

Key Findings from Other Water Campaigns

1. It seems that most campaigns are focused either on specific water issues with related calls to action (i.e. water shortfalls and the need to conserve, educating the public on the importance of reducing storm drain pollution) or the value of specific types of water or water components (i.e. raising awareness of the value of tap water, raising awareness of the need to invest in our aging infrastructure). The CWCB effort seems to be unique in its approach, which aims to increase awareness of the value of *all* water and *not* calling for a specific action.
2. Comprehensive baseline research – in the form of statewide surveys, focus groups, etc. – is critical to developing highly effective messaging and branding that will produce the desired results.
 - Otherwise, flying in the dark in terms of messaging, level of awareness and understanding, etc.
 - Need to know what will move the needle most effectively
 - Need something to benchmark against
3. What seems to be most effective in moving the needle of public opinion are efforts that include a strong strategic media component including TV, radio, billboards, etc.
 - North Texas Municipal Water District has spent \$1 to \$2 million annually on a comprehensive communications effort that includes television and other paid media that has successfully reduced water demand.
 - Several campaigns in California had significant media components. The *Save Our Water* campaign spent about \$1 million over three years. *California's Water: A Crisis We Can't Ignore* spent \$6.3 million over just three months. The present *Value of Water* campaign spent \$20,000 in its first year.
4. Almost all of the campaigns developed toolkits (with customizable materials) for stakeholders to use. The campaigns with more limited resources relied almost solely on these toolkits while the larger (and possibly more successful) campaigns used them in conjunction with large media components.
 - Toolkits may have limited usefulness
 - Many stakeholders (e.g., water interest groups, providers) had their own communications efforts and don't need the basics; the need was for something above and beyond
 - Most useful to those smaller entities that didn't have their own communications efforts

5. Messages about the value of water generally fall into the following categories:
 - The importance of water to public health
 - The importance of water to the environment
 - The importance of water to supporting the economy
 - The importance of water to the overall quality of life

6. Some of the other value of water campaigns have focused on the actual monetary value of water compared to other products.
 - For example, comparing the cost of a gallon of water to the cost of a gallon of gasoline, a gallon of wine, etc.

7. Developing and sustaining an impactful budget seems to be the biggest challenge for campaigns; however, forming strategic partnerships or alliances in which various entities (that will ultimately benefit from the campaign) pool their money can prove quite beneficial.
 - California and Texas have successfully used this approach

8. Recommendations from other campaigns:
 - Designing a campaign in a comprehensive – yet scalable – manner that allows various components of the plan to be implemented as more funding becomes available is advised.
 - It is important to use water terminology that is understandable to the average citizen.
 - Overall message and effort consistency are key. Further, it is important to sustain the effort.

Reviewed Water Campaigns

1. California Water Awareness Campaign

Date: Born from one of the state's worst droughts (1987-1992), this campaign has been running for numerous years
Lead Organization: Association of California Water Agencies

2. California's Water: A Crisis We Can't Ignore

Date: Summer-Fall 2007
Lead Organization: Association of California Water Agencies

3. Value of Water Campaign

Date: Present
Lead Organization: Association of California Water Agencies

4. Save Our Water

Date: 2009
Lead Organization: Association of California Water Agencies

5. Water IQ

Date: Its roots began in 2004, with the actual campaign starting in 2007
Lead Organization: Texas Water Development Board

6. Water is Life, and Infrastructure makes it Happen

Date: Roughly 2006/2007 – Present
Lead Organization: Water Environment Federation

7. Only Tap Water Delivers Campaign – American Water Conservation Council

Date: Present
Lead Organization: American Water Works Association

8. It's the Same Water

Date: Present
Lead Organization: Colorado River District

9. Communicating the Value of Water: An Introductory Guide for Water Utilities
Date: 2008
Lead Organization: Awwa Research Foundation
U.S. Environmental Protection Agency

10. Water by Colorado (Initial Framework)
Date: 2010/2011
Lead Organization: Various Water Stakeholders

11. Colorado Stormwater Campaign Study
Date: 2008
Lead Organization: Prepared by Studio No 6 for the MS4 Committee Members

12. Think Blue: San Diego
Date: 2001-2006
Lead Organization: City of San Diego Stormwater Department

13. Think Blue: Maine
Date: 2003-2004
Lead Organization: Maine Department of Environmental Protection

14. Minnesota Water: Let's Keep it Clean
Date: 2003-2006
Lead Organization: Metro Watershed Partners

15. Only Rain Down the Stormdrain
Date: 2003-2006
Lead Organization: The Northern Virginia Clean Water Partners

16. H2O Jo & The Keep It Clean Campaign
Date: Present
Lead Organization: Nonpoint Source Colorado

17. Drought Response Information Project
Date: Present
Lead Organization: City of Grand Junction/Collaboration between the Valley's domestic water providers and CSU Cooperative Extension

18. It's the Desert. Live with it.

Date: Present
Lead Organization: Grand Valley Irrigators

19. Our Florida. Our Future.

Date: Present
Lead Organization: Collins Center

20. Water Use It Wisely

Date: Present
Lead Organization: Cities of Mesa, Phoenix, Scottsdale, Tempe, Peoria, Chandler, Gilbert, Glendale, Avondale, Surprise, Goodyear, Yuma, Sedona, Fountain Hills and El Mirage

21. Conserve to Enhance

Date: Present
Lead Organization: The University of Arizona: Water Resources Research Center

22. WaterSense – We're for Water

Date: Present
Lead Organization: EPA

Interviews

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Value of Water Initial Framework
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It's the Same Water