

This presentation premiered at WaterSmart Innovations

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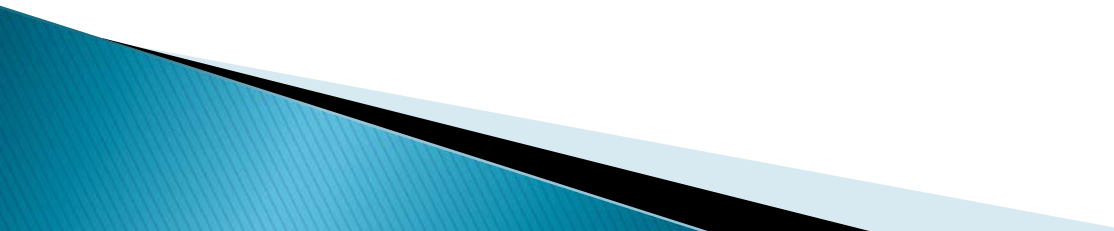
Educating Stakeholders in Conservation

October 5, 2016
WaterSmart Innovations
Stephanie Anagnoson

Background

- ▶ About me
 - Teaching, educational publishing, non–profiting
 - Master’s degree focused on environmental ethics
 - Shifted to the water agency in 2010
- ▶ About Castaic Lake Water Agency
 - State Water Contractor in California
 - Water demand of about 70,000 AFY
 - Population of Santa Clarita is 280,000

Outline

- ▶ Identifying Stakeholders
 - ▶ Mapping Stakeholder Relationships
 - ▶ Engaging Stakeholders
 - ▶ Examples of Success
- 

Identifying Stakeholders



Identifying Stakeholders

▶ What is the issue?

- Cash for Grass Program
in the Santa Clarita Valley

▶ Who has a stake in it?

- Residents
 - Retail staff
 - Irrigation Supply
 - Governor
 - HOAs
 - Wholesale staff
 - Artificial Turf
 - SWRCB
 - City
 - Boards
 - Nurseries
 - DWR
- 

Mapping Stakeholders



Mapping Stakeholders

An HET Rebate Program

▶ \$80 rebate per HET processed

▶ Marketed to customers by Lowe's and Home Depot
• Retail water agency staff
• Wholesale water agency staff
• Boards of Directors

