

Rejuvenated Water Public Relations Plan for the County of San Diego

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Introduction

Overview

San Diego, California is known for its ideal weather and location, although its semi-arid climate makes water a limited resource. The county relies on importing 85 to 90 percent¹ of its water supply; for decades importing “surplus” water from the Colorado River and Northern California was its only main water source supply, but due to environmental stresses including the on-going Colorado River Basin drought, the reduced snow pack and runoff water in Northern California and the court ordered Quantification Settlement Agreement that limited the state’s use of Colorado River Water to its basic annual apportionment of 4.4 million acre-feet, water sources have become even less reliable and more expensive.² “Imported water is expensive...it takes five barrels of oil to deliver one acre-foot of water to Southern California. When we save water, we save energy.” –Harry C. Griffin, wastewater recycle advocate, San Diego, Cal. The situation is exasperated by the city’s ever-growing population, which has quadrupled over the last 60 years to 1.3 million residents, and the fact that San Diego lies at the end of the various California pipeline systems intensifying the need to develop a sustainable locally controlled water source alternative. Currently, the county needs approximately 260,000 acre-feet of water per year, however the demand is expected to rise by 23 percent by 2030, which will force the county to produce an extra 43,000 acre-feet.³

In the past, San Diego has tried to preserve its water supply by declaring a Level 2 drought, enforcing many mandatory water conservation practices and restrictions. From July 2009 to June 2010 San Diego water customers reduced their use by 11.6 percent compared to the previous year. The county declared new plumbing codes that required water conservation equipment in all new installations, which helped lower its dependency on imported water by 34,000 acre-feet of drinking water per year. This shows that conserving water is an important aspect to the city’s water supply initiative, however it only accounts for 7 percent of San Diego’s water needs.⁴

In 2009, San Diego implemented an initiative to explore local solutions and examined seven solutions that could potentially meet the water demands of San Diego County. One of the considered supply options was seawater desalination, which extracts potable water from seawater, which seems like a viable option, however it is the most expensive with a marginal cost that ranges from \$1,800 to \$2,800 per acre-foot. It also carries the highest energy cost at 4,100 to 5100 kWh per acre-foot. Ground and surface water has high environmental costs with

¹ City of San Diego Public Utilities Department (2010, December 1). Do you know where your water comes from?. *Water Purification Demonstration Project*.

² Ibid.

³ City of San Diego Public Utilities Department (2011). Fact Sheet. *Water Purification Demonstration Project*.

⁴ Golakoff, I. (2005). *To Quench a Thirst*. San Diego, California: The San Diego County Water Authority.

negative effects on water levels and wildlife habitats.⁵ San Diego already was recycling wastewater for non-potable use and after studying all of its possible sources The San Diego County Water Authority found that reservoir augmentation and potable wastewater recycling would be the city's preferred option for maximizing the city's recycled water supply. The 10-step process sends advanced purified water to a reservoir to blend with existing water supplies and then treating the blended water again to be distributed as drinking water. In this process, sewage is screened multiple times before being chemically treated to a safe level then that recycled water is purified into distilled water using advanced water purification technology, which includes membrane filtration, reverse osmosis, and disinfection by ultraviolet light and hydrogen peroxide. The purified water would then be added to the untreated, raw water that is stored at the San Vicente Reservoir. This acts as an environmental buffer, which provides a public health barrier: Dilution with other water sources and retention time allows for additional natural treatment and will dilute the purified water 200 to one at all times and it would not negatively affect any aspect of the reservoir water quality. Each barrier includes frequent and continuous water quality monitoring and safeguards built into the process to ensure that an error at any given treatment step is caught and corrected to protect public health. This would result in higher quality purified water that is better than any of the City's existing raw water supplies. It would provide a local reliable supply of potable water that is crucial to the city's sustainable future. One gallon of water becomes 10 gallons, increasing the available water supply by ten-fold.

The main initiative of this plan is to educate San Diego water customers in the importance of wastewater recycling and why it is in their best interest to support it. It will try to eliminate the "yuck-factor" that is associated with wastewater by clearly showcasing the purification process and its safety. To establish and ensure trust in the technology and the system, this public education plan will be a two-year process.

