



Regional Water Providers Consortium

2021-2022 PUBLIC OUTREACH ACCOMPLISHMENT REPORT

CAMPAIGN SPENDING BY:

Report Summary

The Consortium used a diverse portfolio of platforms and tools to help members speak with a regional voice, connect their customers with information and resources, and amplify the messages shared by the Consortium in its multimedia campaigns. Each of these efforts was geared toward the general public and increasing its overall awareness of the content covered rather than targeting a specific audience and behavior goal.

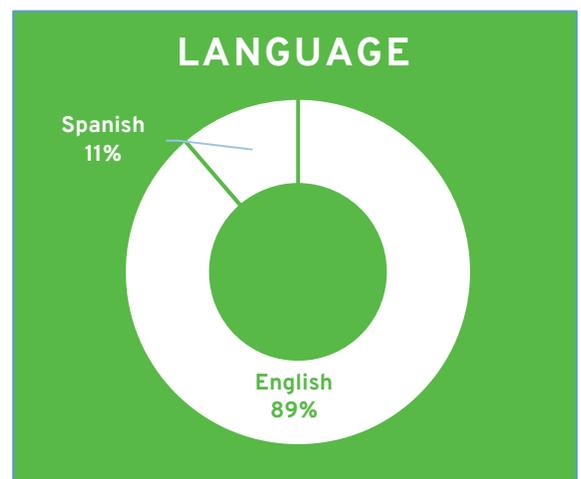
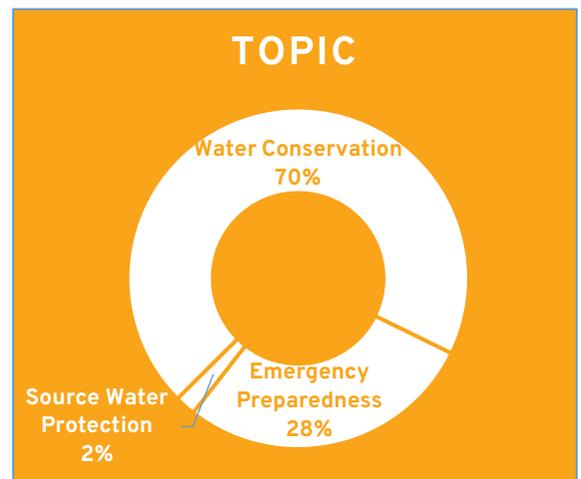
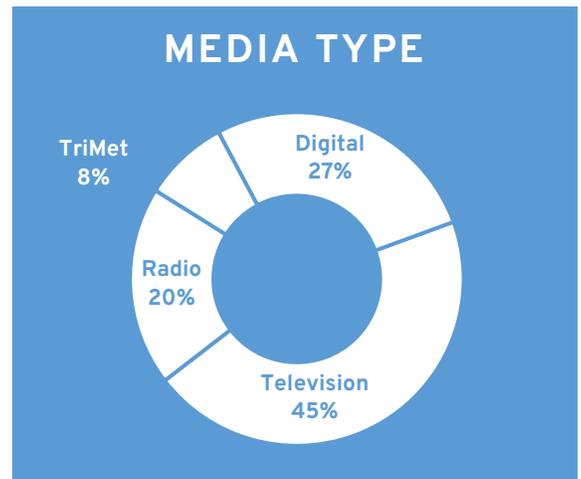
The Consortium allocated 23% (\$246,000) of its budget to public outreach-focused projects and programs during fiscal year 2021-2022. A major portion of this work consisted of running three multimedia campaigns and developing several other ongoing public outreach products that were designed to support members with their own outreach. These additional products included the regionalH2O.org website, content on several social media channels, member toolkits, newsletters, and promotions. Typically, school assembly programs, workshops, and events would also be included, but they were not part of conservation programming again this past year due to the pandemic.

The Consortium received \$122,000 in Urban Area Security Initiative grant money for work that focused on making its emergency preparedness print materials and how-to videos available in more languages.

Multimedia Campaigns

The Consortium invested a total of \$154,976 in three successful multimedia campaigns in FY 2021-2022.

1. Source Water Protection (July 2021 - June 2022)
2. Emergency Preparedness (September - October 2021)
3. Water Conservation (May - September 2022)



Most of the campaigns ran over a six-month period in 2022 from Drinking Water Week in the beginning of May to the Great ShakeOut in mid-October.

Leveraging Existing Partnerships

Media partners continued to include added value elements to the Consortium's campaigns which helped stretch limited resources and campaign reach. Examples of added value elements include station talent-fronted ads and how-to videos, production time, on-air interviews, news sponsorships, banners during Jeopardy, and in-program mentions. In addition, long-time partnerships allowed the Consortium to build on past successes rather than starting from scratch with new media partners again for the 2022 campaigns.

Three of the Consortium's long-time partners - KUNP, KATU, and Alpha Media - also helped support other parts of the Consortium's public outreach efforts beyond their station's campaign packages in 2022. Examples included:

- **KUNP:** Translated messaging for newsletters, print pieces, promotions, web content, and graphics
- **KUNP:** News anchor Antonio Sanchez served as spokesperson for two new emergency preparedness-focused how-to videos
- **KATU:** produced additional ads for use on over-the-top television and social media
- **Alpha Media:** provided a recording studio to capture audio for the how-to video project in Khmer

Media partner added-value contributions were valued at more than \$200,000 for the 2021-2022 campaigns.

