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Using Technical Data and Marketing Research to Change Behavior

HELLO, ABC NEWS?
I'VE DISCOVERED
AN ANTI-GRAV-
ITY FORMULA.



SADONS

4-21

WHAT?! IT'S NOT
NEWSWORTHY?!

TELL HIM IT LETS
YOU LOSE WEIGHT
WITHOUT EXER-
CISING.



ISN'T THAT MISLEADING
AND UNETHICAL?



THERE'S A FINE
LINE BETWEEN
MARKETING
AND GRAND
THEFT.



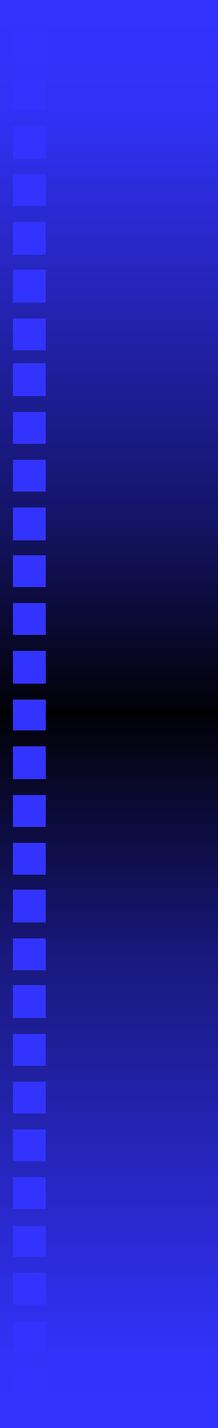
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Why Is This Important

- Competition for attention
- Limited funds for public education

Introduction - Key Points

- 1 . Don't talk about H H W
- 2 . Don't talk to yourself
- 3 . Hit them when they are boking
- 4 . Don't forget the tape measure



1. Don't Talk About HHW

It's About the Pollution:

Think:

PoLlution Prevention

not W aste C ollection

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

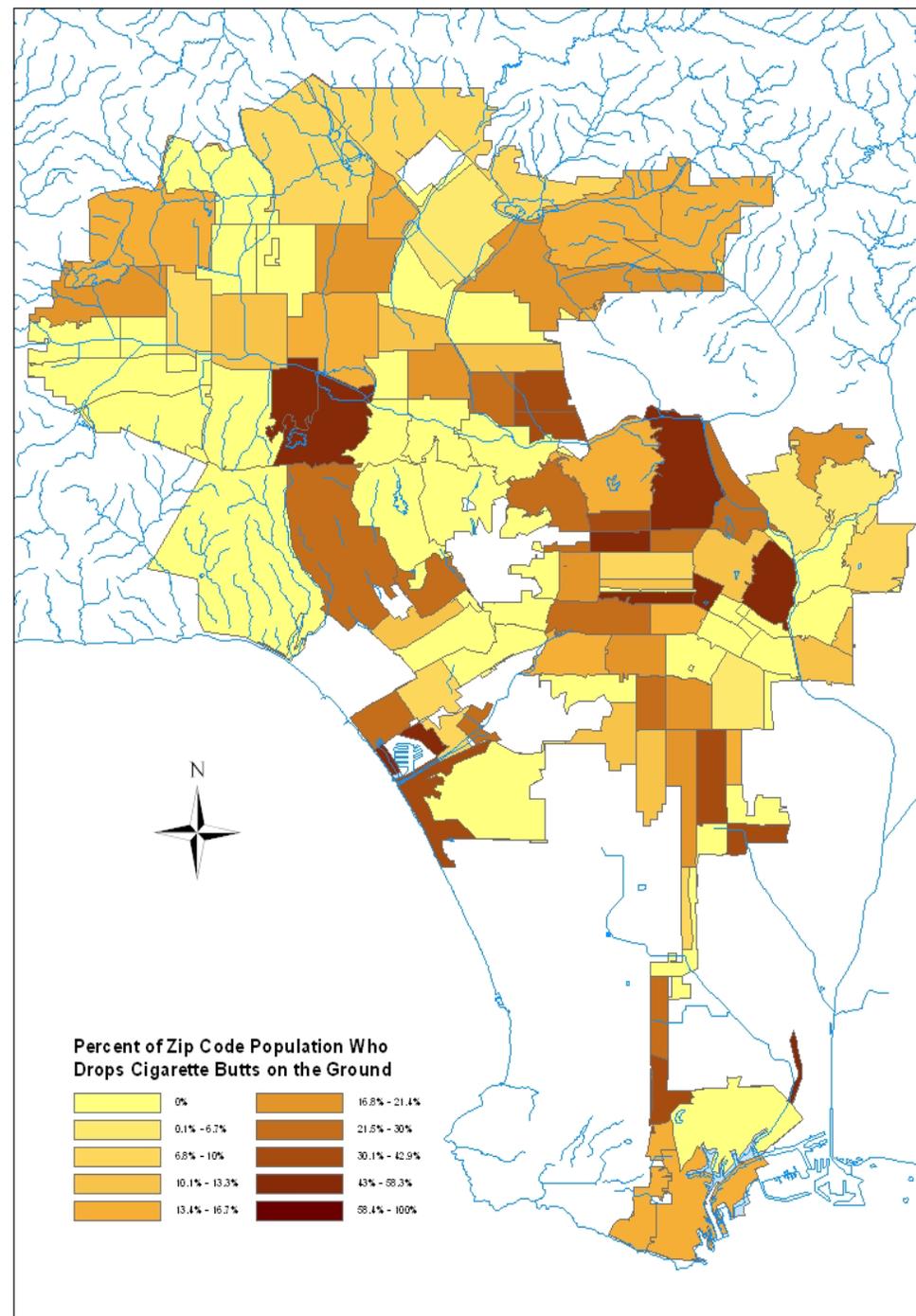
- Identify the activities causing the pollution
- Determine/estimate impact of each activity
- Determine how effective outreach would be in addressing the activity

