

# **RICAPS**

**Regionally Integrated Climate Action Planning Suite**

Multi-city Working Group  
October 31, 2017

RICAPS technical assistance is available through the San Mateo County Energy Watch program, which is funded by California utility customers, administered by Pacific Gas and Electric Company (PG&E) under the auspices of the California Public Utilities Commission and with matching funds provided by C/CAG.

# Agenda

1. Introductions 1:00 – 1:05 PM
2. Setting the Stage for Cultural Change for Deep Emissions Reductions:  
Role of Marketing and Outreach (DNV GL) 1:05 – 1:10 PM
3. Local efforts across San Mateo County 1:10 – 1:50 PM
  - City of Brisbane Marketing & Outreach Efforts: Climate Facts and Large Landscape Audits
    - Karen Kinser, Deputy Director of Public Works, City of Brisbane
  - Sustainability Messaging for Sea Change San Mateo County
    - Jasneet Sharma, Climate Resiliency Specialist, County of San Mateo
4. Marketing for Action: Guide for Sustainability Managers 1:50 – 2:50 PM  
*Interactive Activity: Sharing Best Practices in Sustainability Marketing & Outreach*
  - What's worked well?
  - What do you see as priorities moving forward?
5. Wrap Up & Next Steps 2:50 – 3:00 PM

# Setting the Stage for Climate Action

- Many ways to address behaviour change



# City of Brisbane



## Examples of Community Engagement

# Climate Facts



## Your Weekly News & Updates from the City of Stars!

A lot of public meetings & workshops are coming up, and we wanted you to know all the details!

[Visit Our Website](#)

### Climate Fact #3

The Open Space and Ecology Committee is endeavoring to provide one climate fact each week. These facts are to call community awareness to global warming impacts as a measure of the Climate Action Plan of the City of Brisbane.

[Click to enlarge image](#)

### Climate Fact #3

One-fourth of the Earth's species could be extinct by 2050 due to climate change impacts. Climate change has altered weather patterns and vegetation growth, which in turn changes available habitat and food for species. Species are forced to migrate to cooler areas to survive. Increased migration to cooler areas increases competition for resources, thus increases predation and opportunity for disease. If greenhouse gases are capped, and temperature rose minimally, then the extinction rate could be halved.

OPEN SPACE &

# Climate Facts

## Climate Fact #1

The Open Space and Ecology Committee is endeavoring to provide one climate fact each week.

These facts are to call community awareness to global warming impacts as a measure of the Climate Action Plan of the City of Brisbane.

## Climate Fact #1

Each gallon of gasoline burned produces 19.6 pounds of the greenhouse (heat-trapping) gas carbon dioxide. Carbon in the gasoline combines with oxygen from the air to produce the CO<sub>2</sub>, which is why it weighs more than the gasoline itself. The U.S Energy Information Administration website has more information about burning of gasoline and formation of carbon dioxide. [www.eia.gov/](http://www.eia.gov/)

OPEN SPACE &  
ECOLOGY COMMITTEE

# Climate Facts

## Climate Fact#13

Water is heavy—over 60 pounds per cubic foot! Between 2-3% of California's electricity is used to move water around the state, so saving water is doubly beneficial—good for its own sake, and a way to shrink your carbon footprint.

OPEN SPACE &  
ECOLOGY COMMITTEE



# Climate Facts

## CLIMATE FACT #45

The sixth “One Planet” principle is Sustainable Water. Sustainable water focuses on using best practices in water conservation, including water efficiency, recycling and surface water management. There are several ways to save water, such as installing aerators to limit water flow from your faucets and shower heads, only running the washing machine and dishwasher when you have full loads, and capturing water in a bucket while waiting for your shower water to heat up. To maintain your yard, consider installing a rain barrel to catch rainwater and roof runoff. The sustainable use of water is key to ensuring there will be available resources for future generations. The “One Planet” principles were incorporated into the City Council adopted Sustainability Framework to aid in future development and the sustainable use of resources.

*- Open Space and Ecology Committee*

The Open Space and Ecology Committee is endeavoring to provide to the community one climate fact each week. These facts are to call community awareness to global warming impacts as a measure of the Climate Action Plan of the City of Brisbane. View online >> For further reading: Brisbane Baylands Sustainability Framework <http://wateruseitwisely.com/100-ways-to- conserve/> Learn about water conservation programs and rebates: <http://bawsca.org/>



# BAWSCA

(Bay Area Water Supply and Conservation Agency)

## Water conservation rebate programs

- Washing machine rebate program
  - goal 2% of households per year
  - Reached saturation level, about 30% of homes
  - Best marketing via brochures at retail locations (Lowes, Home Depot) and City Hall
- High Efficiency Toilet rebate
  - goal 1% of households per year, achieve ½ to ¾ of goal
  - Same marketing as washing machine program
- Rain Barrel rebate
- Lawn Be Gone! rebate
- Earthcapades elementary school assemblies
- Large Landscape Audit Program

# Large Landscape Audits

- Chose program because recent CA drought regulations targeted landscaping
- Landscape water was largest waste sector, with Brisbane residential water use at 40 gal/capita/day
- Pilot – ten (10) sites, five (5) were City sites – sports fields, parks

# Altamar HOA audit

Waterfluence

## Legend

- Shrub/Tree
- Turfgrass
- Water Feature

BBN-09b

Google earth

© 2017 Google

1000 ft



# Water Budgets

Our water budget equation is based on the Landscape Coefficient Method that is the standard of the Green Industry. It is endorsed by the Irrigation Association, California Landscape Contractors Association, California Urban Water Conservation Council, and over 300 water agencies as the best methodology for identifying and maximizing landscape irrigation efficiency.

$$\text{BUDGET} = \text{AREA} * \left[ \frac{K_L * ETo - ERain}{IE} \right] * C$$

<b>BUDGET =</b>	Volume of water budgeted for a given hydrozone area for a given period. The overall water use budget for a site is the sum of budgets over all hydrozones.
<b>AREA =</b>	Landscape area irrigated in hydrozone (square feet).
<b><math>K_L</math> =</b>	$K_s * K_D * K_{mc}$
<b><math>K_s</math> =</b>	Species or plant factor relating a specific plant type's water requirements as a fraction of ETo.
<b><math>K_D</math> =</b>	Density factor accounting for differences in vegetation density or collective leaf area among landscape plantings. The default value is 1.0. For sparsely planted areas, the density factor is less than 1.0. For areas with multiple tiers of foliage canopies, the density factor is greater than 1.0.
<b><math>K_{mc}</math> =</b>	Microclimate factor adjusting ETo for variations in exposure. The default value is 1.0. For areas with abundance of shade (e.g., the north side of buildings and under mature trees), for example, the microclimate factor is less than 1.0. For plantings surrounded by heat-absorbing surfaces or reflective surfaces, the microclimate factor is greater than 1.0.
<b>ETo =</b>	Reference evapotranspiration (inches) equals the depth of water evaporated and transpired from a reference crop (4 to 7 inch tall fescue grass) with an abundant water supply. ETo is the "standard" measure of water needs from which other plant types are compared via $K_s$ .
<b>ERain =</b>	Effective rainfall (inches) equals the depth of rain effective in offsetting ETo for each hydrozone. Effective rainfall varies widely with rainfall frequency, magnitude, time of year, and root zone depth.
<b>IE =</b>	Irrigation Efficiency measures the percent of applied water that is beneficially used by plants. All irrigation systems have some inefficiencies as water is lost as runoff, overspray, or percolates past the root zone.
<b>C =</b>	Conversion factor putting the water budget in desired volumetric terms. A factor of 0.0008333 puts the water budget into hundred cubic feet (ccf). A factor of 0.0006233 puts the water budget into thousand gallons.



