



STAFF REPORT

TO: Chairman and Board Members
THRU: Kim Mazeres, Director of Customer Relations
FROM: Robert Charpentier, Communications Specialist
Marlene Olsen, Goodstanding
DATE: November 10, 2014
SUBJECT: **2014 Drought Communication Summary – Results from Conservation/Drought Communications and Advertising Campaign, 2014**

INTRODUCTION

This report addresses the results of the annual conservation/drought campaign, including advertising, news coverage, and digital and customer communications. The initial plan was presented to the TMWA Board of Directors at its June meeting. See plan for detail on messaging, standards & values, and timeline.

ADVERTISING

Objective: Through a combination of reach and frequency, the campaign should foster awareness and compliance with TMWA's watering days, promote responsible water use and inform customers of additional conservation measures when needed.

Strategy: The media plan is based on a strategic media mix to effectively reach TMWA's target audience of 25+, single family homeowners.

Media selection: It was based on the respective ability for the media outlet to reach TMWA's target market and considers the following:

- Media outlets with an audience that self-identifies as homeowners who have participated in lawn and garden activity in the last six months
- Promotional/added value opportunities
- Ability to reach TMWA's target when they are most likely to consider their yard's watering needs (radio and weather sponsorships)
- Support to other advertising mediums through digital media ads
- Ability to drive traffic to a workshop or TMWA's website

Budget:	Main Summer Campaign:	\$61,606
	Drought Extension 9/1-10/12:	\$26,238
	Thank You ads: 11/9-11/13:	<u>\$ 5,540</u>
	Total Paid Media:	\$ 93,384

	Added Value:	<u>\$35,000</u>
	Total Media Value:	\$ 128,384

Ad Production: \$8,875

Timing: The 2014 advertising campaign ran from June 1 – October 12. This year’s campaign ran 1½ months longer (Drought Extension) than our Main Summer Campaign, which typically runs no later than Labor Day. This was due to the messaging required as we started using drought reserves – “Reduce Your Use by 10%.” The campaign was purchased in two schedules: June 1 – August 31 and September 1 – October 13. The strategy was one of cost savings: if the drought situation turned around, TMWA was not obligated to place ads in the time period when the messaging would not be effective. We will finish up with a third schedule of print ads with a Thank You concept in mid-November to run in the local newspapers along with supporting digital media.

Media Types: All forms of advertising media were used: television, radio, print, digital and social media, including Hispanic media. When we could, we purchased around or in the weather reports.

Added Value: We required all media to provide added value, which this year is over \$35,000, plus media website content. We also purchased live reads and produced spots utilizing the forecasters in the weather reports, reaching our target when they are considering their watering and gardening plans. For television, TMWA is the only entity that is allowed to be in the local television weather reports. This is an opportunity created for TMWA that cannot be quantified. We appreciate the local TV stations’ willingness to work with us.

Messaging: Our first flight of ads focused on responsible water use — a reminder campaign of watering days, when not to water and eliminating waste. The second part of the campaign began August 1st, when we started using our drought reserves, focused on reducing outdoor water use by 10% and widening the non-watering hours to 11 a.m. – 7 p.m. The messaging, “Reduce Your Use by 10%,” was meant to be uncomplicated and easily implemented.

Post-Buy Analysis: Media buys are negotiated weeks, and even months, prior to actual delivery or run dates. The buys are based on statistical information provided by Nielsen Media Research on recent, but past, consumer habits. Each post-buy is based on reported media delivery for the period in which the buy ran. For example, a September television buy should be analyzed using the October Nielsen Station Index.

Radio	Reach	Frequency	Gross Impressions	Cost Per Impression
	73.4%	21.4x	4,845,760	\$0.0102

Online	Circulation/Impressions	
Rgj.com/Yahoo	717,834 Impressions	\$0.0029
FACEBOOK	249,294 People Reached/211,834 Paid Reach	

Print	DATE	Readership
Reno News & Review	6/9, 9/23, 7/7, 7/21 & 8/4	270,000 Readership
Edible Reno	July and August Issues	150,000 Readership

Television	Reach	Frequency	Gross Impressions	Cost Per Impression
	93.1%	5.5x	1,569,856	\$0.0098

This campaign received more positive and unprompted compliments by our customers via phone calls than any other year.

NEWS COVERAGE AND PUBLICITY

Objective: The campaign should maintain awareness, promote responsible water use, inform the region of additional conservation measures when needed, and educate the community and media about the uniqueness of our water system.

Timing: We began briefing the media about snowpack and drought in January and the effort continues today.

Strategy: Dispel anxiety in the community by predicting any milestones affecting our water supply – changes in river flow, water supply and source, use of drought reserves, etc. – and be in front of the issue. Use the TMWA subject-matter experts who are best able to address the issues. Promote TMWA workshops on landscape and irrigation.

Media Involved: Any media that have a newsroom or reporter: radio, TV, newspaper, magazines and blogs.

Tactics: Frequently Asked Questions (FAQ’s) constantly updated and distributed to all media, including reporters, weather forecasters and news anchors. The FAQ’s were posted on TMWA’s website front page, as well as all local governmental agencies’ websites. Press releases were distributed, as needed. Desk sides were used to inform whole newsrooms. Interview requests were responded to as soon as possible, including ensuring TMWA was the appropriate entity to respond. Editorial boards were used to background multiple staff in same media outlet.