Example

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

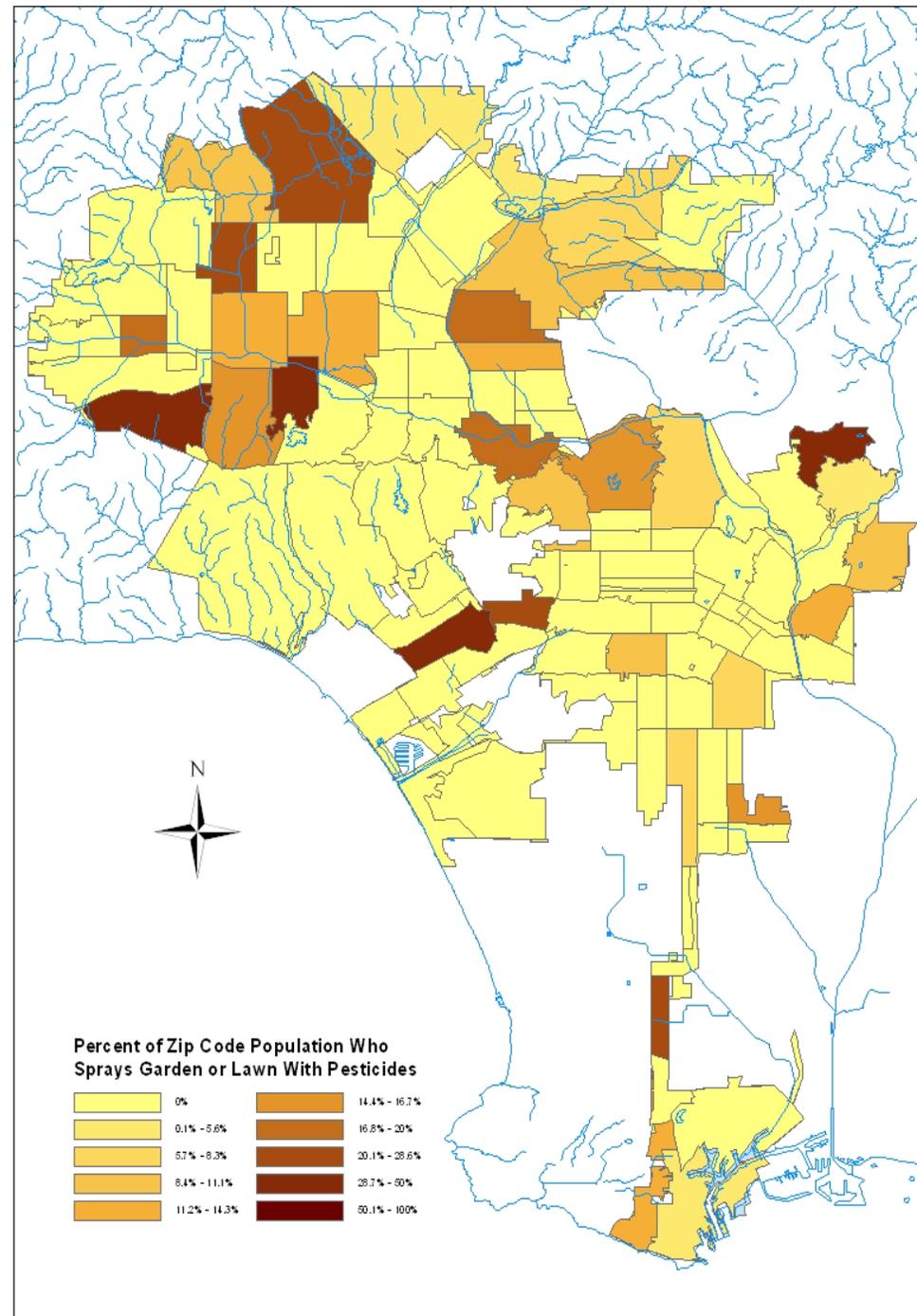
Target Geographically

GIS data of litter
in LA

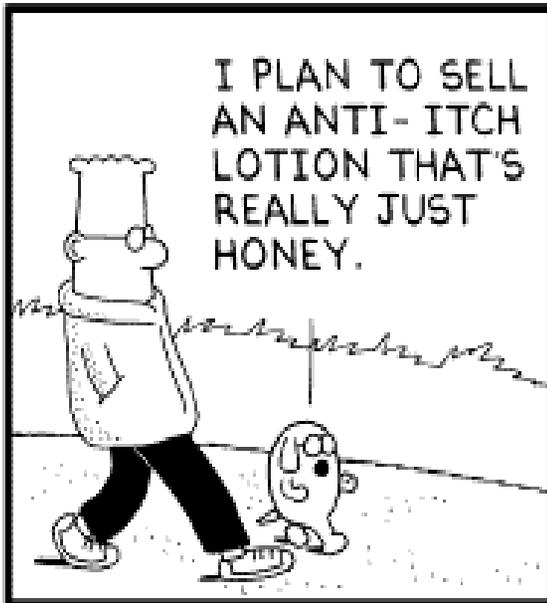


Target Geographically

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."

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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 motivations
- Segment your audience by activity

LA's Segmentation

Six Segments (based on attitudes and behaviors)

- N eat N eighbors
- Fix-it Fouls
- 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



**Women's
History
Month**

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**

New on the Site

Search

**American
FactFinder**

Access Tools

Jobs@Census

Catalog

Publications (PDF)

Related Sites

**United States
Census
2000**

Your Gateway to Census 2000 ·
[Census 2000 EEO Tabulations](#) ·
[Summary File 4 - All states are available](#) ·
[Summary File 3 \(SF 3\)](#)

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· [Income](#) · [Poverty](#) · [International](#) · [Genealogy](#) ·
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**Special
Topics**

