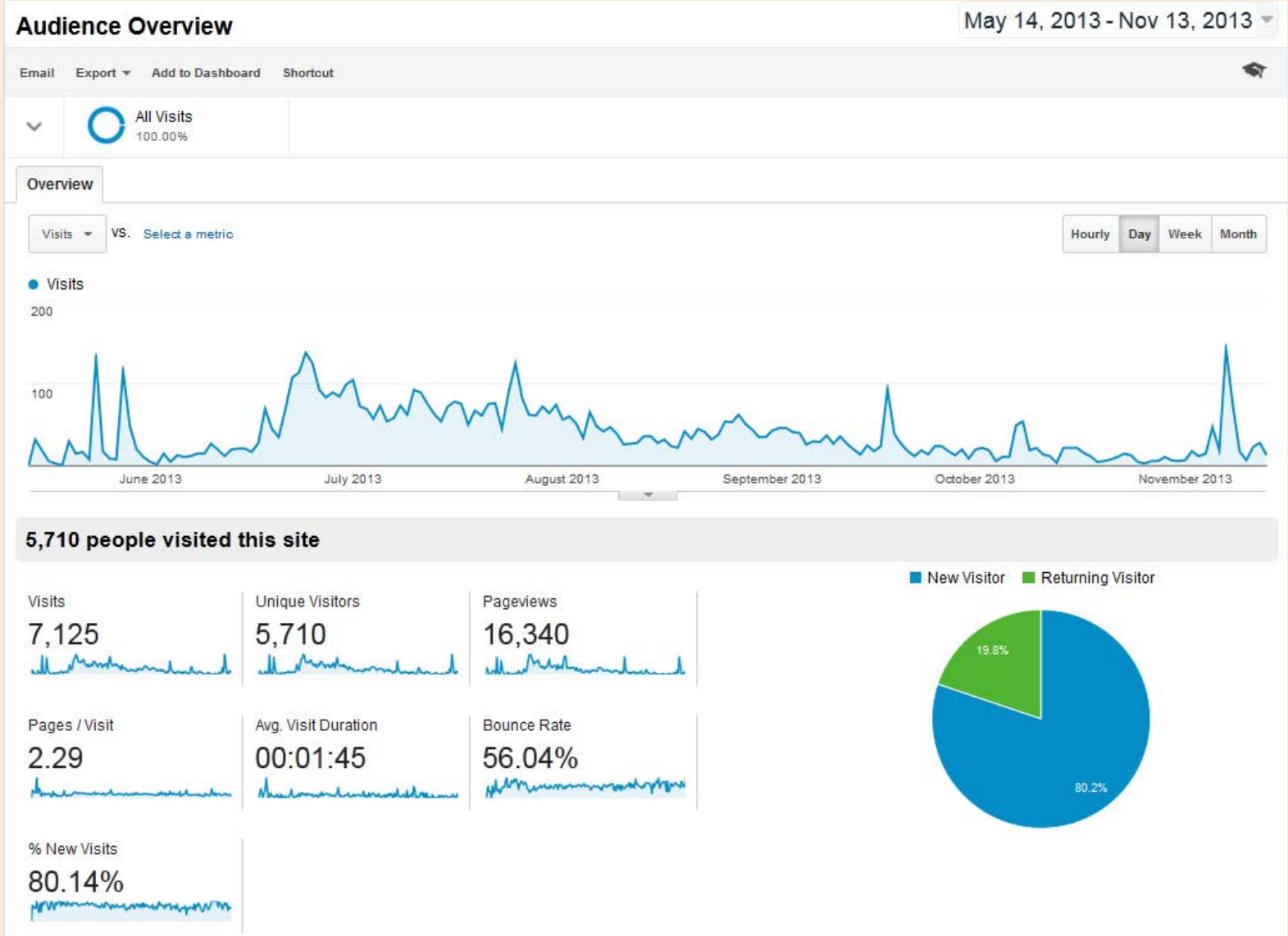
GOT? ANTS? Get S.E.R.I.O.U.S.
Find step-by-step ant solutions at
www. Got Ants Get Serious .org

