

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Public Involvement in the Internet Age:

**Understanding the Role of New and  
Social Media in Citizen Engagement**



**KATZ**  
& Associates

*Presentation by*

**SARA KATZ**

# Today's Agenda



- Research: who's using social media?
- What we learned
- How can we start using social media?

*We're talking about: E-mail, blogs, social networking sites (Facebook, MySpace), video sharing sites (YouTube), online surveys, discussion boards (on the downslope)*

# The Research Study

- K&A commissioned study with SDSU Professor David Dozier
- Conducted in November 2008
  - A snapshot in time, new media is ever-changing

How organizations are using social media:

# K&A E-mail Blast

MARCH 2009

Stimulus Issue



**KATZ**  
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## We're the in Stimul**US**

Dear Sandy,

As this great country once again rolls toward prosperity, Katz & Associates stands ready to stimulate the finest possible public communication for new public works projects that will put Americans back to work.

We know you and the quality of your company. You know us because Patsy, Lewis, Lori, Joe and I have worked side by side with you on literally hundreds of engineering, environmental and project management contracts across California and the country.

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Check our Web site at [www.katzandassociates.com](http://www.katzandassociates.com), which focuses on our core areas of expertise. Please call me at 858/452-0031 or email [skatz@katzandassociates.com](mailto:skatz@katzandassociates.com).

Sara M. Katz

Public Affairs  
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# Blog: Aquafornia

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**AQUAFORNIA**  
The California Water News Blog



August 6-7



See the Sunol Water Temple and more



## Thursday afternoon update: NOAA Biological Opinion finds California water projects jeopardize listed species; Recommends alternatives

Posted by: Aqua Blog Maven on June 4, 2009 at 2:58 pm  
From the NOAA, National Marine Fisheries Service:

NOAA released its final biological opinion today that finds the water pumping operations in California's Central Valley by the federal Bureau of Reclamation jeopardize the continued existence of several threatened and endangered species under the jurisdiction of NOAA's Fisheries Service.

The bureau has provisionally accepted NOAA's recommended changes to its water pumping operations, and said it will begin to implement its near-term elements as it carefully evaluates the overall opinion.

Federal biologists and hydrologists concluded that current water pumping operations in the Federal Central Valley Project and the California State Water Project should be changed to ensure survival of winter and spring-run Chinook salmon, Central Valley steelhead, the southern population of North American green sturgeon and Southern Resident killer whales, which rely on Chinook salmon runs for food.

Two independent peer review panels were conducted to ensure the opinion is solidly grounded in the best available science. The package was peer reviewed by the CalFed Independent Science Board and the Center for Independent Experts.

"What is at stake here is not just the survival of species but the health of entire ecosystems and the economies that depend on them," said Rod Mcinnis, southwest regional director for NOAA's Fisheries Service. "We are ready to work with our federal and state partners, farmers and residents to find solutions that benefit the economy, environment and Central Valley families."

As part of the final opinion, NOAA's Fisheries Service has provided a number of ways the bureau can operate the water system to benefit the

## • Aquafornia's Information Desk

- Where does California's water come from?
- Where does Southern California's water come from?
- California's Water Crisis
- Why the Delta is Important
- Photo Tour of the SWP California Aqueduct
- Water Conservation Tips
- Research and Publications
- Recommended Reading
- Web Resources

## • Aquafornia's Discussion Forum



## • Aquafornia's Photos on Flickr



[Click here to view the Aquafornia Photo Library.](#)

# Portland: 40,000 daily viewers



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**PORTLAND WATER BUREAU**  
FROM FOREST TO FAUCET

Search Water Bureau  type your

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Blogs by Category Blog-Off Presentation The Tap Map

POL → Government → Bureaus & Offices → Water Bureau → **Water Blog**

### Blog Categories

[Blogs by Category](#)  
Blogs that were posted less than one month ago will appear on the Water Blog front page.

[Blog-Off, Don't Do That! Presentation!](#)  
[Blog-Off 2008](#)

[The Tap Map](#)  
Follow the tap water stickers and find other resources to support a tap water only lifestyle!



**Tells us how you really feel...**

### Categories

- [Accolades and Awards](#)
- [Benson Bubblers](#)
- [Black History Month](#)
- [Blog-Off 2008](#)
- [Blogs](#)
- [Bull Run watershed](#)
- [CCSWF & Groundwater](#)
- [Commissioner Leonard](#)
- [Competitions and](#)

# Irvine Ranch Water District Emergency Tweets



The image shows a screenshot of a Twitter profile for 'IRWDemergency'. The profile picture is the Irvine Ranch Water District logo, which features a stylized house, trees, and water droplets. The bio includes contact information for Shannon Reed, an email address, and a phone number. The bio also states that this persona is for emergency communications and provides the website 'irwd.com'. The tweets section shows three tweets: one about using Twitter for emergency communication, one about being added to a WeFollow directory, and one about following for emergency information. The background of the profile is a blue water droplet pattern.

**twitter**



**IRWDemergency**

Follow

**IRWD**  
**Shannon Reed**  
reeds@irwd.com  
949-453-5500

This twitter persona is for Irvine Ranch Water District emergency communications.

