

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Involving Minorities in Water Conservation

Presented by
Community Outreach Team,
SNWA Public Information

Nicole Lise
Angélica Quiroz-Maralason

SNWA Outreach Overview

Presented by
Nicole Lise

Minority Outreach: Why is it necessary?

- In the last few years, a belief arose that mainstream ad campaigns would reach ethnic populations, removing the need for targeted initiatives.
- Recent research finds that ethnically targeted advertising is often still more effective in reaching specific groups.
- In other words, one size does not fit all.

Hispanic Outreach

Presented by
Angélica Quiroz-Maralason

Hispanic Community Outreach

- Local Hispanic population increased in the early to mid 90's
- Began reaching out to the local Hispanic community in Spanish in the mid to late 90's

Advertisements

- Not all of the advertisements that are created in English are then translated into Spanish.
- You need to take into consideration your target audience's culture.



The SNWA implements an extensive Hispanic outreach program which includes:

- Participation in Hispanic events
- Participation in other Hispanic organizations
- Work with the Spanish Media



Tú también puedes convertir tu jardín tradicional en un hermoso Xeriscape

No la riegues de 11AM a 7PM

Del primero de Mayo al último de Septiembre, programa tus rociadores para que no la riegues de 11AM a 7PM.

Restricciones de Riego por los Sequías

Restricción	Áreas	Restricción de Riego
1	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
2	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
3	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
4	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
5	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
6	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
7	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
8	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
9	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
10	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
11	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
12	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
13	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
14	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
15	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
16	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
17	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
18	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
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30	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego
31	Las Vegas, Henderson, North Las Vegas, Summerlin, Springdale, West Las Vegas	Restricción de Riego

SNWA en español.com TEL 702.438.6000

snwa.com TEL 702.438.6000

- Spanish informational brochures
- Incentive programs & classes
- Spanish Helpline **258-AGUA**

Restricciones de Riego Obligatorias
Es obligatorio que obedezca las restricciones de riego. Si no sabe a qué grupo de riego pertenece, vea su factura, visite SNWAenspanol.com o llame a su proveedor de agua. Coloque este horario cerca del reloj de su sistema de riego.

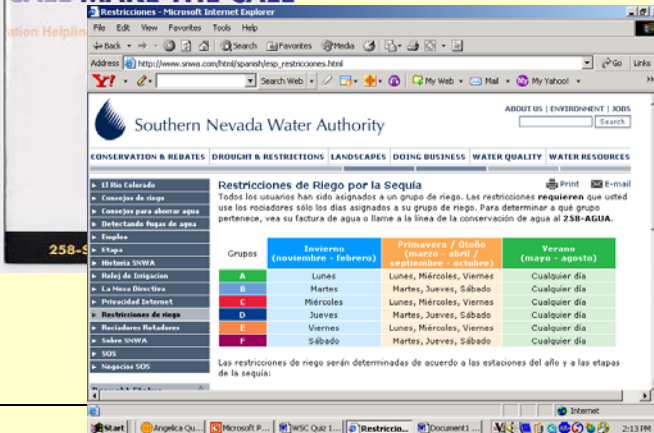
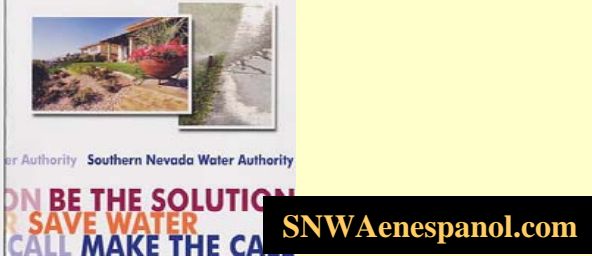
Grupos	Invierno noviembre - febrero	Primavera / Otoño marzo - abril / septiembre - octubre	Verano mayo - agosto
A	Lunes	Lunes, Miércoles, Viernes	Cualquier día
B	Martes	Martes, Jueves, Sábado	Cualquier día
C	Miércoles	Lunes, Miércoles, Viernes	Cualquier día
D	Jueves	Martes, Jueves, Sábado	Cualquier día
E	Viernes	Lunes, Miércoles, Viernes	Cualquier día
F	Sábado	Martes, Jueves, Sábado	Cualquier día

En los días asignados a su grupo riegue el césped 3 veces por día y sólo 4 minutos cada vez.

