

This presentation premiered at WaterSmart Innovations

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Reaching the Spanish-speaking Landscape

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Valencia Water Company

About Green Media Creations

- POEM
 - Public Relations and Outreach
 - Education
 - Marketing

About Valencia Water Company

- Located in Northern Los Angeles County
- Population of 97,300 (30,000 Connections)
- Annual Sales of 9.2 Billion Gallons (Drought Sales of 7.4 Billion Gallons)
- Partnerships Include – WaterSense Promotional Partner, Alliance for Water Efficiency, California Urban Water Conservation Council, Santa Clarita Valley of Water Suppliers

Communication Issue

Spanish-speaking landscapers are the gatekeepers to many residential sites.

How do we engage that population with water conservation information and programs?



Valencia, Ca.

Objective - Survey

Valencia Water Company used the in-person survey approach because it wanted...

- To communicate drought restrictions and impacts to customers
- To communicate water conservation landscaping information and programs to Spanish-speaking landscapers
- To encourage the landscapers to promote the information and programs to their clients
- To discover which forms of communication will be work best for continual engagement

Survey Obstacles?

- Will there be mistrust in the agency?
- Will they be concerned about giving personal information?
- Is there enough time to conduct the survey?
- Will there be a language issue? (non-Mexican)

“Dos” Types of Landscapers

- Company Landscapers
 - Large
 - Uniform
 - Logo on trucks
 - Several workers on one site
 - English-speaking supervisor
 - Residential plus Commercial sites
 - In-house training
 - Small
 - May lack uniform
 - One or two workers
 - May have English-speaking supervisor
 - Some Commercial sites mostly Residential
 - May not be trained in-house

“Dos” Types of Landscapers *cont.*

- Independent
 - “Mow, Blow and Go”
 - One-person operation or family operated
 - Small truck
 - No logo, no uniform or business cards
 - Residential sites
 - Spanish-speaking
 - No formal training (on-the-job training)
 - Not always familiar with latest water conservation technology
 - May be a supplemental route to day job