In Stores: IPM Advocates

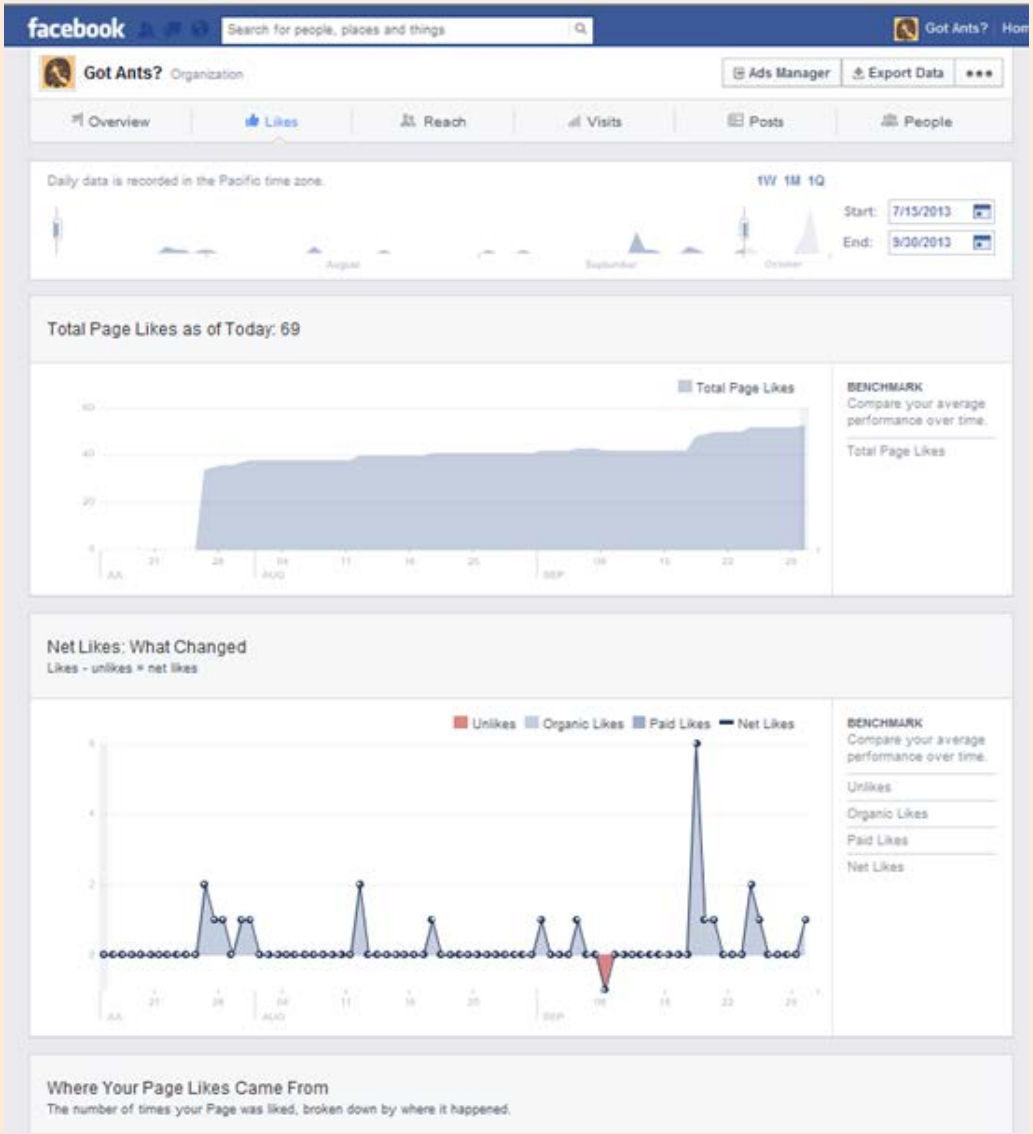
Preliminary Results

- Evaluation strategy shift away from measuring pesticide use
- Tracking reach of campaign – web traffic, advertising “impressions,” Facebook “likes,” pledges