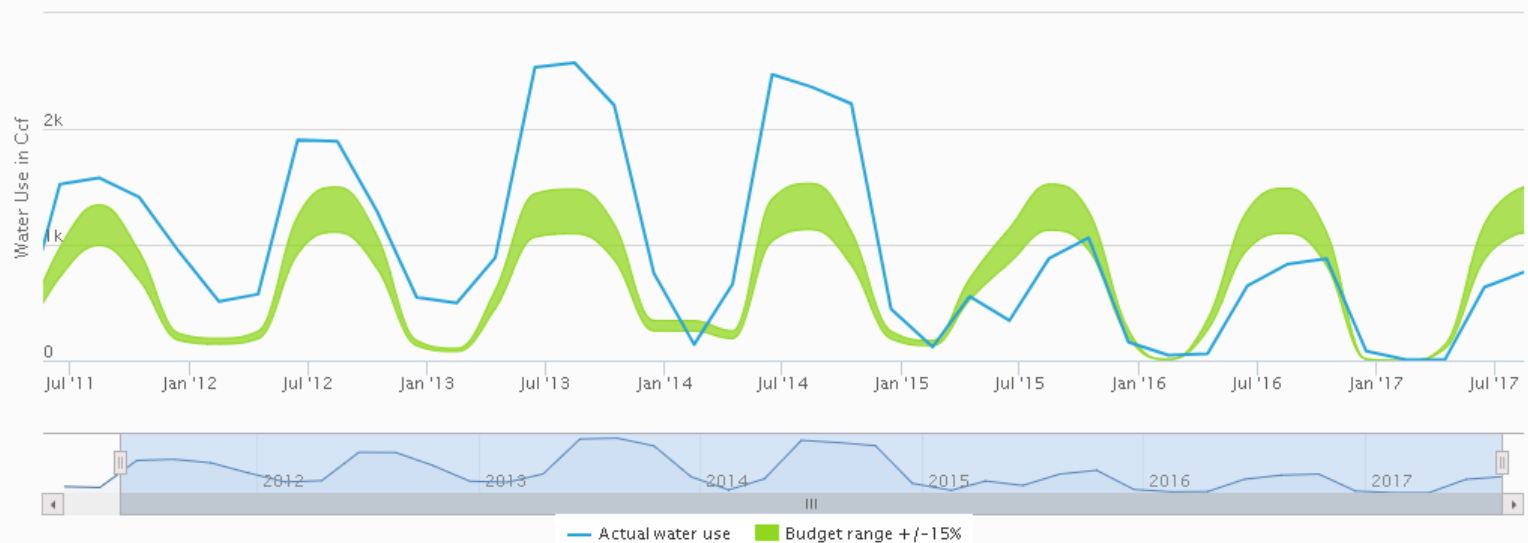
# Water Budget vs Water Used

## AltamarHOA

< Back to Sites

### Monthly Water Use i

Charts ▾












### Annual Stats

85	Score
0.8	Applied
1.1	Budget
69	% Budget





# Dashboard of Sites

Active	Rate Code	Site ID	Site Name	Contact Group	Type	Acres	Annual Applied	Annual Budget	Over Budget	Score	Field Survey	Preapprove Survey	Last View	Alerts
Yes ▾	▾			▾	▾						▾	▾		
Yes	BBN	BBN-01a	BrisbaneElementary	City of Brisbane	School	1.8	2.1	2.6	0.0	61		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-01b	MissionBlueBallPk	City of Brisbane	Public Park	2.3	3.6	2.3	1.3	20		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-01c	LipmanField	City of Brisbane	Public Park	1.8	0.8	2.7	0.0	57		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-01d	CommunityPark	City of Brisbane	Public Park	1.6	3.2	2.4	0.8	36		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-01e	BrisbaneMarina	City of Brisbane	Public Park	2.5	1.9	2.0	0.0	35		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-02a	2000SierraPtPkwy	Diamond Investment Properties	Commercial	2.6	2.6	2.7	0.0	96		<input type="checkbox"/>	Jun-17	
Yes	BBN	BBN-02b	8000MarinaBlvd	Diamond Investment Properties	Commercial	1.4	3.0	2.4	0.6	59		<input type="checkbox"/>	Jun-17	
Yes	BBN	BBN-03	3280Bayshore	BioMed Realty	Commercial	1.8	2.3	1.2	1.1	18		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-04a	5000MarinaBlvd	SentinelDevelopment	Commercial	0.7	0.5	2.8	0.0	48		<input type="checkbox"/>	Jul-17	
Yes	BBN	BBN-04b	7000MarinaBlvd	SentinelDevelopment	Commercial	1.2	2.1	2.6	0.0	66		<input type="checkbox"/>	Jul-17	
Yes	BBN	BBN-05	2000ShorelineCt	Hilton	Commercial	0.7	1.4	2.1	0.0	37		<input type="checkbox"/>		
Yes	BBN	BBN-06	425ValleyDrive	Woodmont Real Estate Services	Commercial	1.3	2.1	1.2	0.9	19		<input type="checkbox"/>	Sep-17	
Yes	BBN	BBN-07	455ValleyDrive	Harvest Properties	Commercial	1.5	0.9	1.9	0.0	61		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-08	ViewpointHOA	Citiscap Property Mgmt Group	HOA	8.3	2.1	1.8	0.3	63		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-09a	LandmarkHOA	The Manor Association	HOA	3.0	3.0	1.6	1.4	15		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-09b	AltamarHOA	The Manor Association	HOA	6.9	0.8	1.1	0.0	85		<input type="checkbox"/>	Aug-17	
Yes	BBN	BBN-09c	LandmarkRidge	The Manor Association	HOA	3.9	1.5	1.6	0.0	59		<input type="checkbox"/>	Oct-17	
Yes	BBN	BBN-10	1000MarinaBlvd	Davis Partners	Commercial	1.3	2.6	2.6	0.0	60		<input type="checkbox"/>	Sep-17	
Yes	BBN	BBN-11	150NorthHill	West Valley Properties	Commercial	0.7	3.4	1.3	2.1	7		<input type="checkbox"/>	Mar-17	
Yes	BBN	BBN-12	100NorthHill	Prop-Art	Commercial	0.6	1.8	1.9	0.0	86		<input type="checkbox"/>	Mail	
Yes	BBN	BBN-13	380ValleyDr	Pacific Gourmet	Commercial	0.3	3.4	2.8	0.6	44		<input type="checkbox"/>	Mail	
Yes	BBN	BBN-14	5000SierraPt	Double Tree Hotel	Commercial	0.9	2.0	2.7	0.0	47		<input type="checkbox"/>	Mail	





# Waterfluence Message Board

## Message Board

[+ Add Message](#)







Visibility*	Date	Message	Author	Role
Public	02/13/2017	The City of Brisbane relaxed its twice per week irrigation restrictions, but some requirements still in effect. See <a href="http://www.brisbaneca.org/drought-still-on">www.brisbaneca.org/drought-still-on</a>	Jerry Flanagan	Agency
Public - Emailed	06/22/2015	Added Michael Towle as landscaper contact per Ric's email.	Melissa	Admin
Public - Emailed	06/19/2015	Per request from Paul Schultz of Cagwin, removed Steve/Cagwin as landscaper contact. Please provide current landscaper's contact info to keep them in-the-loop with water use.	Melissa	Admin
Public	01/20/2015	Corrected map based on info from Loren and Howard Wheeler. Emailed Loren and Ric follow-up.	Melissa	Admin
Public	01/14/2015	Requested info on overlap again.	Melissa	Admin
Public	01/08/2015	Re-mapped, "over-mapped" to account for steep slopes in shrub areas. Overlap w/Viewpoint. Emailed Loren & Paul w/update and request for info on overlap.	Melissa	Admin

Showing 1-6 of 8 items.

[1](#) [2](#) [»](#)

## People

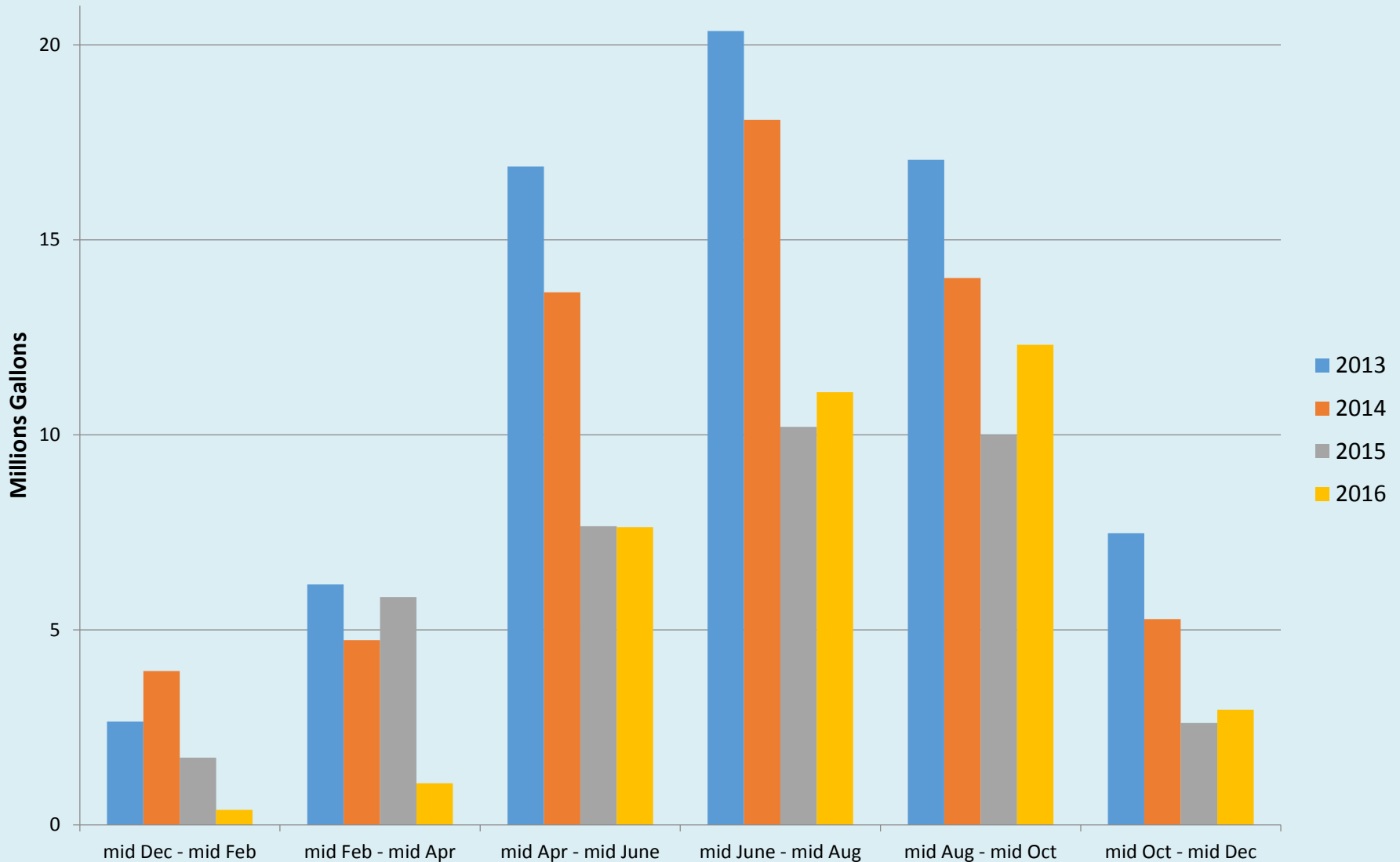
[+ Add Other Contact](#)