“Dos” Types of Landscapers



“Company” guy

Independent
“Mow, Blow and Go” guy



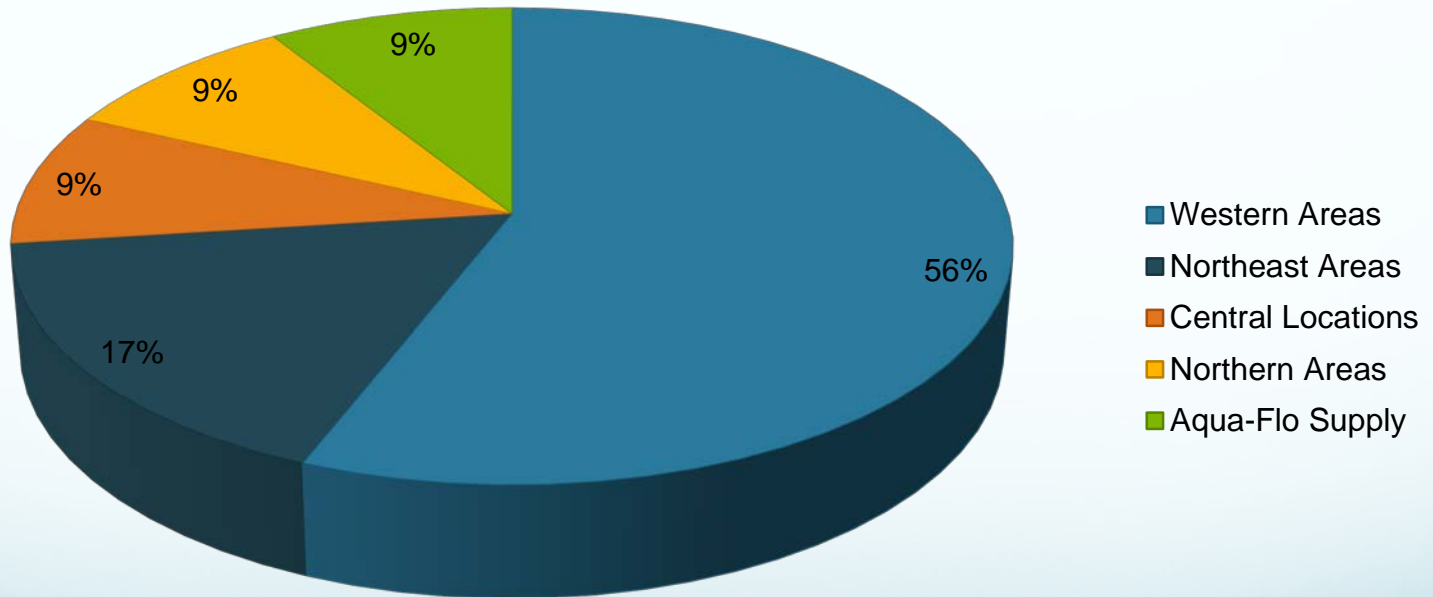
Methodology

Methodology

- Target Mow, Blow and Go only
- Canvass residential sites only (street)
 - Local landscaping hub – (10 hours)
- Survey consisted of 11 questions
- Morning shifts – 4 hours a day – 3 days/week
- Surveyor wore identifying attire – ID badge
- Used gift cards as incentive
- 5 minute interview in Spanish only
- Disseminated water conservation literature

Methodology *cont.*

Survey Locations



Survey

Secondary Data

- Gauge the following:
 - Water conservation knowledge
 - Water conservation communication with the client
 - Educational level of landscaper
 - Educational interest of landscaper
 - How to best communicate with them

The Questions *cont.*

- **Sample of the Survey Questions Used**
 - In your opinion, what is the seriousness of the drought in California?
 - How have you been informed about the drought?
 - What would be the best method for your local water agency to communicate information about programs that promote water efficiency?
 - Do you discuss California's water situation with your clients?
 - Do you give water-efficient gardening recommendations to your clients?
 - Do your clients ever ask you to make changes to their irrigation system?

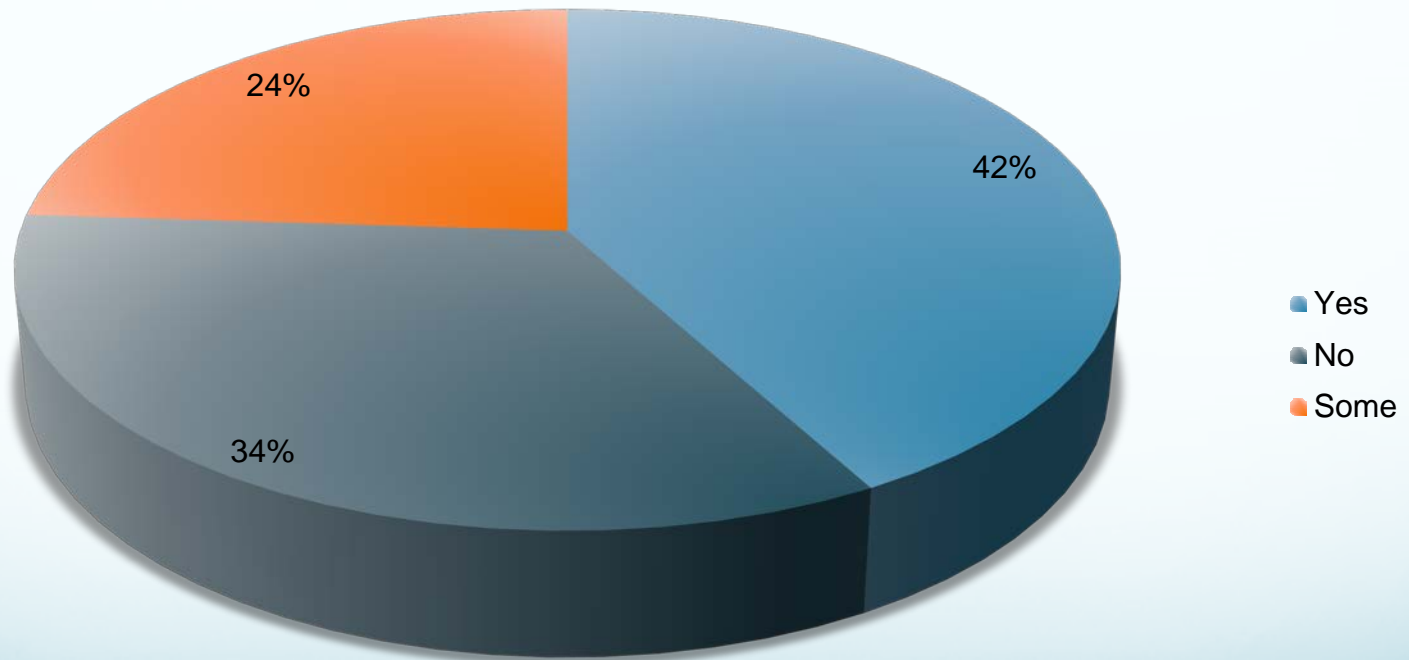
The Questions *cont.*

- **Sample of the Survey Questions Used**
 - Do you check for leaks in their irrigation systems to determine water efficiency needs?
 - Do you control their irrigation system clocks?
 - Do you replace used irrigation tools with tools of the same brand?
 - If you were to learn about water-efficient programs, would you communicate that information to your clients?