Messaging Refinement

Staff incorporated a variety of topics into radio and television content to appeal to a wider audience and meet Consortium members' goal of incorporating messaging that highlighted the value of water. Examples included:

- Recommending that people check their toilets for leaks
- Providing options for how to water landscapes efficiently whether hand watering, using an oscillating sprinkler, or with an in-ground system
- Using infrastructure projects and sites to share information about how water providers are making the region more resilient

Other examples of changes to messaging or assets included:

- Featuring the Consortium's 25th anniversary logo throughout the campaigns
- Including a QR code that pointed to regionalH2O.org in all video ads
- Adding the Consortium's radio jingle to all English television ads for brand consistency across platforms

The Consortium partnered with same media partners for its conservation and emergency preparedness campaigns which allowed staff to weave in information about both topics into each campaign's ads and on-air interviews. Using this approach ensured that the campaigns included seasonally relevant information and allowed for a longer timespan to message on both topics. For example, the Consortium's radio ad content first recommended waiting to water due to the wet spring/early summer, highlighted using the Weekly Watering Number to know how much to water, and finally let folks know when the watering season was over.

Audiences

The Consortium has traditionally focused on reaching the greatest number of people possible through its campaigns. This has worked well with more traditional media platforms such as radio and television. Over the past five years, the Consortium has integrated more digital advertising into its multimedia campaigns. Digital advertising offers more opportunities to target specific audiences by their interests, zip code, and with search term keywords. By using several platforms, the Consortium developed a well-rounded campaign portfolio that met a diverse audience where they consume information. In each case, staff worked media partners to develop target audiences that align with the Consortium's messaging.

Examples

- **KATU Television:** Evening news and magazine style shows; homeowners and renters; adults 18+ with an emphasis on ages 25-54
- **Over-the-top television:** Cable and traditional television programming delivered through other devices like Amazon Firestick, Roku, or other means; homeowners and renters who do not watch traditional television; aged 35+
- **Radio:** six stations that reached people 25+ throughout the metro region
- **Facebook:** ads garnered more clicks from women 55+ than from men or younger audiences. This trends with the audience on our Facebook account.

How the Consortium measures the success of its campaigns

The Consortium's multimedia campaigns focus on increasing general awareness of topics rather than changing an individual's specific behaviors. The campaigns are also one of many sources that the public receives information about these topics, so it is almost impossible to directly measure how the campaigns individually impact one's decisions to conserve water or prepare for emergencies. As a result, the Consortium is fairly limited by how it can measure the efficacy of its campaigns. Instead, the Consortium evaluates its campaigns by how many times the messaging is delivered, impressions, and other factors.

Source Water Protection Campaign Summary

The Consortium helped sponsor the “Clean Water. It’s Our Future” campaign for a third year. The campaign ran from July 2021-June 2022 on KPTV television and focused on providing community members with tips on how they can take action at home and in the garden to protect local waterways. The Consortium contributed \$3,000 to the 2021-22 campaign and staff supported the development of a suite of lawn-focused ads. This continues to be a great way for the Consortium to contribute to another regional water-focused media campaign and provide source water protection messaging.

STATION / MEDIA TYPE	LANGUAGES	ADS	ON-AIR INTERVIEWS	IMPRESSIONS
KPTV TELEVISION	English	583	1	10.8 million

(Impressions = number of times an ad is viewed or heard during a campaign)

DIGITAL OUTREACH	LANGUAGES	CLICKS	IMPRESSIONS/ RECIPIENTS	OTHER SUCCESS METRICS
KPTV BANNER AD	English	2,163	2.4 million impressions	N/A
STATION WEB PAGE	English	N/A	N/A	3,191 page views
STATION FACEBOOK POSTS	English	1,464	93,405 impressions	5,856 video views

Below: Screen shots of two ads from the campaign on KPTV.



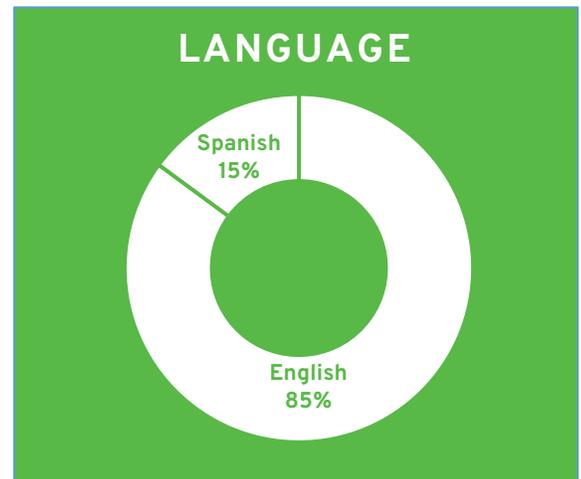
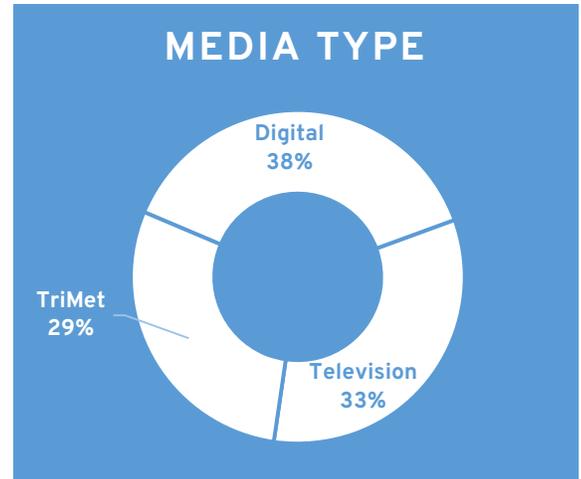
2021 Emergency Preparedness Campaign Summary

The Consortium conducted its annual emergency preparedness campaign during National Preparedness Month in September 2021. The multimedia campaign included television ads and on-air interviews, TriMet bus ads, newsletters, digital video and display ads, and other online messaging. The campaign cost \$43,876 and media partners' in-kind contributions were valued at \$16,612.

The campaign's messaging continued to focus on the Consortium's primary personal preparedness message: "Get ready. Get Water." and "You need enough water to last for 14 days or one gallon per person per day." Several campaign elements also included these secondary messages: be creative with where you store your water (store what you can, where you can), ideas for how to store water in small living spaces, and preparedness tips on a budget.

