

This presentation premiered at WaterSmart Innovations

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A photograph of a lush garden. In the foreground, there are dense patches of pink and red flowers. A large, dark-trunked tree stands in the middle ground, casting a shadow over a paved path. To the right of the tree, there are purple flowers and a black metal chair. In the background, a corrugated metal fence is visible under a clear blue sky.

AZ's Community-based Social Marketing Effort

Water Smart Innovations Conference 2010

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Overview

- How It Came To Be
- CBSM Process
- Getting Started
- Consultant On Board
- Selecting Behaviors
- Research Component
- Key Lessons Learned
- Where Are We Headed

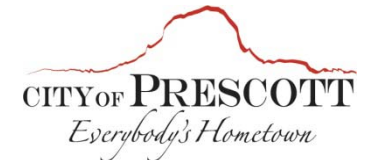


How It Came To Be

- Arizona won EPA's WaterSense State Challenge by recruiting the most local agencies and utilities to join WaterSense (2008)
- Reward - EPA paid for a community-based social marketing workshop (Dec. 2009)
- Organized workgroup to pilot a CBSM effort designed to foster water-efficient behavior in AZ
- WaterSense paid for CBSM expert/facilitator to assist in process



Collaboration & Commitment



COLEHOUR + COHEN

CBSM Process

- 1. Select behavior
- 2. Identify barriers & benefits
- 3. Develop strategy
- 4. Pilot strategy
- 5. Implement broadly
- 6. Evaluate

Change the ratio of benefits and barriers so that the target behavior becomes more attractive. HOW?

Increase

- benefits of the target behavior
- barriers of the competing behaviors

Decrease

- barriers to the target behavior
- benefits of the competing behaviors



The term “social marketing” was coined in 1952 with the rhetorical question, “Why can’t you sell brotherhood like you sell soap?”

Getting Started

1st meeting – we all agree on:

- *Mission* - promote water-efficiency by changing a behavior related to water use (behavior should be “indivisible”)
- Target audience - residential
- State’s role (as suggested by Doug) – coordinate the efforts of the group – help the group select behaviors, identify the barriers and benefits and find funding for facilitation and program development
- Goals - Model for other states & linking efforts with EPA’s WaterSense Program - increase the recognition of the WS label



Select behavior
Identify barriers & benefits
Develop strategy
Pilot strategy
Implement broadly
Evaluate

Select Behavior – Take 1

Brainstorm behaviors
Voted on 12
And the results are in...

We have a problem...

Tied for first:

- Look for product bearing the WaterSense label
- Conduct a home water audit once per year

Tied for second:

- Learn to read your water bill
- Turn off irrigation system when it rains
- Plant low-water use trees
- Adjust watering system seasonally

Third:

- Learn to read your water meter



Time to REGROUP -
*figure out what we want
to achieve and why*

Select
behavior

Identify
barriers &
benefits

Develop
strategy

Pilot
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Implement
broadly

Evaluate


Consultant On Board

Step	Work Involved
Step #1	Initial meeting <ul style="list-style-type: none"> • Determine goals & objectives
Step #2	Research (state) 
Step #3	Workshop #2 <ul style="list-style-type: none"> • Determine and prioritize target audiences • Confirm desired behavior changes by audience • Identify barriers and benefits • Work through possible commitments, prompts and norms • Create a message framework • Identify possible incentives
Step #4	Create CBSM framework (state) 
Step #5	Develop implementation plan (state)  <ul style="list-style-type: none"> • strategies and tactics; how and when • Evaluation criteria
Step #6	Create planning model for other communities (C+C guide for EPA)

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The Big Meeting

Research review

- Target audience identification/segmentation
 - Attitude awareness and behaviors
 - Message testing/campaigns
- ** What they say  What they do **

Goal

- Reduce outdoor water use

Objectives

- Increase appropriate watering on landscapes
- Increase the percentage of households with appropriate landscapes
- Keep water used on landscapes off streets

21 desired behavior changes

Target audiences

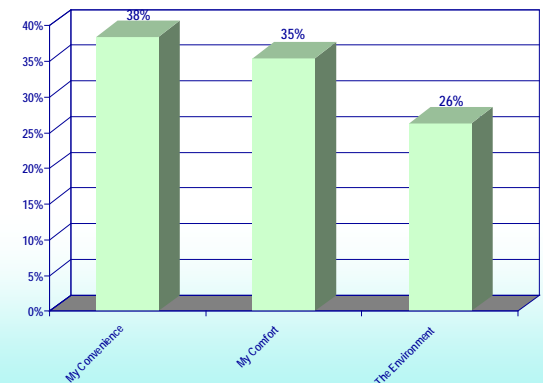
- What is known about the person conducting the behavior we want to change?
- What assumptions can be made?

