Public Education Program

☑ Communicate the importance of water conservation and the availability of information.

Donna DiFrancesco
Utilities Conservation Specialist
Public Education Program

at least twice per year

✓ Communicate 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
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
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
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."
"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

Wayne Drop, on top of Camelback
Be Creative
Let’s Learn From Mars!
Thank You.
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.