Some Results

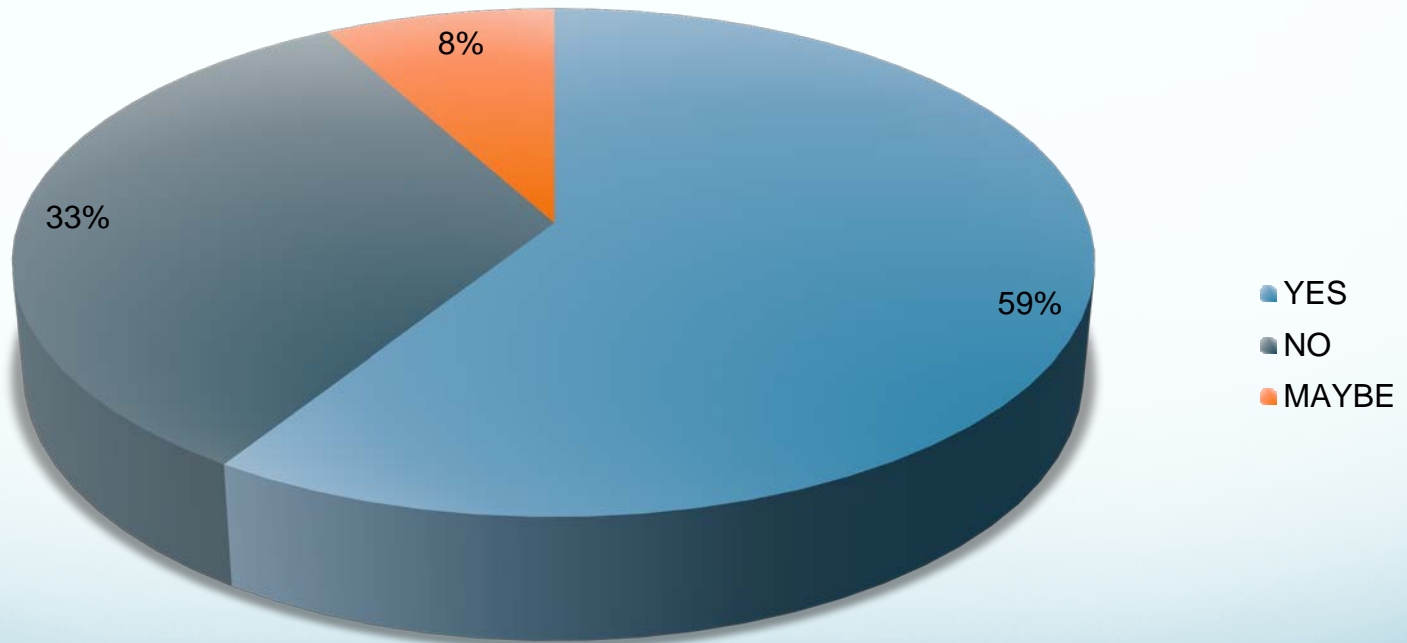
Language

Do you speak/understand English?