The Consortium began its emergency preparedness campaign in 2015. This messaging is still relatively new to the region and tends to resonate more broadly than conservation messaging. Getting people to prioritize storing the recommended amount of water remains a challenge, but initial findings in 11 listening sessions with Community Engagement Liaisons for the multilingual how-to video project indicated that having storage space and making time to do it were greater barriers than cost.

CAMPAIGN SPENDING BY:



STATION / MEDIA TYPE	LANGUAGES	ADS	ON-AIR INTERVIEWS	IMPRESSIONS
KPTV TELEVISION	English	180	1, plus 6 in program mentions	3.1 million
KUNP TELEVISION	Spanish	237	1	N/A
GARDEN TIME TELEVISION	English	0	1	N/A
TRIMET BUS ADS	English	45	N/A	5.5 million

(Impressions = number of times an ad is viewed or heard during a campaign)

DIGITAL OUTREACH	LANGUAGES	CLICKS	IMPRESSIONS/ RECIPIENTS	OTHER SUCCESS METRICS
OVER-THE-TOP (OTT) TELEVISION	English	N/A	120,790 impressions	N/A
KPTV FACEBOOK POSTS	English	700 clicks	20,503 impressions	N/A
KUNP NEWSLETTER (winterize your home)	Spanish	701 clicks	27,272 recipients	18% open rate
KUNP VIDEO ADVERTISING	Spanish	Purchased in FY 21-22 budget. The actual campaign ran late in 2022 and accomplishments will be reported on next year.		

Below: KUNP newsletter focused on wintertime emergency preparedness.

Top: regionalH2O.org web banner.

Middle: Image of KPTV "in program mention" on More Good Day Oregon.

Bottom: Consortium bus ad on TriMet bus.

URL

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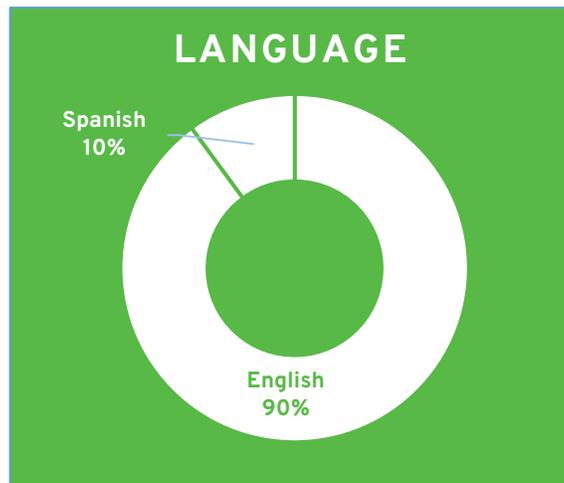
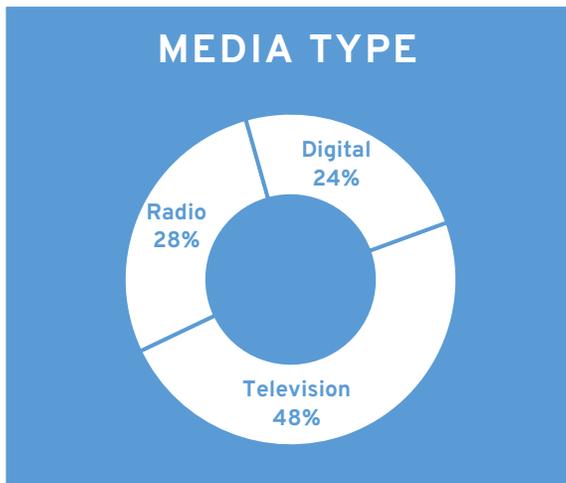
2022 Water Conservation Campaign Summary

The Consortium conducted its summer outreach campaign from May – September 2022. The multimedia campaign ran in English and Spanish and included ad buys and on-air interviews with three television partners, five radio partners, and several digital advertising platforms.

The campaign’s messaging focused providing the public with tips for using water wisely in the summer and included: giving your plants a deep soak a couple of times a week rather than watering daily, making sure your watering system is working efficiently, mowing your lawn less often, and the Weekly Watering Number.

The campaign cost \$108,100 and media partners’ in-kind contributions were valued at \$184,435.

CAMPAIGN SPENDING BY:



STATION / PLATFORM	LANGUAGES	ADS	ON-AIR INTERVIEWS	IMPRESSIONS
KATU TELEVISION	English	643	9 interviews, plus 8 in program mentions	N/A
KUNP TELEVISION	Spanish	291	0	N/A
GARDEN TIME TELEVISION	English	1	1	N/A
RADIO - ALPHA MEDIA (7 STATIONS)	English	2558	2 which ran several times on 2 stations	1.6 million

(Impressions = number of times an ad is viewed or heard during a campaign)

Below top: Drinking Water Week topics for in program mentions/ "shout outs"
 Below middle: Examples of added value Jeopardy snipe content on KATU
 Below bottom: KUNP newsletter focused on ways to conserve water outdoors.

Right top: Drinking Water Week segment highlights importance of resilient infrastructure
 Right middle: Conservation staff on KATU's Afternoon Live program
 Right bottom: Drinking Water Week segment highlights the importance of maintenance work on water systems and water industry careers



Drinking Water Week – May 1-7, 2022

AM Northwest & Afternoon Live /In-Content
 SHOUT OUTS – May 3, 4, 5 & 6







Topics

Day 1: Learn more about our region's water sources, promoted Interactive Map and Drinking Water Quality Report

Day 2: People, pipes, and other infrastructure - 1,100 people 7,000 miles, etc.