▶ Purchased from a wholesale agency, but processed



Internal

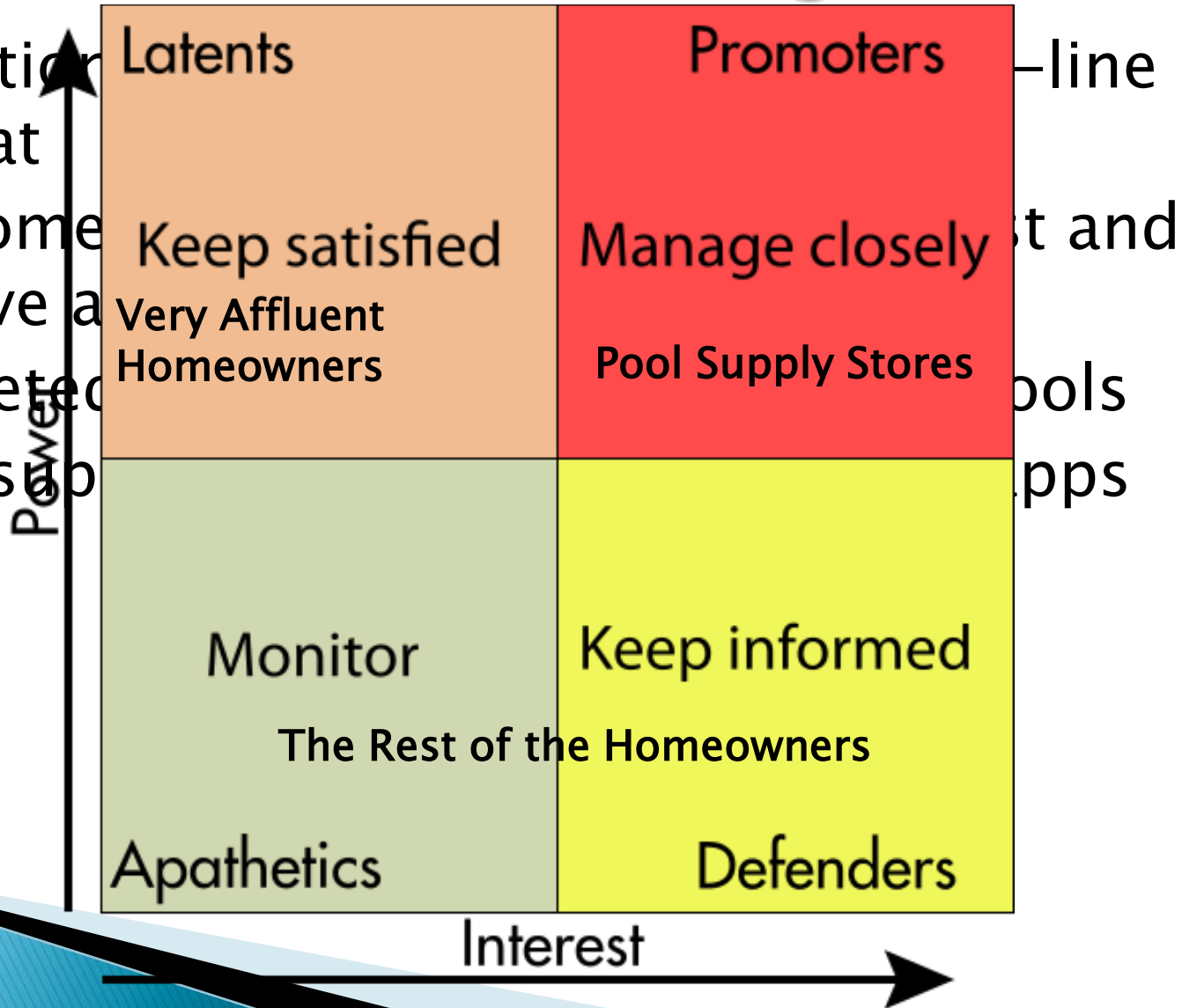
External

- Residents
- City/County/State
- Lowes/Home Depot
- Sanitation District
- Plumbers

