Stephen Groner, P.E.
S. Groner Associates, Inc.
4510 Pacific Coast Hwy, #300
Long Beach, CA 90807
562.597.0205
sgroner@sga-inc.net

Using Technical Data and Marketing Research to Change Behavior

HELLO, ABC NEWS? I'VE DISCOVERED AN ANTI-GRAVITY FORMULA.
WHAT?! IT'S NOT NEWSWORTHY?!
TELL HIM IT LETS YOU LOSE WEIGHT WITHOUT EXERCISING.
ISN'T THAT MISLEADING AND UNETHICAL?
THERE'S A FINE LINE BETWEEN MARKETING AND GRAND THEFT.
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Why Is This Important

- Competition for attention
- Limited funds for public education

Introduction - Key Points

1. Don't talk about HHW
2. Don't talk to yourself
3. Hit them when they are looking
4. Don't forget the tape measure

1. Don’t Talk About HHW

It's About the Pollution:

Think:

Pollution Prevention

not Waste Collection

Be Specific: Target your Pollutants

- Which pollutants are the biggest problems?
- What are the priority pollutants
- How pervasive are they region wide

Pollutants: How to Target

- How effective can Public Education be?
  - How active or passive is the pollution
  - Are the solutions behavioral or structural

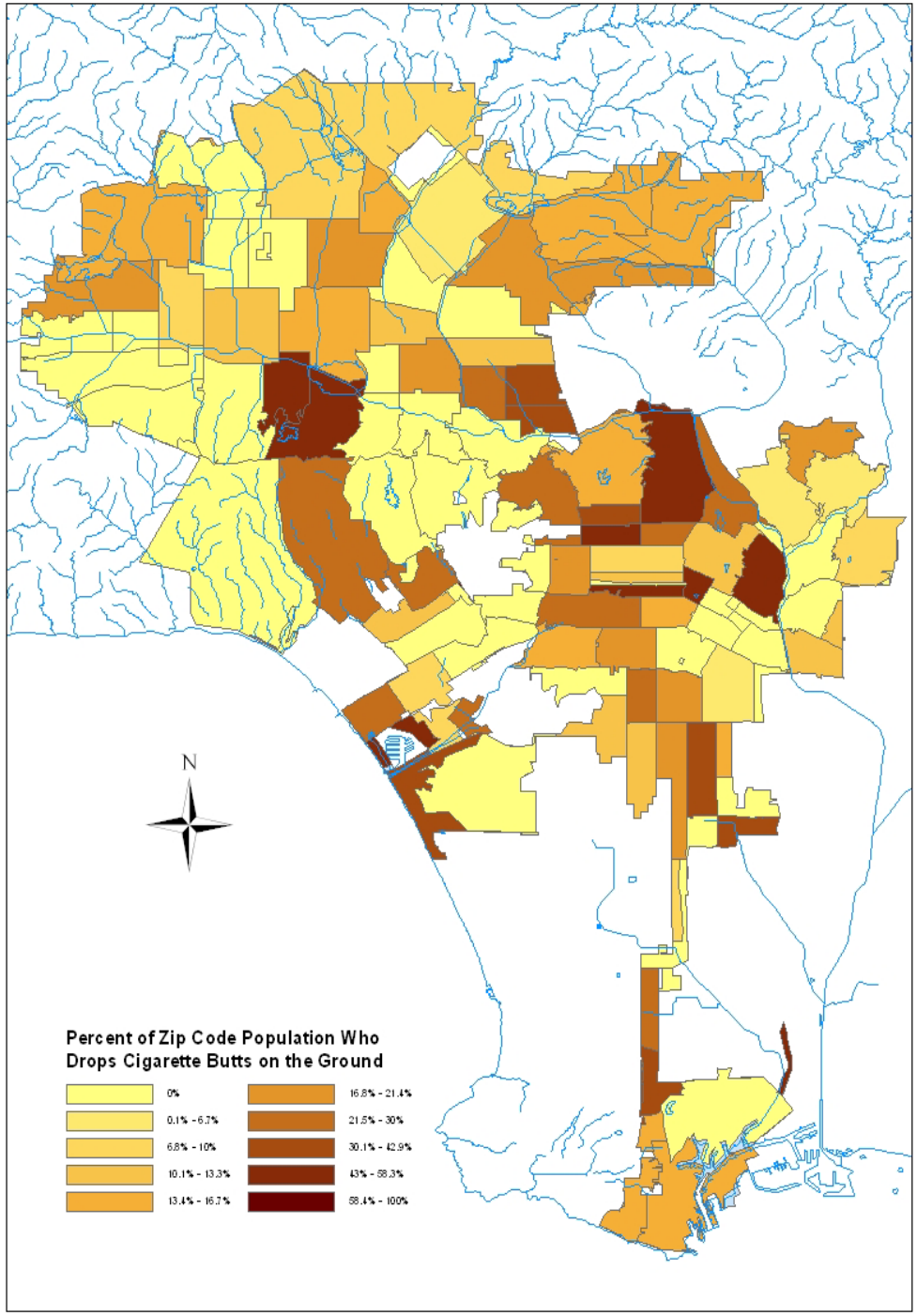
Activities: Pollution Sources

- Identify the activities causing the pollution
- Determine/estimate impact of each activity
- Determine how effective outreach would be in addressing the activity

Example

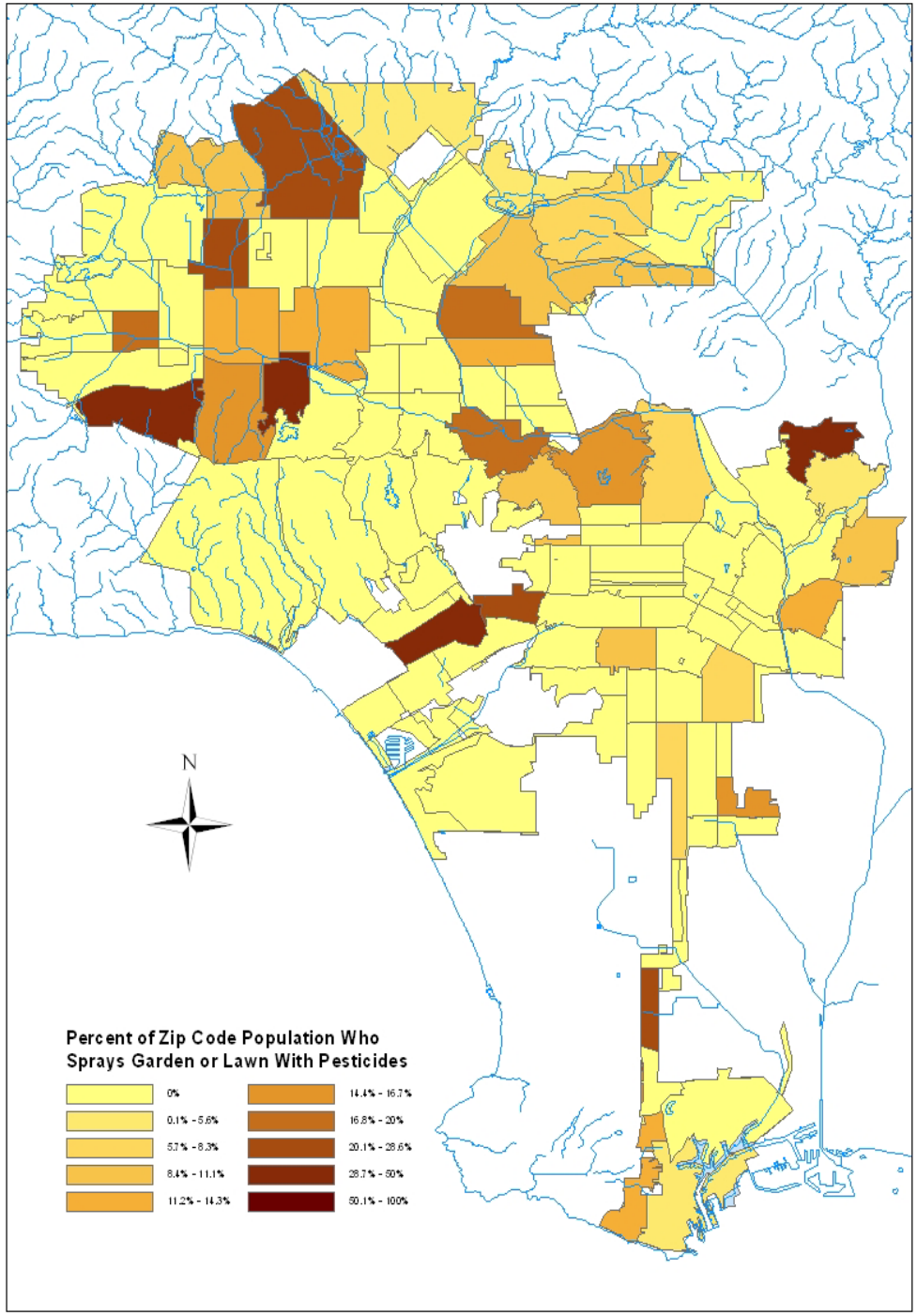
- Examined water quality data by watershed
- Developed "pollutant-source" matrix
- Understand the costs that specific waste streams have
- Prioritized pollutants/activities to target