**Website:**  
irwd.com

In the event of an emergency situation, IRWD will use Twitter to communicate critical customer information.  
*about 6 hours ago from web*

Just added myself to the <http://wefollow.com> twitter directory under: #irvine #water #emergenc  
*10:52 AM Jun 3rd from WeFollow*

Follow us for IRWD emergency information. Will include boil water notices, natural disasters and other emergency situations.  
[www.irwd.com](http://www.irwd.com)  
*10:24 AM Jun 3rd from web*

Check out my profile to see the new Twitter background I created from TwitBacks.com #twitbacks <http://tinyurl.com/6owdfd>  
*4:04 PM Apr 17th from web*




# Port Videos


**You**Tube Broadcast Yourself™  
Worldwide | English

Home Videos Shows Channels Community


“Port of San Diego” results 1 - 20 of about 310


All Channels Playlists Sort by: Relevance ▾ Uploaded: Any

 **Boarding Carnival Elation Cruise to Los Cabos, Mexico from Port of**  
In this tour we are Arriving at the **San Diego** Airport (Southern California) then we took the rental car to the Carnival Elation cruise ship docked ...  
★★★★★ 10 months ago 5,366 views egmilian

 **Steel Strong - San Diego's Working Waterfront**  
The **Port of San Diego** Tidelands thriving industrial sector — cargo shipping and handling, manufacturing, wholesale trade, commercial fishing and ...  
no rating 7 months ago 852 views portsandiego

Playlist Results for **Port of San Diego**

 **Art Videos** (play all)  
**Port of San Diego Public Art: Changing Our Communities** (7:33)  
The Best of Michelangelo (2:59)  
1week of art works (5:49)  
27 videos snazzy0219

 **Golden Princess** (play all)  
Golden Princess **Port Of San Diego** (7:37)  
Golden Princess **Port Of Los Angeles** (4:36)  
Golden Princess leaves **San Francisco** (3:53)  
3 videos ggg11333

# SFPUC is into it Big Time!

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- › Your Environment
- › About SFPUC

OFFICIALS BREAK GROUND ON STATE'S LARGEST ULTRAVIOLET WATER

**February - June 2009 Introduction to Organic Gardening Series**  
Published: 12/22/2008 | Updated: 06/05/2009  
Published By: Water Conservation

Thinking about sprucing up your garden this spring? Before hot sun bakes, learn to create a sustainable urban oasis that incorporates the best methods. The SFPUC has partnered with the Garden for the Environment demonstration garden, to offer the *Introduction to Organic Gardening* workshops from February through June. Workshops are FREE and open to all.

[Read more »](#)

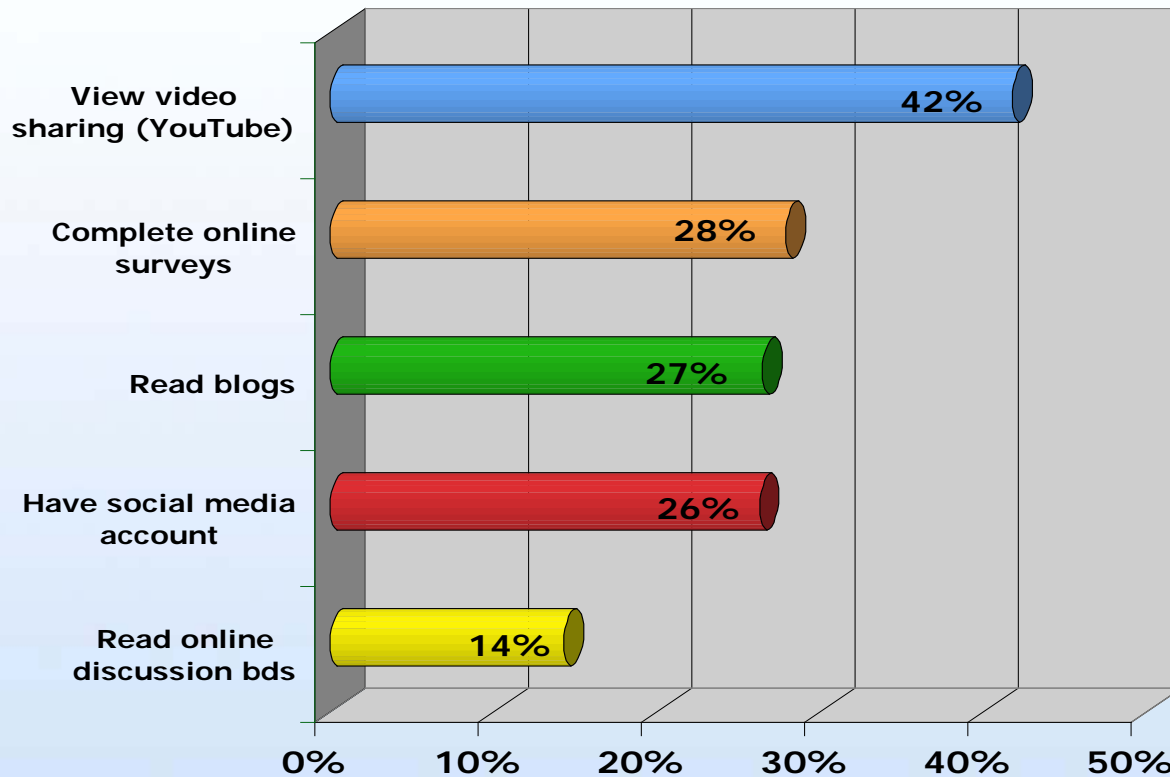
**ENGAGE**

# We Wanted to Learn...

- What forms of new media people use in general
- What forms of new media people use to participate in local public policy issues
- The willingness of people to use various forms of new media to participate