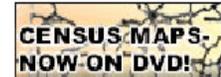
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· [Census - 10 Years on the Web](#) · [American
Community Survey](#) · [Statistical Abstract](#) · [FedStats](#)

Questions?

Choose a topic . . .



Go



Population Clocks

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



Select a state



Go!

**Latest Economic
Indicators**





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

REDRAW MAP

Click ON THE IMAGE to:

- Zoom in, factor:
- Zoom out, factor:
- Move to new center
- Place Marker (select symbol below)
- Download GIF image

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

Two Distinct Audiences:

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

Two Distinct Audiences:

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

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

YOUR

WASTE

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



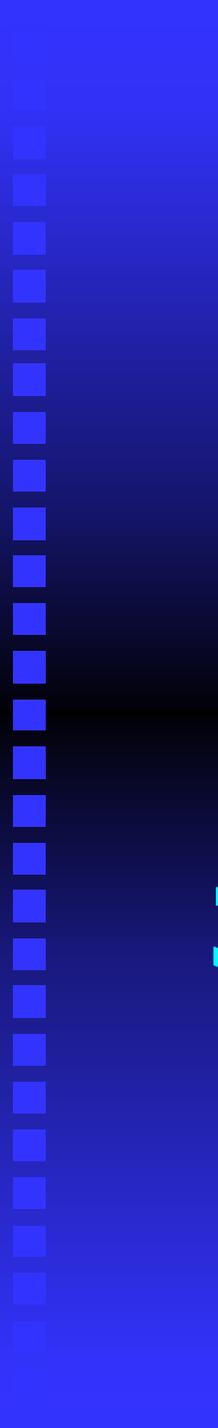
EN ESTAS CALLES JUEGAN

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

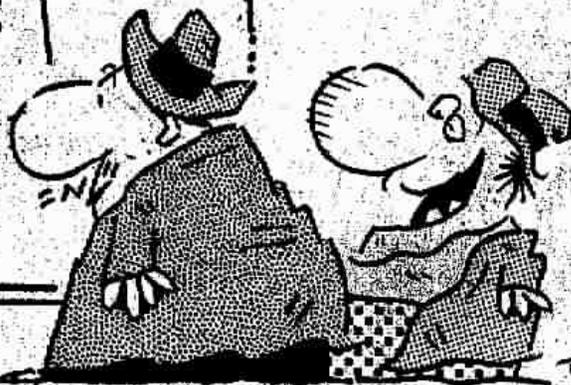
Powerful Lessons
in Personal Change

"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"