Target Geographically



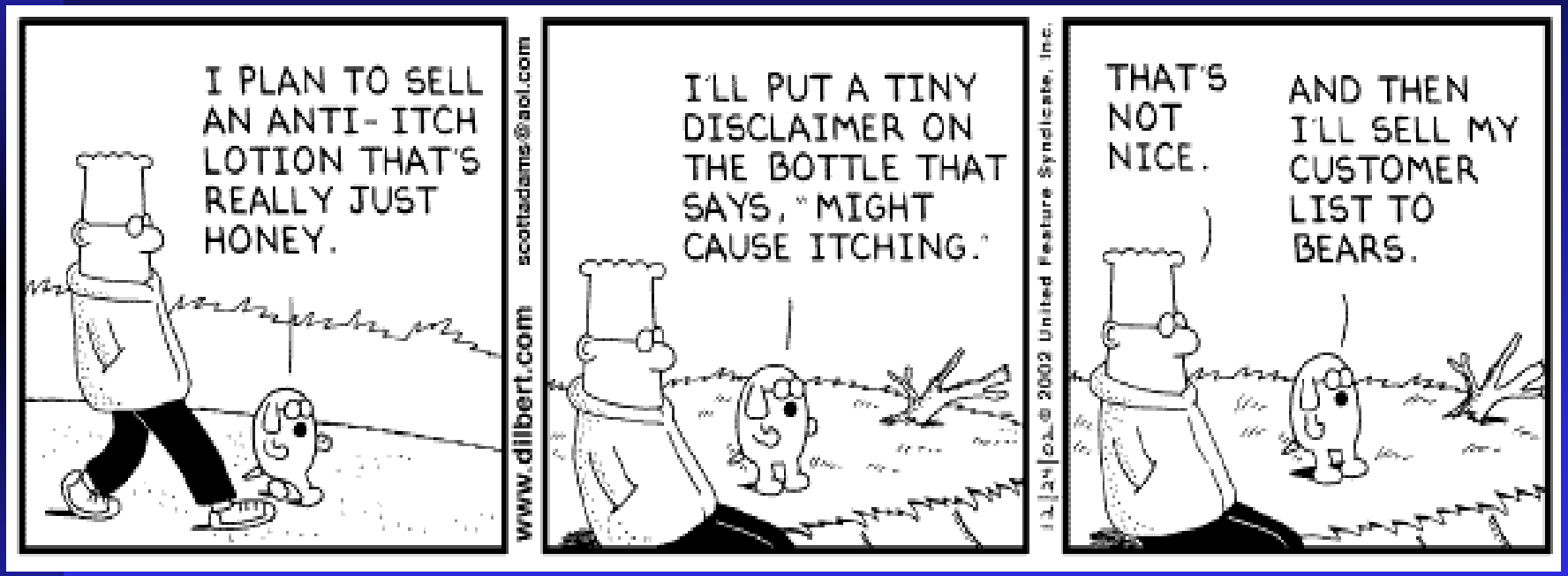
GIS data of litter in LA

Target Geographically



GIS data of pesticide use in LA

2. Don’t Talk To Yourself


I PLAN TO SELL AN ANTI- ITCH LOTION THAT'S REALLY JUST HONEY.
www.dilbert.com scottadams@aol.com
I'LL PUT A TINY DISCLAIMER ON THE BOTTLE THAT SAYS, "MIGHT CAUSE ITCHING."
12|24|02 © 2002 United Feature Syndicate, Inc.
THAT'S NOT NICE.
AND THEN I'LL SELL MY CUSTOMER LIST TO BEARS.