RESULTS: 107 hits (stories filed), 53 direct interviews with TMWA staff. This is the equivalent of over \$50,000 in earned media value. We also filed a 5-Part Drought series with ThisIsReno, and dedicated drought programs on Face the State and House Detective. The resulting news coverage has been accurate and well paced throughout the summer. The

complete file can be found here: <http://www.goodstandingoutreach.com/uncategorized/tmwa-news-clips/>

DIRECT CUSTOMER COMMUNICATIONS

Objective: The campaign should maintain awareness, promote responsible water use and compliance of TMWA’s watering days, inform of additional conservation measures when needed, and educate customers of the uniqueness of our water system.

Tactics:

- **Bill inserts (Jan. 1-Oct 30)**-Mailed to an average of 79,000 customers per month (Note: per our Customer Satisfaction Survey results, 68% of these customers read the bill insert)
 - Drought/Water Supply Updates: Seven articles
 - Conservation (leaks, water waste, hot line, etc): Four articles
 - Responsible Water Use: Seven articles
 - Tree Care: Two articles
 - Workshops: Five articles
- **Billing Envelope Backers:**
 - Drought: Two months
 - Workshops: three months
 - Responsible water use: two months
- **Special One-panel insert in all customer bills: (Dedicated to the 10% message only)**
 - Two months, for a total of approximately 158,000 bills
- **Bill messages:** Every bill has a message printed on the statement. An average of 79,000 customers per month receive printed bills. (Note: per our Customer Satisfaction Survey, 62% of these customers read the bill message.)
 - Winterization – 1 month
 - Drought – 3 months
 - Conservation-3 months
- **E-bill messages**
 - Three months, for a total of 85,955 e-bill notifications that included the 10% message
- **Workshops:** 12 customer workshops were conducted on irrigation start-up, efficient landscape planning, tree care, sprinkler maintenance, drip system maintenance, and winterization. Average attendance was 25.
- **Customer Lobby:** Both signage and printed materials were displayed in the lobby promoting the conservation message. They included “Reduce Your Use” and the Assigned-Day Watering schedule. We distributed one-panel brochures, topic papers, magnets for watering days, etc.
- **Topic Papers/FAQ’s:** Were promoted on TMWA.com and supplied to customers and media on the topics of drought, drought planning, aquifer recharge, leaks and weather-wise watering.

- **How-To Videos:** The following videos were produced and promoted in Social Media and Bill Inserts — Detecting Leaks, Winterizing Your Sprinkler System and How To Save 10%
- **Magnet:** 5,000 watering days magnets were distributed to new customers and at community events
- **Materials for conservation consultants including water violation cards and responsible water use:** distributed throughout the watering season.
- **On-hold messages:** on conservation were utilized at our customer service center, as well as corporate offices.
- **Employee meetings:** our employees were updated on water supply, drought and drought planning at every employee meeting since January 1st.
- **Speakers Presentations:** Staff presents to many organizations in the local area. 37 speaking engagements during summer and fall addressed drought and out water system.
- **Buttons:** one hundred “Reduce Your Use” buttons were handed out to employees and customers.

Results: An average customer, who did not call into TMMA, received from TMWA at least **41** direct messages from us since January about responsible water use, the drought, our water supplies, hot line workshops and Reduce Your Use. The total does not include news coverage managed by TMWA, social media or on-hold messages. Hot Line calls: 2,462 customers called in or emailed us to report water waste.

DIGITAL COMMUNICATIONS

Objective: To foster awareness of TMWA’s drought/conservation messaging by using a combination of “push” and “pull” digital-communications tactics. Though TMWA’s drought and conservation messaging was substantially ramped-up prior to the official drought-communications window, the numbers below reflect activity during the Aug 1 – Sept 30 campaign period, except where otherwise noted.

Tactics/Results:

- **Website (Aug 1 – Sept 30)**– 54,796 views of conservation content
 - 48,513 passive views of conservation banners
 - 6,283 click-throughs to conservation content
- **Social Media (Aug 1 – Sept 30)**
 - Facebook – 145,933 views of conservation messaging
 - 61 conservation-related posts – 132,312 views
 - 18 “boosted” conservation posts – 129,719 views
 - Facebook page conservation banner – 13,681 views
 - Twitter – views not available
 - 61 conservation-related posts
- **YouTube Videos (Aug 1 – Sept 30)**
 - Four conservation-related videos, 357 views
- **Blog (June 30 – Sept 25)**

- Conservation-related posts – 7
- Views - 877
- **E-Newsletter – 152,224 sent.**
 - April – 50,326 recipients
 - Water Supply Update
 - Conservation Through Weather-Wise Watering
 - June – 50,589 recipients
 - TMWA to Meet Summer Water Needs
 - Are you Even or Odd? (banner with link to ADW page)
 - How to Use Your Water Meter to Determine if You Have a Leak (link to video)
 - August-51,309 recipients
 - The Water You Conserve NOW Can be Saved for Later
 - How do You Report Water Waste?
 - TMWA is Always Prepared for Drought
 - ADW Banner with link to page

OVERALL RESULTS OF CAMPAIGN: Through advertising within the community, news coverage, direct customer communications and digital communications, our customers could not avoid the messaging regarding responsible water use, drought and conservation. We measure through impressions, hits, open rates and views. We know that per-capita water use is trending down. We fielded 2,462 hot-line calls to report waste, workshop participation was up over last year, and customers responded to reducing their outdoor water use by 7.5%, in spite of the hotter weather.