12-21
THAVES

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www.frankandernest.com
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Reaching Your Audience

1 . T i m i n g

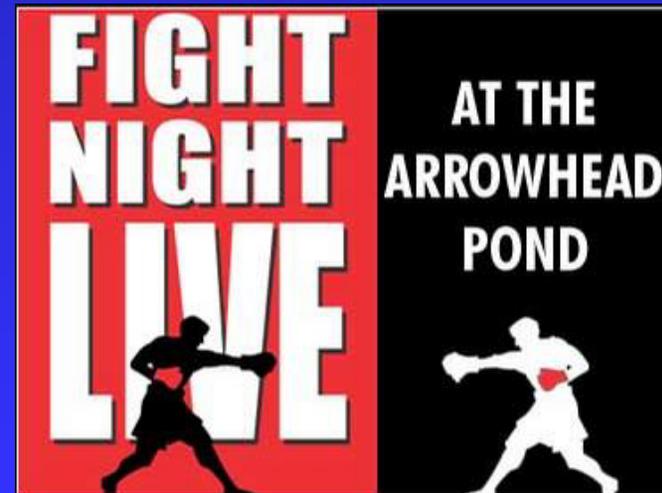
2 . P l a c e m e n t

3 . D e l i v e r y

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

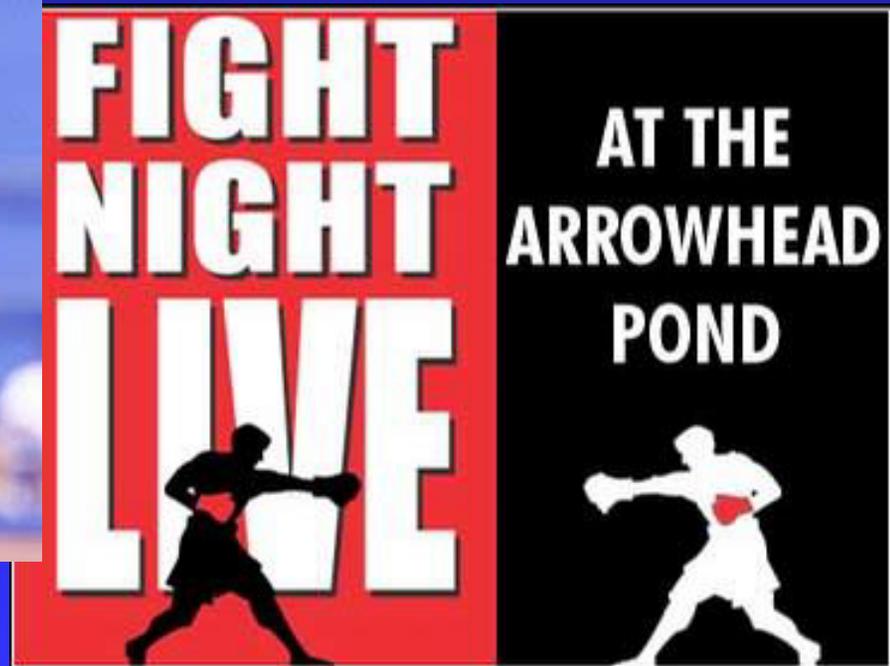
3 . Delivery:

- 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

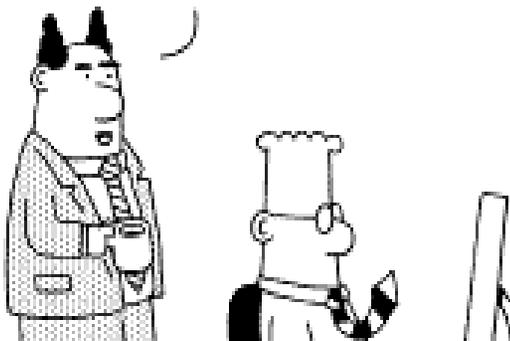
Measurement Tool Used

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



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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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