

Value of Water Campaign

May 9, 2011 Meeting Notes

Attendees:

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- **Reviewed “Key Findings from Other Water Campaigns”**
<http://www.coloradowaterwise.org/Resources/Documents/Campaign%20Key%20Findings.pdf>
 - This project is unique from other campaigns
 - Others did not have as broad of focus as raising the Value of Water in people’s minds
 - Others had a specific call to action
 - California is currently developing a campaign that is focusing on the monetary Value of Water. Comparing the price of other products (wine, gasoline) to water. The goal is to pass a bond to pay for a large water project.
- **Reviewed “Research Report Key Findings”**
<http://www.coloradowaterwise.org/Resources/Documents/Key%20Research%20Findings.pdf>
 - Some results relate to this project and others don’t

- GBSM recommends baseline research/survey for this campaign to determine the knowledge base of the target audience. Will help benchmark success.
- Recommends a significant media campaign to “move the needle”
- **Lori Weigel, Public Opinion Strategies, experience with related campaigns:**
 - Coloradoans’ awareness is higher than other western states
 - People know there are conflicts about water uses, but don’t know what to do about it
 - A **direct connection** to a cause is needed.
 - People say they are willing to pay, especially for recreation
 - People are more likely to support government funding for the improvement of **water quality**
 - With regards to visualizing future projects, **10 years** seems to be the longest people can conceptualize
 - **Fairness** is important to people (get upset if actions end up hurting agriculture, wildlife, etc.)
 - People balk at communications that don’t have a **clear call to action**
 - They know that there’s a problem and don’t want us to give them a problem without something they can do to help. Want to know what they can do.
 - The call to action should simply be “go to this website to learn more”
 - Need to **demonstrate how individuals can benefit**
 - Can’t be too process oriented
 - People don’t understand the connection between quality and quantity
 - They want to know that there is a **plan**
 - There needs to be **hope** that something can be restored/improved to be willing to invest. A **solvable problem** is important. Hope works better than scare tactics.
 - **Common responsibility** message resonates well. People like a **regional approach**.
 - Paid communication, call to action, concepts should be tested first. Run campaign with a test market.
 - Need to get the point across in 30 seconds
- **Stakeholder Survey Results were not reviewed but available here:**
 - <http://www.coloradowaterwise.org/Resources/Documents/Stakeholder%20Survey%20Results.pdf>
- **The research has raised some good questions for developing next steps**
 - May need to determine the campaign funder in order to determine the campaign goal
 - Need to determine if a high altitude Value of Water message will be effective
 - Can this campaign have a message/call to action that encompasses both water quantity and quality?