

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Gauging Social Marketing Campaign Success ---Tools and Tips

WaterSmart Innovations 2013

October 2, 2013

Stephanie Anagnoson

Castaic Lake Water Agency

Mark McCourt

Redhill Group, Inc.

What We Do at CLWA

Provide reliable, quality water at a reasonable cost to the Santa Clarita Valley.

Acquire and Deliver Supplemental Water

- State Water Project
- Other Water Transfers
- Dry-Year Water Banks
- Recycled Water

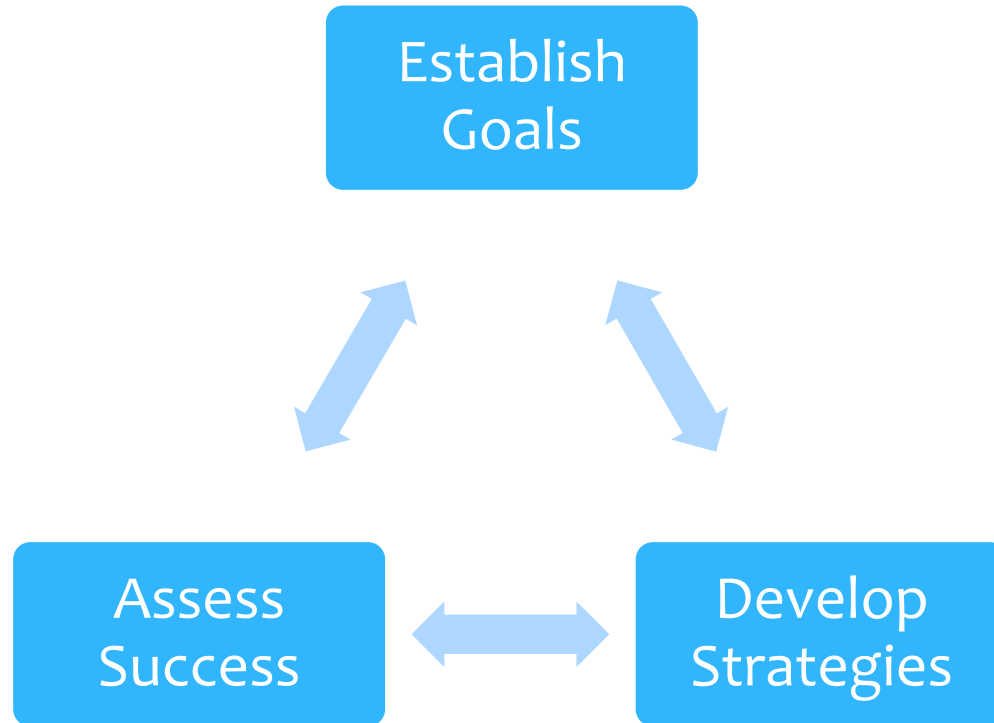
Treat and Distribute Water

- Earl Schmidt Filtration Plant
- Rio Vista Water Treatment Plant
- 43 miles of Transmission and Distribution Pipelines
- 3 miles of Recycled Water Pipelines

Cooperate with other Agencies on Regional Issues

- Groundwater Perchlorate Remediation
- Water Use Efficiency
- Chloride Management