Mapping Stakeholders

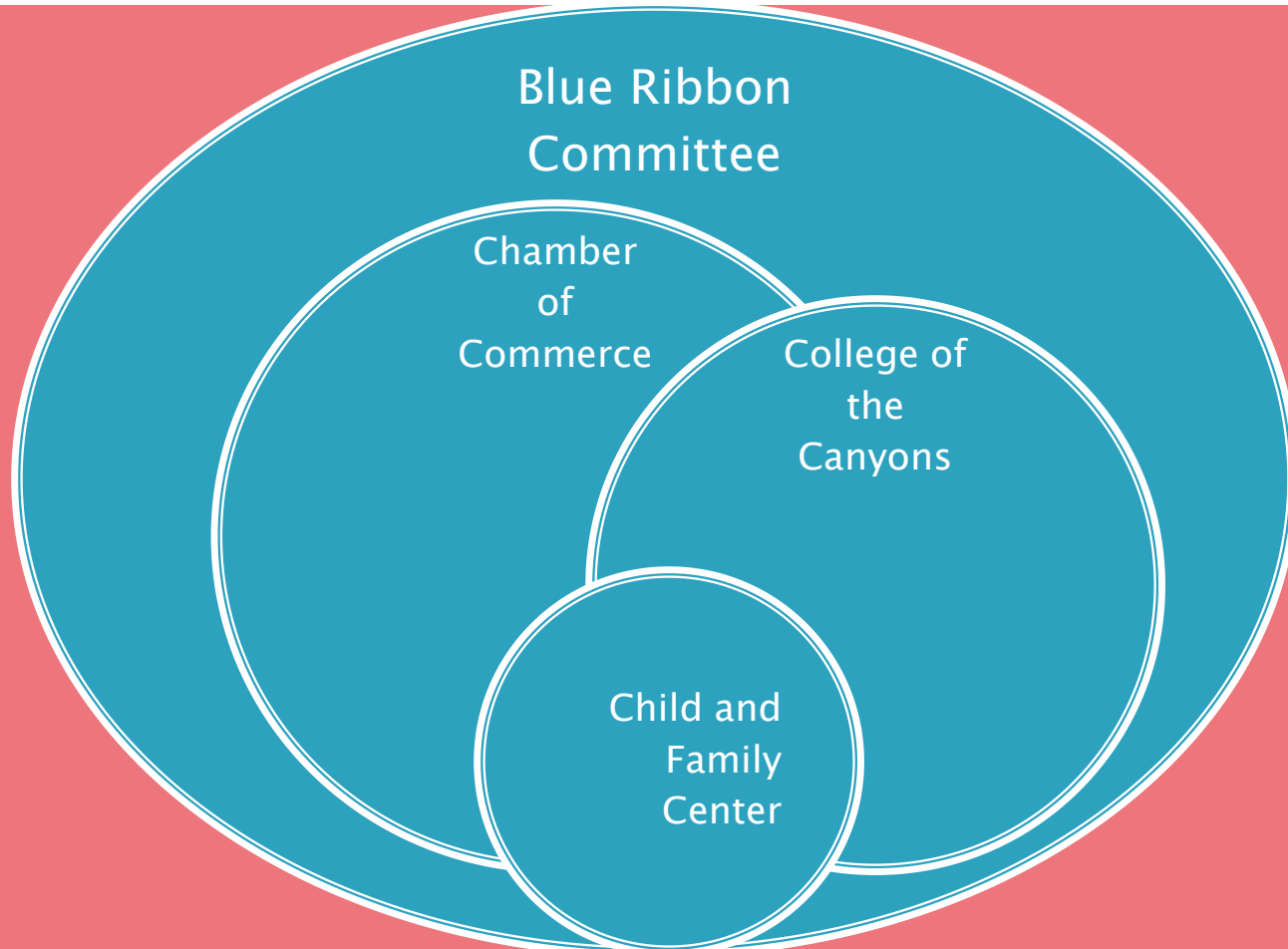
A Pool Cover Rebate Program

- ▶ Traditional format
- ▶ Customers receive a
- ▶ Marketed
- ▶ Pool store



Mapping Stakeholders

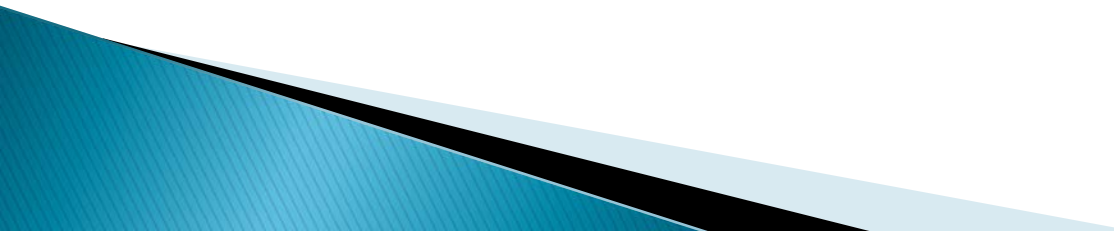
The Blue Ribbon Committee



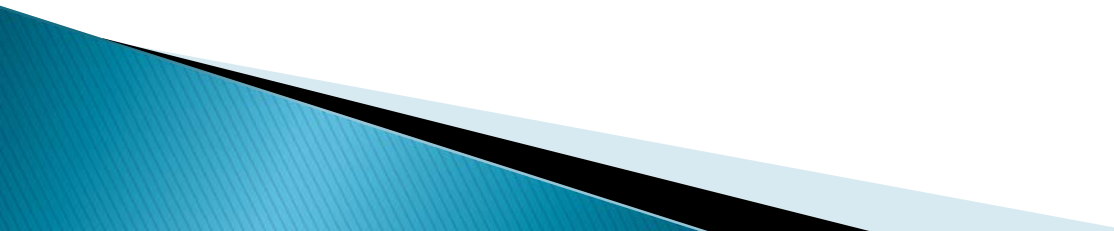
Engaging Stakeholders



What experience do you want the stakeholders to have?

- ▶ All content creates experiences
 - ▶ Experience drives usage
 - ▶ Strategists have tools to shape experiences
 - Use the five senses
 - Create an interactive experience
- 

What is our strategy with stakeholders?

- ▶ Give stakeholders something they want to know and they will then accept what they need to know
 - ▶ Create a “time-out” experience
- 

Does your content....

- ▶ make them smarter?
- ▶ give them something to talk about?
- ▶ contain an element of surprise?

