



Modified
NPCCP

BMP Program
BMP Program

January 20, 2009
Workshop

Public Education Program

- ✓ Communicate the importance of water conservation and the availability of information.



Donna DiFrancesco
Utilities Conservation Specialist



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Public Education Program

at least twice per year

- ✓ Communicate \wedge the importance of water conservation and the availability of information.
- ✓ **Provider Profile**
- ✓ **Conservation Efforts Report**
 - Describe your efforts to implement the required Public Education Program
 - Describe each communication channel
 - Activities
 - Results
 - Assessment
 - Plans for next year

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Define Your Customers & Determine Best Targets

Demographics

- Age
- Race
- Income
- Education Level
- Home Ownership
- Employment Status



Define Your Customers & Determine Best Targets

Customer Type

- Single Family Residential
- Multifamily Residential
- Commercial
- Agricultural
- Schools/Universities



Define Your Customers & Determine Best Targets

Water Use

- Largest Water Users
- Users with Greatest Potential for Savings



Determine Best Types of Messaging for Target Audience

Direct Mail

- Post Card
- Info Pieces
- Utility Bill Newsletter
- Utility Bill Stuffer
- Internet
 - E-mail Subscription
 - Pod Casts
 - Twitter
 - Etc.



Determine Best Types of Messaging for Target Audience

Media

- Newspaper
- Radio
- Television
- Web

The screenshot shows a web browser window with the URL <http://www.wateruseitwisely.com/regions/index.html>. The page features a navigation menu on the left with links for '100 Ways to Save Water and Counting', 'Contact Your Local Water Authority', 'Our Sponsors', and 'Links'. A central graphic titled 'There are a number of ways to save water...' displays four numbered tips: #28 (a pink water drop), #79 (a showerhead), #83 (a green water-saving device), and #54 (a red toothbrush). To the right of this graphic is a map of the United States and a call to action: 'Interested in being a water partner? Click here for info about the Water—Use It Wisely campaign and how it can be tailored to your area.' Below the graphic are two resource icons: 'Printable PDF of tips' and 'Landscape Watering by the Numbers'. The page concludes with the slogan '...and they all start with you.' and a footer with copyright information: '© 2003 Park&Co. All rights reserved.'

Determine Best Types of Messaging for Target Audience

Miscellaneous

- School Programs
- Yearly Calendar
- Door Hangers
- Deliver with Other Materials
- Workshops
- Events



Find Sources of Funding or Funding Opportunities

- Newspapers
- Local Radio/Television
- Grants/Assessments
- Sponsors
- School Districts
- Library
- Scouts



Library Display & Local Book Author Events

Messaging Considerations

Partnerships



Harper's Nursery



Mayor & Council

Messaging Considerations

Partnerships



Restaurants

Messaging Considerations

Partnerships



Home Depot



Arizona Diamondbacks

Messaging Considerations

Partnerships



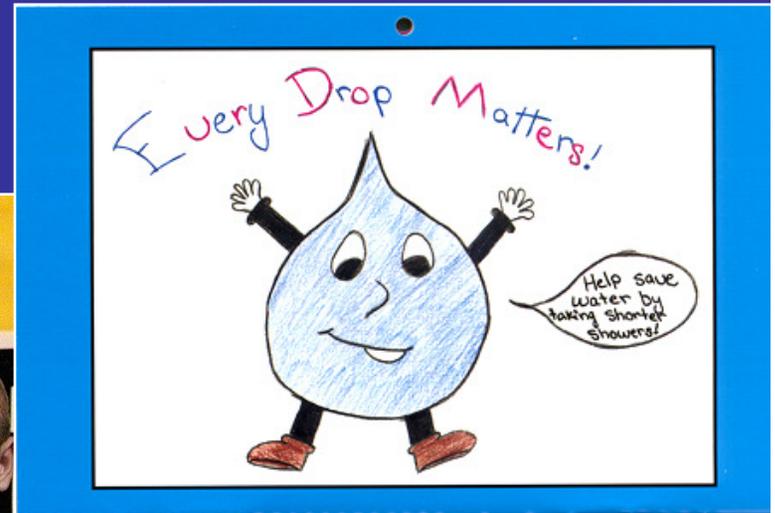
Water – Use It Wisely



EPA's WaterSense

Messaging Considerations

Target Specific Customers



November

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Elizabeth Legerstedt
Age 9
Irving School