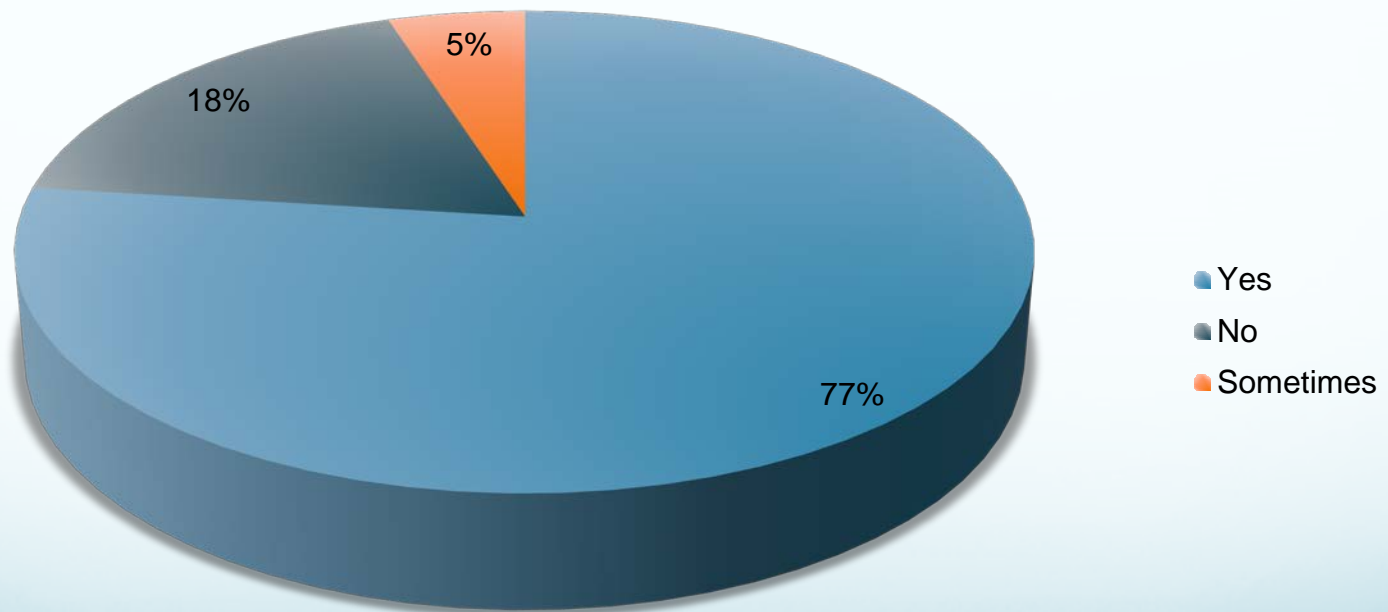
Workshops

Would you attend workshops on water-efficient landscaping?



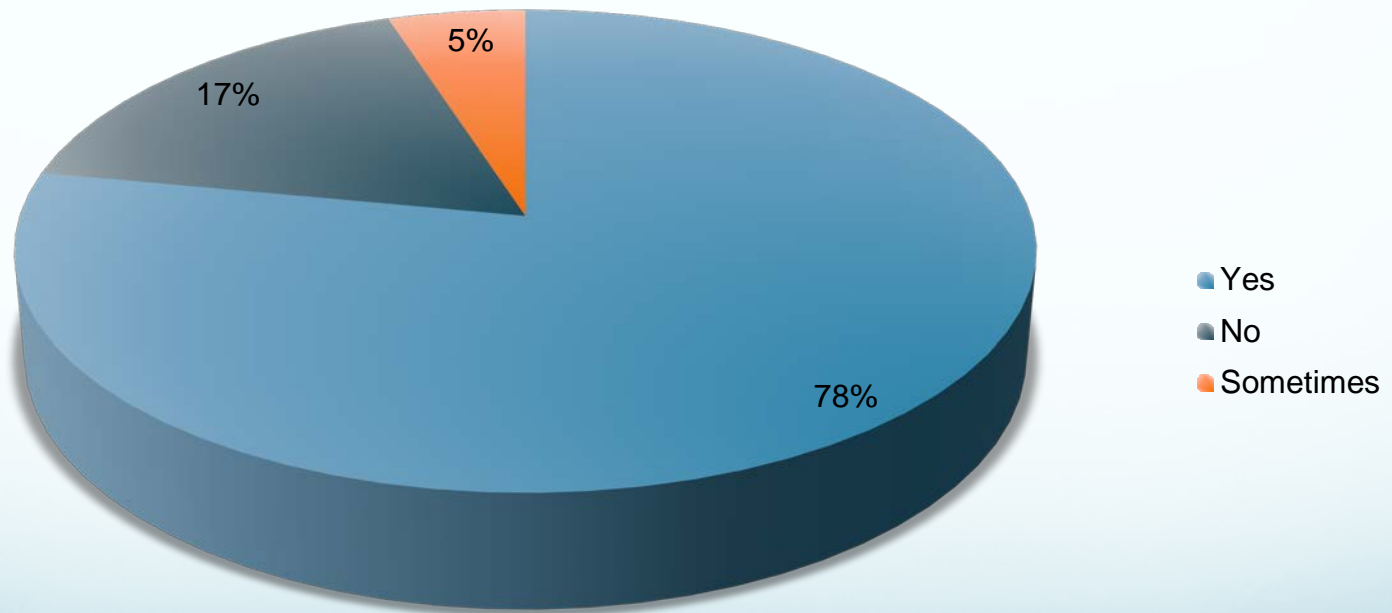
California Water Situation

Do you discuss California's water situation with your clients?