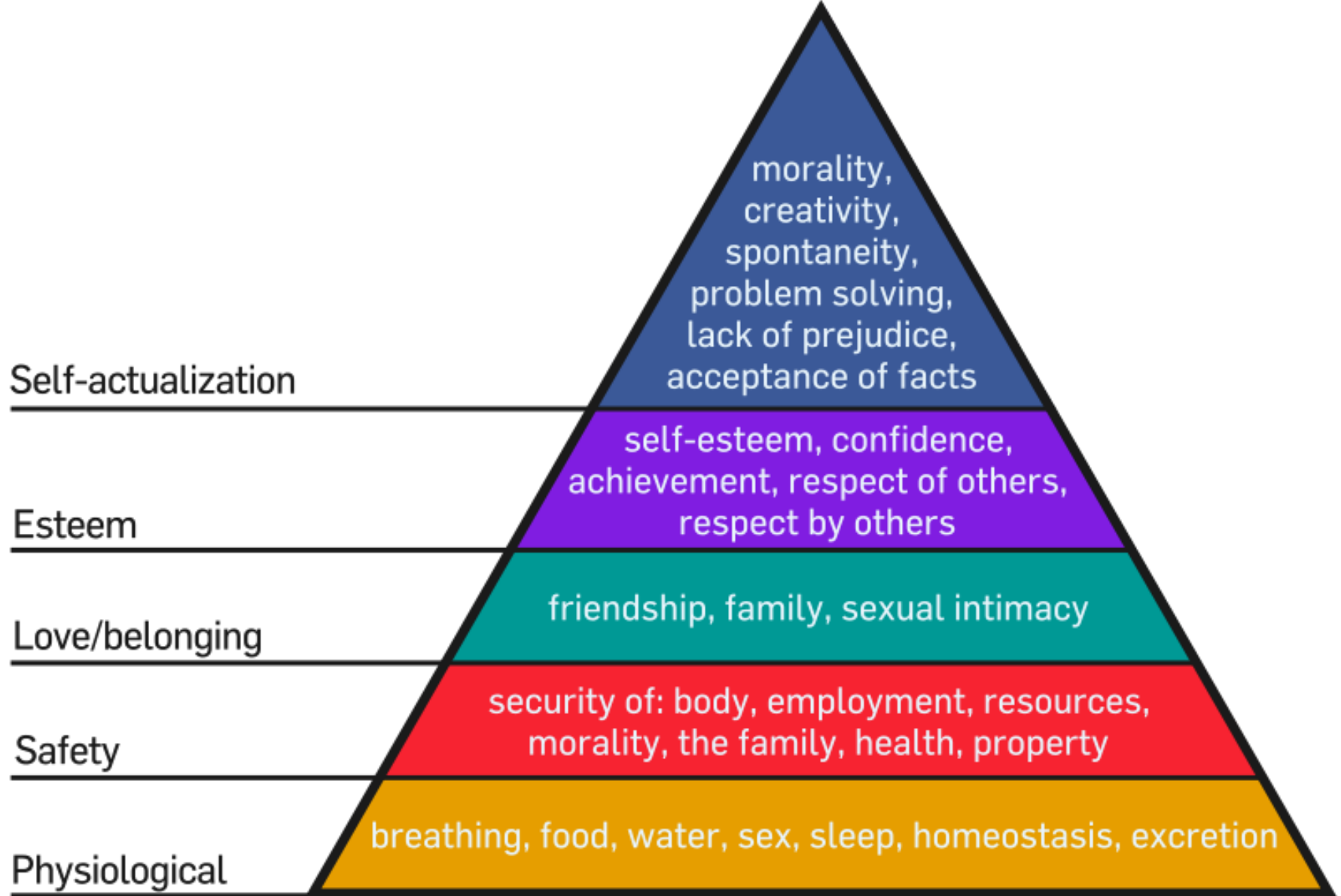


Castaic Lake Water Agency

Published by Jeff Herbert 171 · May 2 · 🌐

Sometimes you may fill up a glass of water from the tap and find that it looks cloudy or milky, but if you let it sit for a minute it clears up fairly quickly. That is because it's simply air bubbles trapped in the water that slowly rise to the surface and pop. This is a completely harmless phenomenon. Why does it happen? There can be a variety of factors involved, but mainly it consists of a change in temperature and/or a change in pressure when ground water is pulled from wells up to the surface. For more information on cloudy water, the United States Geological Survey has a terrific article here: <http://water.usgs.gov/edu/qa-chemical-cloudy.html>





Success Stories



Open House Photo Booth

- ▶ Residents + a few Water Aficionados
- ▶ Saturday at the park
- ▶ Photo booth with water saving tips for Facebook and Instagram
- ▶ Popcorn + frozen lemonade + Q & A + tips



Artificial Turf Demonstration

- ▶ Residents interested in artificial turf and conservation
- ▶ Saturday demonstration at CLWA conservatory gardens
- ▶ Water and canopies provided
- ▶ Content expertise+ canopies