2001

Messaging Considerations

Target Specific Customers



Messaging Considerations

Community Based Social Marketing

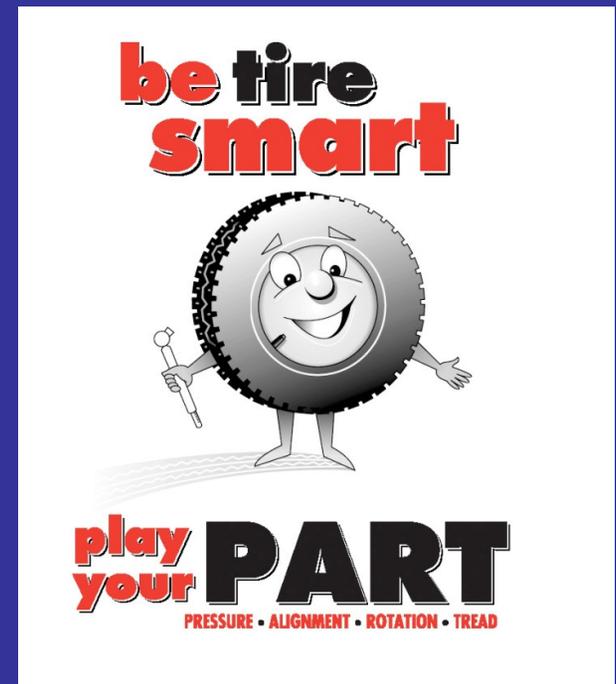
....is all about getting an individual or community to change a behavior in order to improve the quality of life for that individual, or for the community as a whole.

Fasten your seat belt. **Eat** more fruit.
Pull over to talk on your cell phone.
Don't litter. **Get** a mammogram.

Messaging Considerations

Community Based Social Marketing

- Understand why audience members are engaged in their current behavior
- Determine the barriers to changing behavior
- Pinpoint the reason(s) people would be willing to change (benefits)
- Choose the best delivery methods and media types
- Test messages and concepts



Messaging Considerations

Community Based Social Marketing



Conservation Ethic

Take the ENERGY STAR
Change a Light
Pledge

 **CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR**

Messaging Considerations

Brand Strategy

The American Marketing Association defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.



Messaging Considerations

Brand Strategy



“We were looking at the “o” of his name and had the idea of a rising sun and a new day,” Sol Sender said in the Chicago Business News. “The sun rising over the horizon evoked a new sense of hope.”



Messaging Considerations

Brand Strategy



In a recent television ad, the Pepsi logo flashes on a brightly colored screen. It includes the phrase, "It's time for optimism."



And there are outdoor signs, too, declaring "Yes You Can" and "All for One." The O's are replaced with Pepsi logos.



Messaging Considerations

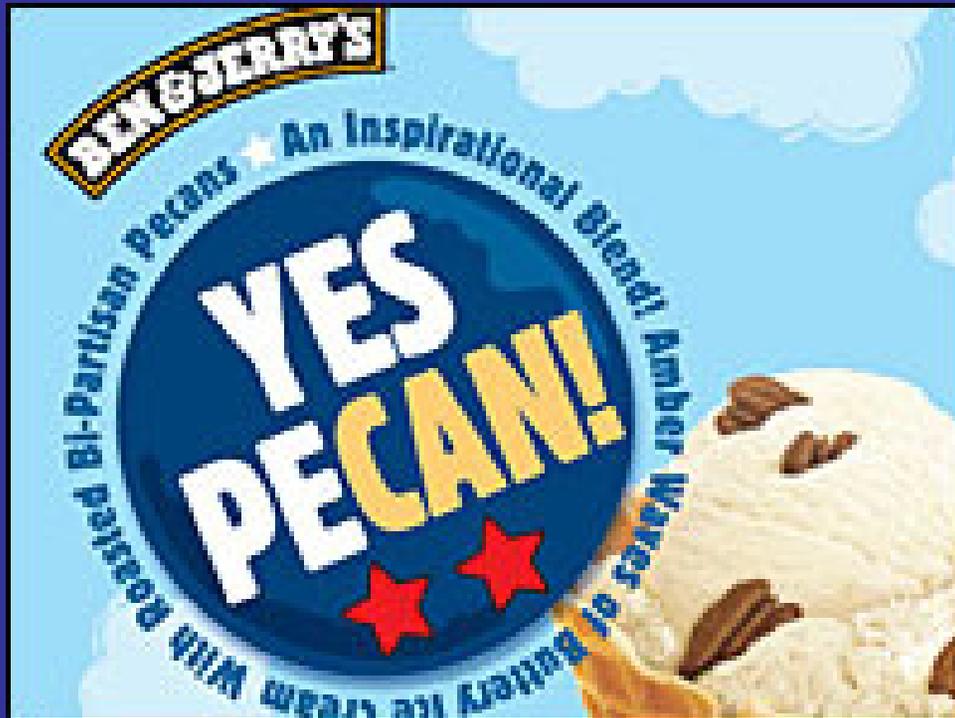
Guerrilla Marketing

---An unconventional system of promotions, running on a very low budget, by relying on time, energy and imagination instead of big marketing budgets.

Typically, guerrilla marketing is unexpected and unconventional, where consumers are targeted where they would not be expecting, which can make the idea that's being marketed memorable, generate buzz, and even spread virally.