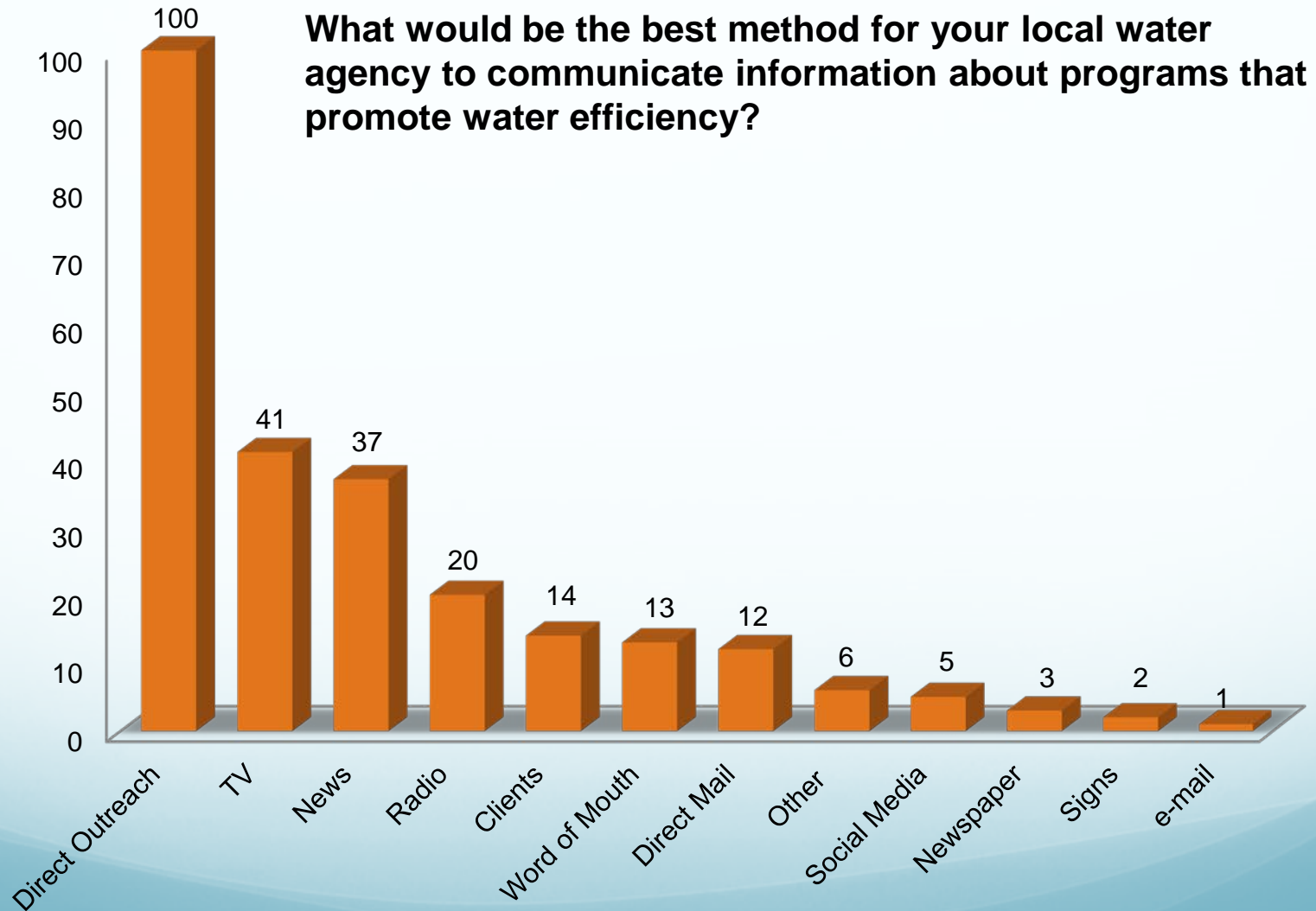


Client Communication

Do you give water-efficient gardening recommendations to your clients?



Outreach Methods



Recommendations

Outreach Recommendations

- Build a community
- Develop trust with the water conservation community
- Develop a long-term engagement plan
- Use language appropriate materials
- Use culturally appropriate messaging
- Sponsor culturally appropriate events

Outreach Recommendations *cont.*

- Mobile Phone equals office space
 - Target mobile phones (cell numbers?)
 - Push notifications (apps)
- Continual communication
 - Make them a part of the water conservation community
- Use incentives
- Amigos del Agua – English/Spanish tote bags with conservation marketing materials

Thank You for Attending!

Questions?
Go out and engage!
Good luck at the tables!