Overall Process

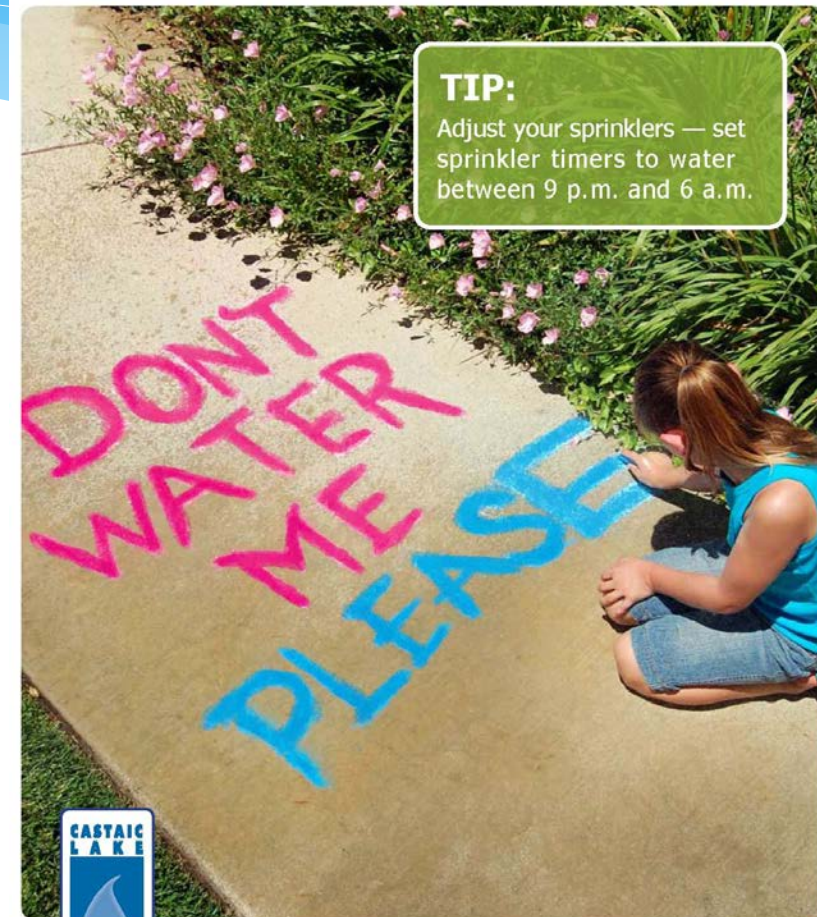


CLWA and Social Marketing History

- * Social Marketing campaigns have been a CLWA Board priority for the past four years including:
 - * Three Easy Tips Campaign (2009)
 - * What's Your Water Number? Campaign (2010 and 2011)
 - * What's Your Water Solution? Campaign (2012)
- * RFPs for Social Marketing campaigns have been issued three times

Three Easy Tips

- * Goals of campaign:
 - * Reduce water use
 - * Educate residents
 - * Increase awareness of CLWA
- * Tips featured:
 - * Fix leaks
 - * Reduce outdoor water use
 - * Plant drought-tolerant plants



TIP:

Adjust your sprinklers — set sprinkler timers to water between 9 p.m. and 6 a.m.



By conserving water, you help us at the Castaic Lake Water Agency help you.
Visit www.clwa.org to find out how.

TIP:

Don't forget a 25¢ washer to fix leaks and save 600 gallons each month.



By conserving water, you help us at the Castaic Lake Water Agency help you. Visit www.clwa.org to find out how.

Three Easy Tips Assessment

- * November and December 2009 – telephone surveys by Nichols Research, Inc.
- * 62% of respondents recalled hearing tips.
- * Most popular medium was television (followed by newspaper)
- * 70% of respondents say that they already fix leaks and reduce outdoor water use.
- * 33% say that they have planted drought-tolerant plants.
- * Best way to receive water conservation tips is bill inserts

What's Your Water Number?

- * Goals of campaign:
 - * Reduce water use
 - * Increase awareness of individual use
 - * Increase awareness of CLWA
- * Tips featured:
 - * Water in two short cycles
 - * Water between 2 a.m. to 6 a.m.
 - * Plant SCV-friendly plants



WHAT'S YOUR WATER NUMBER?

A Santa Clarita Valley Resident
Averages 270 Gallons Daily!

Water At Night Or Early Morning And Save.



Find Out More at
WhatsYourWaterNumber.org

What's Your Water Number? Assessment

- * October 2010 – telephone surveys
- * 62% of respondents recalled hearing tips.
- * Most popular medium was newspaper (followed by television)
- * 83% of respondents say that they already fix leaks
- * 87% of respondents say that they already reduce water use.
- * 46% say that they have SCV-friendly plants.
- * Best way to receive water conservation tips is bill inserts

What's Your Water Solution?