Who Is Your Audience

- Understand the demographics
- Understand the psychographics
- Determine their motivators
- Segment your audience by activity

LA's Segmentation

Six Segments (based on attitudes and behaviors)

- Neat Neighbors
- Fix-it Foul-ups
- Rubbish Rebels
- Concerned Noncontributors
- Prove It To Me Polluters
- Preoccupied Polluters

Activity/Audience Segmentation

Pollution-Causing Activities	Contributing Pollutants	"Neat Neighbors"	"Fix-It Foul-Ups"	"Rubbish Rebels"
Spray the garden or lawn with pesticide	Pesticides	**39%**	**43%**	7%
Use too much manure or fertilizer	Nutrients	**67%**	25%	8%
Walk a dog without picking up the droppings	Pathogens	**41%**	19%	22%
*Change oil and do not recycle it (per year)	Oil, grease, PAH	**36%**	**24%**	**28%**
Drop litter on the ground or out a car window	Trash	23%	2%	**68%**

How to Identify Your Audience

- Obtain marketing survey data
- Conduct intercept interviews
- Obtain demographics from the web

U.S. Census Bureau

10 Years on the Web

Helping You Make Informed Decisions

Subjects A to Z
A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

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Economic Census - Survey of Business Owners · Government · E-Stats · NAICS · Foreign Trade

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Population Clocks

U.S. 292,859,076
World 6,355,813,830
09:54 EST Mar 23, 2004

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Select a state

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Latest Economic Indicators

Housing Starts

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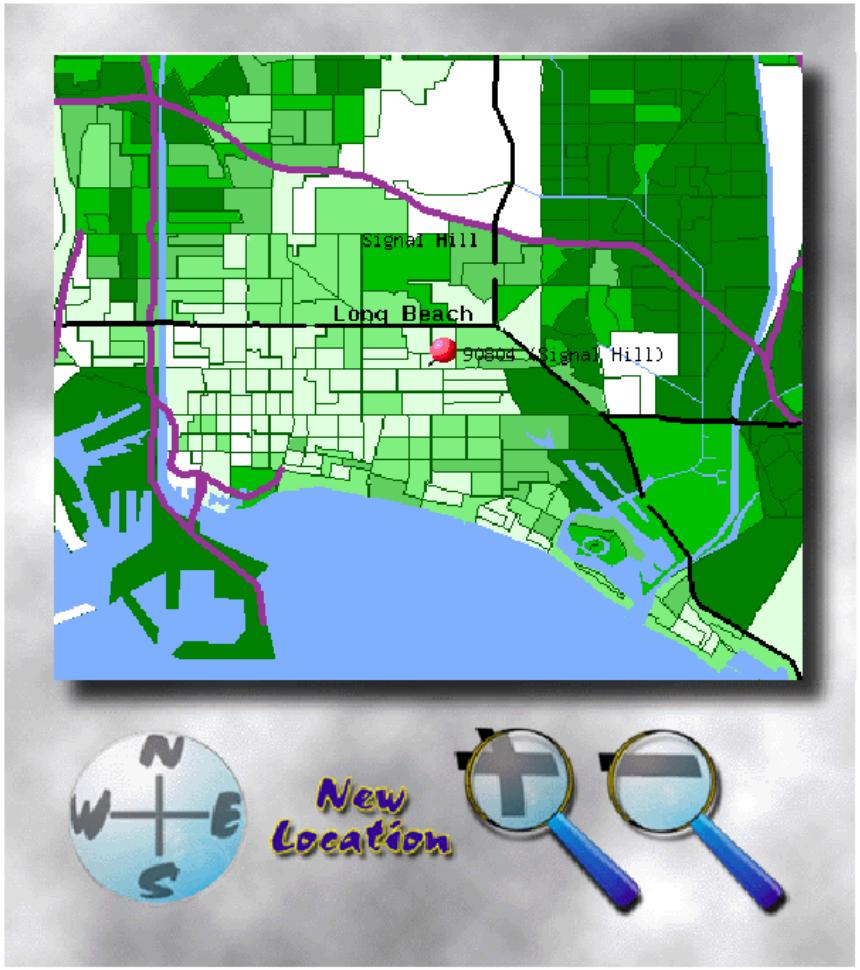
USCENSUSBUREAU
Helping You Make Informed Decisions

Tiger Map Server Browser - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites Media

