

Project WIN / MS4 Public Behavior Change

Key Insights

***** FINAL *****

March 14, 2014

KEY INSIGHT

Louisville residents don't need to be convinced that protecting waterways from pollution is important.

The desire for clean waterways is universal.

Concerned citizens are all around, some more than others.

Mankind is responsible for harming and protecting waterways.

Communications Strategy

- *Emotional appeal – we're in this together.*
- *Rational appeal – focus on the why, how and when.*
- *Broadcast channels will be most efficient, but also target audiences where concern is high and impact can be great.*
- *Implement advocacy programs; leverage those who care and understand to bring others along.*

KEY INSIGHT

Evidence-based education around waterway pollution issues will help build a broader base of the needed awareness and knowledge that leads to action.

Every action counts – no matter how small.

Prove it to me through education and with facts.

Communications Strategy

- *Make it understood – simplify the message, especially around behaviors.*
- *Make it easy – focus on a few behaviors that can make impact.*
- *Use multimedia to modernize the message – video, infographics, checklists.*

KEY INSIGHT

People are aware of the actions necessary to reduce rainwater runoff pollution, but are less aware of those for sewage system overflow.

Foundational knowledge exists, but must make it easy; put into context of today's lifestyle.

Convey that it is individual responsibility but we're in it together.

Communications Strategy

- *Advance education agenda around both issues.*
- *Focus on why, how, when – tell me very specifically what to do relative to everyday living.*
- *Take advantage of the heightened environmental consciousness of youth.*

KEY INSIGHT

Don't stop. Ongoing effort required to maintain high level of awareness, accountability and action.

The methods used to carry out the mission of engaging and uniting the public must change, leveraging both traditional and new media with creative execution and tactics.

Follow the path of least resistance – focus on a few behaviors first and build from there.

Communications Strategy

- *Integrate channels and touch points – social media, events, partnerships, neighborhood “meeting in a box,” civic clubs and organizations, classrooms*

CONCLUSIONS – FIVE KEY MESSAGES

These key messages are still valid:

- Value clean “stream” water over other environmental issues
 - Perceived importance of protecting the waterways established in the minds of residents.
 - A legacy to leave future generations.
- Protecting public health is critically important, but unsure about how the effects of rain contribute to unclean waterways.
 - 85% of respondents believe it is “extremely important” and “very important” to have clean waterways.
- You can make a difference, but the impact on sewer rates is not understood.
 - Respondents recognize that they can make an impact either individually or collectively.
 - Actions and impact on sewer rates are not tied together in the minds of residents, but can be used to motivate pollution-reducing actions.

CONCLUSIONS – FIVE KEY MESSAGES

These messages are less clear:

- Your investment is paying dividends, and our “stream” water is getting cleaner.
 - Limited findings emerged that respondents understand that their investment (actions) has a direct correlation to clean “stream” water.
- MSD and many community partners are working hard to improve stream water quality
 - Residents believe that MSD should provide information about rainwater runoff pollution and sewer system overflow.
 - Perceptions exists that MSD is working hard at improving stream water quality, but only among a limited group.
 - 6.3% cleans water/purifies/filters
 - 3.3% provides education (non-specific)
 - 2.6% stormwater management

CONCLUSIONS – MESSAGE & COMMUNICATION CHANNELS

The impact of the messages and presence in media is low.

- The majority of residents are not being exposed the messages about rainwater runoff pollution and sewer system overflow.
 - Target audiences are not being reached with the right messages.
- Among those who have heard messages, television and newspaper are the primary channels of communication.
- Primary messages relate to sewer overflow issues (14.5%) and careful about what I pour down drain (11.4%).
- Seven key actions were mentioned as messages that residents heard.

WHAT'S NEXT

Communications Strategy

- Bring together all we've learned into a comprehensive roadmap for the next several years, leading up to the 2015 Public Outreach survey.
- Goal: Build awareness, change behaviors, improve waterway health. Retrain or "refreeze" mindsets:
 - "It is going to rain, I will _____"
 - "It is weed prevention time, I will _____"
 - "My car is dirty, I will _____"

WHAT'S NEXT

Communications Strategy

- Plan Elements
 - Clear and measurable objectives
 - Supporting strategies
 - Audience(s)
 - Message (integrated with current brand strategy)
 - Channels and programs
 - Frequency and timing
 - Measurement

The next phase will help you...

Bring deeper meaning to **environmental** citizenship

Reinforce behavior modification through **insightful messaging**
and **enhanced imagery**

Identify a **clear tone of voice** for campaign

Provide **meaningful reasons** for engaging

Form a **single POV** that informs communication