

## *The Clean Water Word*

Why your stakeholders are your best marketers.

**Ely Teragli**  
**Public Information Specialist**  
**Clean Water Services**

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Wherever there's water, there's Clean Water.

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## *Customer Awareness Survey*

- **Customer Awareness & Satisfaction Surveys (every two years)**
- **Public Values Survey (2002)**
- **Public Habits (2002)**
- **Why?**
  - **So we know our audience**
    - ✓ How much they know
    - ✓ Why they do/don't do what we want
    - ✓ How to get them to change



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## Customer Motivators/Benefits

- **Key motivators to change behavior**
  - Pressure from kids/neighbors
  - Make it personal by showing impact
  - Speak the language
- **Real Benefits**
  - Save money
  - Save time
  - Protect health
- **Perceived Benefits**
  - Fit in with others (it's cool)
  - People expect it
  - Everyone else is doing it
  - I'll get rewarded

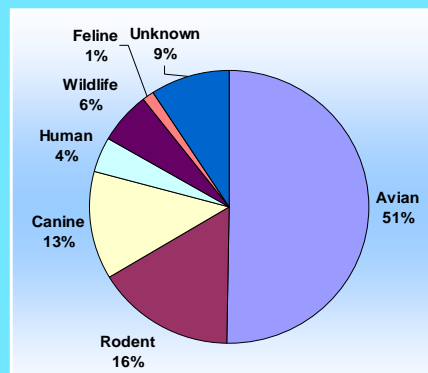


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## Canines for Clean Water

- **DNA study**
  - Tested five stream sites
  - Three stormwater sites
  - Variety of weather
  - Found dog waste accounts for average of 15% of E. coli bacteria in local streams



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## Canines for Clean Water

- **Handouts**
  - Brochure
  - Pledge card
  - Free bandanna
  - Bag dispenser
- **Website**
  - Photo contest
  - Canine of the month
  - Canine of the year



- **Part of Join the Cycle campaign, Do the Doody**

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## Canines for Clean Water

- **Cross promotion in e-newsletter, PSA**
- **Community events**
- **Dog park openings**
- **Local animal shelter**
- **TB-PAC and member cities**



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## *Canines for Clean Water*

- **Results**

- More than 500 dog/human teams pledged since 2007
- National SAVVY Award Winner – Marketing & Communication Tools, Community Issue, 2008
- Requests from Russia, Brazil, Japan
- Program started in Vancouver, Salem, North Carolina

- **Evaluation**

- Will re-test waterways for DNA



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## *Clean Water Hero*

- **LID at home**
- **Tool for residents**
- **Three hours of technical assistance**
- **Personalized design plan**



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## *Clean Water Hero*

- **Feature projects**
- **Advertise in e-newsletter**
- **Website**
- **Encourage neighbors to do joint project**
- **Additional resources**
  - **Workshops**
  - **Native plants**
  - **Follow-up**



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## *Clean Water Hero*

- **Results so far**
  - **60 residents have had consult since September 2008**
  - **Goal to have 50% of residents implement a recommended practice**
- **Evaluation**
  - **Meet with involved departments, contractor**
  - **Expand to regional program**



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*Questions?*

**Ely Teragli**  
**Public Information Specialist**  
**Clean Water Services**  
**[teraglie@cleanwaterservices.org](mailto:teraglie@cleanwaterservices.org)**  
**(503) 681-4463**  
**Thank you!**

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