Address http://tiger.census.gov/cgi-bin/mapsurfer?infact=2&outfact=2&act=move&tlevel=censusb&tvar=owners&tmeth=i&mlat=33.782993&mlon=-118.155187&msym=



Scale: 1:91302 **(Centered at Lat: 33.78299 Lon: -118.15519)**

REDRAW MAP

Click ON THE IMAGE to:

- Zoom in, factor: 2
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- Move to new center
- Place Marker (select symbol below)
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OR

REDRAW MAP

with any option selected below

OFF/ON Layers

- City labels
- Grid (lat/lon)
- Cens bg points
- Cens bg bounds
- Congress dist
- Counties
- Indian Resv
- Highways
- Parks and Other
- MSA/CMSA
- Cities/Towns
- Railroad
- Shoreline
- Streets
- Census Tracts

OFF/ON Layers

- Interstate labels
- St Hwy labels
- State Bounds
- US Hwy labels
- Water bodies
- Zipcode points

How to Identify Your Audience

- Obtain marketing survey data
- Conduct intercept interviews
- Obtain demographics from the web
- Conduct focus groups
- Conduct one on one interviews

Defining the LA Car DIY'er

- Analyzed two existing surveys from Los Angeles County
- Analyzed one existing survey from the State of California
- Obtained demographic data from the web and other sources
- Conducted intercept interviews at Community Events and Car Shows

Car DIY'ers in LA

<u>Two Distinct Audiences</u>:

1. "Gen X'er" Guys (Rubbish Rebels)
   - Males: 18 to 35
   - Not interested in the Environment
   - Motivators: Image, peer pressure

Car DIY'ers in LA

<u>Two Distinct Audiences:</u>

2. Middle-Aged Men, Immigrants (Fix-it Foul-ups, Neat Neighbor)

- Males: 35 to 50
- High Proportion Spanish Speaking
- Motivators: Children and Family

YOUR STREET

DON'T LET 'EM TRASH IT.