Website Traffic Analytics

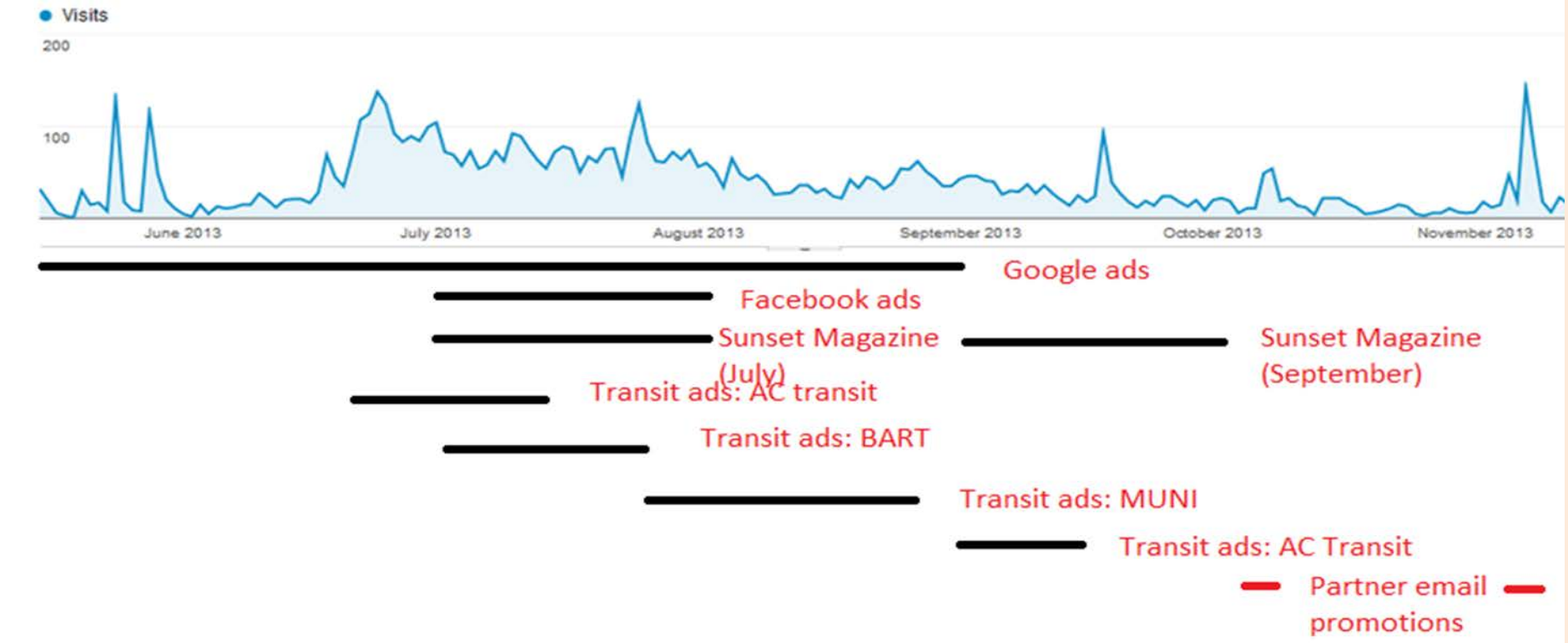


Facebook Analytics



Campaign Reach (Preliminary)