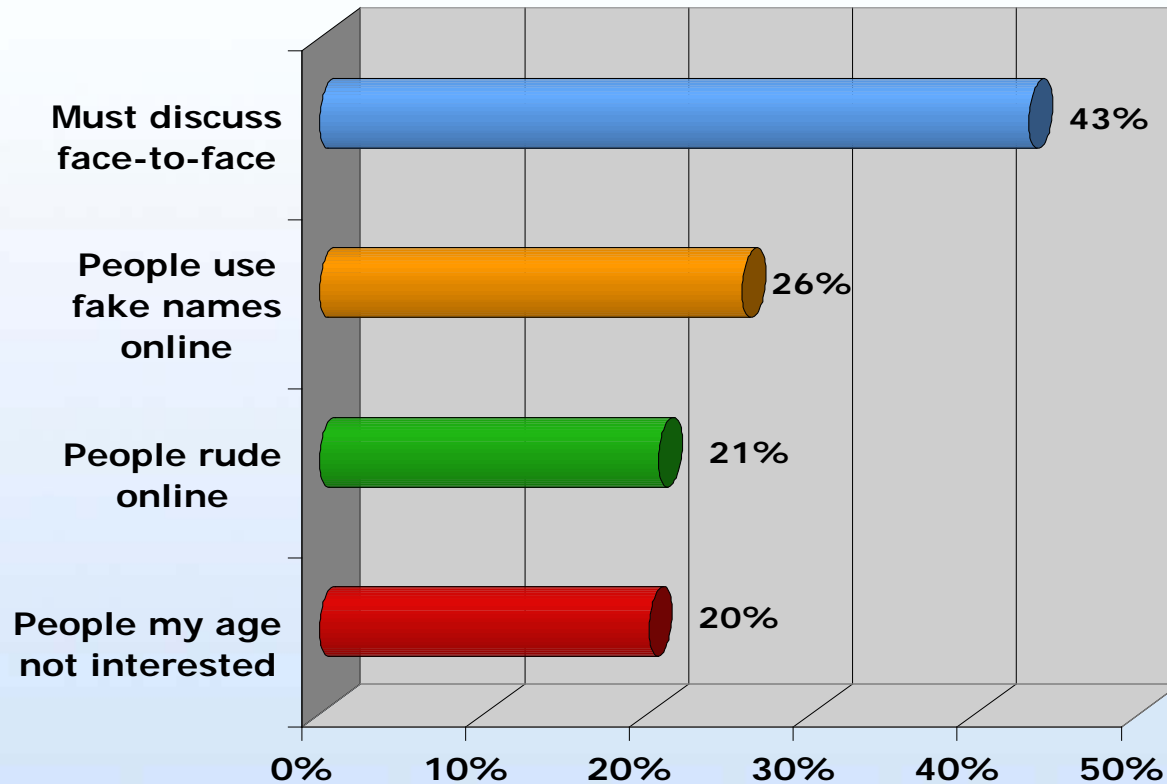
# What We Learned

## *Adoption of New Media*



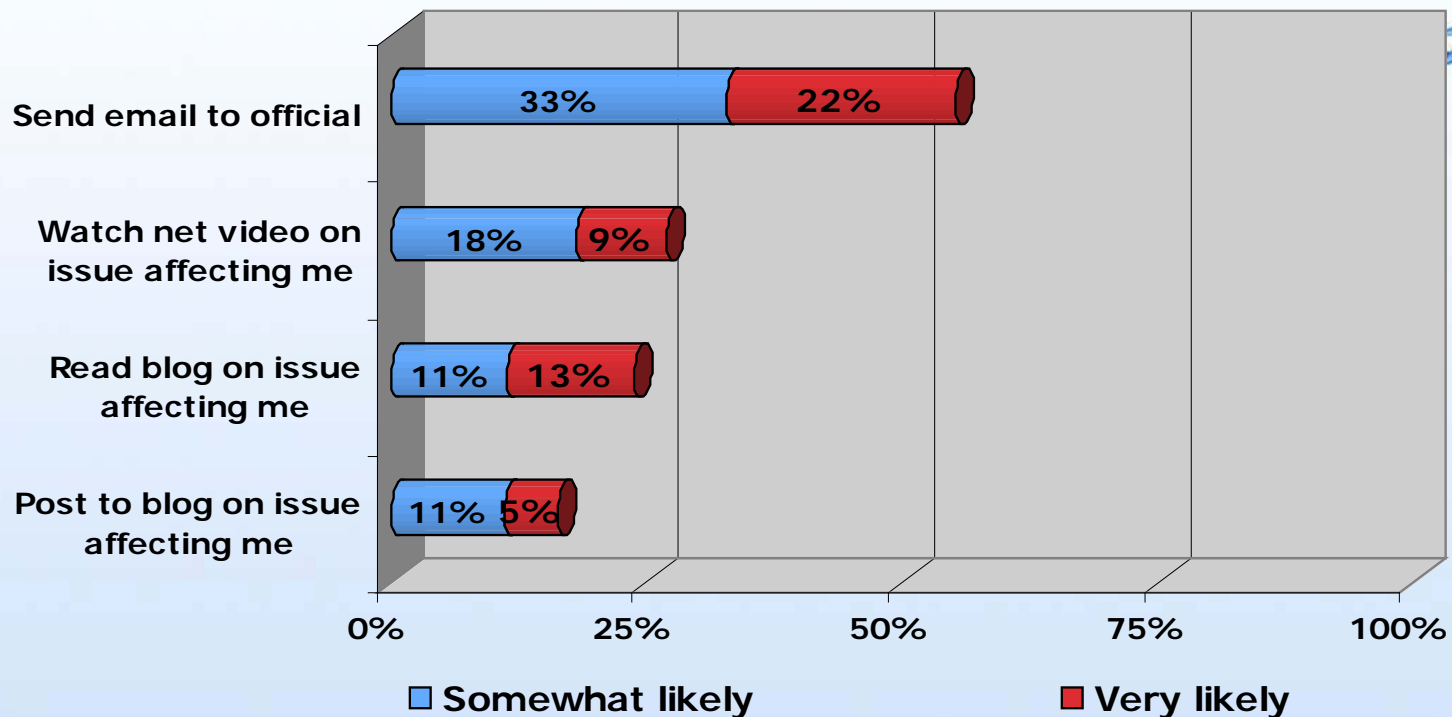
# What We Learned

## *Barriers to Adoption of New Media*



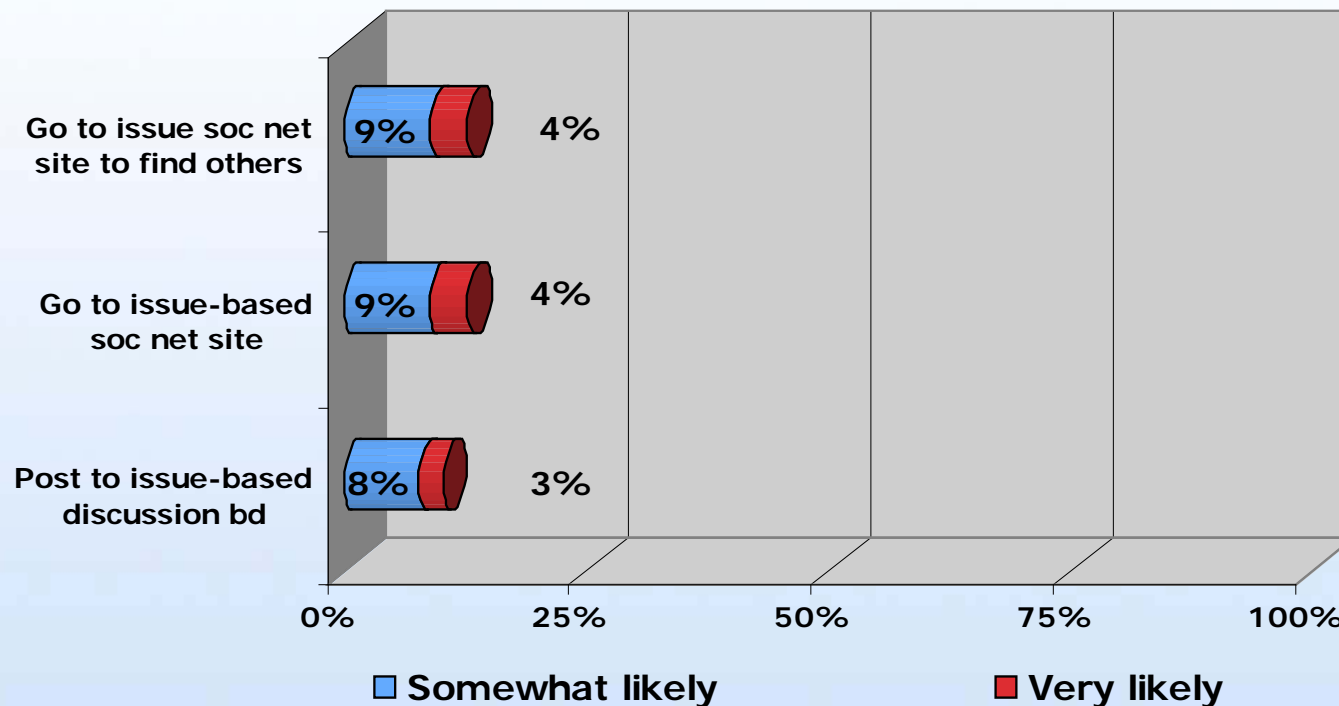