⁵ Fermanian Business & Economic Institute (2010). San Diego's Water Sources. *Assessing the Option*. Retrieved from www.equinoxcenter.org

SWOT Analysis

Strengths, weaknesses, opportunities and challenges of the rejuvenated water plan are displayed in the table below:

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none"> • The water delivered to homes will be so purified that minerals must be added back into it; otherwise, the purified liquid could destroy the pipes by pulling out too many minerals • 59%* of college students are in support • 95% of individuals with a college degree or more say water use reduction is permanent habit – reflects willingness to change behavior • People who often or sometimes drink tap water (83%) are more optimistic that there is a possibility of making recycled water pure and safe for drinking than those who drink tap water less frequently. 	<ul style="list-style-type: none"> • People believe they have all the water they want right now some feel no pressing need to secure sustainability within the water source • San Diego water customers are more comfortable with alternative water programs, such as desalination • The county’s water consumers have an already established “yuck-factor” when it comes to waste water recycling • The 1990 San Diego waste water campaign failed, so older population will remember the past failure of campaign • Willingness to pay – 66% show a willingness to pay something more per month to add seawater desalination to the water supply

Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> • Informing minority groups: 38% of Hispanics/Latinos, 32% of Blacks/African Americans, 26% of Asians are likely to drink tap water as opposed to 56% of Whites • Informing younger and middle-aged residents (18-54 years of age) who think that the water supply is very reliable (45%) • Those who never drink regular tap water think that improving water quality is the most critical thing that the Water Authority can do – showing the quality, purity of recycled water • Smaller households of 3 or less consider recycled water to be more important than do larger households • Willingness to pay – 66% show a willingness to pay something more per month to add seawater desalination to the water supply – if can show that recycled water is better for the environment, more sustainable, more pure, willingness to pay should transfer over to recycled water • When the City of San Diego tested the ultra-purified water (recycled water) for over 300 compounds, the purified water met all drinking water standards. Not only that, but the purified water contained only two of the 91 Chemicals of Emerging Concern, while imported water that makes up the bulk of our drinking water contained 13 of these chemicals 	<ul style="list-style-type: none"> • San Diego’s financial and political sector is not stable • Misinformation about who would receive the recycled drinking water (only low income neighborhoods) • Public doesn’t grasp how big the water-supply problem is, so they won’t see the need in putting heavily treated sewer water into reservoirs. • Public opinion of wastewater impurity could override the logic of the water recycling process and technology

(sdcoastkeeper.org).

- 56% of respondents believe that drinking water already contains recycled water (up 10 points from 2011)
- When respondents were informed about the Water Purification Demonstration Project, over three-fourths were either strongly favored or somewhat favored it
- People who often or sometimes drink tap water (83%) are more optimistic that there is a possibility of making recycled water pure and safe for drinking than those who drink tap water less frequently.

Situation Analysis

Rainfall and all other local sources only account for 20 percent of San Diego County's water supply. Because San Diego has no sustainable water source it must import 80-90 percent of its supply. Its main water source, the Colorado River, supplies half the county's needs. The Colorado River was recently named the most endangered river in the country and no longer has the capacity to supply San Diego's water demand.

San Diego has taken initiative to use reclaimed water, but its two main reclamation plants are 85 percent below capacity. San Diego is currently deciding whether or not to move forward with full-scale water purification projects to create a more sustainable source of water for the county.

San Diego Water Authority issued an annual report stating that four-fifths of its recent survey respondents say the current supply of water is either very reliable or somewhat reliable and can be consistently relied upon to meet the region's needs.

San Diego County is facing a perception crisis that, if not addressed, will drastically affect San Diego County's environment and standard of living.

Core Statement or Opportunity

To change public perception and eliminate the public “yuck” factor around recycled water so citizens will begin drinking and advocating for recycled water.

Goals

We used strategic planning to define our goals and how to achieve them. Below you can find our approach to solving San Diego's water crisis.

Campaign Goal

To change public perception and eliminate the public "yuck" factor around recycled water so residents will begin drinking and advocating for it.