RECYCLE YOUR USED OIL and FILTERS.
For the nearest location call 1(888) CLEAN LA

Funded by a grant from the California Integrated Waste Management Board

EN ESTAS CALLES JUEGAN

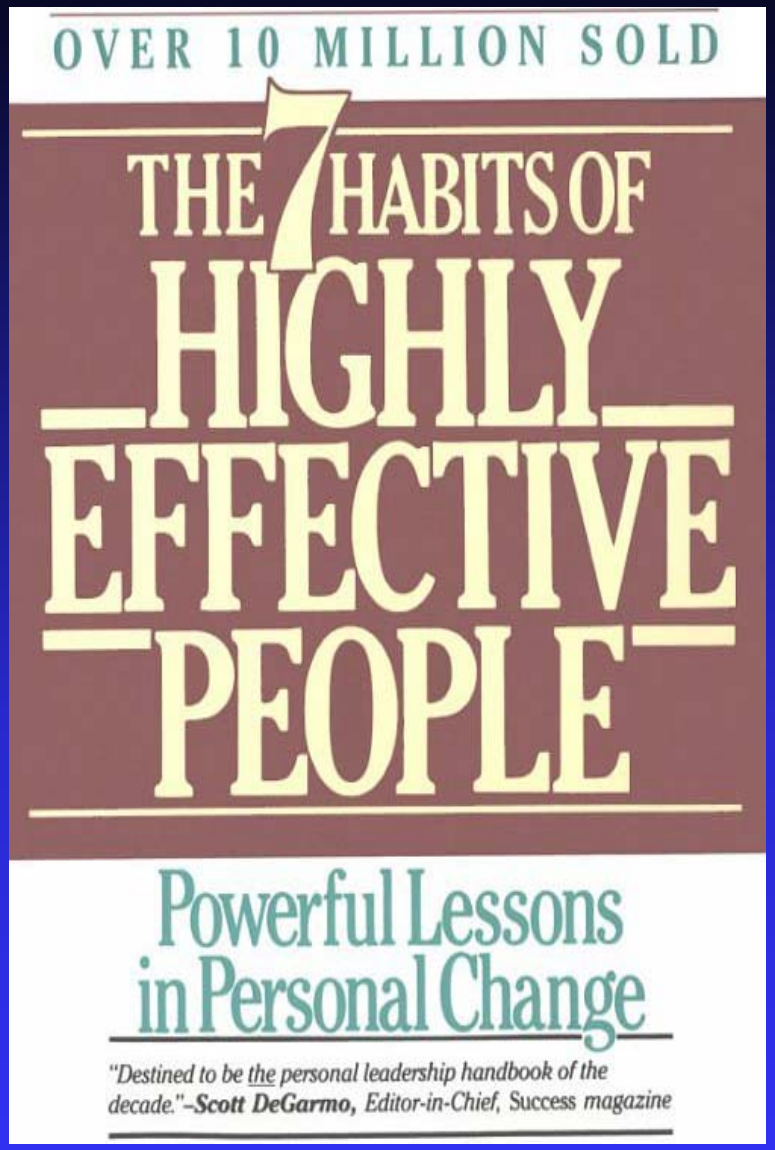
NUESTROS HIJOS,

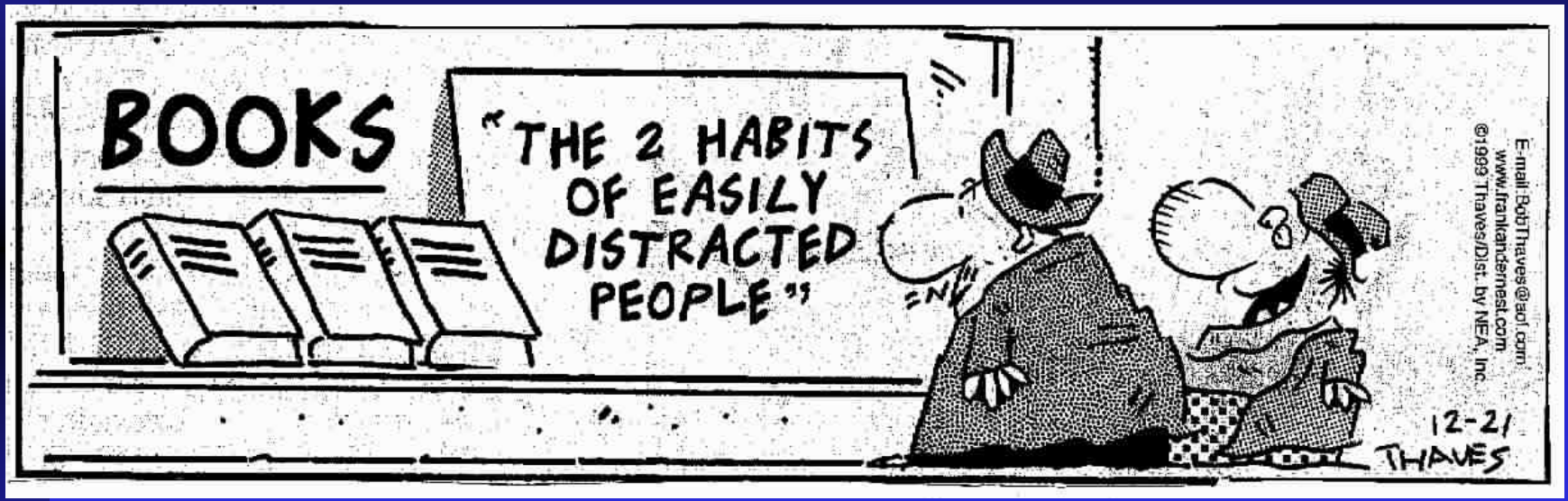
CUÍDELAS.

NO MANCHE SU CALLE CON ACEITE.

Para obtener el lugar más cercano para reciclar su aceite y filtros llame al 1(888)CLEAN LA.

3. Hit Them When They Are Looking


OVER 10 MILLION SOLD
THE 7 HABITS OF
HIGHLY
EFFECTIVE
PEOPLE
Powerful Lessons
in Personal Change
"Destined to be the personal leadership handbook of the decade."–Scott DeGarmo, Editor-in-Chief, Success magazine


