

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



It's a desert out there:

**Developing a conservation ethic
in a community known for excess**

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9 October 2008

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vegas-online.de



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Lesson Learned:

General urging or encouraging people to voluntarily conserve **does not work.**

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Too general. No specific directive.

WE'RE IN THE WORST DROUGHT ON RECORD.

**BE THE SOLUTION.
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258-SAVE • snwa.com

We're in the middle of a desert during the worst drought on record. And still, people in Southern Nevada are waiting until November for the drought to finally let them leave to get brown. We still have a choice: Help maintain the water Southern Nevada has in reserve. Replace grass you're not using in your yard with water-smart landscaping. We have a choice. Make an effort to conserve while we can.

WHAT WILL YOU LEAVE YOUR CHILDREN?

**BE THE SOLUTION.
WATER
SMART**
258-SAVE • snwa.com

Sometimes it's easy to forget we're in the middle of the worst drought on record. But if we don't conserve now, our children will be the ones left high and dry. For smart, easy ways to prevent overwatering your landscape, call 258-SAVE or log on to snwa.com. Because it's time we saved some for them.

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Lesson Learned:
Research.

Fact finding

- Accept that you're **never going to get 100 percent buy in** (80-20 rule)
- Work with experienced researchers whenever possible
- Use quantitative research
- Anecdotal research will only get you so far
- Use **research** findings as **a solid foundation** for campaign and program strategies, objectives, tactics and messaging
- Research won't necessarily tell you what to do but it **will give you guidelines** about where to start, who to target

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Before research:

- No specific audience
- Trying to reach everyone
- Too broad to be effective
- Making them guess what they needed to do

Be sur**E** to know
your w**A**tering group
an**D** **F**ollow the
winter s**C**hedule.



Visit snwa.com to find your group.

Southern Nevada Water Authority member agencies: Big Bend Water District; the cities of Boulder City, Henderson, Las Vegas and North Las Vegas; the Clark County Water Reclamation District and the Las Vegas Valley Water District.

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After research:

- Clearly defined audience
- Told them **exactly** what they need to do
- Very effective

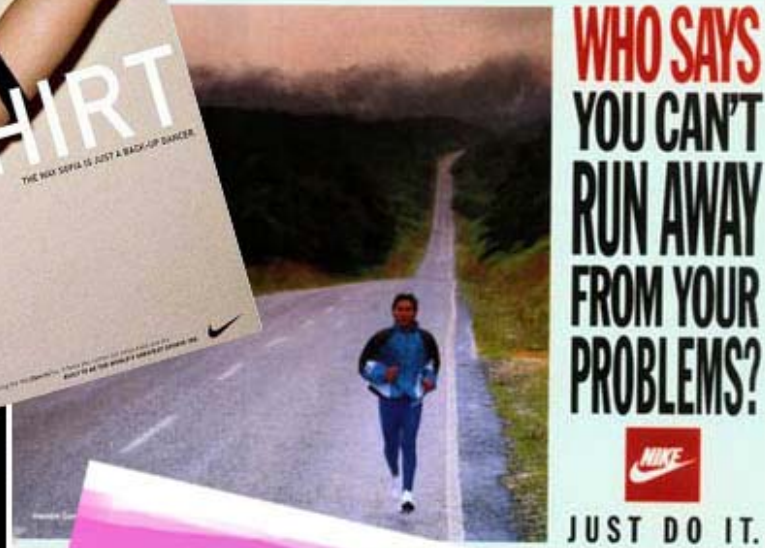


Lesson Learned:

Be specific.

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For each program, clearly identify and define:

- Audience
- Goals / Objectives
- Identify obstacles (including budget!)
- Determine message / strategy

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| | |
|-------------------------------|---|
| Program / campaign | Compliance |
| Audience | Guys, 34-55; likely homeowner; 80% changed watering clocks; some college |
| Goals / Objectives | Get 'em off the couch – Change the watering clock |
| Obstacles | Don't watch ads. Competing with lots of clutter—beer ads, car ads, sports, <i>remote control</i> |
| Key message / strategy | Get attention; Get him to change the clock to water X number of days per week |

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Lesson Learned:
Implement.

Implementation: Hit it!

| | | | | |
|------------------------------|--|-----------------------|---------------------|-----------------|
| Project: | R.1 - Compliance Outreach | | | |
| Administrator: | Kristen Howey | | | |
| Collaborators: | R&R Partners | | | |
| | | | | |
| Tool/Tactic | Task | Responsibility | Status | Deadline |
| Advertising | Develop creative concepts | JC/KH/LR/R&R | | 1-Jun-07 |
| | Determine media mix | JC/KH/R&R | | 1-Jul-07 |
| | Finalize media placement schedule | JC/KH/R&R | | 1-Aug-07 |
| | Etc | | | 1-Jun-07 |
| | Etc | | | 1-Jun-07 |
| Web sites | Draft text | KH | To LS,KH for review | 15-Jun-07 |
| | Acquire e-image of updated Mandatory Watering Schedule | CV | | 15-Jun-07 |
| | Provide schedule electronically to PI Web team | CV | place on network | 15-Jun-07 |
| | Etc | | | 1-Jun-07 |
| Bill inserts | Identify target distribution windows | CV/JC | | 15-Jun-07 |
| | Draft text | CV | | 1-Aug-07 |
| | Provide text to Editorial Team | CV | | 1-Jun-07 |
| | Produce bill inserts | Editorial Team | | 15-Aug-07 |
| | Etc | | | 1-Jun-07 |
| Direct Mail Reminders | Draft text | LR | To KH for review | 20-Jun-07 |
| | Design direct mail piece | Editorial Team | | 1-Jul-07 |
| | Identify distribution system (verify accuracy if customized) | Editorial Team | | 1-Aug-07 |
| | Etc | | | 1-Jun-07 |
| Media Relations | Draft "transition period" news release | KH | Seasonally | 1-Sep-07 |
| | Etc | KH | | |
| Public Events | Identify appropriate events--audience | KH | | 1-Sep-08 |
| | Etc | | | |

Lesson Learned:

Face the facts
(and use them to your advantage).

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Thanks a Billion!



Thanks to you, our community saved 15 billion gallons of water over the past four years.

You've removed 100 million square feet of grass and followed watering schedules and restrictions to do your part in surviving the worst drought in our region's history.

For our part, the Southern Nevada Water Authority has banked more than 500 billion gallons of water in reserve for our not-so-rainy days. SNWA is also working to access a portion of Nevada's unused groundwater to supplement our supplies from the drought-stricken Colorado River.

Our job is to protect the reliability of your water supply. We couldn't do it without you.

For more information about water conservation and the SNWA's efforts to ensure our community's sustainability, visit snwa.com.



- Don't fear facts
- Knowing results will let you know if you need a course adjustment
- **Let research help!**

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Conservation:

Is it working?

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Less of this



More of this



Awareness:

In a recent poll,
there was an

85 percent awareness
of conservation messages
in Southern Nevada.

Results:

Southern Nevadans used
15 billion gallons less water
in 2007 than in 2002,
despite the addition of
400,000 residents and
40 million annual visitors.