Bay Delta Symposium

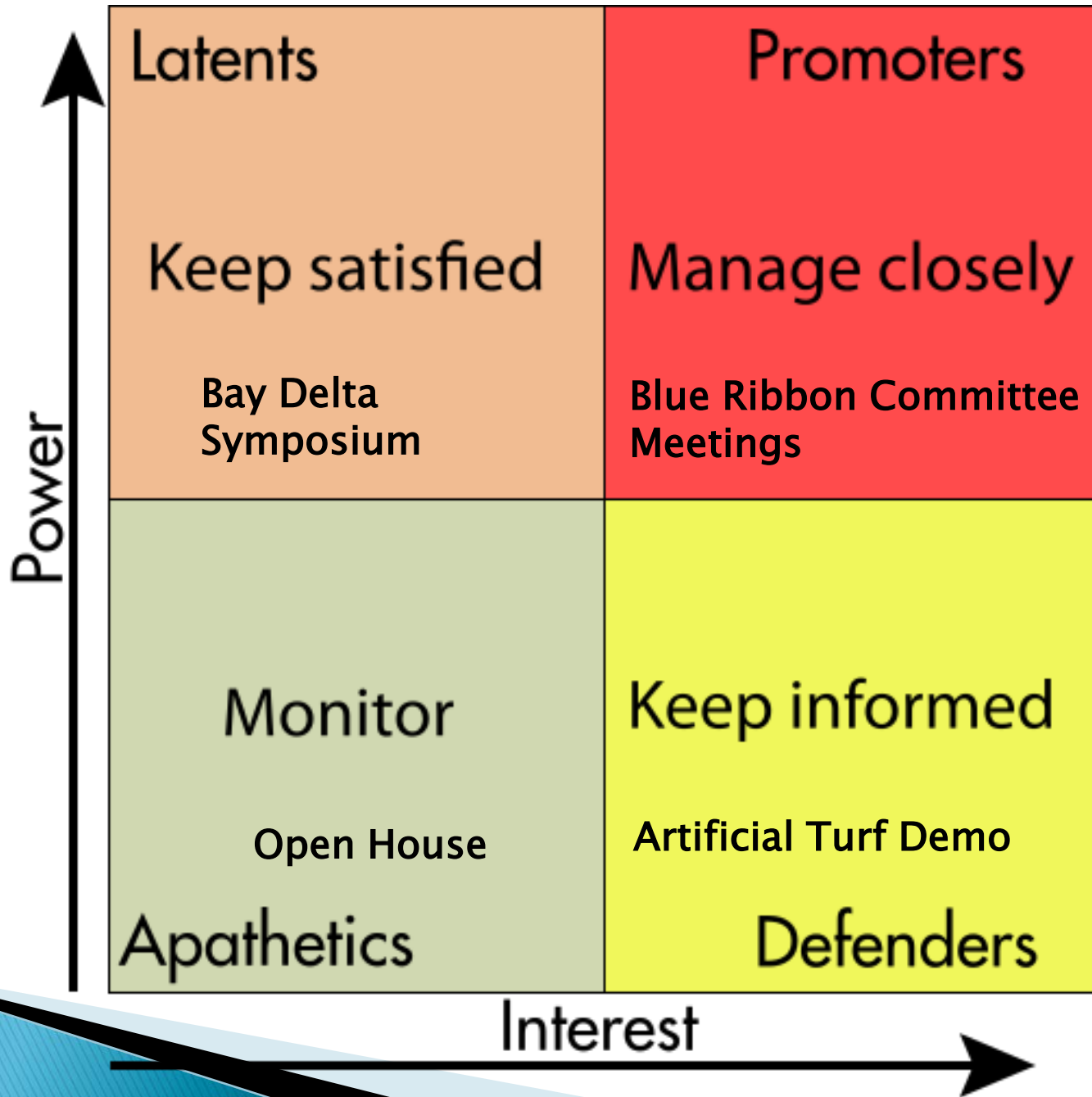
- ▶ Community leaders
- ▶ Less engaged on water issues
- ▶ Hosted at College of the Canyons
- ▶ Breakfast buffet
- ▶ Outside expert brought in to address Bay Delta
- ▶ Connecting + breakfast + water content expert



Blue Ribbon Committee

- ▶ Community leaders
- ▶ Engaged on water issues
- ▶ Attended overnight MWD tour
- ▶ Morning breakfast meetings before the workday begins
- ▶ Connecting + breakfast + local water issues content





Conclusions

- ▶ Brainstorm to include all stakeholders
 - ▶ Map stakeholders according to...
 - internal and external
 - power and interest
 - relationships among stakeholders
 - ▶ Create content experiences that...
 - make people smarter
 - give people something to talk about
 - involve surprise or humor
 - ▶ The best content experiences are...
 - Tailored to stakeholders
 - Engage the senses or create a positive experience
- 