BOOKS
"THE 2 HABITS OF EASILY DISTRACTED PEOPLE"
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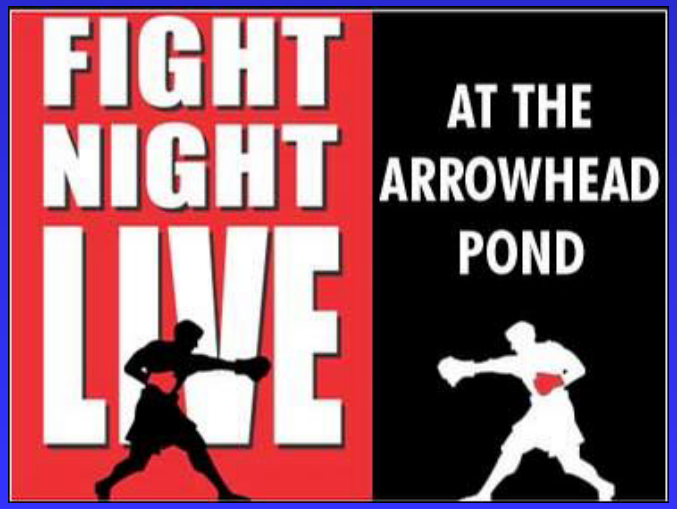
Reaching Your Audience

1. Timing
2. Placement
3. Delivery

Reaching Your Audience

1. Timing:

- How close in time does the message come to when they think/engage in the activity