Role	Organization	Person	Start Date*	End Date*	Recency*	Frequency*
 Main Contact	The Manor Association	Ric Perez < <a href="mailto:ric@manorinc.com">ric@manorinc.com</a> >	12/31/2014		07/27/2017	6
 Landscaper	Serpico Landscaping  	Michael Towle < <a href="mailto:MTowle@serpicolandscaping.com">MTowle@serpicolandscaping.com</a> >	06/21/2015		01/13/2017	2
Landscaper	Cagwin and Dorward  	Steve Soriano < <a href="mailto:steve.soriano@cagwin.com">steve.soriano@cagwin.com</a> >	12/31/2014	06/18/2015	08/21/2016	0

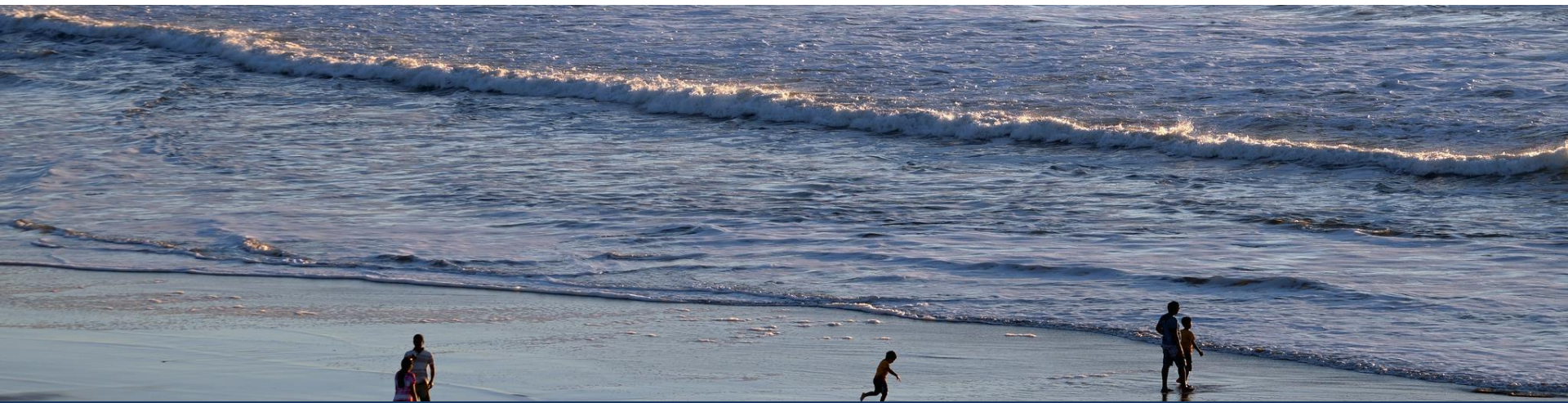
# How well we did



## Landscape Water Usage



# COMMUNICATION & MESSAGING FOR SEA LEVEL RISE



RICAPS // OCTOBER 31, 2017

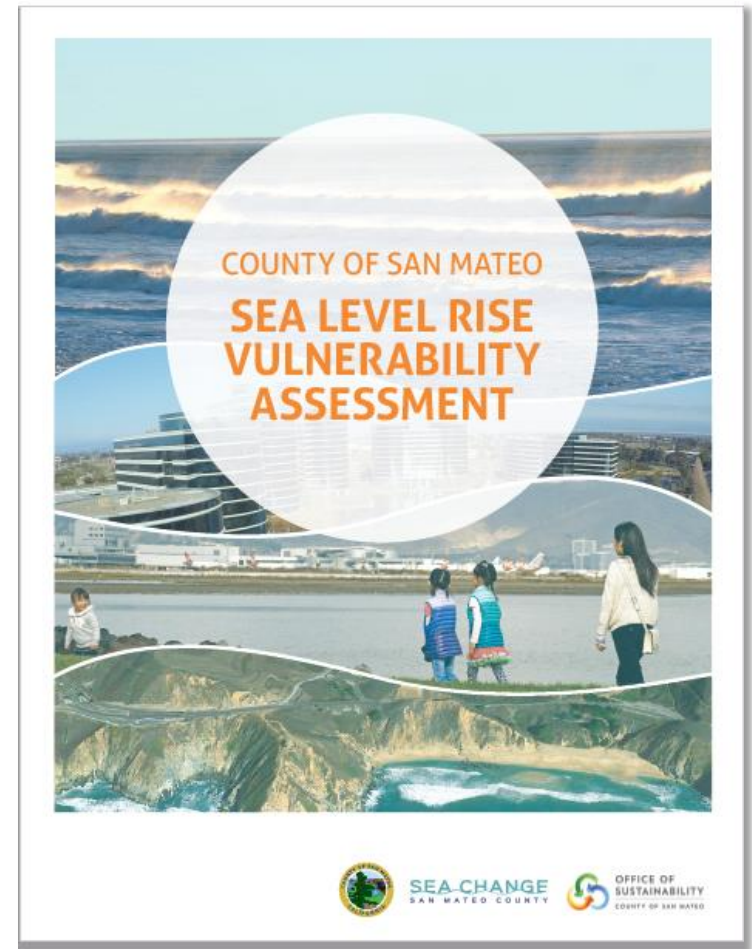
# PRESENTATION GOALS

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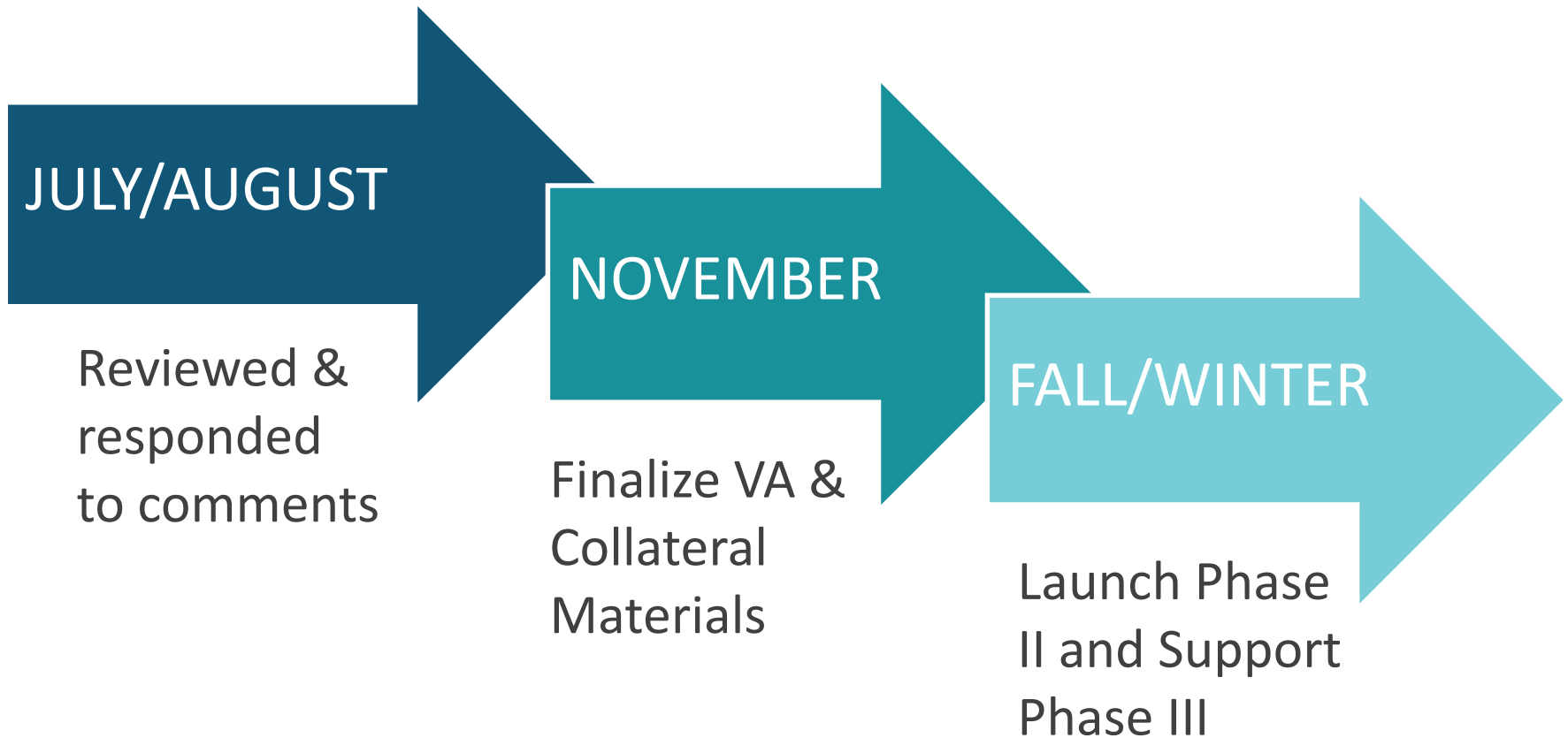
- Provide an overview of:
  - Phase II & III
  - Need for communications & messaging plan
  - Key plan components
  - Collaborative Approach

# DRAFT VULNERABILITY ASSESSMENT

- Released April 2017
- Stakeholder meetings
- Presentations to local boards and organizations
- Public events