# What We Learned

## *How Likely Are You to Use Various Forms of New Media for Public Participation?*



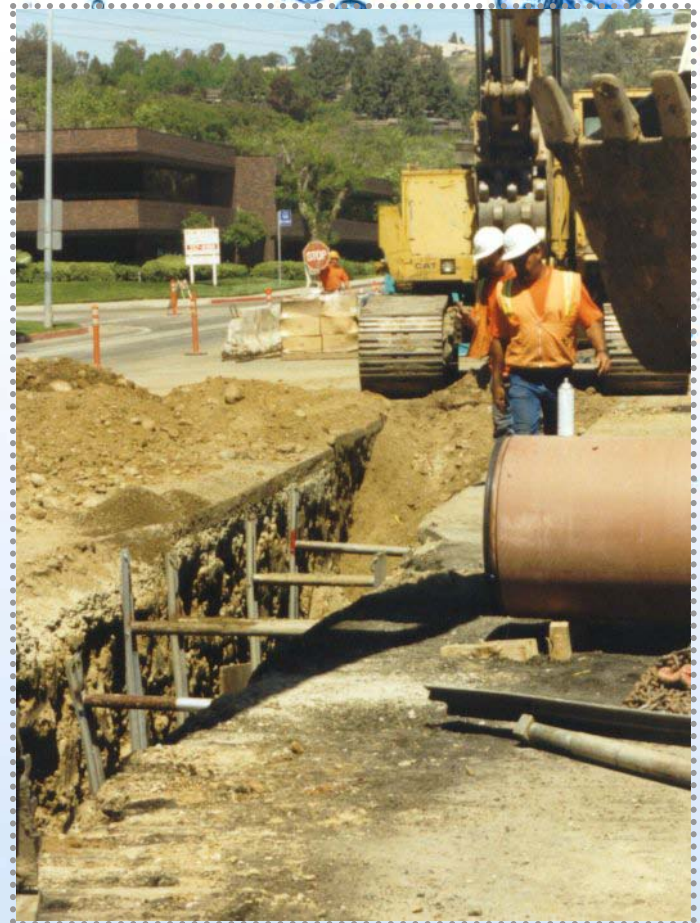
# What We Learned

## *How Likely Are You to Use Various Forms of New Media for Public Participation?*



# Water Infrastructure Scenario

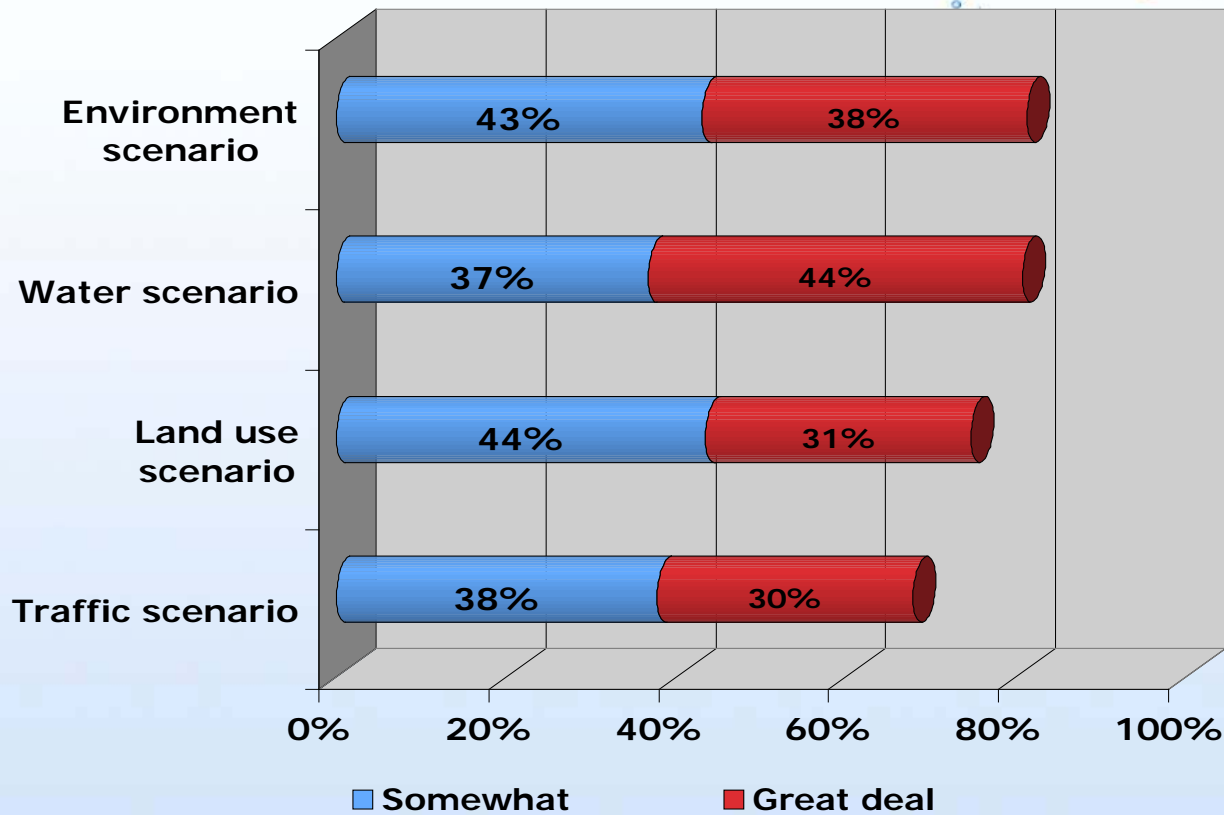
Suppose aging pipes and other parts of the water system in your community need to be replaced. This is needed to keep your tap water safe and reliable. But this work will cost a lot of money. Your utility bill will probably go up.





