



## ITEM 6

<b>PROJECT NAME</b>	QUANTITATIVE MARKET RESEARCH	<b>PROJECT NUMBER</b>	FCM 126
<b>CLIENT CONTACT</b>	ALISON JORDAN	<b>DATE</b>	9/7/10
<b>ACCOUNT</b>	CITY OF SANTA BARBARA	<b>ACCOUNT MANAGER</b>	RICK SABBAG
<b>DOCUMENT VERSION</b>	4.0	<b>CREATIVE DIRECTOR</b>	

### PROJECT OVERVIEW

#### BACKGROUND

For a number of years the City of Santa Barbara (the City) has been actively pursuing water conservation programs marketed to both its residential and commercial customers. It now desires to take its program to the next level, but first wishes to conduct a quantitative survey that will provide an empirical assessment of awareness and perceptions of the City's Water Conservation Program, including key program elements and messages. It will also provide insight into similarities and differences of various market segments—particularly with regard to homeowner demographics and irrigation habits—as well as provide a baseline against which we will be able to measure changes in awareness and perceptions over time.

#### OBJECTIVES

1. Gauge the mindset of homeowners and home renters when it comes to water conservation, including awareness of existing programs and messaging, belief systems, and core values.
2. Determine what are the most meaningful motivations for acceptance of and participation in a water conservation program for residential homeowners in the marketplace.
3. Identify and prioritize the critical area(s) of concern, confusion, and barriers to acceptance of such a program.
4. Explore alternative ways of reaching and communicating with target customers.
5. Identify possible differences in the above areas among different segments of the target audience, including the Latino population.

#### TARGET AUDIENCE

The target audience for this research study is single-family homeowners and renters within the City of Santa Barbara's service area. The survey participants also need to be water customers of the City. We suggest that it be further segmented as follows.

1. Single-family homeowners and renters who are heavy water users, defined as having incurred a 100%+ increase in water usage during the summer months
2. Single-family homeowners and renters who are moderate water users, defined as having incurred 25-50% increase in water usage during the summer months

NOTE: Target audiences that are not part of this initial study but ideally should be included at a later date include landscape contractors, landscape architects and designers, property managers for HOAs, and property and facility managers for municipal and commercial accounts. All these groups are key influencers for high water use end-users and can significantly impact the City's water conservation efforts. We recommend

that we conduct in-depth interviews with these targets at the appropriate time. We recommend in-depth interviews and not a quantitative survey because the sample size is too small for these audiences.

## METHODOLOGY

The City has contracted with the UCSB Social Services Department to conduct a 10-minute quantitative telephone survey with 400 – 600 of its residential customers (final quantity to be determined). We are assuming that the screening of the survey participants is included in this time period.

The surveys should be fielded as a sponsor-revealed study (as opposed to a blind study), with the sponsor of the study, the City of Santa Barbara, named in the survey questionnaire. Best efforts will be made to equally divide the completed surveys among the target audience segments as defined above. A minimum of 100 and a maximum of 33% of all completed surveys will be with Latino members of the target audience.

## SURVEY PARTICIPANTS

All of the survey participants need to meet the following criteria.

1. They must be the primary decision maker for their household when it comes to water use, lawn and garden landscape, and water maintenance.
2. All should be 30-64 years old and have a combined household income of at least \$50,000.
3. All should have a landscaped yard and an in-ground irrigation system.
4. Ideally, a mix of males and females and of various income levels (above the minimum) should be represented in each homeowner/renter group.

Calling lists, including contact names and telephone numbers, will be provided by the City according to the sub-segments as defined in the target audience section above. The lists should be provided on a ratio of at least 10:1 to be sure there are adequate customers per segment to call. For example, if we are trying to complete 200 surveys per segment, then 2000 contacts per segment should be provided.

## QUANTITATIVE STUDY PROCESS

This market research project should follow a clear cut process with defined responsibilities so there is no confusion as to what needs to be done and who is responsible for each step. Much of the following follows our original proposal to the City.

### STEP 1: PROJECT OVERVIEW

#### TARGET DATE - COMPLETED WITH THIS DOCUMENT

From our experience working with water wholesalers and retailers on conservation initiatives, a critical prerequisite to program success is obtaining agreement and support from key stakeholders and contractors at the very beginning to be sure everyone is “on the same page.”

Development Responsibility: Flycatcher Marketing with input from the City and the UCSB Social Services Department

### STEP 2: PARTICIPANT SCREENER

#### TARGET DATE 9.10.10

Before conducting a survey, it is important to verify that we are surveying qualified participants who meet our criteria. The participant screener, which will be used by callers at the start of each survey, will ensure this is the case.

Development Responsibility: Flycatcher Marketing with input from the City and the UCSB Social Services Department

### STEP 3: SURVEY DEVELOPMENT

TARGET DATE 9.15.10 FOR DRAFT; 9.22.10 FOR FINAL SURVEY

The development of the survey must be carefully done. It certainly makes good sense to refer to surveys performed by other water purveyors to gain direction and a starting point. But your market research needs are unique and your survey must be customized to address your objectives. We are assuming 2 – 4 open-ended questions in the survey.

Flycatcher Marketing, using its research and water conservation experience, will develop the initial draft survey for review by the City and the UCSB Social Services Department.

Development/Editing Responsibility: Flycatcher Marketing with input from the City and the UCSB Social Services Department

### STEP 4: EXECUTE 400 – 600 SURVEYS

TARGET DATE 9.22.10 FOR LISTS; 10.6.10 TO BEGIN SURVEYS; 10.29.10 TO COMPLETE SURVEYS

The UCSB Social Services Department will field the surveys using the screener and survey/script developed in Steps 2 and 3. Further, they will summarize the responses in a tabulated and cross-tabulated report, including the coding of any open-ended questions.

Execution Responsibility: UCSB Social Services Department

### STEP 5: RESEARCH ANALYSIS AND IMPLICATIONS

TARGET DATE 11.5.10

Next the tabulated data report must be analyzed. This is where the true value of the research is achieved. It's the interpretation of the results and their implications to future programs that adds real value to the market research project.

Numerical Research Analysis Responsibility: UCSB Social Services Department

Research Implications Responsibility: Flycatcher Marketing

### STEP 6: WRITTEN REPORT

TARGET DATE 11.12.10

After the research is complete the project and its results need to be summarized in a written report and PPT for presentation to the City, including recommendations for next steps.

Responsibility: Flycatcher Marketing