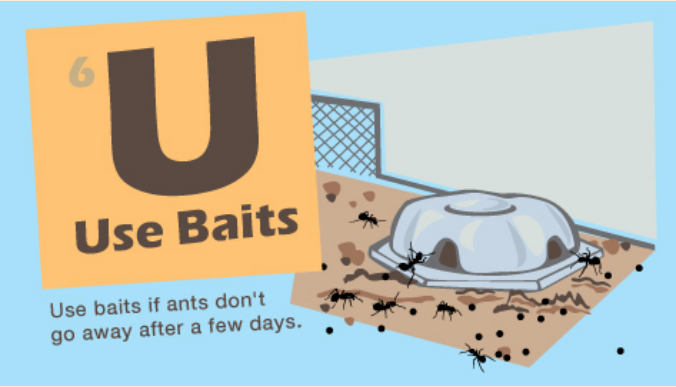
- Online advertising: 1.6 million impressions, 987 web visits
- Magazine ads: 1.25 million, 225 follow-up requests
- Transit ads: 11.9 million impressions



Web visits with major outreach avenues mapped

Preliminary Results

- Impressions: 14.75 million, past 100,000 goal
- Web traffic: 5700, past goal of 4000
- 76 Facebook likes, 125 Pledges (of 500 goal)
- Further analytics to come
- Final report will analyze cost-effectiveness



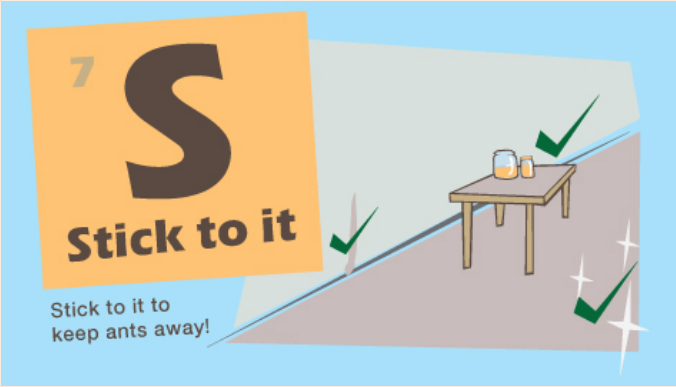
The Campaign's Future

- Got Ants Phase 2: Potential directions
  - Additional advertising, using current graphics base to spin off new pieces
  - Work with 501c3 organizations to secure donated ad space on transit, television
  - Additional community group promotion
  - Further work with pest control operators

- Transition plan after PMAG funding
  - BASMAA to host website going forward
  - New orders of cards and magnets

Conclusion

- Thank you to the committee for funding the campaign and its launch!
- Campaign has generated enthusiasm among partners and users, and we foresee a long useful life for the products with much left to do.



San Francisco Estuary Partnership

Got Ants? Evaluation Report

March 30, 2014

This document briefly summarizes results of the San Francisco Estuary Partnership (SFEP) Got Ants? campaign, following the evaluation plan finalized February 10, 2014.

Goal 1: Distribute information that is intended to increase public awareness of the advantages and availability of integrated pest management (IPM) for controlling ants by implementing outreach campaign.

- Objective 1-1: Build website, Facebook page, ad graphics, and other supporting materials (e.g., flyers, magnets, graphics for Facebook page) by 2012.
    - **All deliverables were finalized by the end of the project period.**
- Objective 1-2: Obtain 100,000 touch points for the campaign throughout CA by March 2014.
    - Evaluation approach - From the start of project implementation, track and record the following information monthly in a spreadsheet:
        - number of recipients of email blasts (i.e., emails sent out to a large list of recipients)
        - number of viewers of print ads
        - number of earned media stories (i.e., reported stories in print/online or broadcast media outlets that were not purchased but "earned" through reporters' follow-up on press releases) and size of audience reached, where available
        - number of listeners to radio PSAs, click-throughs on ads (i.e., viewers who clicked on online ads and went to the Got Ants website)
        - number of website hits (i.e., web visits as recorded by Google Analytics)
        - number of flyers distributed
    - **Initial numbers became available close to the end of the shortened campaign period. Preliminary information was first presented to the PMAC committee on November 12, 2013 and then reported in quarterly reports per Task 4.2 of the scope of work. Final metrics are presented in Tables 6-9 in the Final Report.**

- Objective 1-3: Distribute materials through 50 partner organizations.
    - Evaluation approach: Track number of participating organizations who publicize campaign material.