Day 3: Water system is all around you - 200+ water tanks and reservoirs around the region, Rockwood example

Day 4: Use water wisely tips






KATU Snipe – Jeopardy/News

6 weeks Snipe Exposure - KATU 4pm News (3x per week) - July 18th – August 28th





4 weeks Snipe Exposure - Jeopardy (3x per week) - July 4th – 31st - PLUS 3 additional weeks as ADDED VALUE - August 1st – 15th










	https://www.regionalh2o.org/es/conservacion-del-agua?...itm_medium=Email&utm_campaign=URL&utm_content=URL	21	0.08%
	https://www.youtube.com/watch?v=G-fjxUczbyYM&list=P...itm_medium=Email&utm_campaign=URL&utm_content=URL	18	0.07%
	https://www.facebook.com/RegionalH2O?utm_source=Co...itm_medium=Email&utm_campaign=URL&utm_content=URL	10	0.04%
	https://twitter.com/consveh2org?utm_source=Comput...aign=RWPCKUNPMay2020Email&utm_content=TwitterUTM	9	0.03%
	https://www.youtube.com/c/RegionalH2O?utm_source=C...itm_medium=Email&utm_campaign=URL&utm_content=URL	8	0.03%
	https://www.instagram.com/regionalh2o/?utm_source=C...itm_medium=Email&utm_campaign=URL&utm_content=URL	7	0.03%

DIGITAL OUTREACH	LANGUAGES	CLICKS	IMPRESSIONS/ RECIPIENTS	OTHER SUCCESS METRICS
OVER-THE-TOP (OTT) TELEVISION	English	N/A	312,901 impressions	118,400 Reach 2.64 Frequency 130 Clicks
YOUTUBE	English	38 clicks	230,339 impressions	141,676 views
DISPLAY ADS	English	187 clicks	42,893 impressions	.44% CTR
SOCIAL MEDIA ADS (Facebook/Instagram)	English	3,386 clicks	727,402 impressions	.47% CTR Shares 79 Reactions 242
KUNP NEWSLETTER (toilet leak detection)	Spanish	713 clicks	27,272 recipients	21% open rate
KUNP NEWSLETTER (outdoor conservation)	Spanish	771 clicks	27,272 recipients	19% open rate

CTR = click thru rate

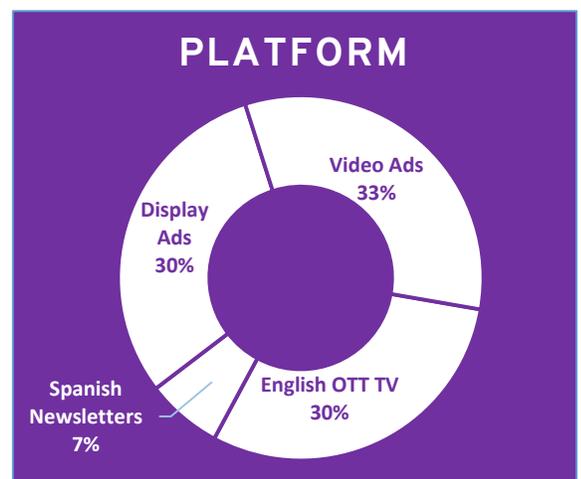
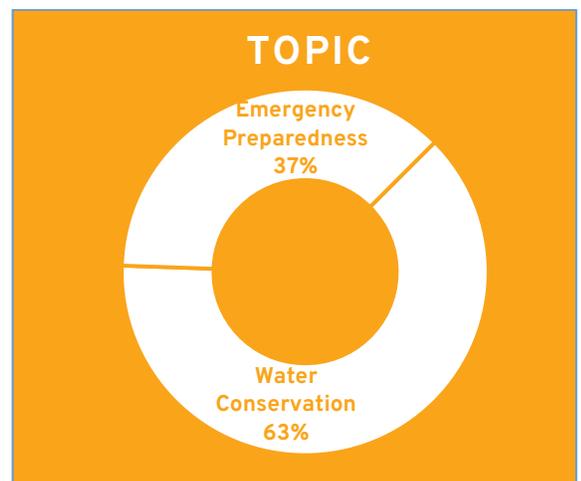
FY 2021-2022 Digital Campaign Summary

Over the past few years, the Consortium has grown its online advertising presence with the goals of:

1. Driving traffic to the Consortium’s website and YouTube channel
2. Diversifying where the Consortium advertises
3. Expanding the Consortium’s target audiences to include Spanish speakers, people who do not get information from traditional news sources, and people aged 35 and under
4. Delivering consistent messaging on a variety of platforms

The Consortium’s paid digital campaigns consisted of display ads, video ads, and newsletters. All the paid campaigns, with the exception of the newsletters, were in English. Each campaign used zip code targeting, keywords, audience interests, and demographics to target recipients.

In addition to the advertising highlighted in this section, the Consortium also delivered online messaging through its regionalH2o.org website social media accounts (Facebook, Twitter, Instagram, LinkedIn, YouTube), and the RegionalH2O newsletter. These accomplishments are captured on pages 11-16 of this report.