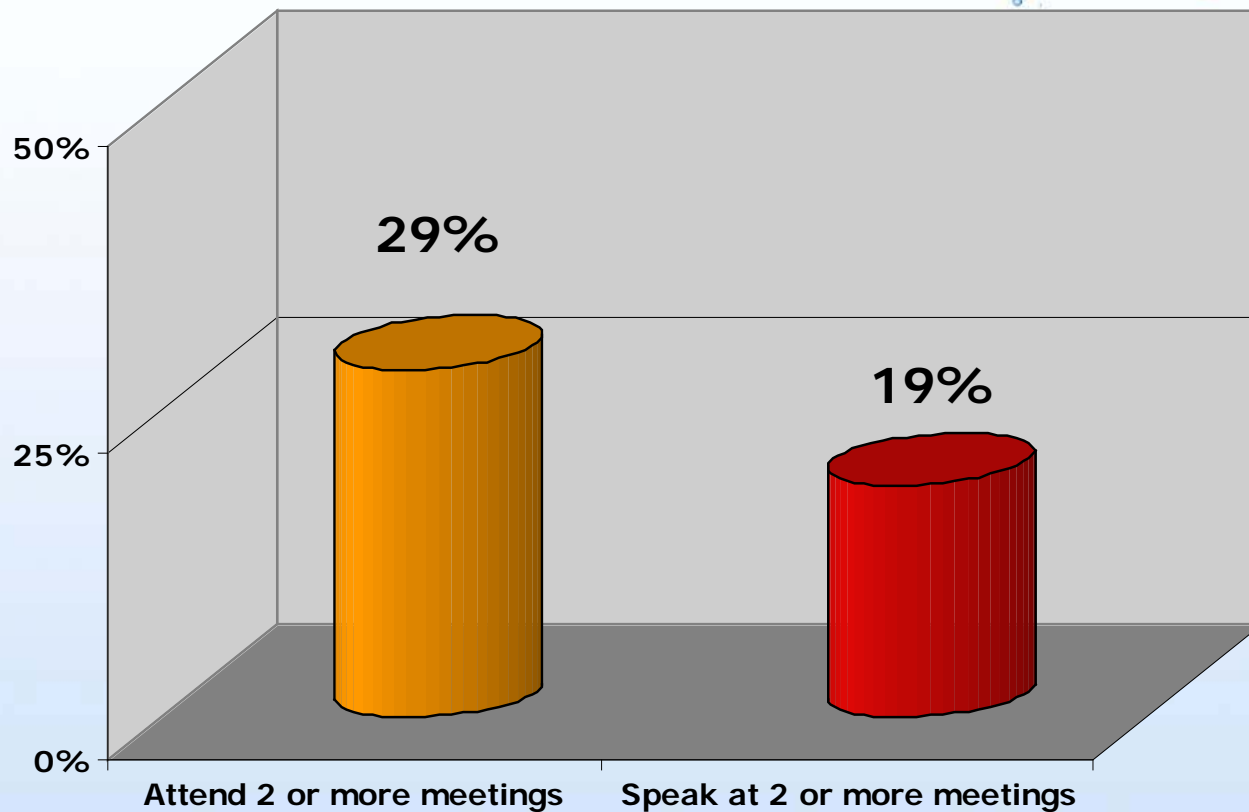
# What We Learned

## *How Scenarios Affect Respondents*



# What We Learned

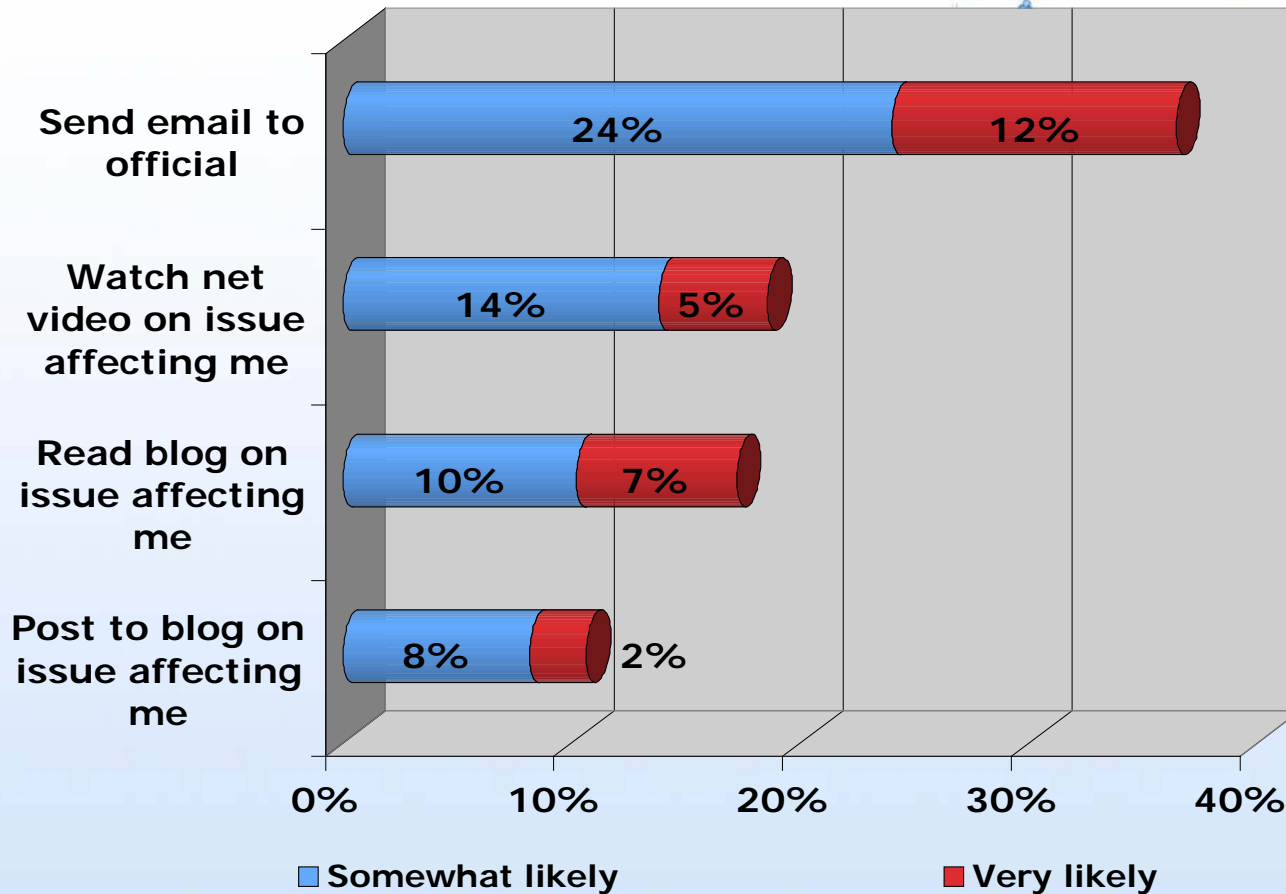
## *Number of "Enthusiasts"*




# Traditional “Enthusiasts” are More Likely to...

- Send e-mail to public officials
- Read blogs on issues important to them
- Watch Internet videos on issues important to them
- Complete online surveys on issues important to them
- But, less likely to seek social network sites on issues important to them