Relationship Management Goals

- Reach out to regional partners
- Create advocates out of our partners and publics

Task Management Goals

- Increase reliable water supply
- Increase options for reliable water supply
 - Groundwater
 - Desalinated Sea Water
 - Surface Water
 - Conservation
- Maximize all local alternatives
 - Increase North City Reclamation Plant from 15 percent used capacity to 50% used capacity
 - Increase South Bay Water Reclamation Plant from 15 percent used capacity to 50% used capacity

Public Relations Objectives

Impact objectives (how the program/campaign will influence people's knowledge attitudes or behaviors):

- To increase resident support of the San Diego County Water Authority's Diversification Plan by 20%
- To decrease reliance on Metropolitan Water district by 15%
- To achieve all objectives within 2 years from start of campaign
- To obtain majority vote on ballot to approve the construction of new plant
- To reduce percent of residents that consider current water supply of water as very reliable by 12%
- To raise percent of awareness of efforts by the San Diego Water Authority to make water supply more reliable by 11%
- To switch current residents opinions that seawater desalination is better option (34%) than recycled water (21%)
- To raise awareness that residents are being taxed on imported water from 33% of residents to 51%

Output objectives (proposed activities):

- To host Water and Wine Tour that brings at least 15 high profile influentials from environmental community
- To generate 10,000 views on created YouTube video
- To create and display on website one infographic that tells residents how limited San Diego water supply is
- To create and display on website one infographic that tells residents how wastewater is treated

Key Publics and Messages

We created public profiles based on research. Each public has stake in solving San Diego County's water crisis. We felt it best to group our publics in two categories, key publics and key intervening publics. The differentiating factor between the two publics is intervening publics have greater ability to influence perception, awareness and, eventually, behavior; although, one of the goals of our rejuvenated water campaign is to make advocates out of each public. We recognized female and young publics to be most likely to become intervening publics; therefore, our strategies tactics and messages are tailored with that in mind.

Moderate to High-Income Residents

Profile

In San Diego, the median household income is \$52,762, and the mean household income is \$72,555.

We used 2011 US Census Bureau economic information and a chart titled "Household income distribution in 2009" to determine the definition of moderate to high-income residents. In San Diego, residents with an income of \$75,999 or more are considered high-income residents.⁶

In this public, 12.4 percent of San Diego households had an income of 75,999 to 99,999 in 2011.⁷ 12.7 percent of San Diego County households had an income of \$100,000 to \$149,999.⁸ About 4.7 percent had an income of \$150,000 to \$199,999, and 4.5 percent of San Diego County households had this income in 2011.⁹ San Diego has an affluent population.

Homeowners are more likely to have a higher income. While SDCWA did not collect economic demographic information about the respondents of its poll, we used its homeowner public to represent moderate to high-income residents.

San Diego's home ownership rate was 55.2 percent of its population (which does not align with our 34 percent of moderate to high-income residents, but is the closest we could come).¹⁰ High-income residents are more likely to have an advanced college degree than those who have only a Bachelor's degree or less.¹¹

⁶ Advameg, Inc. (Designer). (2012). Household income distribution 2009 [Web Graphic]. Retrieved from http://www.city-data.com/county/San_Diego_County-CA.html

⁷ US Census Bureau. (2012). *Selected economic characteristics*. Retrieved from website: http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/11_5YR/DP03/0400000US06|0100000US

⁸ Ibid.

⁹ Ibid.

¹⁰ U.C.B. (2013, 11). San Diego County, California. *State & County QuickFacts*. Retrieved May 2013, from <http://quickfacts.census.gov/qfd/states/06/06073.html>

¹¹ College Board. (2010). *Median earnings and tax payments by education level, 2008*. Retrieved from <http://trends.collegeboard.org/education-pays/figures-tables/median-earnings-and-tax-payments-education-level-2008>

Of homeowners, 53 percent are likely to drink tap water, which aligns with educated participants' higher likelihood to drink tap water.¹² Homeowners mentioned importation methods as SDCWA's most important measure to keeping drinking water safe and reliable.¹³

Self-Interests

We identified the following motivating self-interests of moderate to high-income residents:

- Maintaining wealth
- Curb Appeal
- Reputation
- ROI
- Lifestyle

Messages targeted to moderate to high-income residents

Based on the profile and insights gained from research, we selected the following messages to be targeted to less-educated residents:

- San Diego's gets 50% of its water from the Colorado River which was recently named the country's most endangered river
- San Diego is running out of water
- Importing water is not a sustainable option
- Rejuvenated water is safe to drink
- Rejuvenated water is pure water

Messages create an aware public. They may be more involved than other publics' messaging. These messages mention status.