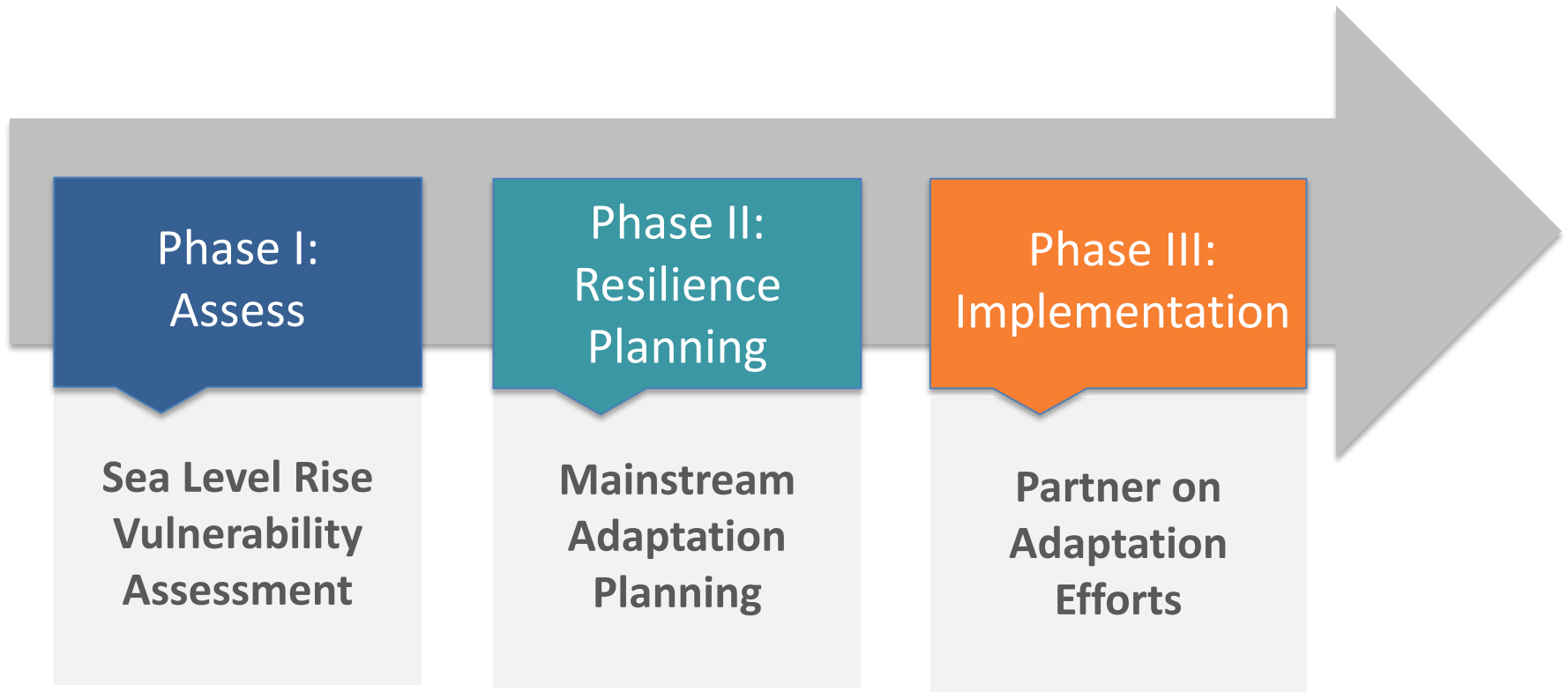


# PHASE I: FINAL STEPS

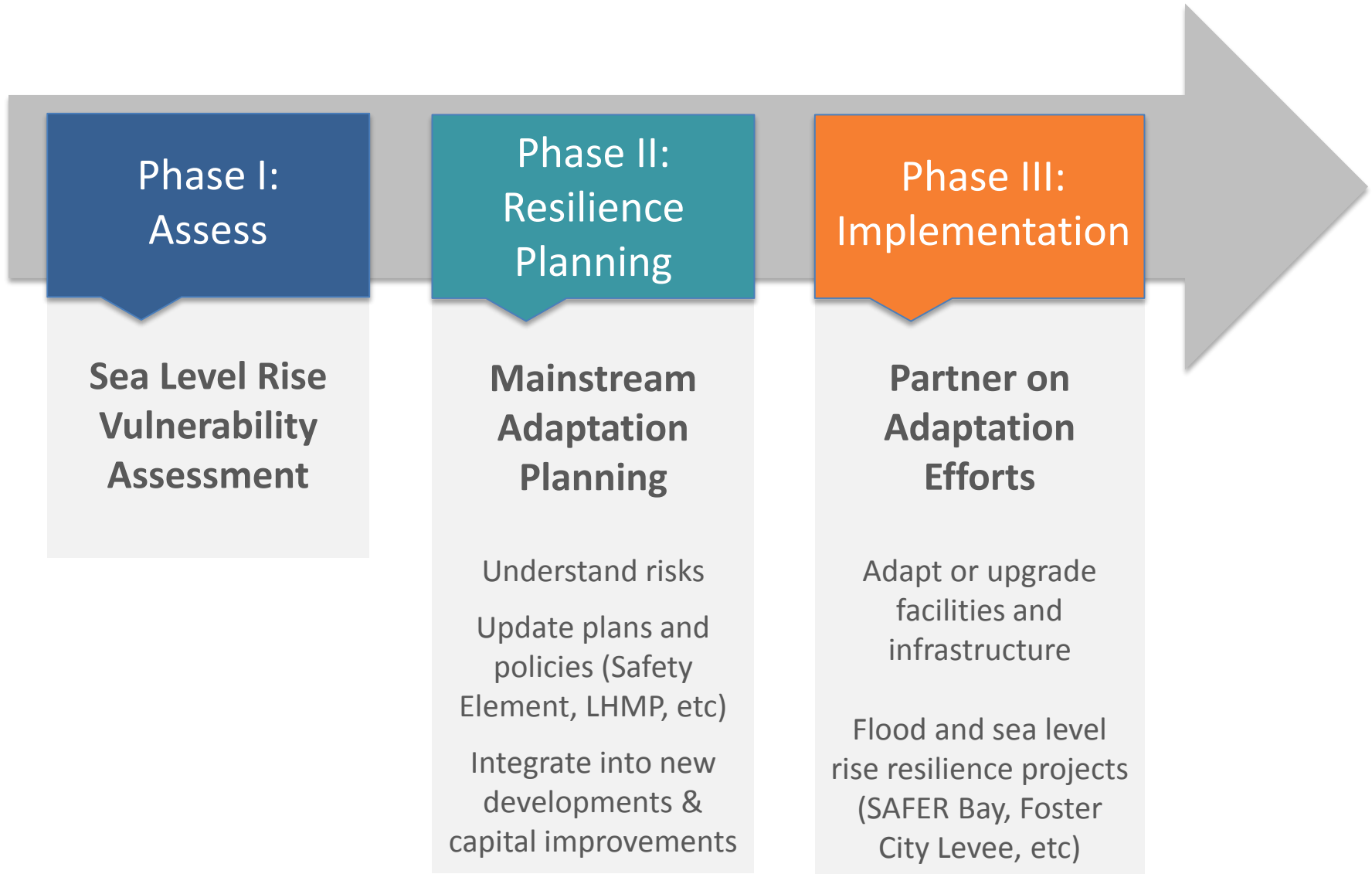




# PHASE II AND PHASE III



# PHASE II AND PHASE III

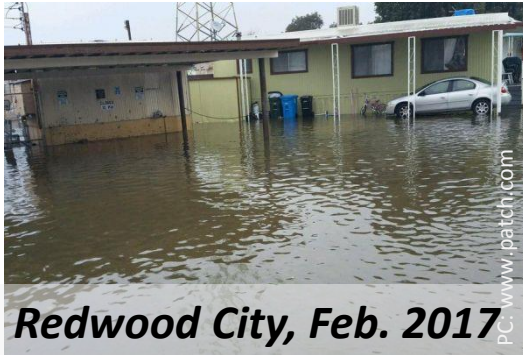


# NEED FOR MESSAGING PLAN

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- Risk Communication
- Consistency on Issue Framing
- Call to Action
- Collaboration and Coordination

# RECENT FLOODING AND EROSION



***Redwood City, Feb. 2017***



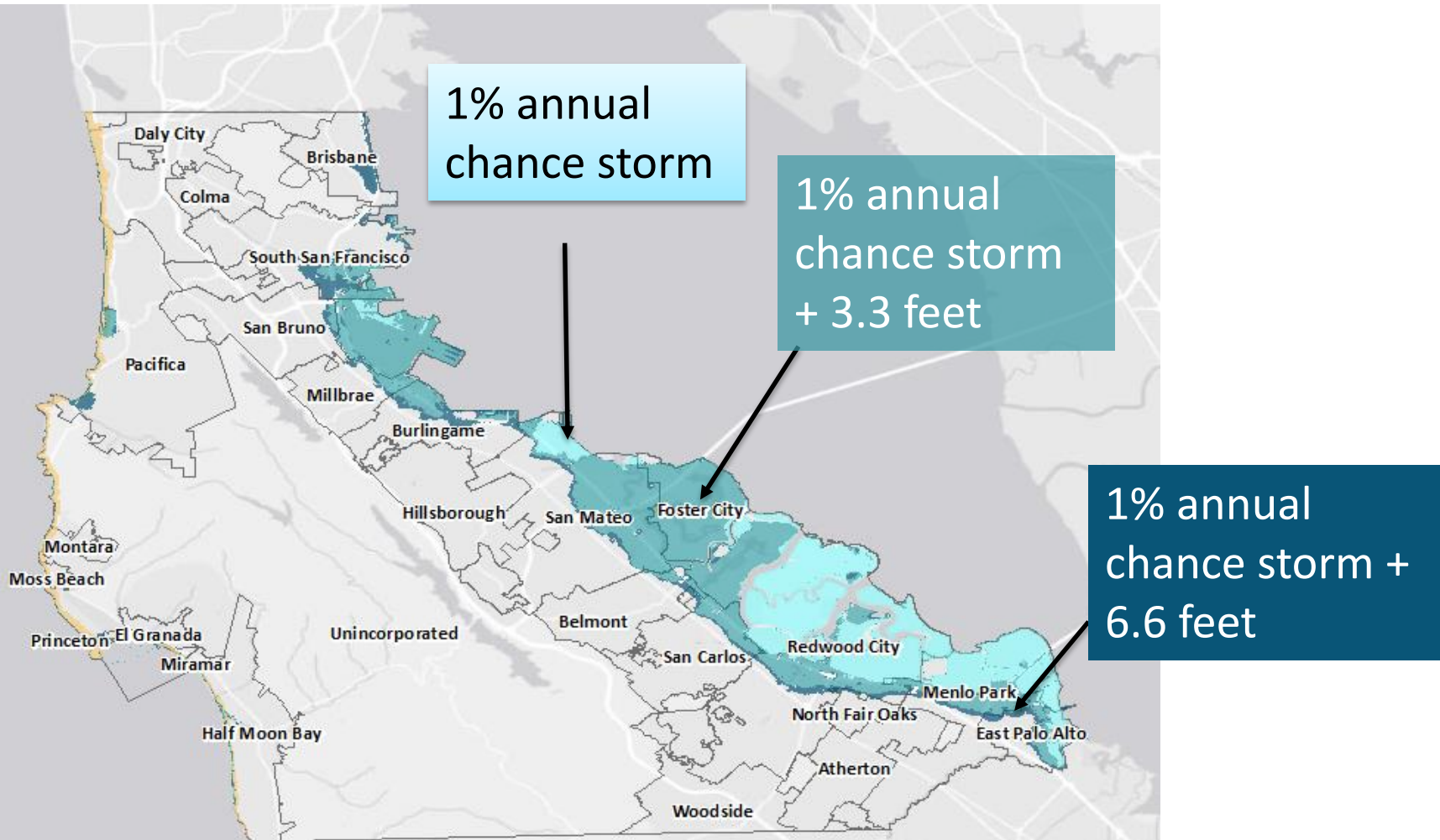