# Will “Non-Enthusiasts” Get More Involved by Using New Media?



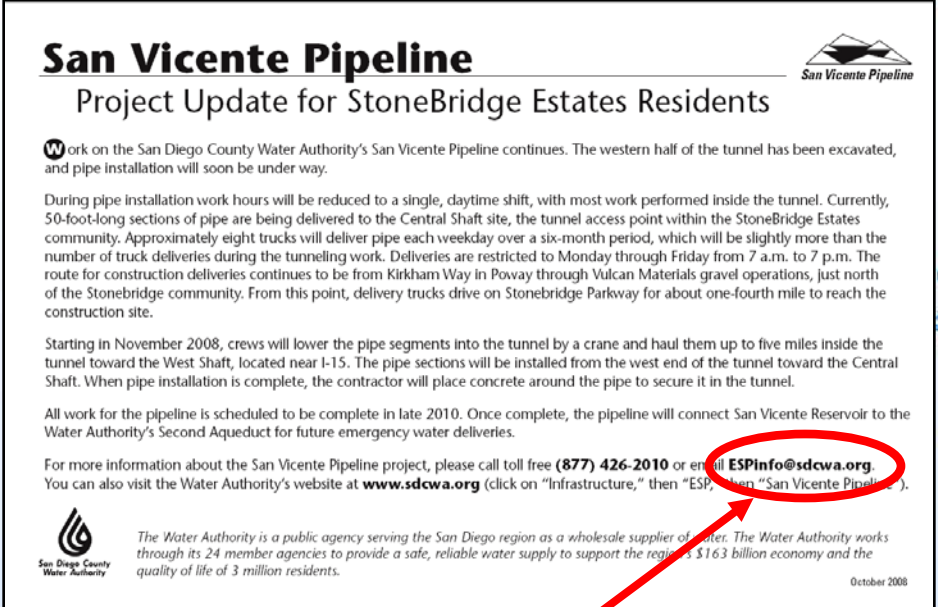
# Research Conclusions

- 
- For those already involved:
    - New media offers new forms of public participation
  - For those not that involved in traditional public participation (public meetings):
    - New media provides other public participation options that they may use

# How can we start using new media?

## ■ E-mails

- Is it easy to e-mail you?
- Do you respond quickly and informatively?
- Are you collecting e-mail addresses?



**San Vicente Pipeline**  
Project Update for StoneBridge Estates Residents


Work on the San Diego County Water Authority's San Vicente Pipeline continues. The western half of the tunnel has been excavated, and pipe installation will soon be under way.

During pipe installation work hours will be reduced to a single, daytime shift, with most work performed inside the tunnel. Currently, 50-foot-long sections of pipe are being delivered to the Central Shaft site, the tunnel access point within the StoneBridge Estates community. Approximately eight trucks will deliver pipe each weekday over a six-month period, which will be slightly more than the number of truck deliveries during the tunneling work. Deliveries are restricted to Monday through Friday from 7 a.m. to 7 p.m. The route for construction deliveries continues to be from Kirkham Way in Poway through Vulcan Materials gravel operations, just north of the Stonebridge community. From this point, delivery trucks drive on Stonebridge Parkway for about one-fourth mile to reach the construction site.

Starting in November 2008, crews will lower the pipe segments into the tunnel by a crane and haul them up to five miles inside the tunnel toward the West Shaft, located near I-15. The pipe sections will be installed from the west end of the tunnel toward the Central Shaft. When pipe installation is complete, the contractor will place concrete around the pipe to secure it in the tunnel.

All work for the pipeline is scheduled to be complete in late 2010. Once complete, the pipeline will connect San Vicente Reservoir to the Water Authority's Second Aqueduct for future emergency water deliveries.

For more information about the San Vicente Pipeline project, please call toll free (877) 426-2010 or email [ESPInfo@sdcwa.org](mailto:ESPInfo@sdcwa.org). You can also visit the Water Authority's website at [www.sdcwa.org](http://www.sdcwa.org) (click on "Infrastructure," then "ESP," then "San Vicente Pipeline").

 The Water Authority is a public agency serving the San Diego region as a wholesale supplier of water. The Water Authority works through its 24 member agencies to provide a safe, reliable water supply to support the region's \$163 billion economy and the quality of life of 3 million residents.

October 2008

Project e-mail address



# How can we start using new media?

- Blogs

- Post to existing blogs
- Start your own, realizing the time required

Central Basin MUNICIPAL WATER DISTRICT

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CALIFORNIA'S FIRST OFFICIAL WATER BLOG

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### The Water Cooler

Central Basin Municipal Water District's Water Blog

#### President Signs H.R. 146, Bringing Vital Funding to the San Gabriel Valley for Groundwater Cleanup

The Omnibus Public Land Management Act of 2009 (HR 146) was signed into law by President Obama on Monday, March 30! Read the President's statement

Share this article:

April 1st, 2009 by Central Basin

#### Business Bill will Bring \$61.5 Million to Local Water Action Project

On Wednesday March 25, Congressional legislation that will provide \$61.5 million for the cleanup of local groundwater passed the House of Congress and is soon expected to become law. If signed by the President, H.R. 146 will designate \$50 million to the Water Quality Authority and another \$11.5 million to Central Basin, all cleaning up the groundwater of the San

Hey there! portofsandiego is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving portofsandiego's updates.