Low-Income Residents

According to the College Board's Education Pays 2010 Report, United States citizens who earn a Bachelor's degree earn 39.3 percent more than those who don't continue education after high school.¹⁴ In 2011, the median household income in San Diego was \$63,857.¹⁵ Less educated and Hispanic residents are more likely to be categorized as low-income residents than those with a Bachelor's degree or non-Hispanic residents. For this reason, we segmented this public into two sub-publics. Below are the low-income sub public profiles and targeted messages.

Sub-public profile: Less-educated residents

¹² R.&P.R. (2012,). San Diego County Water Authority | . *San Diego County Water Authority 2012 Public Opinion Poll*. Retrieved May 2012, from <http://www.sdcwa.org/sites/default/files/files/news-center/2012-survey-report.pdf>

¹³ Ibid.

¹⁴ College Board. (2010). *Median earnings and tax payments by education level, 2008*. Retrieved from <http://trends.collegeboard.org/education-pays/figures-tables/median-earnings-and-tax-payments-education-level-2008>

¹⁵ U.C.B. (2013, 11). San Diego County, California . *State & County QuickFacts*. Retrieved May 2013, from <http://quickfacts.census.gov/qfd/states/06/06073.html>

Low-income residents are more likely to have no college degree than those who have a college degree. Residents with less than a Bachelor's degree represent a little less than 70 percent of San Diego County.¹⁶ According to SDCWA's most recent public opinion poll, 57 percent of residents with no college degree are likely to drink bottled water.¹⁷ Of non-college degree residents, 78 percent reported conservation methods to be permanently implemented as behavioral changes as opposed to 95 percent of residents with college-degrees.¹⁸ Less-educated residents are also twice more likely than college-educated residents to increase water usage when the economy rebounds.¹⁹

Messages targeted to less-educated residents

Based on the profile and insights gained from research, we selected the following messages to be targeted to less-educated residents:

- San Diego is running out of water
- Rejuvenated water is safe to drink
- Rejuvenated water is clear—not brown
- Rejuvenated water is better quality than tap water
- Bottled water is more expensive than gasoline, whereas a glass of tap water is practically free

To avoid confusion and increase the likelihood of retention, there are fewer messages directed at Hispanic residents. These messages are concise and concrete, making them easy to remember.

Sub-public profile: Hispanic residents

Hispanic residents make up 32.5 percent of San Diego County's total population.²⁰ Of this population, 38 percent is likely to drink tap water.²¹ This total makes Hispanics one of the largest populations likely to drink tap water in San Diego County.

When asked by SDCWA which of its measures was most critical to ensuring safe and reliable water supplies, 25 percent Hispanic residents named SDCWA's infrastructure initiatives to be most important.²² This datum suggests SDCWA's awareness and comprehension strategies for communicating infrastructure were most likely to be remembered by Hispanic residents. Because the largest measured level of awareness in this group is so low (25 percent), also suggests Hispanic residents do not have a grasp of the situation and measures involved in San Diego County's water crisis.

¹⁶ Ibid.

¹⁷ R.&P.R. (2012,). San Diego County Water Authority | . *San Diego County Water Authority 2012 Public Opinion Poll*. Retrieved May 2012, from <http://www.sdcwa.org/sites/default/files/files/news-center/2012-survey-report.pdf>

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ U.C.B. (2013, 11). San Diego County, California . *State & County QuickFacts*. Retrieved May 2013, from <http://quickfacts.census.gov/qfd/states/06/06073.html>

²¹ R.&P.R. (2012,). San Diego County Water Authority | . *San Diego County Water Authority 2012 Public Opinion Poll*. Retrieved May 2012, from <http://www.sdcwa.org/sites/default/files/files/news-center/2012-survey-report.pdf>

²² Ibid.

Of Spanish language survey respondents, 80 percent were very or somewhat favorably influenced by the message about the cost of desalination, and 50 percent were willing to pay \$10 per month extra to incorporate desalination as a water source.²³ Though desalination is not a method we suggest adopting, the data give two key insights. First, the messaging used to communicate the cost of desalination was well received by Spanish language speaking residents. Secondly, if Spanish language survey respondents favor messages about water sources, they will be more inclined than those residents who speak a different language to pay for implementation or fees for service. More Spanish language survey respondents were influenced by the message of the cost of desalination than English language survey respondents were.