***Mirada Rd., March 2017***



***Pacifica, Jan. 2016***

San Mateo County Declares New Emergency in Wake of Damaging Storms

# FUTURE IMPACTS



Data from Our Coast Our Future:

<http://data.pointblue.org/apps/ocof/cms/>

# FUTURE IMPACTS



**7,000 acres  
of wetlands**



**\$34 billion in  
assessed value**



**360 miles of  
roads**



**Over 100,000  
people**

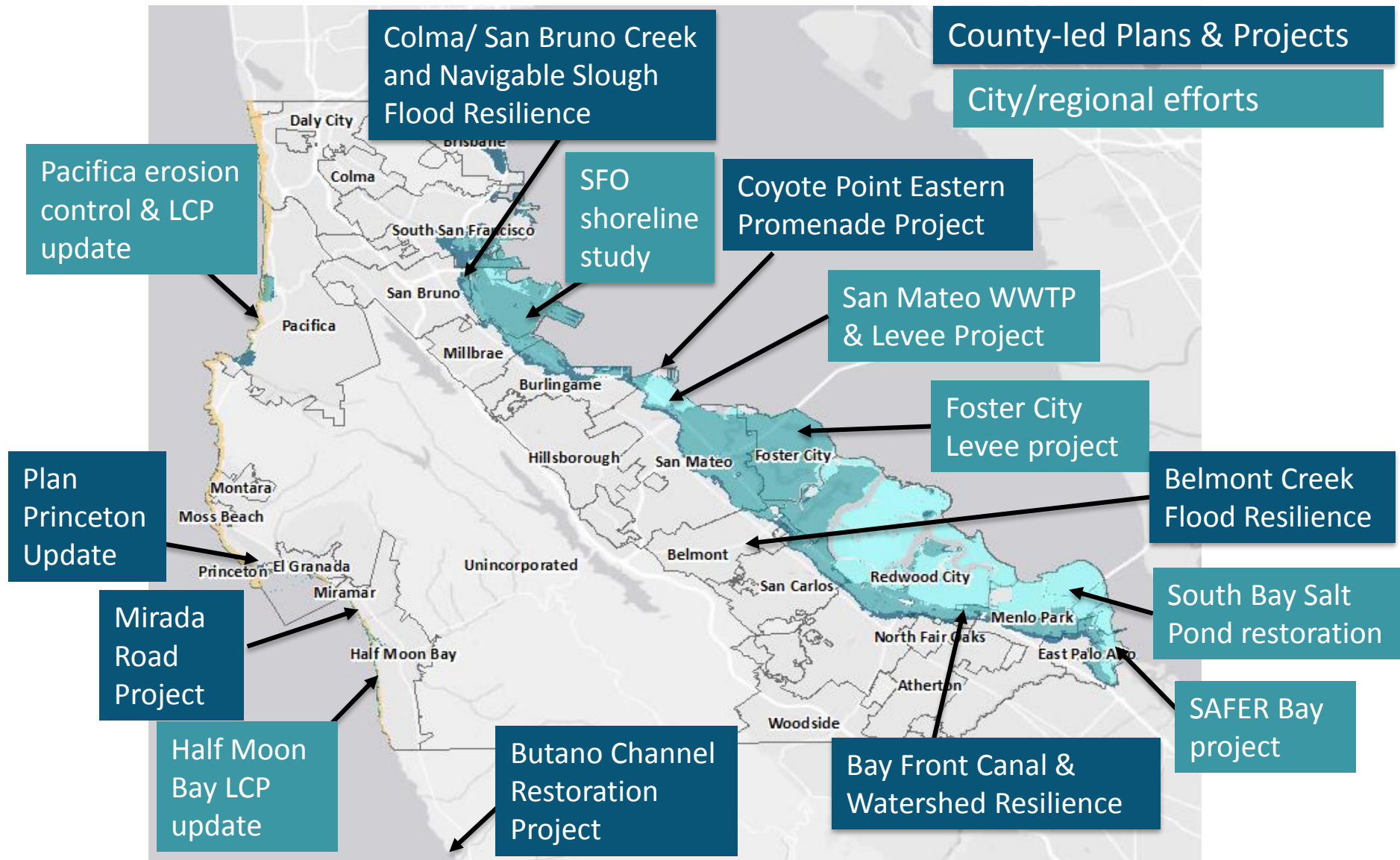
Based on 3.3 feet of sea level rise and a 1% annual chance storm



