Using a research based approach

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RPIE method
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Case study on groundwater outreach
2016

- Top of mind concerns for water supplies were above public education, economic stability, roads and streets and new development.
- Acceptance of groundwater as another source of water supply was split. Nearly half of respondents (48%) are less than accepting while the rest remain “accepting” or “totally accepting.”
- Research revealed that customers wanted to learn more about what we do and what we managed.
- Survey says best mediums for our customers is email, mail, our website, and social media.

2019

- Participants generally supported the use of groundwater as a water source, but needed clarification on some of the terms used to describe the process, including dispelling the notion that a groundwater aquifer was a manmade structure or a void in the ground.
“If the city were to choose to implement this as a regular water supply, a strong education effort would be needed to dispel preconceived notions of groundwater quality, help residents understand that groundwater is an excellent water supply and not less superior than surface water, calm fears about what the new emergency plan would be, and provide a clear explanation regarding distribution.”
Virtually no one knew what an “aquifer” was. (Many in both groups assumed it was a manmade, physical structure used to store water underground.)
Our toolbox

- Paid
- Earned
- Shared
- Owned
Party at a groundwater well
(ok - “party” is a stretch)
Goals

- Educate the public (Roseville residents, especially those in west Roseville) about Roseville’s growing groundwater program and dispel myths associated with groundwater usage.

- Create a public event that provides opportunities for customers to see our groundwater infrastructure, taste groundwater, educate customers on the process of replenishing and extracting groundwater resources and answer any questions.
Groundwater is part of Roseville’s water supply planning.

- Groundwater is safe, natural, and can provide additional water resources for our thriving community.
Implementation

- Direct mailer to 8K homes
- Social media and boosted events
- E-blasts that reached all utility bill pay customers

- Easy-to-comprehend messaging with signage at open house
- Three minute animation to use for and after event

- Blind taste test
- Technical staff available to interact/answer questions
EVENT: 90 people in attendance: customers, elected officials, board members

EVENT: Facebook event post reached 14.5K people, with 124 responses.

EVENT: Single day boosted post: 2,600 people and had 109 engagements

VIDEO STATS
- YouTube: More than 1200 views to date
- Facebook: over 9,000 video plays in a single post
Groundwater messaging continues using PESO model
Create once, publish everywhere
Multi-layered messaging approach
Where we intend to go moving forward

- Conduct customer pulse survey again on water reliability
- Use TikTok as content delivery tool
- Recycle stories – it’s always new to someone
- Revise paid media campaign based on current research findings
Thank you!