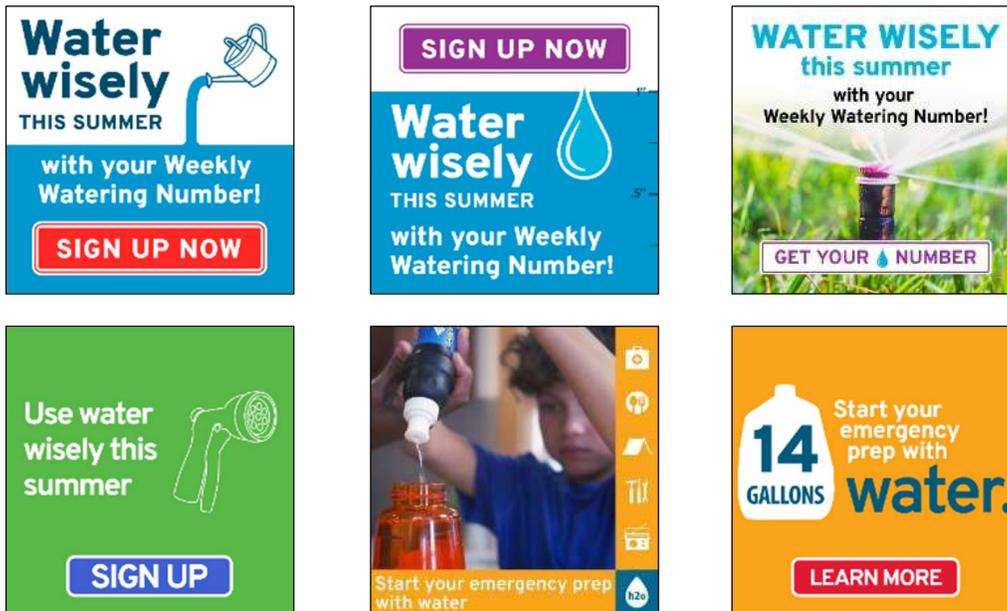
DIGITAL OUTREACH	LANGUAGES	CLICKS	IMPRESSIONS/ RECIPIENTS	OTHER SUCCESS METRICS
OVER-THE-TOP TELEVISION (OTT) (outdoor conservation)	English	N/A	312,901 impressions	118,400 Reach 2.64 Frequency 130 Clicks
OVER-THE-TOP TELEVISION (OTT) (emergency prep)	English	N/A	120,790 impressions	N/A
YOUTUBE VIDEO ADS (outdoor conservation/emergency prep)	English	38 clicks	230,339 impressions	141,677 views
FACEBOOK/INSTAGRAM DISPLAY ADS (outdoor conservation/emergency prep)	English	3,386 clicks	727,402 impressions	N/A
OTHER ONLINE DISPLAY ADS (outdoor conservation/emergency prep)	English	187 clicks	42,089 impressions	N/A
KUNP NEWSLETTER (winterize your home)	Spanish	701 clicks	27,272 recipients	18% open rate
KUNP NEWSLETTER (toilet leak detection)	Spanish	713 clicks	27,272 recipients	21% open rate
KUNP NEWSLETTER (outdoor conservation)	Spanish	771 clicks	27,272 recipients	19% open rate

Additional digital campaign information

The following information is collected with the purpose of giving context to the Consortium's approach to the digital aspects of its 2022 campaigns.

Video advertising

- Ads produced by television partner = cost savings to Consortium because would otherwise have to pay another contractor to produce ads
- Played on YouTube and cable television channels (through connected devices) – think of these as two additional channels to reach audiences
- Ads are zip code targeted
- At about \$0.12 per view, the cost per ad is less than traditional television; but, like traditional television, not all ads are completed by viewer
- While QR codes were added to these ads, they were not created in such a way that we could directly track any web traffic from them



Static display ads

- Ads produced by Wilborn Design and RWPC staff
- Ran on Facebook/Instagram according to platform recommendation
- Retargeting display ads were used to encourage previous regionalH2o.org website visitors to return to the site for other information/resources by running ads on other websites they visited
- Ads are zip code targeted; audience segments purchased
- Campaign used A/B testing on several ads and topics; main topics were the Weekly Watering Number (WWN) and Emergency Preparedness; WWN Ads tailored to watering recommendations/weather throughout the irrigation season
- 8% of website traffic came from ads May-October 2022; The average session time from Facebook visitors (68.11 seconds) vs Display (42.75 seconds)
- Although emergency prep ads ran less time overall, they garnered more clicks and engagements overall suggesting that they may be more successful at engaging online audiences

KUNP newsletters

- Newsletter content is generated by RWPC staff, translated by KUNP, translations reviewed by Portland Water Bureau staff or Community Engagement Liaisons (CELs), produced by KUNP staff
- KUNP newsletters are a good source for web traffic
- At \$900 per issue, they are a cost-effective way to reach this audience; cost \$1.24 per click (cost does not include CELs)
- 2.18% of website traffic came from KUNP newsletters from December 2021 – August 2022 (newsletter issues ran in December 2021, March 2022, August 2022)
- This audience does not participate in promotional offers or surveys
- This audience uses mobile and desktops almost evenly to view this content

FY 2021-2022 Spanish Language Outreach Accomplishments

Although the Consortium’s Spanish language outreach efforts are highlighted elsewhere in this report, we thought that it would be worthwhile to also summarize them here.

The Spanish language outreach accomplishments for FY 2021-2022 included translating content for print materials, graphics, promotions, social media messages, and three KUNP e-newsletters.

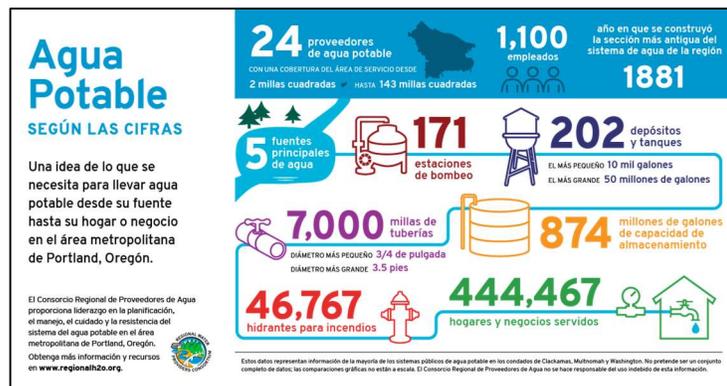
The Consortium continued to partner with KUNP television and the Community Engagement Liaisons to build upon its past successes. Staff from Portland Water Bureau also played a crucial role in ensuring that the message translation was effective and culturally competent.