# NEED FOR MESSAGING PLAN

- Consistency on issue framing
  - Raise awareness
  - Tailored messages
  - Motivate action
- Collaboration and Coordination
  - Who's doing what?
  - What's been done so far?

# CALL TO ACTION!



# NEED FOR MESSAGING PLAN

- Challenges
  - Scientific uncertainty
  - Technical terminology
  - Lack of awareness
  - Doom and gloom scenario
  - Emotional and personal



# COMMUNICATION, MESSAGING & OUTREACH PLAN

## GOALS

- Frame as a County-wide issue
- Ensure messaging and framing consistency
- Provide leadership, accountability and empowerment
- Offer resources and technical assistance
- Undertake outreach and engagement

# KEY PLAN COMPONENTS

- Communication, Messaging and Outreach Plan
  - Sea Change SMC Website
  - Highlights Documents/Fact Sheets
  - Communication Toolkit
  - Trainings
  - Outreach and Engagement

# KEY PLAN COMPONENTS

- Sea Change SMC Website



**OFTEN REFERRED TO AS "GROUND ZERO" FOR SEA LEVEL RISE, SAN MATEO COUNTY IS ONE OF THE MOST VULNERABLE REGIONS OF THE BAY AREA.** With funding from the Coastal Conservancy, the County of San Mateo is currently working with a broad coalition of governments across jurisdictional boundaries to spearhead an effort to address this challenge and create proactive solutions for our communities.





# KEY PLAN COMPONENTS

## • Highlights Document & City Fact sheets

### WHAT'S NEXT: ADAPTATION

It's time to adapt. Developing and implementing a plan for San Mateo County requires careful evaluation of multiple potential strategies.

#### ADAPTATION STRATEGY DEVELOPMENT

Economics, ownership and governance, ecology, and equity all factor into adaptation planning.

**Accommodate:** Adapt individual structures for continued operation in at-risk areas

**Protect:** Put a barrier or buffer between the asset and the bay or coast

**Retreat:** Relocate assets inland and convert vulnerable land uses

#### ADAPTATION AT A SCALE

**Regional:** Introduce new structures, like a sea wall or an artificial reef that span across city boundaries, restore wetlands on a large scale.

**City:** Establish new development standards and ordinances for at-risk areas. Require development to be built with sea level rise in mind. Restore wetlands and natural habitats within city limits. Build levees and flood control projects.

**Neighborhood:** Smaller-scale protection projects and wetlands and habitat restoration. Reduce stormwater flooding through water detention systems, bioswales, and creek restoration. Retreat inland as needed.

**Asset:** Update building design to incorporate concepts like elevating above flood levels, and using flood-proof materials and practices. Retreat inland.

### WHAT YOU CAN DO

Let's work together to keep sea level rise at bay. It's time to get involved. Here's how:

- Everyone**
  - Visit [SeaChangeSMC.com](http://SeaChangeSMC.com) to learn more and understand the risks
  - Connect with us by joining our mailing list or visiting our Facebook page
  - Participate in Sea Change SMC
- Residents**
  - Attend Sea Change SMC events and city council meetings
  - Share information about sea level rise preparedness with your neighbors
  - Prepare for emergencies
  - Participate in a community emergency response team program
  - Organize as a neighborhood to prepare for storm emergencies
  - Participate in planning and adaptation efforts in your community
- Non-profits and Businesses**
  - Evaluate and prepare for risks for your business
  - Learn more about adaptation strategies and support local shoreline protection efforts
- County and City Government/Special Districts**
  - Integrate adaptation into policies, plans and building codes
  - Complete local vulnerability assessments
  - Evaluate opportunities for adapting key facilities and protecting the shoreline
  - Develop targeted implementation plans
  - Support regional and neighborhood resilience
  - Develop a targeted public awareness campaign
- Elected Officials**
  - Be a champion for sea level rise and resilience planning
  - Be an advocate for equitable adaptation and vulnerable populations

### SEA CHANGE SMC NEXT STEPS

<b>PHASE I:</b> Continue to Assess Vulnerability	Further assess: South coast County facilities and unincorporated areas Cities and key assets
<b>PHASE II:</b> Develop Resilience Framework and Plan	Establish principles, goals and guidelines for addressing sea level rise in existing plans and policy processes Identify priority planning areas Develop menu of adaptation options Create sea level rise policy templates for cities and county to adopt Educate and build awareness
<b>PHASE III:</b> Implementation and Monitoring	Implement Sea Level Rise Policies, Develop Project Concepts Conduct Cost/Benefit Analyses Develop Funding Strategies Build Adaptation Projects

#### SEA LEVEL RISE MITIGATION:

Reduce Greenhouse Gas (GHG) Emissions

**COUNTY UNINCORPORATED AREA GOAL:**  
Reduce GHG emissions by 27% below 2005 emissions levels by 2020

**YOU CAN HELP REDUCE GHG EMISSIONS BY:**  
Taking public transit or a bike at least once a week  
Opt up to 100% renewable electricity with Peninsula Clean Energy's Eco100

**HELP EMPLOYEES REDUCE GHG EMISSIONS BY:**  
Offering Incentives to take transit or bike at least once a week  
Locate businesses close to transit

**CONTACT US**

[www.seachangesmc.com](http://www.seachangesmc.com) | 1 800.800.3000  
[info@seachangesmc.com](mailto:info@seachangesmc.com) | [www.facebook.com/SeaChangeSMC](http://www.facebook.com/SeaChangeSMC)

SEA CHANGE SAN MATEO COUNTY

### COUNTY OF SAN MATEO SEA LEVEL RISE VULNERABILITY ASSESSMENT

# KEY PLAN COMPONENTS

- Communication Toolkit
  - Background info on sea level rise
  - Guidance on effective communication
  - Framing and messaging talking points
  - Recommendations to utilize fact sheets and other VA information
  - Guidance to support elected officials and policymakers

# KEY PLAN COMPONENTS

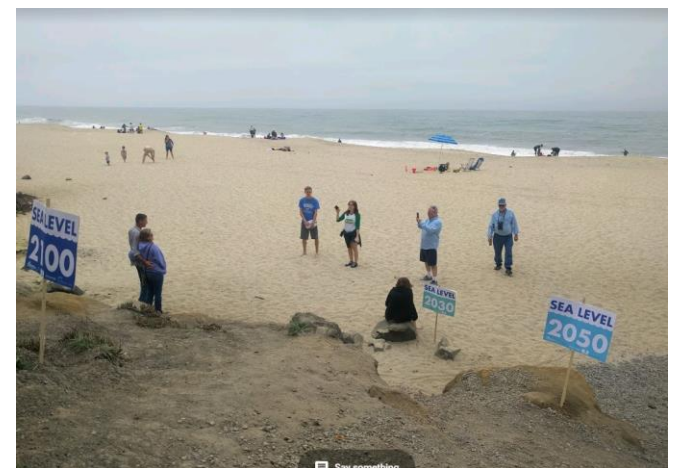
- Communication and Messaging Training
  - Half Day workshop
  - Webinar
- On call consultation services



# KEY PLAN COMPONENTS

## Outreach & Engagement

- Road Show
- Visualization
  - SLR Visualization Viewfinders
  - Shrinking Shores
- SLR Videos