Messages targeted Hispanic residents

Based on the profile and insights gained from research, we selected the following messages to be targeted to Hispanic residents:

- San Diego is running out of water
- Rejuvenated water is safe to drink
- Rejuvenated water is clear—not brown
- Rejuvenated water is better quality than tap water
- Bottled water is more expensive than gasoline whereas a glass of tap water is practically free
- Thank you for participating
- You are making a difference in your community

Messages are concise and concrete, making them easy to remember.

Females Residents

Profile: Female residents

Women make up 49.8 percent of the population of San Diego. This public has the largest number of people of our audiences. When polled in SDCA's 2012 public opinion poll, 39 percent said they were likely to drink tap water.²⁴

When asked by SDCWA which of its measures was most critical to ensuring safe and reliable water supplies, 14 percent listed mandatory conservation and 10 percent listed voluntary conservation as the most important measure.²⁵ Women report to have increased water usage by 19 percent as opposed to men, who report a 10 percent increase in usage.²⁶ Sixty-five percent of women also report they are more inclined to increase usage when the weather turns warmer and

²³ U.C.B. (2013, 11). San Diego County, California . *State & County QuickFacts*. Retrieved May 2013, from <http://quickfacts.census.gov/qfd/states/06/06073.html>

²⁴ R. & P.R. (2012,). San Diego County Water Authority | . *San Diego County Water Authority 2012 Public Opinion Poll*. Retrieved May 2012, from <http://www.sdcwa.org/sites/default/files/files/news-center/2012-survey-report.pdf>

²⁵ Ibid.

²⁶ Ibid.

drier as compared to 52 percent of men's' inclinations.²⁷ Also, if water agencies were to stop asking their customers to conserve water, 28 percent of women are reportedly more likely to increase water usage.²⁸ Nineteen percent of men report they are more likely to increase water usage under the same conditions.²⁹

Women are more likely to increase water usage. It is likely women perceive the crisis to be resolved after conservation tactics are lifted. After analyzing this data, it can be assumed women are either unaware of the water crisis or don't realize how significant of a crisis it is and how they will be affected if San Diego County does not gain a sustainable water source.

Of women respondents to the SDWC's most recent public opinion poll, 26 percent claim they would be more inclined increase usage if the economy rebounds than the 15 percent of men who claim they'd be inclined to increase usage if the economy rebounds.³⁰ Women may be more sensitive to economic factors and less inclined to pay for program implementation or service fees than men.

Messages targeted at women

Based on the profile and insights gained from research, we selected the following messages to be targeted to women residents:

- San Diego is running out of water
- Water conservation does not solve our problem
- Rejuvenated water is safe to drink
- Rejuvenated water is pure water
- Water reuse is important to improve the quality of water and the quality of life
- Bottled water is more expensive than gasoline, whereas a glass of tap water is practically free
- Water is limited and the cost of keeping it clean and available is one we all bare
- Thank you for participating
- You are making a difference
- Your advocacy can rejuvenate our community
- Your advocacy makes a difference

Messages address the situation in San Diego and address women's understanding of solutions to the problem. These messages address women's self interests: family safety, affordable childcare, financial stability, personal benefits, emotional soundness and satisfaction.

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Ibid.

One of the goals of our campaign is to create advocates of our publics. As a percentage of women in San Diego are women, we recognized their power to become an influential and intervening public. Thus, some tactics take into account the potential of this public and encourage it to become an advocate.

Influencers

Especially when motivating women to become intervening publics, the following third-party influencers should be considered when reaching women in San Diego County:

- Social associations
- Celebrities that influence women or are from the area (e.g., Madge Bradley, Lindsay Ellingson, Oprah)
- Pinterest
- Bloggers (e.g., moms, DIYers, couponing/budgeting/financial)
- Magazines (e.g., People, Cosmopolitan, Real Simple, US Weekly)

Young Residents

Profile: Young residents

As 45 percent think the water supply is very reliable, young people do not understand San Diego County's water situation.³¹ However, because 79 percent of young people believe drinking water already contains recycled water, this may be the easiest public to persuade regenerate water is safe to be consumed.³² This may also be a public who will be quick to move the awareness needle and quickly become advocates for regenerated water.

Twenty-seven percent of young residents report they are likely to increase water usage when economy rebounds.³³ This sensitivity to economic stability suggests indicates wealth is a self-interest, which must be addressed.