MANDATORY WATERING
Mandatory watering means you may water only on the days schedule for your assignment clock. Visit SNWAenspanol.com or call you.

Watering Group	Winter November - February	Spring / Fall March - April / September - October	Any day
A	Monday	Monday, Wednesday, Friday	Any day
B	Tuesday	Tuesday, Thursday, Saturday	Any day
C	Wednesday	Monday, Wednesday, Friday	Any day
D	Thursday	Tuesday, Thursday, Saturday	Any day
E	Friday	Monday, Wednesday, Friday	Any day
F	Saturday	Tuesday, Thursday, Saturday	Any day

Run sprinklers 3 times, 4 minutes per cycle on your assigned days.



African-American and Asian-American Outreach

**Presented by
Nicole Lise**

African-American Outreach

- SNWA sponsored research revealed low water safety ratings in this community.
- General water safety/quality campaigns not reaching this segment of the population.
- Targeted outreach campaign developed and included: radio, television and print campaigns.

African-American Outreach

**Yvetta Kennedy knows
our drinking water
is on tap because she
tests it every week.**

To help ensure the safety of our drinking water, Yvetta Kennedy serves on one of five panels of highly trained Southern Nevada Water Authority employees and private sector volunteers who meet weekly to **taste** and **smell** water samples drawn from various locations in the Las Vegas valley.

Yvetta and the other panel members serve as the front line in ensuring that our vital water supply continues to **meet** or **surpass** all federal Safe Drinking Water Act standards.

To learn more about how our water is treated and tested for safety, call the **Southern Nevada Water Authority** at 258-3930 or visit snwa.com. No one knows more about water quality than your local water agency.

Ask The Authority

Call 258-3930 or visit snwa.com

A community service of the Southern Nevada Water Authority.



**SNWA MEMBER
AGENCIES**

Big Bend Water District
City of Boulder City
City of Henderson
City of Las Vegas
City of North Las Vegas
Clark County Water
Reclamation District
Las Vegas Valley
Water District

Selecting a Spokesperson:

Yvetta Kennedy

Water District employee
Water Flavor Panel Member
19 years of experience
Native Las Vegan
Family-oriented



African-American Outreach

Focus Group Sessions

Purpose – to gauge effectiveness of television, radio and print campaigns. Also, follow-up on research results.

Participants – African-American men and women, 25-65 years old.

Consultant – Local African-American advertising agency.



Southern Nevada Water Authority

AFRICAN-AMERICAN WATER QUALITY FOCUS GROUP REPORT

July 11, 2007

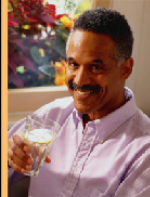
6pm - 8pm

Prepared by:



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African-American Outreach

Results

Two months after initiation of campaign, SNWA-sponsored phone poll showed a 32 percent increase in African-American water safety rating from the previous poll.

Research also showed high recognition of campaign spokesperson and message among all racial groups.

Asian-American Outreach

- **Extremely diverse group. Major ethnicities in Las Vegas include: Filipino, Chinese, Korean, Indian, Samoan, and Vietnamese.**
- **Educated, majority bilingual.**
- **Ratings on water quality/safety tie-in closely to general population.**
- **Have higher recognition of correct watering days and group.**

Asian-American Outreach

- **Participate in events sponsored by local Asian-American organizations such as Chinese and Vietnamese New Year's festivals.**
- **Support Asian Chamber of Commerce.
Present regular updates at monthly luncheons.**
- **Build relationships with representatives of local Asian organizations.**



Involving Minorities in Water Conservation

African-American Outreach

Asian-American Outreach

Hispanic Outreach

Questions?