- **55 participating partners, mostly municipalities, were first reported in Progress Report #7 and are listed under Task 3.2 in the Final Report.**

Goal 2: Reduce use of pyrethroids and fipronil by pest management professionals (PMPs) in traditional broadcast or perimeter sprays around homes for ant control by 5% by 2014.

- Objective 2-1: California PMPs report a 5% reduction in pounds of pyrethroid and fipronil active ingredients used in residential pest control for ants.
  - **We will not be able to report progress towards this goal.**

Goal 3: Reduce use of pyrethroids and fipronil by Bay Area residents who practice their own pest control (do-it-yourselfers) by 5% by 2014.

- Objective 3-1: Pyrethroids and other pesticides used by do-it-yourselfers are reduced by 5% in the Bay Area as measured by sales of products over-the-counter to residents.
  - **We will not be able to report progress towards this goal.**

Goal 4: Promote the use of less-toxic, IPM methods.

- Objective 4-1: Customer requests for IPM services increase by 10% by 2014.
  - **Clicks from EcoWise Certified website to Got Ants page: 54 during the campaign period**
  - **Clicks from GreenPro website to Got Ants page: 43 during the campaign period We don't have the background data to understand what percentage increase in requests might be represented by 97 clicks, but it's likely to be very small. Partners agreed that additional outreach or subcampaigns would have helped to increase results here. Partners shared feedback that the Got Ants? Get S.E.R.I.O.U.S. message was considered to focus on do-it-yourself methods rather than hiring IPM certified pest management professionals. Additional messaging might help to increase focus on pest management professionals.**

- Objective 4-2: 4000 people interact with the campaign by May 2014.

This objective was designed to cover interactions, meaning active engagement than rather than the more passive impressions (merely viewing or being exposed to Got Ants messaging). We surpassed the goal of 4000 people interacting with the campaign:

  - **Web hits: 6594 unique visitors over the course of the project, comprising 8199 visits and 18,597 page views (average visit duration 1 minute 44 seconds)**
  - **Number of "likes" on Facebook as of 3/24/14: 84**
  - **Number of posts on Facebook: 56**
  - **Number of comments (and likes) on Facebook page (including photos): 106**
  - **Number of workshop participants: estimated 20**

    - **In addition, many more people were reached with Got Ants information in person at one of the more than 30 tabling events held by campaign partners. Tabling event details are listed in Table 4 in the Final Report.**
- Objective 4-3: Collect 500 commitments from households to adopt less-toxic, IPM methods for ant control by May 2014.

We did not reach our goal for the number of commitments received. "Commitments" are part of the community-based social marketing model. Research has shown that if someone makes an official statement of support, they are more likely to follow through with adopting a behavior. We collected "pledges" to use less toxic pest methods for ant invasions through the Got Ants website. However, only 136 unique pledges were received over the course of the campaign. We collected people's email addresses as a way to track whether pledges were unique or duplicates. It may be that people are becoming more reticent to give out their email addresses; our outreach consultant theorized that in the wake of national news in 2013 about NSA surveillance and widespread data leaks, people are less likely to share their email addresses. It may be that setting up the pledge form on the web site differently would have generated more traffic, or that more actively marketing a "take the pledge" subcampaign would have helped generate higher numbers.

- Objective 4-4: 150 households report switching from traditional to less-toxic, IPM methods for ant control by May 2014.

We were not able to track useful information for households switching to IPM methods. We had originally planned to do a "success stories" concept for partnering with community organizations, asking them to pilot the Got Ants, Get Serious steps, and then featuring their "success stories" in media outreach. The campaign period was somewhat shortened from the original campaign timeline, leaving little time to conduct this kind of follow-up.