Messages targeted to young residents

Based on the profile and insights gained from research, we selected the following messages to target young residents:

- San Diego is running out of water
- Importing water is not a sustainable option
- Rejuvenated water is safe to drink
- Rejuvenated water is pure water
- Rejuvenated water is better for the environment than bottled water
- Water reuse is important to improve the quality of water and the quality of life
- Seawater desalination harms our environment
- Bottled water is more expensive than gasoline whereas a glass of tap

³¹ Ibid.

³² Ibid.

³³ Ibid.

- water is practically free
- Water is limited and the cost of keeping it clean and available is one we all bare
- You are making a difference
- Your advocacy makes a difference
- Share our message with your friends

Government Organizations

Because of its ability to influence policy and govern water regulations, this is an intervening public.

Profile: Government organizations

The following organizations will be crucial partners in the rejuvenated water campaign: San Diego County Department of Public Works, San Diego County Water Authority and its 24 member agencies.³⁴

Messages targeted to government organizations

Based on the profile and insights gained from research, we selected the following messages to be targeted to government organizations:

- San Diego's gets 50% of its water from the country's most endangered river, the Colorado
- Importing water is not a sustainable option
- Rejuvenated water is safe to drink
- Water reuse is important to improve the quality of water and the quality of life Seawater desalination will only account for 5-7% of SD water use needs, indirect potable reuse is needed to maintain sustainability
- Seawater desalination is not healthy for our environment
- There are few alternatives to waste water recycling; importing is not one of them
- Your advocacy can rejuvenate our community
- Your influential network can make a difference

These messages are meant to reinforce their knowledge of the issue. Messages are intended to persuade government officials that only safe, sustainable and environmentally friendly options should be considered as alternative water sources.

Self-interests

The following are some of the self-interests we identified before choosing messages:

- Election/Re-election
- Reputation
- Community support
- Networking

³⁴ San Diego County Water Authority. (n.d.). *Member agencies*. Retrieved from <http://www.sdcwa.org/member-agencies>

- ROI
- Responsibility
- Current and previous policy
- Budget

Environmental Organizations

Profile: Environmental organizations

Though San Diego County already works with environmental organizations, this will be an important public to partner with during the two-year campaign. Environmental organizations add credibility to the county's goals and are an under-utilized advocate. The following organizations will be crucial partners in the rejuvenated water campaign: California Water environment association, California WaterReuse Association, San Diego Coast Keeper, Coastal Environmental Rights Foundation, Sustainability Alliance of Southern California and Surfrider.

It is our hope that these environmental organizations will partner with us as influential advocates and sponsors.

Messages targeted to environmental organizations

Based on the profile and insights gained from research, we selected the following messages to be targeted to environmental organizations:

- San Diego's gets 50% of its water from the Colorado River, which was recently named the country's most endangered river
- Importing water is not a sustainable option
- Seawater desalination is not healthy for our environment
- Rejuvenated water is better for the environment than bottled water
- Water reuse is important to improve the quality of water and the quality of life
- Seawater desalination will only account for 5-7% of SD water-use needs, indirect potable reuse is needed to maintain sustainability
- Your advocacy can rejuvenate our community
- Your advocacy makes a difference
- Your advocacy is preserving the our environment

Self-Interests

Messages need to be specifically tailored to each organization's unique mission, reach and specializations. The following self-interests were taken into account when creating this public's strategies, tactics and messages:

- Fulfilling mission statements
- Gaining funds
- Altruism
- Personal development

- Legacy
- Social responsibility

Influencers

Messages, as well as leveraging relationships, should also be constructed with third-party influencers in mind. Please see communication confirmation table (Appendices) for further detail.

Employees and Volunteers

This public has the opportunity to be one of the most influential publics in the water rejuvenation campaign. For this reason, the public must be aware of all messages, publics and how to convey communication strategies.

Profile: Employees and volunteers

This public includes all part-time and full-time employees and volunteers. In partnering with sponsoring organizations, the campaign will adjust strategies, tactics and messages accordingly. Various messages and focus issues will be iterated to this public throughout the campaign to draw more attention to certain areas. This public will be given specific messages to deliver according to the tactic it is involved in.