# KEY PLAN COMPONENTS

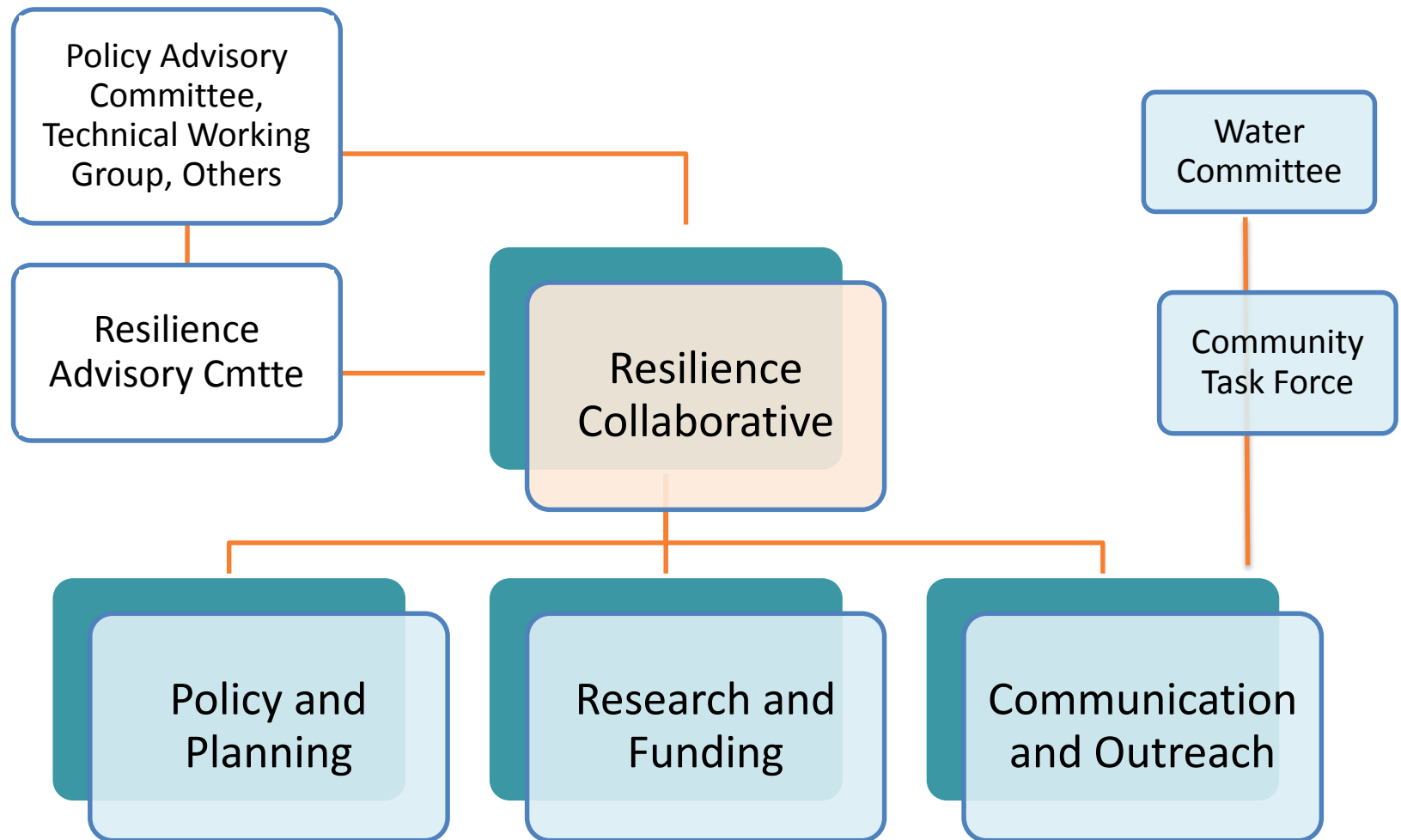
## Outreach & Engagement

- Youth Exploring Sea Level Rise Science
- Game of Floods
- Regional Adaptation Convening





# COLLABORATIVE APPROACH





# TACTICS SUMMARY

Grounded in (risk) communication best practices

- Avoid the term 'uncertainty'
- Avoid doom and gloom
- Be consistent
- Make it personal
- Know your audience and tailor messages
- Use effective visuals
- Show progress on issue
- Use multiple strategies
- Give people concrete actions to take

# DISCUSSION

- Any questions?
- Feedback on strategy
  - Do we have the right approach?
  - How do we best inform and engage your colleagues about this work?
  - Are you interested in contributing to this effort?

# THANK YOU!

Jasneet Sharma  
Climate Resiliency Specialist  
[jsharma@smcgov.org](mailto:jsharma@smcgov.org)

Linda Mar/ Pacifica State Beach, Photo by H Papendick

# Marketing for Action

- Developed by Vision Flourish
- <https://tinyurl.com/usdn111>



# Marketing for Action

Framework for running environmental behaviour change campaigns

1. Determine target behaviors
2. Identify target audiences
3. Craft messaging and campaign design
4. Build trust by building your brand
5. Utilize effective marketing tools
6. Analyze campaign effectiveness

# 1. Determine target behaviors

Utilize climate action plans to identify high priority, near-term actions:

- Energy use in residential
- Energy use in commercial
- Transportation
- Solid waste
- Water



# 1. Determine target behaviors

What specific actions do we want target audience to take?

- Participate in energy efficiency programs
- Take specific actions in individual lives

Think also about metrics, and how do we measure impact of the marketing campaign?

# 2. Identify Target Audiences

## Audience Identification

---

Environmental Goal	Action	Who Can Participate?
Reduce Air Pollution	Switch to EVs	Drivers
Renewable Energy	Install Rooftop Solar	Homeowners
Energy Efficiency	Use Appliances More Efficiently	Everyone
Reduce Paper Waste	Opt Out of Junk Mail	Everyone

# 2. Identify Target Audiences

## Fort Collins Utilities Customer Segmentation Study

### Enthusiastic Conservationist



- Environmental/economic impacts factor heavily into decision-making
- Supportive of Climate Action Plan

### Cost-Driven Users



- Cost, comfort drive usage decisions
- Willing to participate in conservation programs for cost savings

### Receptive but Busy



- Environmental/economic impacts important but very time-conscious
- Willing to participate in conservation programs

### Neutral Users



- Neutral about conservation
- Neutral toward Climate Action Plan

### Unmotivated to Conserve



- Cost, comfort, convenience drive usage decisions
- Generally disinterested in conservation programs

# 3. Craft Messaging and Campaign


Greatest single impact on whether marketing for action efforts succeed or flop.

- Text
- Tone
- Length of ad

Target behaviour change = basis of high-level call-to-action

### 3. Craft Messaging and Campaign

Develop and test multiple messages  
(A/B testing)



The City of San José spends \$87 each time someone improperly disposes a large item.  
Do it the right way for **FREE**

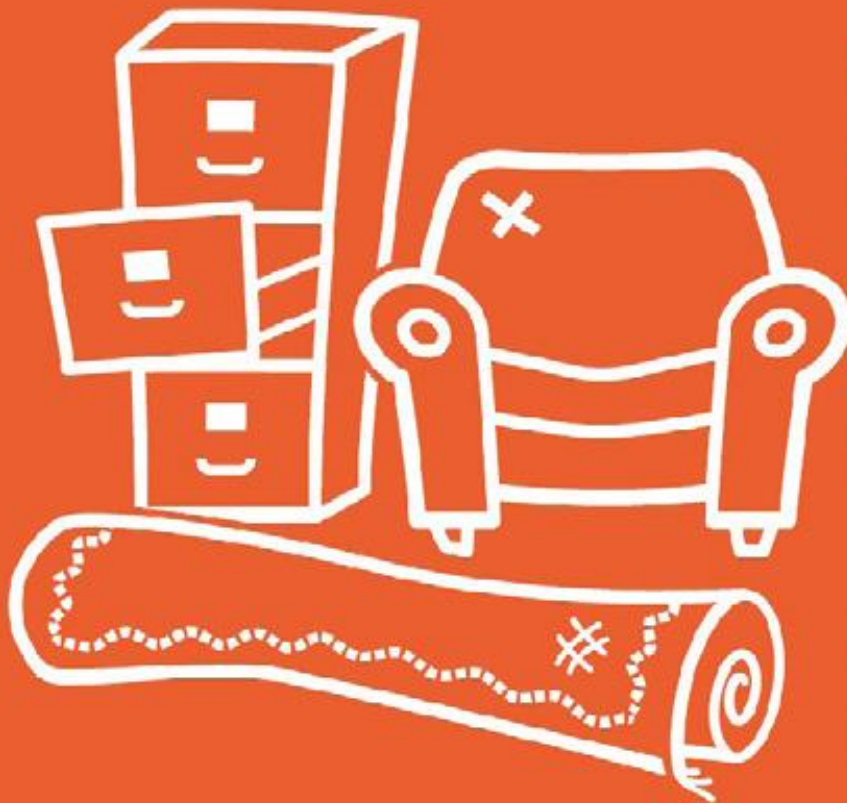
La Ciudad de San José gasta \$87 cada vez que alguien se deshace incorrectamente de un artículo grande.  
Hágalo de la manera correcta **GRATIS**

Thành Phố San José tốn \$87 mỗi lần có người vứt bỏ một đồ vật lớn không đúng cách.  
Làm đúng cách được **MIỄN PHÍ**



### 3. Craft Messaging and Campaign

Develop and test multiple messages  
(A/B testing)



You've been selected to receive  
a **FREE** large item removal.