Data gaps/research needs

Barriers

- People Think They Do More Than They Do
- Think Others are the Problem
- Don't Understand Where They Use Water Most
- Trumped by Other Concerns

Product Attributes



National Research

6,000+ Shopper Intercept Interviews

- 95% say they would buy green



75% know what a green product is



63% looked for green



47% saw green products



22% bought green products



Outdoor Water Use Focus

Why?

- **Average American household – 58% of residential water use**
- **Arizona - as much as 60%**
 - **Swimming pools and spas**
 - **Washing off sidewalks or cars**
- **Landscaping practices – 80 – 90%**
 - **Landscapes**
 - **Over-watering**
 - **Leaky or inefficient irrigation systems**

Worst Watering Behaviors Brainstorm

- Leaving hose running while washing car
- Overwatering native plants
- Water running down street from sprinklers
- Sprinklers on the sidewalk
- Water running down the street
- Water on sidewalk/street
- Outdoor overwatering leading to street flooding
- Kentucky Blue Grass planted in the desert
- Broken/gushing sprinkler heads
- Watering while it's raining
- Water running in yards while it's raining
- Sprinklers on during a rain event

Only 3 related to indoor water use

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Initial Recommendations

Install rain sensor so you don't water when it's raining

- Automatically turn off irrigation system
- No action required by the homeowner once device is installed

Install a WaterSense labeled irrigation controller

- Proper programming is essential to achieve goal
- Focus on a behavior that is less divisible and saves water

Examples - Proper programming of the controller & Re-setting the controller based on season

- How long before WaterSense-certified controllers are available?

Adjust sprinklers so you don't water the sidewalk/street

- Keeps water from running down the street
- Unless watering times are reduced, no water savings result
- Divide further

Top Six & Final Four

Recommendations based on:

- reduce outdoor water use
- transferrable
- simple/ will get traction

Adjust your sprinklers/irrigation systems seasonally

Find and fix irrigation leaks

Turn off irrigation system when it rains

Adjust sprinklers/irrigation system so you don't water the sidewalk/street

Install rain sensor to measure precipitation and avoid watering unnecessarily

Install a nozzle on your hose

- Survey results
- Sub-messaging campaigns

Research Component

Draft list of research needs

Feedback from the group

Meet with candidates

Select researchers

Conduct research

Choose behavior

RESEARCH NEEDS

- Do people understand that outdoor water use can be more than half of their water use?
- Do homeowners believe they are capable of understanding and/or managing their irrigation systems?
- Do people believe they could reduce their outdoor water use without sacrifice?
- What percentage of households have an irrigation system?
- How old are the irrigation systems people have?
- Do people with irrigation systems use them for turf, landscape or both?
- Are there unique demographic characteristics of households with an irrigation system versus those that do not have one?
- How many households have rain sensors on their irrigation systems?
- How many people have had their irrigation system leak?
- How did they know it was leaking?
- How did they fix the leak?
- How many households know what a rain sensor is?
- Do people adjust their irrigation systems seasonally? Based on weather? Not at all?
- What "seasons" (months) do people believe they need less water to maintain their yards?
- How often do people have maintenance done on their irrigation system by a professional?
- What types of services does the irrigation professional perform (checking system for leaks, adjusting schedule by season, general system maintenance etc.)?
- Who in the household is in charge of watering outdoors? Is it the same person for turf, landscaped areas and gardens?
- Have they ever seen their neighbor watering when it's raining?
 - If yes, why do they think they do that?
 - What do they think might motivate their neighbor to stop?
- Have they ever seen their neighbor watering the sidewalk of street?
 - If yes, why do they think they do that?
 - What do they think might motivate their neighbor to stop?

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- What percentage of households have an irrigation system?
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Key Lessons Learned

- Need resources - \$\$\$ (thank you EPA) & **TIME**
- Find common ground - new efforts needs to integrate into, or support, current local conservation efforts
- Need leadership/sparkplugs
- Commitment
- Define SMART outcomes
 - Specific*
 - Measurable*
 - Achievable*
 - Relevant*
 - Time-sensitive – Rain, rain go away...*
- Time, knowledge, target audience, and cost may restrict application

Where Are We Headed

Analyze research

Meet again:

- Prioritize target audiences
- Confirm desired **behavior changes** by audience
- Identify barriers and benefits
- Create a message framework
- Identify possible incentives

Develop strategy

- Create framework (1st part of plan – results from 2nd meeting)
- Develop implementation plan (strategies, tactics, how, when, measuring success)

Pilot strategy

Implement plan

Evaluate

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Thank you



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