Self-Interests

The following are some self-interests we identified as being likely to motivate employees and volunteers:

- Compensation
- Altruism
- Personal development
- Satisfaction
- Fulfillment
- Impact

Strategy

We used strategic planning to define our goals and how to achieve them. Below is a list of strategies we used as guidelines and themes to achieve our objectives. Please see Gantt chart (appendices) for public specifications.

- Establish trust/ inform on purification process
- Emphasize environmental, economic and sustainability of regenerated water
- Use shocking data and concrete, memorable messages to create urgency around action
- Inform on waste water recycling program while emphasizing safety and benefits through simple media outputs
- Inform on waste water recycling program while emphasizing safety and benefits through simple messaging via media outputs
- Educate on regenerated water purification using emotional and strong messaging creating intervening public
- Establish positioning by providing key reasons for regenerated water over bottled water and alternatives conveying family and child safety
- Inform on regenerated water necessity using emotional, engaging tactics to relay crises and spread message
- Establish positioning by providing key reasons for regenerated water over bottled water and alternatives such as desalination
- Gain support for program instatement and use as advocates for other organizations through proposals and incentives
- Secure participation through board presentation
- Secure participation commitments to use as intervening public, join efforts, provide incentives

Tactics

Below is a list of tools we deemed necessary to carry out our strategies. We broke tactics into two categories, interpersonal communication tactics, organizational media tactics, news media tactics, and promotional tactics. Please see Gantt chart (appendices) for public specifications.

Interpersonal Communication Tactics

Communications Campaign Blitz including water tours and tasting

We will create statement stuffers, taxi cab flyers, and create and place public and private PSAs. Our team will ensure local news media and talk show coverage by sending out press releases to news and talk show directors around San Diego.

Water and wine tasting retreat

We will create a fact sheet and brochure of the event for all organization employees and high profile invitees. We will create high profile invitations, Send thank you notes for sponsors of the event, prepare messaging and communications materials for influential sponsors, print communications material, and produce an info packet on the event. There will also be a donation card and envelope and RSVP card and stamped envelope with the info packet and high-profile invitation. All items will be approved by upper management before printing. We intend for the event to gain support from VIP personnel within the environmental community.

Community water-tasting

We will research effective locations and venues for the tasting by researching the San Diego Chamber of Commerce webpage and following up with it with any further inquiries. We will then select location and venues for tasting, create flyers as statement stuffers for Chamber of Commerce to have in event centers.
Environmental conventions

Environmental convention

Special stands will be set up at environmental convention showing cooperation and support or regenerated from other environmental groups. We will produce a one page flyer and description of program to be handed out at conventions and a one-page instruction on tasks and objectives of convention to be handed to staff, volunteers, and employees. A fact sheet will be sent electronically to partnering environmental groups or organizations on venue and program. We will create and electronically send out a contact sheet for all event contacts to all employees, volunteers, management and partners.

Organizational Media Tactics

Flyers

Create and use as statement stuffers and place in Chamber of Commerce event centers and at each community event. Flyers will also be posted in and around community.

Create two infographics (in English and Spanish)

Infographics will show the water reuse process and the economic ramifications of neglecting to secure alternate water source. We will measure the likes, shares and reposts online through bit.ly.

Create youtube video (in English and Spanish)

We intend for the video captures public attention and raise awareness around how limited the San Diego water supply is.

Board presentations

We will secure participation of our governmental organization public through powerpoint presentation with accompanying brochure, campaign event outline, and resource packet (with fact sheet on events around community and one for getting involved).

Obtaining and training employees and volunteers

We will post listings on community bulletins, then educate and inform hired employees and volunteers on pertinent stats and figures. We will create training materials and recruit internal staff as trainers. Training packet will include drafting copy, designing packet, gaining approval from upper management and printing. Trainers will also use audiovisual component in presentations. We will create a powerpoint, provide them with software training and create talking points to use during powerpoint delivery. We will train internal staff trainers on packet contents, schedule training sessions and provide trainees with water samples to use during events, conferences and Communications Campaign Blitz. The trainees will be provided with water samples and the trainers will be invited on Water and Wine Tour.

Bimonthly newsletter

Team will strategize communication objectives, develop key blogging topics, draft copy of newsletter, and get approval from upper management and release newsletter twice each month.