Usted ha sido seleccionado  
para recibir la remoción  
**GRATIS** de un artículo grande.

Quý vị đã được chọn để lấy đi  
một đồ vật lớn **MIỄN PHÍ**.



# 3. Craft Messaging and Campaign

Best practices:

- Keep it simple, clear and accessible
- Design – clean, positive
- Keep it positive!!



### 3. Craft Messaging and Campaign

**May the warmth  
be with you.**



An electric blanket uses a quarter  
of the energy of a space heater.  
Cozy, you will be.  
Money, you will save.



[www.flagstaff.az.gov/homes](http://www.flagstaff.az.gov/homes)

**Rethink the holidays.**



Household waste increases 25% during the holidays.  
This year, celebrate with more fun and less stuff.  
Give time, experiences, or homemade gifts.



[www.flagstaff.az.gov/BeResourceful](http://www.flagstaff.az.gov/BeResourceful)

# 4. Building Trust by Building Your Brand

Developing brand strategy can be complex:

- What is the program's mission?
- What are your values?

Purpose and raison d'être:

- Who is the audience? What tone will they respond to?
- What feeling(s) do you want your brand to evoke from the target audience?
- Why should your audience care about what you have to say?
- Why should people trust you?

# 4. Building Trust by Building Your Brand

Building up the birdie brand – positive and accessible, clean design, simple graphics, easy to recognize

- Actions speak louder
- Put it everywhere
- Brand equity



# 4. Building Trust by Building Your Brand

Partnerships!!



**SAVE MONEY**  
**CLEAN YOUR AIR CONDITIONER FILTERS**

Dirty filters make your A/C work harder and use more electricity. Wash, air dry and reinstall your filter to conserve energy & save money.

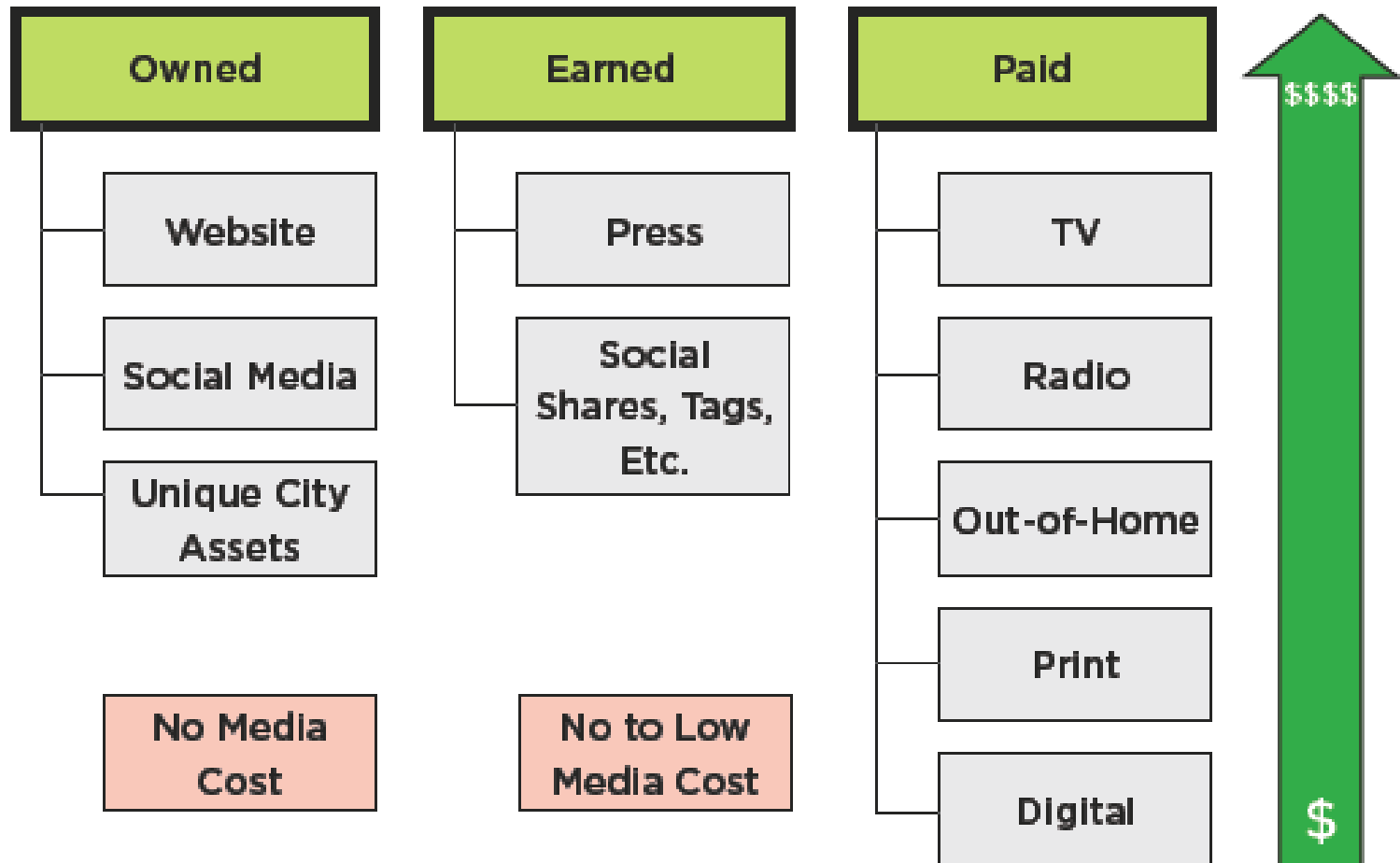


**BE COOL & SMART**

For more information visit: [nyc.gov/greenyc](http://nyc.gov/greenyc)



# 5. Media Planning & Beyond





# 6. Analyze Campaign Effectiveness

During the planning stages, plan for how you will monitor and evaluate success.

- Adjust marketing to maximize reach and effectiveness

Example metrics:

- Impressions – billboard views
- Engagement – how many people interacted (e.g., clicks, take a pledge, attend event, participate in program)
- Impact on attitudes/behaviors – LED sales, surveys, recycling rates, etc..

# 6. Analyze Campaign Effectiveness

San Jose Metrics, City of San José Environmental Services Department

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	FY15-16		FY16-17		
	Google Adwords	Mercury News Digital Ads	Google Adwords	Facebook Ads - English	Facebook Ads - Spanish
<b>Impressions</b>	23,850	183,349	63,400	96,762	77,884
<b>Clicks</b>	1,684	425	6,020	5,967	4,321
<b>CTR</b>	7.06%	0.23%	9.50%	6.17%	5.55%
<b>Cost per click</b>	\$1.19	\$4.71	\$0.50	\$0.34	\$0.46

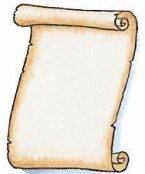
# Interactive Activity

Sharing best practices in sustainability marketing & outreach

- What has worked well?
- What do you see as priorities moving forward?

# Wrap Up & Next Steps

- “Let’s Talk Climate – Applied Research and Practical Guidance for Local Climate Engagement” Webinar
  - November 21, 2017 10:00-11:00am
  - Will provide communications and engagement guidance from ecoAmerica, Dan Barry
  - <https://register.gotowebinar.com/register/2162986048224238593>
- Municipal Energy Efficiency Call for Projects
  - Pre-Application Workshop on November 6, 2017 at San Carlos City Hall (Enterprise Room)
  - Applications due December 15, 2017
- Energy Efficiency Program Update from the County of San Mateo
  - Available customized for your city/region
  - Contact Kevin Lu ([khlu@smcgov.org](mailto:khlu@smcgov.org))
- Next RICAPs Meeting November 28, Webinar 1:30 pm – 3:00 pm





THANK YOU !

SAN MATEO COUNTY  
energy  
watch

**RICAPS**  
Regionally Integrated Climate Action Planning Suite