Reaching Your Audience

2. Placement:

- How well targeted is the message in relation to the audience and activity

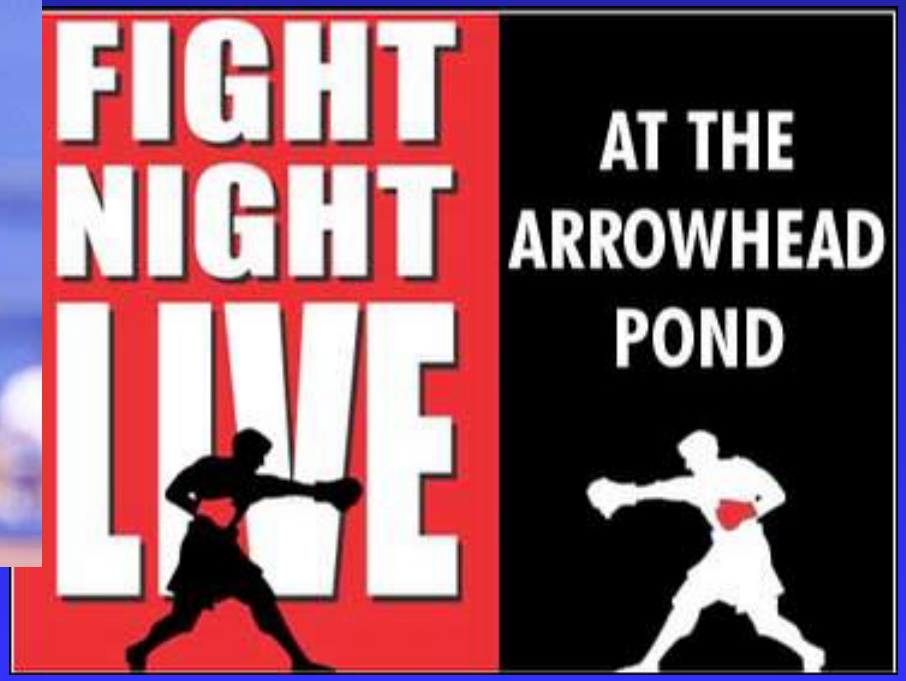
Reaching Your Audience

3. Delivery:

- How well does the message catch the attention/motivate the audience

Outreach To Car DIY'ers

- Radio traffic sponsorships
- Radio sponsorship of sporting events



Outreach To Car DIY'ers

- Partnership with Car Clubs
- Car Show Events

Outreach To Car DIY'ers

- Partnership with Auto Parts Stores

Outreach To Car DIY'ers

- Outreach at Swap Meets

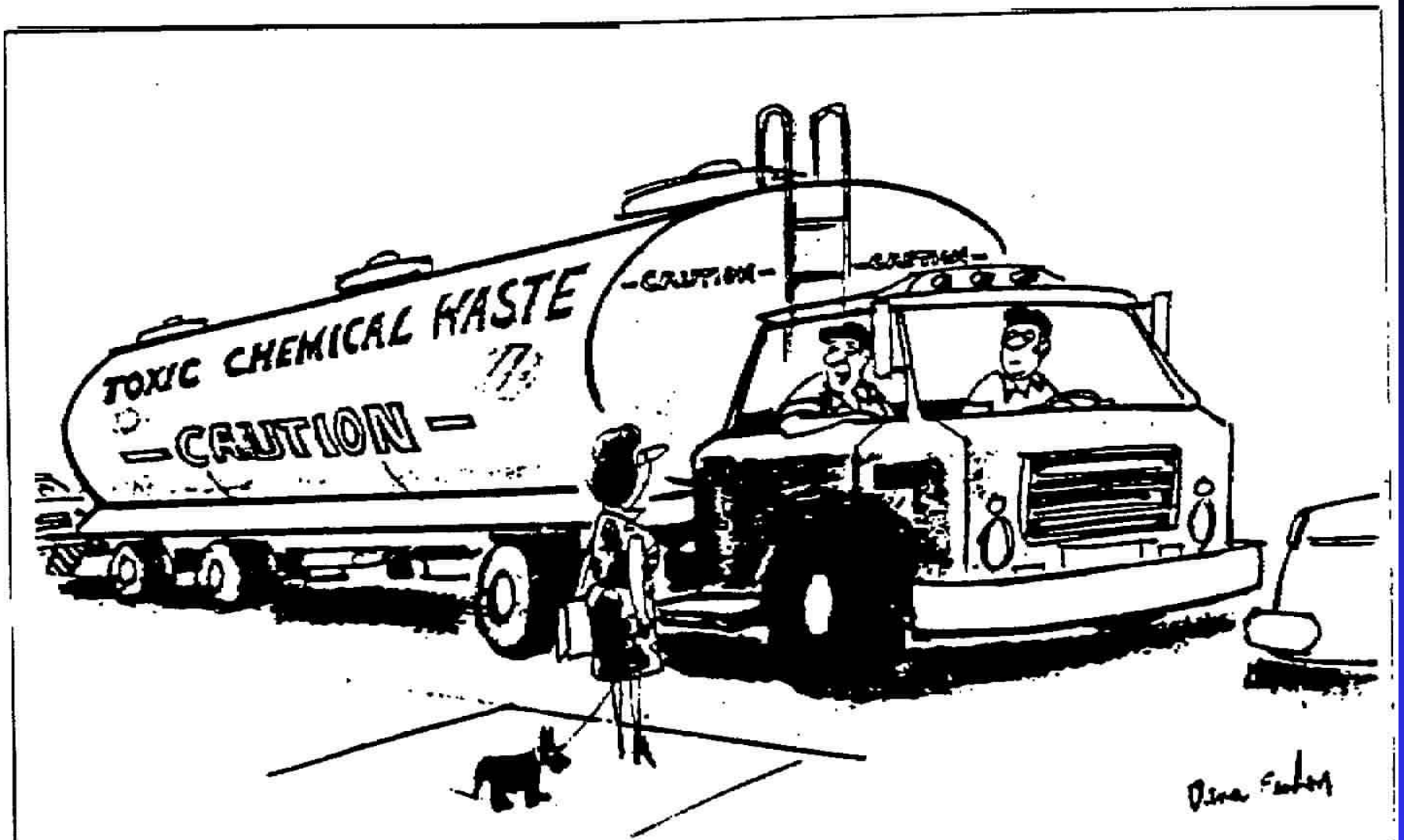
Outreach To Yard DIY'ers

- Point of Purchase Advertising
  - Home Improvement Stores
  - Garden Centers
  - Nurseries

Outreach To Yard DIY'ers

- Employee training at home improvement stores
- Radio sponsorship of weekend gardening show

4. Don’t Forget the Tape Measure



"We're not dumping it anywhere, Ma'am. We're just going to keep driving it around."

Measuring the Results

- Develop quantitative measures
- Establish a baseline
- Build in qualitative feedback points
- Measure the results
- Analyze against the baseline
- Adjust strategy

Measurement Tool Used

- Phone Survey
- Calls to Hotline
- Visitors to Website
- Quantity of Specific Waste Collected
- Intercept Interviews
- Response cards/commitment letters

Adjustments

- Were proposed changes implemented?
- Did your message reach your target audience?
- Did your audience understand the message?
- Do barriers still exist preventing change?

MAKE YOUR "POWER-POINT" PRESENTATION SO BORING THAT OUR CEO WILL SLIP INTO A TRANCE.
www.dilbert.com scottadams@aol.com
THEN I'LL WHISPER TO HIM SUBLIMINAL SUGGESTIONS TO INCREASE OUR BUDGET.
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MORE BUDGET.
KILL THE POINTY-HAIRED MONSTER

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