

# Regional Water Providers Consortium



- CITY OF BEAVERTON
- CLACKAMAS RIVER WATER
- CITY OF FOREST GROVE
- CITY OF GLADSTONE
- CITY OF GRESHAM
- CITY OF HILLSBORO
- CITY OF LAKE OSWEGO
- METRO
- CITY OF MILWAUKIE
- OAK LODGE WATER DISTRICT
- CITY OF PORTLAND
- RALEIGH WATER DISTRICT
- ROCKWOOD WATER PUD
- CITY OF SANDY
- CITY OF SHERWOOD
- SOUTH FORK WATER BOARD
- SUNRISE WATER AUTHORITY
- CITY OF TIGARD
- CITY OF TUALATIN
- TUALATIN VALLEY WATER DISTRICT
- WEST SLOPE WATER DISTRICT
- CITY OF WILSONVILLE



## Conservation Year-End Highlights (JULY 1, 2014 – AUGUST 31, 2015)

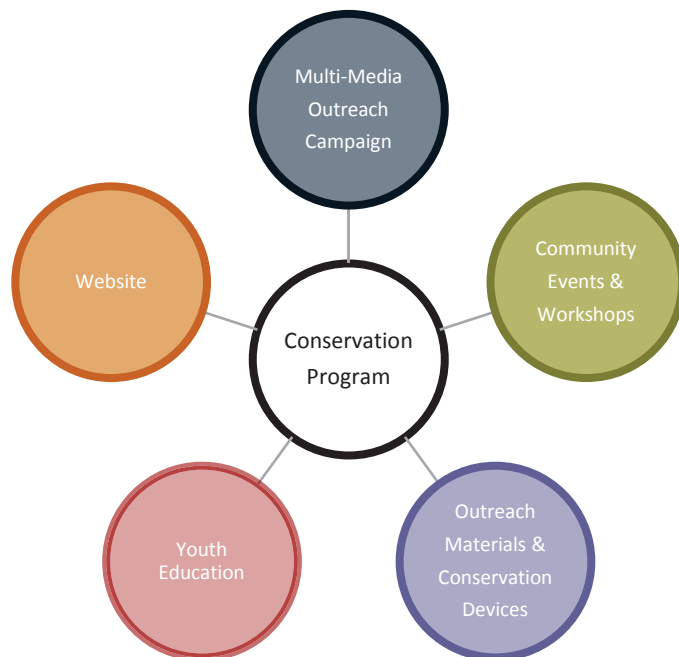


# 2014-2015 Report Summary

The Regional Water Providers Consortium provides an integrated and comprehensive Conservation Program for its more than 20 member organizations. The program utilizes a variety of communication and outreach efforts to inform the public about ways to use water efficiently. The Conservation Program targets a diverse range of users including residential customers, property managers, children, school teachers, industry partners, and landscape professionals.

The Conservation Program includes the following components:

- Multi-media outreach: television and radio messaging campaigns;
- Website [www.conserveh2o.org](http://www.conserveh2o.org): a comprehensive site specializing in regional water conservation information, tips, tools, and resources;
- Educational materials and conservation devices: more than 30 printed materials and conservation devices designed to help kids and adults save water indoors and out;
- School programs: entertaining and educational water conservation assembly shows for students grades K-5;
- Events and workshops: community outreach throughout the year with partner organizations such as industry and trade groups, property manager groups, nurseries, schools and natural resource groups.



The result of these outreach efforts is an integrated strategy that utilizes a consistent voice and message - ultimately directing the public to the Consortium's website for additional water conservation information and resources.

## 2014-15 Program Accomplishment Summary

The Consortium's 2014-15 indoor and outdoor campaigns blanketed Multnomah, Washington, and Clackamas Counties with a mix of television, radio, and print messaging. The Consortium leveraged a total of 973 television ads, 26 television segments, 1,932 radio ads, and 24 Trimet bus ads.

### 2015-15 Program Accomplishment Summary

Television	<ul style="list-style-type: none"> <li>• <u>1.5</u> million viewers reached <u>3.8</u> times/ <u>6</u> weeks (indoor)</li> <li>• <u>2</u> million viewers reached <u>7.3</u> times/ <u>3</u> months (outdoor)</li> <li>• <u>145,000</u> viewers reached in <u>12</u> weeks (Spanish)</li> <li>• <u>70,000</u> viewers reached per week/ <u>3</u> months (Garden Time TV)</li> </ul>
Radio	<ul style="list-style-type: none"> <li>• <u>1.1</u> million listeners reached <u>4.4</u> times/ <u>12</u> weeks</li> </ul>
Trimet	<ul style="list-style-type: none"> <li>• <u>1.9</u> million of Portland metro's population reached <u>5</u> times/summer</li> </ul>
Events & Workshops	<ul style="list-style-type: none"> <li>• <u>6</u> community events &amp; workshops reaching <u>11,700</u> community members</li> </ul>
Website	<ul style="list-style-type: none"> <li>• <u>244,764</u> pageviews (July 2014 – August 2015)</li> </ul>