Join today!

Already using Twitter from your phone? Click here.

Unified Port of San Diego

## portofsandiego

Name Port of San Diego  
Location San Diego, CA USA  
Web <http://www.portofsan.org>  
Bio The Port of San Diego was created by the state Legislature in 1962 to manage San Diego Bay and surrounding waterfront land.

176 following 519 followers 264 updates

Updates

Favorites

Following

@xtimu Thanks for the follow! You're right, we've got waterfront, hotel & event updates along San Diego Bay. Check out @TheBigBay too!

about 7 hours ago from TweetDeck in reply to xtimu

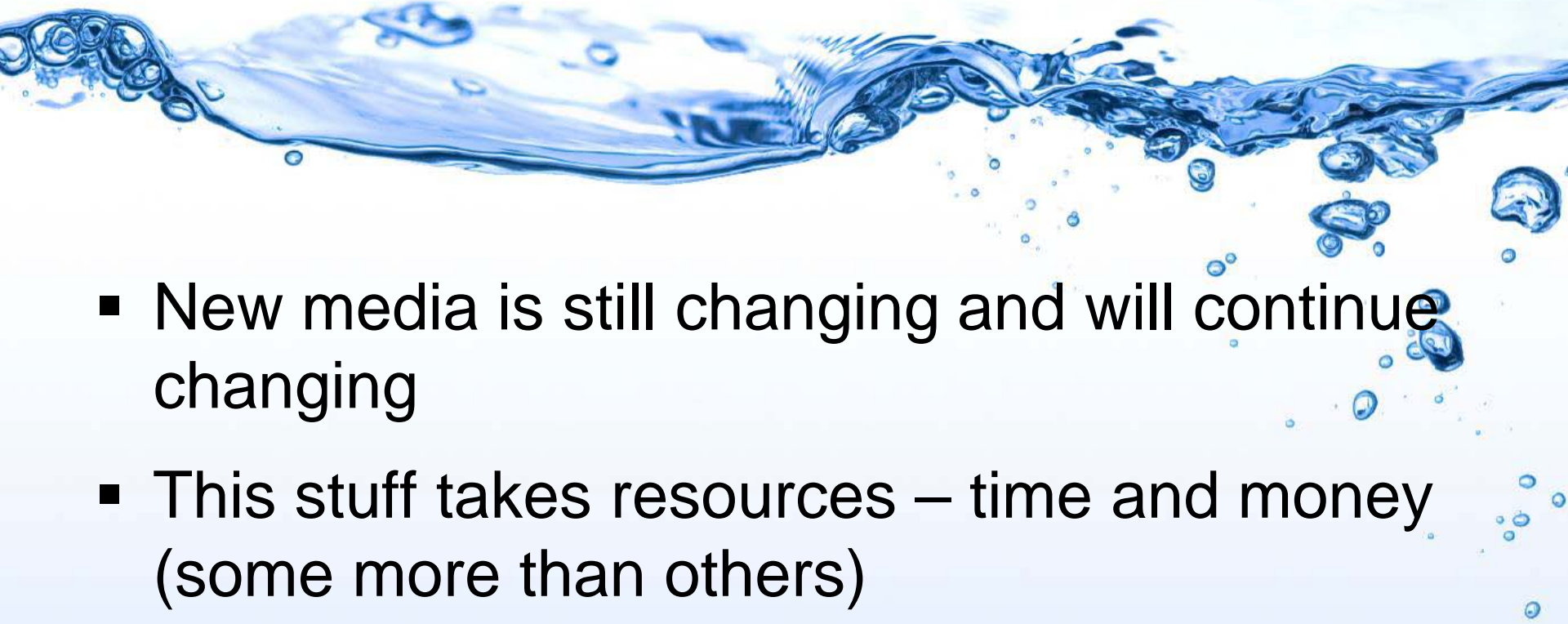
Revamped Pepper Park Boat Launch Ramp Open and Ready for Action <http://bit.ly/WvhpM>

about 22 hours ago from twitterfeed

Zydeco, Blues and Crawfish, oh my! Gator by the Bay is coming to San Diego, 5/8-5/10 <http://bit.ly/1nnpZU> (Via @TheBigBay, @GatorByTheBay)



# But, Remember...


- 
- New media is still changing and will continue changing
  - This stuff takes resources – time and money (some more than others)
  - Think about your audience before you start using new media

# If you embark on this journey:

## Advantages of Social Media

- **Direct control over your message, no media “filter”**
- **The Web, as a communication tool, is well beyond its “early adopter” stage – water agencies must stay on the bandwagon or fall behind the crowd**
- **Smaller audience, but “qualified,” getting your message because they chose to**

# More Advantages

- 
- **Tools like email, Twitter and Facebook are cheap and easy – make sure you reach your target**
  - **Tools allow for important two-way communication and a greater sense of transparency**
  - **You can “go deep,” offer depth of info**
  - **You can become very entertaining through photos, videos and other graphic means**

# Disadvantages

- There is a group you will never reach
- The organization can be criticized or attacked anonymously even without any factual basis
- You can slip into the “nuisance” category of spammers if you aren’t careful to invite people in

# More Disadvantages

- Audience may be difficult to find
- Can also be difficult to measure success (although metrics are getting better)
- Once you start, you are expected to continue

# Overall Challenges

- Need fresh content all the time
- Information must be short, crisp sound bites
- Recipients may be on information overload
- Social media is constantly changing – you have to keep up

# **Public Involvement in the Internet Age:**

**Understanding the Role of New and  
Social Media in Citizen Engagement**



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