- * Goals of campaign:
 - * Reduce water use
 - * Increase awareness of individual use
 - * Increase awareness of CLWA
- * Tips were solicited during a contest:
 - * Use a broom to clean sidewalks
 - * Get a weather-based irrigation controller (wbic)
 - * Use rocks and cacti



DO YOU HAVE YOUR WBIC?
(WEATHER-BASED IRRIGATION CONTROLLER)

SAVE WATER AND MONEY
WITH A SMART IRRIGATION CONTROLLER.

IT'S FREE.

GO TO SCVSMARTCONTROLLER.COM TO
REGISTER FOR OUR CLASS.



HOW MUCH WATER DO YOU USE...

ON YOUR LANDSCAPING EVERY YEAR?



TIP #1

Transform a front yard with the artistic use of rock and stone and encourage sustainability by utilizing efficient sprinklers.

Steve Petzold, Santa Clarita resident

GET MORE
WATER SAVING TIPS AT
MYH2OSOLUTIONS.ORG



SCAN FOR A FREE
WATER SAVER KIT!
TWO SUPPLIES LEFT



BE PART of the **H₂O** SOLUTION



What We Do at Redhill Group

Provide actionable market feedback to improve the impact of communications programs and customer services

Focus Groups

- Identify Issues
- Secure “user” Language
- Test concepts
- Not Quantitative / Expensive

Intercepts

- Quantitative Feedback for Target Audiences
- Best Way to Reach Some Groups
- Can Show Concepts
- Expensive On a Per Survey Basis

Telephone Surveys

- Most Representative Approach – Highest Data Quality
- Most Cost Effective Method for Targeted Populations
- Can’t Show Materials
- More Expensive Than On-Line

On-Line Surveys

- Quantitative Feedback for General Public
- Fastest, Least Expensive Method
- Can Show Materials
- Potentially Biased / Not Feasible for Targeted Populations

What's Your Water Solution? ("Pre" Survey Results)

- * Provide a Baseline
 - * Awareness Of Castaic Lake Water Agency
 - * Awareness of Key Water Quality Issues
 - * Importance of Water Conservation
 - * Water Conservation Behavior
 - * Recall and Impact of Communications Programs
- * Assess Communication Channels

What's Your Water Solution? (Post Survey Results)

- * Assessment of Campaign Impact
 - * Water Conservation Still a Priority
 - * Awareness of Castaic Lake Water Agency Unchanged
 - * Conservation Behavior Unchanged
 - * Two-thirds to 90% say non-cost behavior already in place
 - * Half or less say landscaping steps already taken
 - * One-third or more still have low-efficiency appliances
 - * Rebate Awareness Relatively Low
 - * Bill Stuffers Most Preferred and High Recall for Info

What's Your Water Solution? (Recommended Steps)

- * Conservation is Still a Priority – Act Now!
- * Skip “non-investment” water saving tips
- * Focus on Landscaping and HE Appliances With Untapped Potential
- * Increase Awareness of Rebates to Drive Results
- * Use Bill Inserts and retail cooperative programs to spread the word