# 2015 Multi-media Campaign

The Consortium's overall media campaign investment was **\$148,740**. The total in-kind received from this campaign was **\$203,341**. Total campaign value generated was **\$352,081**. See table below:

	Total RWPC Cost	In-kind Received	Total Campaign Value
Channel 49 – Garden Time	\$2,500	\$9,300	\$11,800
Channel 8 (KGW) - Indoor	\$12,500	\$16,840	\$29,340
Channel 8 (KGW) - Outdoor	\$56,000	\$46,500	\$102,500
Univision (KUNP) - Spanish	\$18,500	\$17,754	\$36,254
Entercom Radio	\$38,000	\$83,464	\$121,464
Trimet	\$21,240	\$29,483	\$50,723
	<b>\$148,740</b>	<b>\$203,341</b>	<b>\$352,081</b>

Consortium staff negotiated **26** water conservation-focused news segment stories during the 2014-15 year. This is the highest number of stories covered to date for the Consortium.

## Indoor Campaign (February - March)

### CHANNEL 8 TELEVISION (KGW)

- **1** indoor-focused water conservation ad featuring KGW's weather talent Matt Zaffino aired **126** times during daily news programs.
- **2** indoor water conservation story segments featuring Consortium staff aired during daily news program. (February 2015)
- **1** *bonus* story focused on the Children's Clean Water Festival and featured Consortium staff aired. (March 2015)
- Reached approximately **1.5** million viewers an average of **3.8** times during the **6**-week campaign.



## Outdoor Campaign (April - September)

### UNIVISION TELEVISION (KUNP) - SPANISH LANGUAGE CAMPAIGN

- **3** indoor and outdoor-focused water conservation ads featuring KUNP's news anchor Roxy De La Torre aired **389** times.
- **70,000** adult viewers reached per week during the **12**-week campaign.
- **2** *bonus* news segments/stories that focused the Children's Clean Water Festival aired. (March 2015)
- **8** news segments that focused on indoor and outdoor residential water conservation tips were featured on the Cita con Nelly Saturday morning talk show. (May- August 2015)
- **2** outdoor-focused news story segments featuring Consortium partners aired during daily news programs. (July-August 2015)

*"Yesterday I got the chance to see a segment on water conservation. Cristina, you did an amazing and professional job in the segment and I very much appreciate the awareness on conserving this valuable resource. In Mexico, I always grew up being very careful not to waste a single drop of water and I see that the new generations have not lived through water shortages so it's easy for them to waste water. Thank you!" - Cristela Daniel*



# 2015 Multi-media Campaign

## CHANNEL 8 TELEVISION (KGW)

- 3 outdoor-focused water conservation ads featuring KGW's weather talent Matt Zaffino aired 450 times during daily news programs. (June-August 2015)
- 2 outdoor water conservation stories featuring Consortium staff and project partners aired during daily news programs. (June, July 2015)
- Reached approximately 2 million viewers an average of 7.3 times during the three-month campaign.

## ENTERCOM RADIO

- 1,932 spots aired on 7 radio stations throughout the Portland metro area for 12 weeks. (June-August 2015)
- Reached 1.1 million listeners aged 21-64 an average of 4.4 times during the three-month campaign.





# 2015 Multi-media Campaign

## CHANNEL 49 TELEVISION & CABLE 13 - GARDEN TIME PROGRAM

- **1** outdoor-focused water conservation ad aired **8** times during the weekly Garden Time show. (July - August 2015)
- Reached approximately **70,000** viewers during the three-month campaign. (June - September 2015)
- **4** *pro-bono* waterwise gardening segments aired on the weekly Garden Time show. (June - September 2015)

## TRIMET BUS AD CAMPAIGN

- A total of **24** Trimet busses ran throughout Multnomah, Washington, and Clackamas Counties showcasing **3** conservation ads. (June - August 2015)
- These “traveling billboard” ads reached **1.9** million viewers an average of **5** times during the three-month campaign resulting in **9.1** million exposures.





# Online Outreach

The Consortium continued to grow its online presence through its website ([www.conserveh2o.org](http://www.conserveh2o.org)), quarterly e-newsletter, and social media channels (Twitter, Facebook, You Tube). Below is a list of accomplishments for the 2014-15 program year:

## Website ([www.conserveh2o.org](http://www.conserveh2o.org))

- Conserveh2o, along with the Consortium's other website [www.regionalh2o](http://www.regionalh2o), received more than **244,764** pageviews from July 2014 through August 31, 2015.
- Updated the Weekly Watering Number widget so that it could be shared with Consortium members and other partners to post on their respective websites.
- **1,200** people received the Weekly Watering Number each week as of August 31, 2015 (*the Weekly Watering Number is an interactive tool that tells the user how much to water their garden or landscape based on weather in their zip code*).