Messaging Considerations

Guerrilla Marketing



BEN&JERRY'S

**YES
PECAN!**

**Amber Waves of
Buttery Ice
Cream with
Roasted
Bi-Partisan
Pecans**

Messaging Considerations

Guerrilla Marketing



**IKEA's
replica
of the
Oval
Office**

Messaging Considerations

Guerrilla Marketing



**City of Mesa
brush clearance
at wastewater
treatment plant**

Messaging Considerations

Guerrilla Marketing



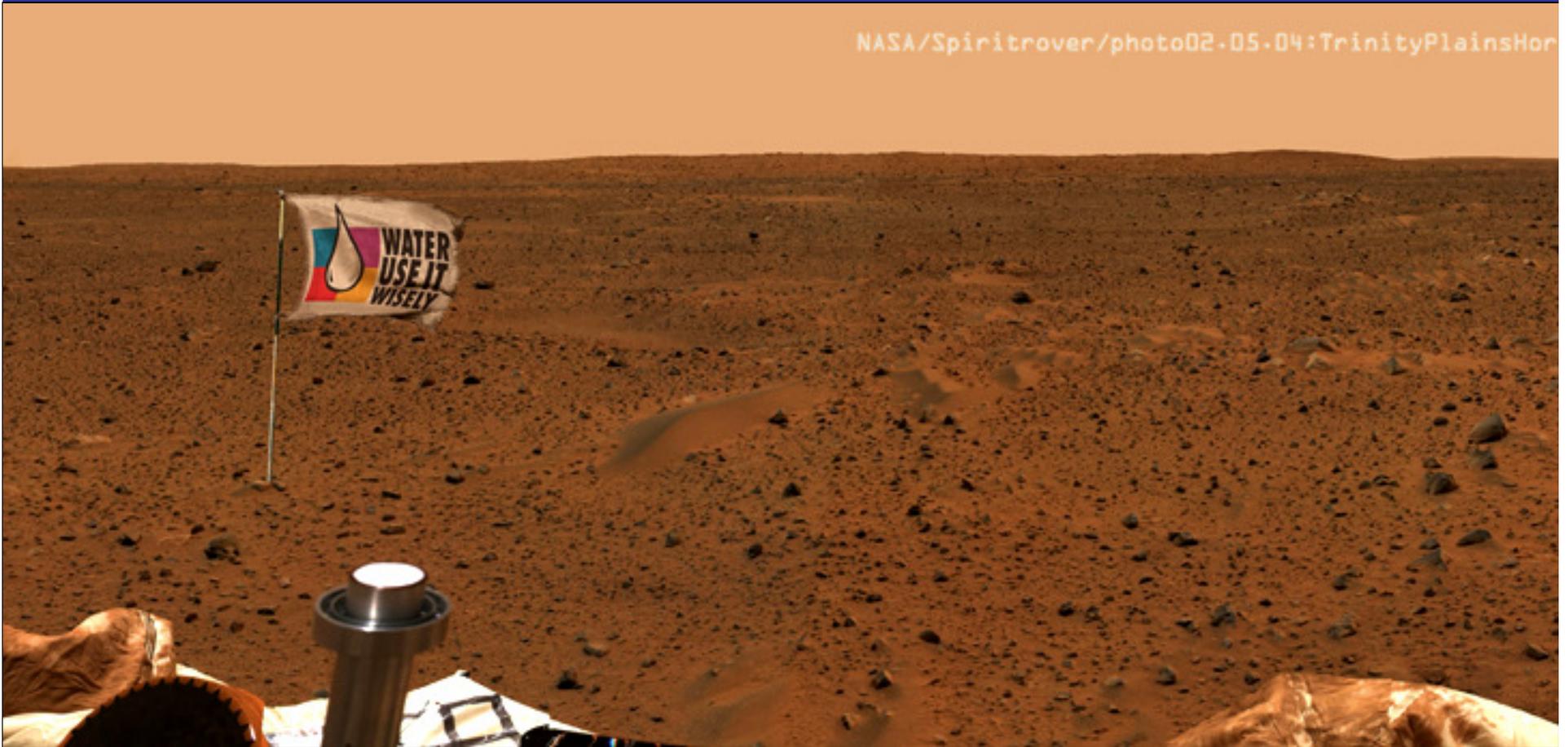
**Water - Use
It Wisely
mascot,
Wayne Drop,
on top of
Camelback**

Be Creative



Let's Learn From Mars!

NASA/Spiritrover/photo02-05-04:TrinityPlainsHor





**Thank
You.**



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Donna DiFrancesco City of Mesa Utilities Conservation Specialist

Donna DiFrancesco is a Horticulturist with the City of Mesa Water Conservation office where she educates Mesa residents and landscape professionals about Xeriscape and water conservation.

Before taking her current position in 1997, she worked as a Horticulture Program Coordinator for the University of Arizona Maricopa County Cooperative Extension Office and worked as a Revegetation Ecologist (overseeing maintenance of arid landscapes) for the Flood Control District of Maricopa County.

She dreams of someday taking on a superhero persona as Xeriscape Woman, wearing a large "X" on her chest, and carrying an ironwood branch magic wand that will turn dull, grassy lawns into beautiful Xeriscapes.