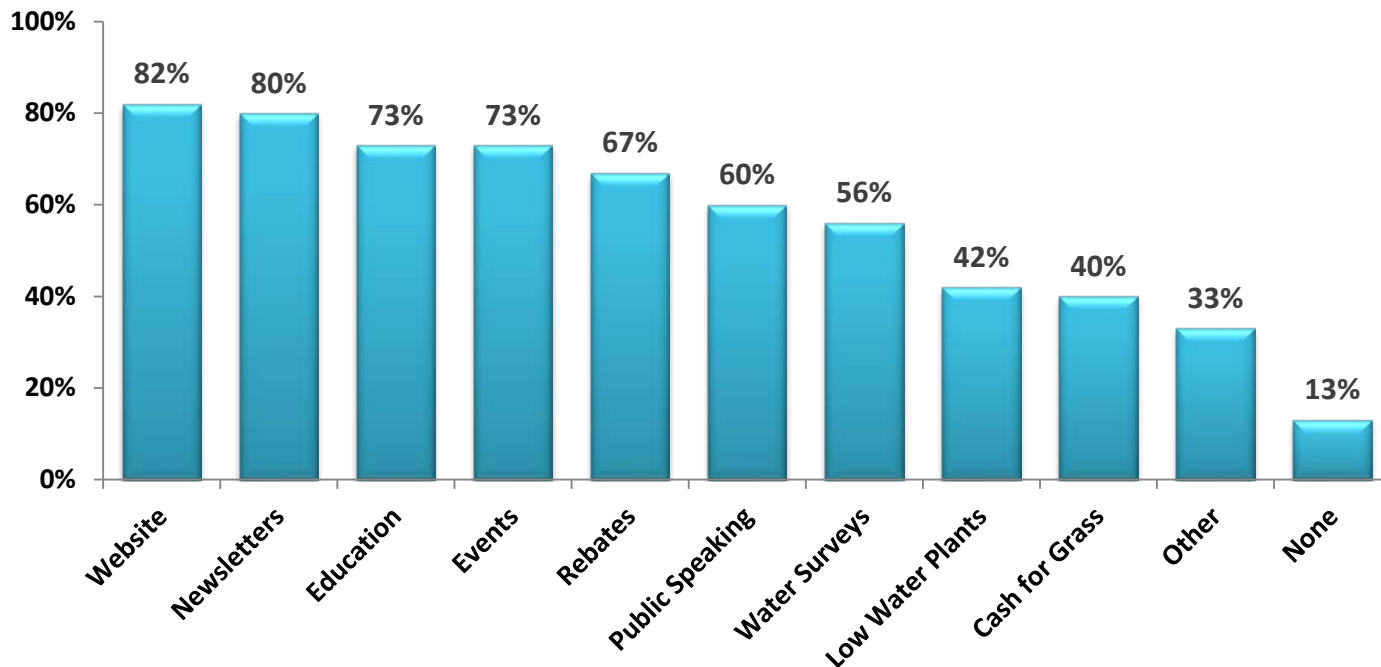
2013 Recommendation: Staff-Directed Campaign

- * Provides greater flexibility
- * Increases efficiency
- * Develops in-house expertise
- * Greater integration with water conservation efforts

Metrics Survey

- * Redhill Group conducted personal interviews with 40 California Water Agencies

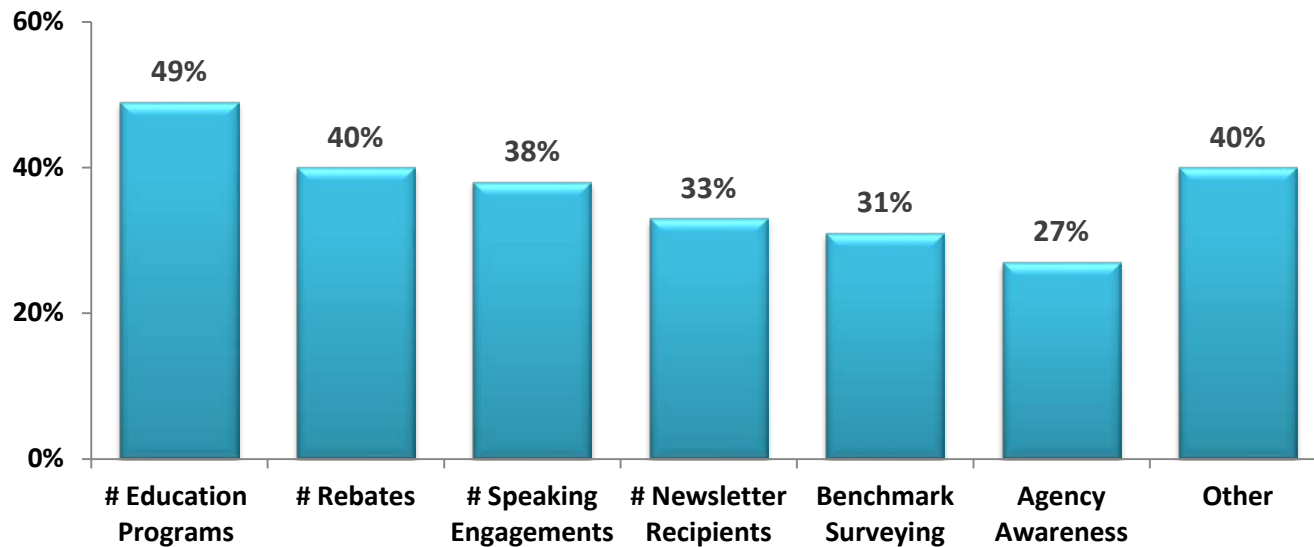
Types of Residential Conservation and Outreach Programs Used