STATION / PLATFORM	ADS	ON-AIR INTERVIEWS	
KUNP TELEVISION	528	1	
KUNP NEWSLETTERS	CLICKS	RECIPIENTS	OPEN RATE
Emergency Preparedness	701	27,272	4,964
Winterizing Your Home	713	27,272	5,685
Detecting Toilet Leaks	771	27,272	5,124

LIST OF CONSORTIUM PRINT MATERIALS CURRENTLY OFFERED IN SPANISH TO DATE	
CONSERVATION	EMERGENCY PREP
Weekly Watering Number/Outdoor Toilet/Aerator Junior Leak Detective (2) Conservation stickers Conservation bookmarks (2) Hose nozzle hang tag	How to store emergency water How to access water from your water heater

Right: The Consortium also translated the Drinking Water by the Numbers infographic into Spanish.



Additional Public Outreach Projects and Products

Consortium staff work with water provider staff, partners, contractors, and community members to develop and refine the Consortium's messaging, materials, and delivery. Here is a summary of this work.



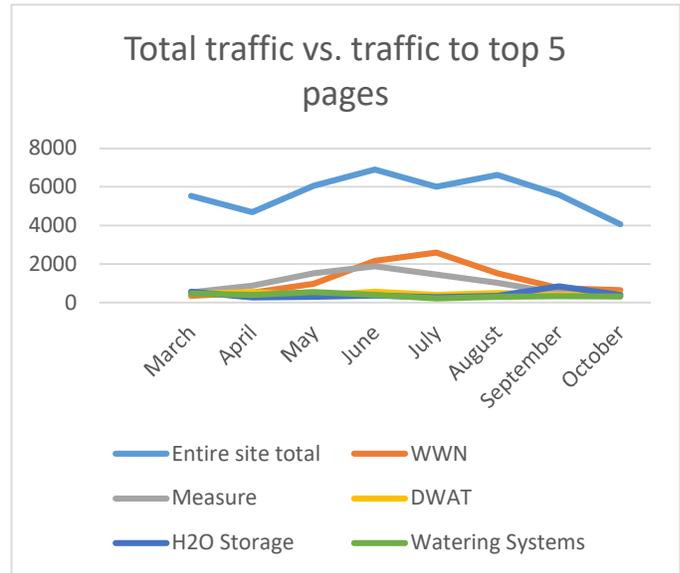
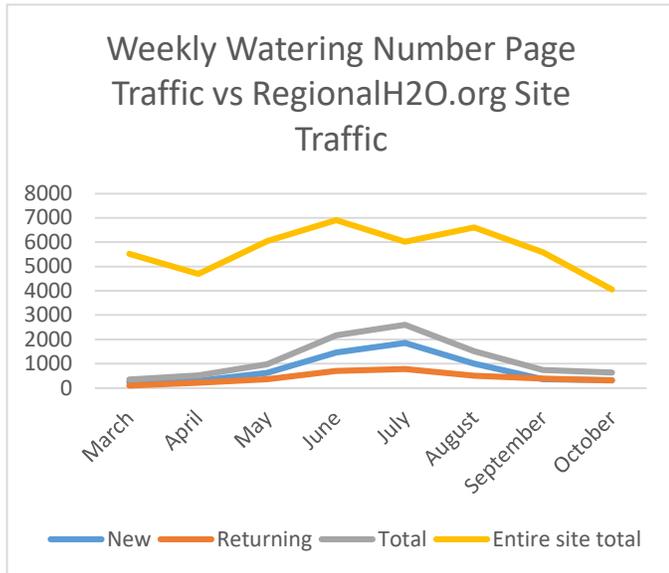
RegionalH2O.org Website

- Completed work on fifty-three different pages and one widget which made regionalH2O.org more accessible for people with low or no vision and who use assistive technologies.
- Updated the site seasonally and completed tasks that optimize the site for search engines.
- Developed new content including an interactive map (image above) of water sources and providers and a page that showcases work water providers are doing to make the region's water systems more resilient.
- Generated monthly, seasonal, and annual Google Analytics reports to inform the Consortium's annual digital campaign and the work completed by staff and web contractor in the yearly web work plan.

Web traffic May-October 2022

- The Weekly Watering Number (WWN) page continues to be the highest-ranked page on the regionalH2O.org website. Despite this ranking, there is still room to promote the page and the WWN service across the region. The WWN is available weekly from mid-April through mid-October via email and text. The total number of recipients grew 41% this year from 1,971 (2021) to 2,785 (2022). The WWN remains the most interactive element for website users. It is currently only provided in English but could be sent out in Spanish if there is interest by end users. The Consortium actively promotes the WWN service in its multimedia campaigns and many water provider members host the widget on their sites during the irrigation season.
- Interestingly the second highest-ranked page is the Measure Your Sprinkler's Water Use page which presents opportunities for promoting that page more widely through referrals from Consortium member sites and potentially display ads.
- Organic traffic represented 41% of the site's traffic. The top five webpages that people come to organically are: Measure Your Sprinkler's Water Use, Watering Systems, Emergency Water Storage, the Home Page, and the Weekly Watering Number.

- Referral traffic represented 12% of the site’s traffic. The top five member sites (Portland, TVWD, Clackamas River Water, Hillsboro, and Cornelius). The top five partner referral sites were Multnomah County, Public Alerts, OSU Extension, Metro, and Clean Water Services to ten pages.
- Social media represented 12% of the site’s traffic with a total of 4,232 referred users. Facebook (1732 users) was the top referring social channel followed by Twitter (188 users) and then YouTube (64users).
- The majority (+/- 90%) of the regionalH2O.org site traffic continues to be new visitors. This trend is also true for 2020 and 2021. This makes the case for reevaluating internal links on most visited pages with the goal of attracting visitors to stay on the site for additional time and content.



Social media channels

The Consortium continues to generate monthly content for Facebook and Twitter. Over the past year, staff also generated some content for the other platforms mentioned below.