## Conserveh2o.org News

Each issue of the Consortium's quarterly e-newsletter is filled with seasonally-focused articles and readership has grown from **300** in 2007 to **741** in 2015.



## Social media

- **Twitter (@ConserveH2Org):** **320** followers; **316** tweets
- **Facebook (Regional Water Providers Consortium):** **277** followers; **195** posts; **173,505** people saw either the Consortium's page or a post because they or a friend of theirs interacted with the page.
- **You Tube (ConserveH2O):** The Consortium's **12** videos created in 2008-09 and 2014-15 continued to be regularly viewed and have been viewed **244,000** times to date.



# Events & Workshops

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The Consortium reached more than 11,700 community members with approximately 7,700 water conservation outreach materials and devices, which were distributed at 6 community events and workshops during the 2014-15 program year. Below is a list of outreach events and workshops:

## MULTI-FAMILY AND COMMERCIAL PROPERTY MANAGERS

- **JR Johnson** - Presented 2 workshops to approximately 80 multi-family property maintenance managers. *(May 2015)*

## LANDSCAPE PROFESSIONALS

- **Oregon Landscape Contractor's Association (OLCA)** - Presented 1 workshop in Spanish to approximately 85 attendees and had a booth at the OLCA EXPO event which served approximately 1,100 attendees. *(December 2014)*
- **Portland General Electric** - Co-sponsored and presented at 1 Water & Energy workshop at the NW Green Facilities Green Building Conference to approximately 85 attendees. *(April 2015)*

## HOME GARDENERS

- **Better Living Show** - Tabled at the Better Living Show which served approximately 10,000 attendees. *(March 2015)*

## YOUTH

- **Children's Clean Water Festival** - Co-sponsored and tabled at the Festival which resulted in approximately 1,400 elementary student attendees from more than 50 classes and 20 schools. *(March 2015)*

*"Today's Children's Water Festival was outstanding ...The quality of presenters was evident in each and every class. The caring nature of the staff towards the children was noticeable. The attention to detail was superior. Parents who joined us today raved about the experience...Thank you for the work you've done this year and in years past to bring to Portland the notion that clean water matters. My kids came home today with a very clear message regarding its importance." - Patrick Webb, Teacher Kinnaman School*

# Youth Education

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## "WHAT DO YOU KNOW ABOUT H2O" MAGIC SHOW BY MAD SCIENCE

During the 2014-15 school year, the Consortium sponsored 21 free "What Do You Know About H2O" stage shows for more than 3,200 students (3<sup>rd</sup> - 5<sup>th</sup> grades). The show uses science to highlight the unique and magical attributes of water through hands-on activities that encourage kids to do their part to conserve water. The Consortium provided more than 100 teachers with resource packets that included information about the Consortium and samples of its educational outreach material.





# Conservation Device Promotions

## FIX A LEAK WEEK PROMOTION

In an effort to promote Fix a Leak Week (March 16 – 22nd), the Consortium offered free water saving kits to Consortium member customers from March 17-31, 2015.

The kits included: high efficiency showerheads, high efficiency kitchen and bathroom aerators, toilet dye tablets, 5-minute shower timers and an information brochures on water savings inside the home.

The Consortium promoted this effort via its conserveh2o.org website, spring newsletter, and social media channels (Facebook and Twitter).

## NATIONAL IRRIGATION MONTH PROMOTION

The Consortium also offered free Watering Gauge Kits to Consortium member customers from July 6-31, 2015 in an effort to increase awareness of water efficient watering practices during National Irrigation Month.

The kits included: a set of watering gauges, a timer, and several informational brochures on water efficient irrigation practices.

The Consortium promoted this effort via its conserveh2o.org website, summer newsletter, and social media channels (Facebook and Twitter).

## NEW INSTRUCTIONAL WEBSITE VIDEOS

The Consortium developed four new instructional How-To Videos that walk the viewer through steps that will ensure that their automatic sprinkler system will operate efficiently. The videos are geared toward the more advanced irrigation enthusiast interested in more detailed information. Instructional worksheets accompany the video segments.



Regional Water Providers Consortium shared a link.  
Published by Bonny Brigham Cushman (?) · March 26 ·



**Free Water Saving Kits**  
The Consortium is giving away water saving kits (while supplies last) through March 31. Valid for customers served by Consortium members only - limit one kit per household.

[WWW.CONSERVEH2O.ORG](http://WWW.CONSERVEH2O.ORG) [Learn More](#)



Regional Water Providers Consortium  
Published by Bonny Brigham Cushman (?) · July 8 ·

Using too much water? Let us take the guesswork out of how much to water by requesting one of our FREE watering gauges.

The Regional Water Providers Consortium is giving away watering gauge kits (while supplies last) through July 31.

Request your kit today by emailing us at [rwpcinfo@portlandorgeon.gov](mailto:rwpcinfo@portlandorgeon.gov) (please include your mailing address, water provider and how you heard of this promotion)... See More

