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March 8, 2018

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WATER RESOURCES POLICY AND COMMUNICATIONS COMMITTEE

RESULTS OF THE WINTER 2017 WATER USE EFFICIENCY OUTREACH CAMPAIGN

SUMMARY:

Recent customer focus group results indicate that IRWD's outreach efforts would benefit from an updated water use efficiency messaging strategy that would be sustainable during both drought and non-drought periods. In August 2017, the Board approved a Professional Services Agreement with Sukle Advertising & Design (Sukle) to implement a new creative water use efficiency outreach plan that communicates the value of water, sustains current levels of water savings and seeks additional permanent water savings among customer groups that have been traditionally difficult to reach. Preliminary results of this outreach campaign will be presented at the Committee meeting.

BACKGROUND:

A Professional Services Agreement with Sukle was approved by the Board in August 2017. This agreement facilitated the implementation of a new creative water use efficiency outreach plan for the District. The focus of the outreach plan was to communicate the value of water, sustain current levels of water savings and to seek additional permanent water savings. The new water use efficiency outreach campaign included the following elements:

- A *Campaign Media Buy* which was launched in October 2017 with the goal of combatting outdoor water usage during the fall shoulder season. The campaign focused on customers who are traditionally difficult to reach and who had a history of going over their water budgets during this time period. The *Campaign Media Buy* included a primary media flight along with a sustained effort that occurred during winter 2017. The spring 2018 campaign effort is ongoing.
- A winter 2017 *Campaign Evaluation* that tracked media and engagement metrics in coordination with the efforts of the survey firm Fairbank, Maslin, Maulin, Metz & Associates (FM3).

At the Committee meeting, the Sukle team and FM3 will present, and lead a discussion of, the preliminary results of the winter 2017 outreach campaign. They will also present the findings from the pre- and post-campaign customer surveys.

FISCAL IMPACTS:

None.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

RECOMMENDATION:

Receive and file.

EXHIBITS:

None.