- **Facebook:** Top performing platform for the Consortium. Audience trends older and female. Staff posted 274 times which resulted in almost 55,000 impressions and garnered 11,977 engagements. Reach: 47,396 Followers: 10,657
- **Twitter:** The analytics from Twitter reflected the platform’s overall tumultuous experience during this reporting period. Staff posted 295 times which resulted in almost 104,000 impressions and garnered 96 mentions. Profile visits: 10,499 New followers: 43
- **Instagram:** Staff occasionally used content that was generated for Facebook or Twitter and that worked well for this platform.
- **LinkedIn:** Staff occasionally used content that was generated for Facebook or Twitter and that worked well for this platform.
- **Pinterest:** Staff noted that there was some traffic from this platform in last year’s annual analytics. There is currently no direct support to this engagement from the Consortium.
- **YouTube:** RWPC staff supported the Consortium’s channel this year by updating playlists, adding media campaign segments and how-to videos, and culling older content. The Consortium will need to decide when to retire older how-to videos. Care should be taken to look for opportunities to place videos from 2015 to present more prominently on the regionalH2O.org website and to promote them to see if that would significantly boost their views. Spanish language content continues to see significant use.

The table on the following page details each Consortium how to video's publication date, language, views, reach, average percent viewed, and average view duration. Videos in row shaded blue, yellow, orange, and green cover the same content in English and Spanish.

HOW TO VIDEO	LANGUAGE	2022 VIEWS*	LIFETIME VIEWS	LIFETIME REACH	AVERAGE % VIEWED	AVERAGE VIEW DURATION	PUBLISHED
Cómo Almacenar Agua en Caso de Emergencia	Spanish	20,694	138K	1.6M	58	2:17	AUGUST 2019
How to store your own emergency water	English	1,877	33,016		60	1:57	MAY 2016
Cómo acceder al agua de su calentador de agua	Spanish	121	-	-	26	1:22	OCTOBER 2022
How to access water from your water heater	English	1,291	14,446		47		AUGUST 2017
Cuatro Formas de desinfectar el agua	Spanish	135	-	-	24	1:19	OCTOBER 2022
Items needed to treat water four ways in an emergency	English	423					JULY 2018
Cómo encontrar una fuga de inodoro	Spanish	7000	18.1k	60.7K			SEPTEMBER 2019
How to find a toilet leak	English	-	62k	-	-	-	2008
How to replace a bathroom aerator	English	5460	7.7k	40.2k	38.6	1:04	JULY 2018
How much water is my sprinkler using?	English	241	1,392	8.2k	44	2:56	FEBRUARY 2015
How to create a watering schedule	English	37	433	2K	44	2:19	FEBRUARY 2015
How much water does my landscape need?	English	58	633	3K	44	2:30	FEBRUARY 2015
How to adjust your sprinklers to accommodate inconsistencies	English	11	198	1.2k	49.3	3:31	FEBRUARY 2015

VIDEOS PUBLISHED IN 2008 - ALL ENGLISH	LIFETIME VIEWS	VIDEOS PUBLISHED IN 2008 - ALL ENGLISH	LIFETIME VIEWS
Turf Alternatives	19k	Fixing a toilet	467k
Using your water meter to find a home water leak	245k	How a toilet works	8.3k
Irrigation maintenance	3.7k	How to retrofit your toilet	9.3k

*As of December 19, 2022

Newsletters

RegionalH2O News (the Consortium's public-facing newsletter)

ISSUE	FOCUS	CLICKS	IMPRESSIONS/RECIPIENTS
July 2021	Use water wisely outdoors	113	987
November 2021	Winterization, World Toilet Day	102	978
March 2022	Fix a Leak Week, Interactive Water map, 25 th Anniversary	80	979
June 2022	Drinking Water Week, outdoor conservation resources	54	979

The Source (the Consortium's member newsletter)

ISSUE	CLICKS	IMPRESSIONS/RECIPIENTS
July 2021	26	157
October 2021	14	159
January 2022	10	158
April 2022	9	159

Promotions

Conducted three promotions that focused on distributing conservation and emergency preparedness resource kits to Consortium member customers.

FOCUS	LANGUAGES	KITS	GIVE AWAY MATERIALS
Smart Outdoor Watering	English	992	Outdoor tip card, a set of watering gauges or a water-efficient hose nozzle
Start with Water	English Spanish	898	One-gallon water bag, both emergency preparedness print pieces, and disaster sanitation bucket stickers
Toilet Leak Detection	English Spanish	320	Indoor water conservation print piece with toilet dye strip or Junior Leak Detective print piece, stickers, and bookmark

TOTAL KITS BY MEMBER:		
Beaverton: 81 Clackamas River Water: 88 Cornelius: 9 Forest Grove: 26 Gladstone: 16 Gresham: 75 Hillsboro: 267 Lake Oswego: 198 Milwaukie: 28	Newberg: 24 Oak Lodge Water Services: 277 Portland Water Bureau: 494 Raleigh Water District: 5 Rockwood Water PUD: 37 Sandy: 11 Scappoose: 12 Sherwood: 21	South Fork Water Board: 127 Sunrise Water Authority: 18 Tigard: 157 Troutdale: 36 Tualatin: 88 Tualatin Valley Water District: 196 West Slope Water District: 28 Wilsonville: 8

Member messaging toolkits

Staff developed and distributed ten messaging toolkits for Consortium members to use in their newsletters and on their websites and social media channels. The toolkits provide members with content that they can collectively elevate throughout the region.

Print pieces

All Consortium print pieces are available on the regionalH2O.org website [resources page](#). Members can order and cobrand (add their logo) to any of these materials as part of the annual print order which Riley coordinates each spring. By working together, members can develop outreach materials that speak with one voice and achieve cost savings when developing new resources and printing existing ones.

The Consortium received \$4,000 in grant funding through the Regional Disaster Preparedness Organization which funded translation review and graphic design work on both print pieces in Fiscal Year 2021-2022. This work is denoted in **purple text** below. (Note: The Consortium wrote and received \$7,500 grant funding to complete this work in Hindi, Karen, Khmer, Lao, Nepali, and Somali in Fiscal Year 2022-23.)