News media tactics

Communications campaign blitz

We will ensure coverage in news media and in talk shows

Press releases

Press release will be delivered to news directors and will pertain to specific events and released one month prior to event, then another one week before event. Letters to editor from affluent business and community leaders will be included in press releases.

Release program proposal to business sector

We will send out a news release and press release to local business magazine in the hope of gaining a feature or cover story in response.

Facility tours of existing plants for media

We will invite local news stations to visit San Diego Water Authority's facility where they will be informed on purification process.

Town meetings

We will gather and organize pertinent data and materials, debrief speakers, prepare and practice talking points, and secure local media coverage by issuing press releases.

Public debate

We will gather and organize pertinent data and materials, debrief debate participants, prepare and practice talking points, and secure local media coverage by issuing press releases.

Sponsor public debates and community barbecues

In addition to organizing a public debate focused primarily on regenerated water, will also sponsor public debates that pertain to positive environmental issues and provide a moderator for debates. We intend to show that we support community involvement and discussion through sponsoring community barbecues and sports teams.

Promotional Media

Create and place public/private PSAs (TV and radio)

PSAs designed to promote Communications Campaign Blitz: Rejuvenated Water to target San Diego residents.

Taxi cab flyers

We will research proper design and content methods and adhere to regulation of San Diego transportation and marketing.

Speaker's bureau

We will contact influencers from partnered environmental organizations and compile speakers bureau out talking about program during campaign. We will draft and create talking points, debrief the advocates and research trending topics around wastewater recycling based on the month the bureau occurs. Two luncheons will follow speaker's bureau.

Giveaways of specialty items

We will give away buttons, stickers, and t-shirts at tasting booths and during campaign blitz. Each item will involve design, approval from upper management and manufacturing. Volunteers and employees will wear manufactured t-shirts during all events.

Evaluation

Below are specific measurement criteria and tools we will use to the successes and failures of our objectives.

Evaluation will be measured by not just the overall change in the votes of the residents of San Diego, but by the awareness before, during and after the campaign. Initial awareness and support will be measured by pre-campaign surveys that will be conducted in San Diego County. After the first year, we will measure SDCWA's 2014 public opinion poll against its 2013 results. Before and after campaign surveys will be an indicator of how successful the campaign is.

- Measure message exposure, comprehension and retention comparative to SDCWA's most recent survey results before campaign was implemented, after first year of campaign, and after conclusion of campaign.
- With the implementation of a new website that is aimed to inform the publics about rejuvenated water, Google Analytics and other social media measurement tools will be utilized to trace how broad the reach of the website is and how effective outreach is.
- Lastly, we will measure effectiveness of the campaign though the voters and whether they vote to approve the construction of the new wastewater recycling plant

At the conclusion of our rejuvenated water campaign, we will consider whether each objective was met to determine not only the success of each objective, but also the success of the campaign.

Appendix

Personnel

- Ashley Hill
 - Public Relations Rejuvenated Water Campaign Plan Executive Director, HNCB Public Relations
 - Senior Vice President, Research, HNCB Public Relations
- Audree Nethercott
 - Rejuvenated Water Account Executive, HNCB Public Relations
 - Financial Officer, HNCB Public Relations
- Elise Cullen
 - Senior Vice President, Research, HNCB Public Relations
 - Planning Specialist, HNCB Public Relations
- Marina Baldry
 - Public Relations Campaign Plan Executive Manager, HNCB Public Relations
 - Senior Campaign Strategist, HNCB Public Relations

Budget

This is the first of five pages detailing the rejuvenated water campaign's budget. It includes projected and actual projected costs for all publics, strategies, and tactics. Operational costs are only included when tactics are billed by the hour. Staff wages were not included.

[INSERT BUDGET]

Gantt Chart

This is the first of five pages detailing the rejuvenated water campaign's Gantt chart. It includes Key publics and the strategies and tactics used to reach the publics. The Gantt chart shows how strategies will be executed by the chosen tactics. For planning and accountability, it offers a timeline of when tactics will be executed.

[INSERT GANTT CHART]

Communication Confirmation Table

This is the first of four pages detailing the rejuvenated water campaign's communication confirmation table. It includes Key publics, their self-interests, primary messages used to communicate to them, influencers, objectives they help meet, the strategies and tactics used to reach the publics.

[INSERT COMMUNICATION CONFIRMATION TABLE]

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