Metric Survey

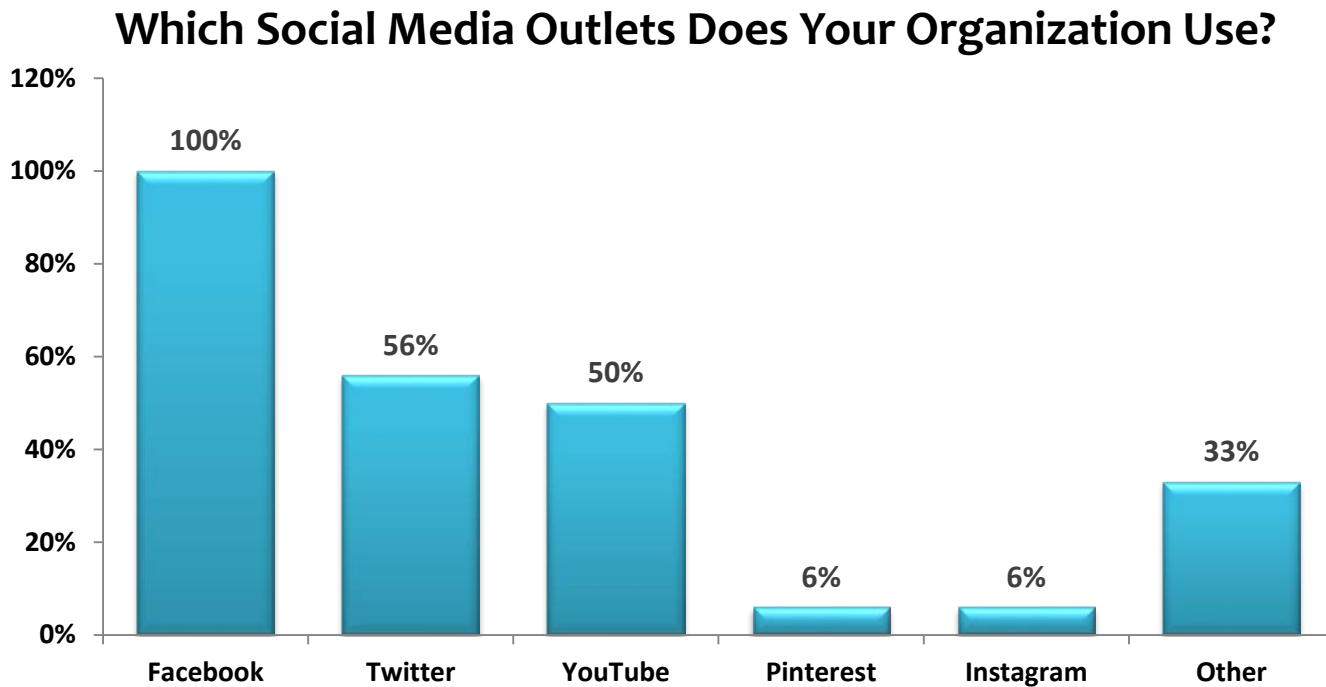
* 53% Set Conservation/Outreach Goals

Which Metrics Do You Use to Measure Success of Outreach Programs?



Metrics Survey

* 40% Use Social Media for Outreach



Questions? / Copy of Report



mmccourt@redhillgroup.com

949-752-5900.901