- **Water efficient hose nozzle hang tag:** Brands the device to the Consortium and provides information on water savings. Available in English and Spanish.
- **Junior Leak Detective Print Piece and Shower Timer Card:** Engage kids in finding and reporting leaks at home and taking five-minute showers. Available in English and Spanish.
- **Bathroom Water Conservation:** Information on how to check your toilet for leaks and water savings from changing to WaterSense-labeled bathroom aerators and showerheads. Now also available in Spanish.
- **Outdoor Water Conservation Tips and Info about the Weekly Watering Number:** Translated into Spanish. Will be available for the 2023 annual print order.
- **How to Store Emergency Water in Your Own Containers:** Available in English, **Arabic, Chinese, Japanese, Karen, Korean, Nepali, Russian, Somali, Spanish, and Vietnamese.**
- **How to Access Water from Your Water Heater in an Emergency:** Available in **English, Arabic, Chinese, Japanese, Karen, Korean, Nepali, Russian, Somali, Spanish, and Vietnamese.**



Graphics

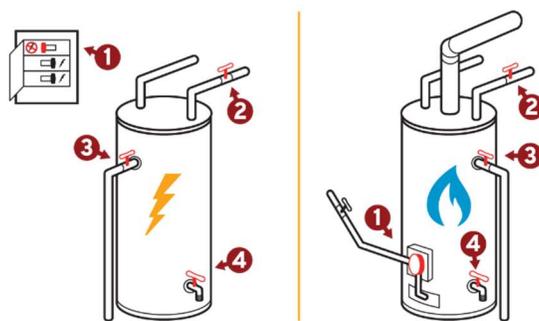
Incorporated feedback from eleven community listening sessions into new, simplified emergency preparedness graphics.



How to use the recommended 1 gallon of water per person in an emergency



Explains what we mean when we say use unscented liquid chlorine bleach when treating water with bleach in an emergency



Updated water heater graphics that show what to look for when determining if your water heater is gas or electric. Not pictured: the tankless water heater graphic

Multilingual How-to Video Project

The Consortium began work on its Multilingual How-to Video Project in fiscal year 2021-2022. The goal of the project is to recreate the Consortium's existing three English how-to videos into a total of thirty videos in ten languages. The Consortium received \$118,000 in grant funding from the Regional Disaster Preparedness Organization (RDPO) to support this project in Fiscal Year 2021-2022. (Staff also applied for and won an additional \$82k from the RDPO for the second phase of this project which will be completed in 2023.)

- Completed eleven listening sessions with community members to gather information on how to translate video content in a culturally responsive manner and participant's recommendations for publicizing videos to community members once completed
- Used information from listening sessions to translate scripts, update graphics, and develop web page content in seven languages
- Filmed twenty videos in seven languages and began postproduction work

(Next steps: Completed videos and ads will be posted to the [Consortium's YouTube channel](#). A Partner Toolkit will be distributed to Consortium members and community partners in early 2023 to publicize the videos. The Consortium began publicizing the Spanish language videos in Fall of 2022 through a digital campaign on YouTube and KUNP television's website. The Consortium will publicize the other videos in the first half of 2023 through a partnership with the Community Engagement Liaisons and several YouTube campaigns.)

How does this work advance equity?

The Consortium's public outreach work is one area that the Consortium is already embedding equity into its work. The majority of this work focused on making the Consortium's outreach materials more accessible by completing work on its website and print materials. A summary of the Consortium's accomplishments can be found in the Fiscal Year 2021-2022 Annual Report.

Recommendations for 2023 Campaigns:

- Due to the relative low cost and successful click thru rate, recommend running retargeting display ads for a longer time period.

- Future display ads that are A/B tested need to be more substantially different than Weekly Watering Number ads were in 2022 in order to be effectively tested against one another
- Recommend running a combination of Emergency Prep and Conservation-focused ads in 2023. Emergency preparedness garner more engagement (English and Spanish) than conservation ads do than conservation, so staff recommend leading with that topic.
- Promotional giveaways are staff intensive and expensive to implement. Need to look at the purpose of each promotion and how they relate to the Consortium's overall outreach, programmatic, and equity goals.
- Newsletters are staff intensive to create. Recommend looking at the purpose of the RegionalH2O News newsletter and see if there are ways to build efficiencies into its production and message development if kept in the mix.
- Keep media partners the same so that staff has capacity to run other multilingual campaigns
- Wait to make substantive changes to media mix and approach until after the Consortium's Strategic Plan Update is completed

What members can do to support this work and speak with a unified voice

The success of the Consortium's public outreach efforts is almost wholly dependent on member's support. This is because members have customers and a built-in audience, where the Consortium does not. One of the Consortium's strengths is to speak with one regional voice on matters of collective importance. Consortium messaging tools are intended to make that effort easy for all members to do. Here is how your entity can support this effort:

1. **Link to the Consortium's regionalH2O.org Website:** Consortium staff have a list of pages for you to link to and are available to help you maximize this resource. We have dedicated staff that change this content regularly – use our content rather than creating your own!
2. **Amplify Consortium messaging on your social media channels:** The Consortium produces messaging toolkits each month which can be used on your entity's social media, newsletters, and websites. Using this content helps us speak with one voice across the region. It also provides your staff with much needed content!
3. **Participate in the Consortium's Media Campaigns:** Each year, the Consortium uses television and radio interviews to tell stories that help the public conserve water, protect water sources, understand the value of water, and use water to prepare for emergencies. We need your help to do this well. Contact Bonny if you have a project to highlight or would like to be a spokesperson.
4. **Assist with message development:** Provide staff time to help draft, review, and translate content that the Consortium and its members will use (new/updated print pieces, press releases, boil water notices, web page content, etc.). Collectively working on these projects always results in stronger products for our customers!
5. **Let your colleagues, managers, project partners, and elected officials know how important being a part of the Consortium is to your work.** The Consortium has several tools to help you do this (CCR descriptor, annual report, and slide deck of annual accomplishments).