



KEY WEST

PRESERVE ISLAND LIFE



MARKETING PLAN 2012

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INTRODUCTION AND PURPOSE



INTRODUCTION

The City of Key West is committed to preserving the beautiful island life it has enjoyed since 1848. In 2009, the City published its' Climate Action Plan (CAP), with a goal of reducing carbon emissions in Key West 15 percent by the end of the year 2015. The plan presents a mix of social marketing and traditional communications strategies and techniques to educate and engage the community-at-large about the effects of climate change on the City of Key West.

In 2012, the City began developing a marketing campaign aimed at motivating residents, business owners, visitors and other key target audiences about adopting green behaviors in their everyday lives. To illustrate that message, the creative team, led by the Cunningham Group, created the Preserve Island Life campaign, a strong call to action that urges target audiences to adopt commissioned **Preserve Island Life**, changing people's behaviors and getting them to adopt new ones isn't easy. For this campaign, the creative team focused on convincing people to take a single step that will start them on the road to adopting more green behaviors over time. just one green behavior such as recycling an aluminum can, taking the bus to work one day a week or catching a single barrel of rain water, riding a bike instead of taking a car one day a week. Adopting one green behavior will inspire target audiences to integrate more and more such behaviors into their lifestyle over time.

The campaign was developed after three months of research. This effort included focus groups, street intercept surveys and an online survey divided into four topic areas – water, energy, transportation and solid waste. Over 700 surveys were taken as part of this effort to develop a baseline study of the current knowledge and awareness of climate change and green behaviors in Key West.

At the request of the City of Key West, most of the survey questions were derived from *Global Warming's Six Americas*, a study conducted by the Yale University Project on Climate Change Communication and the George Mason University Center for Climate Change Communication.

A report which includes the full results of the research undertaken by the City of Key West is included in the Appendix section of this marketing plan.

PURPOSE

The purpose of the **Preserve Island Life** campaign is to educate identified target audiences about how adopting green behaviors can have a positive, lasting impact on Key West's future and global climate change.

RESEARCH

The purpose of the research effort was to benchmark current awareness about climate change and green behaviors among target audiences in Key West. The project team wanted to discover what barriers prevented respondents from adopting green behaviors now or in the future. The team worked with several major Key West stakeholders including Florida Keys Community College (FKCC), the Key West Chamber of Commerce and the Key West Business Guild to gather research. The team also canvassed Key West parks, schools, public meetings and events to facilitate street intercept surveys.

This research project also focused on gathering public opinion about potential logos and taglines that would be used to officially launch the **Preserve Island Life** campaign. The project team also looked at climate change best practices and outreach campaigns of other cities around the U.S. including Chicago, Illinois; Berkeley, California and; Pittsburgh, Pennsylvania.

CHICAGO

In Chicago, the city created a comprehensive, user-friendly website as its main platform to get the word out about their Climate Action Plan. They also created a number of programs that make it easy for residents and businesses to adopt green behaviors. Those programs include:

Energy Action Network

The Energy Action Network provides utility assistance to low-income residents and teaches them how to conserve resources and make an impact on climate change in the City of Chicago.

Greencorps Chicago's Weatherization Program

This program, administered by the city, performs energy efficiency improvements for low to moderate income households including caulking and weather-stripping.

Low-Cost Weatherization and Education Program

This program provides free weatherization kits and workshops to teach people how to caulk and weather-strip their homes at a reasonable cost.

Chicago Green Office Challenge

The City of Chicago established a Green Office Challenge that helps office managers and building owners in the city's central business district identify ways to conserve water, save energy and minimize waste in the office.

MeterSave

This program, offered by the Chicago Department of Water Management, is aimed at Chicago homeowners without water meters who want to voluntarily install one in their home. Those that participate in the program get a 7-year guarantee that their new home water bills will not exceed their previously bills.

Chicago Area Clean Cities Coalition

This is a voluntary organization dedicated to the U.S. Department of Energy's Clean Cities mission to reduce our dependence on petroleum and promote clean air in the Chicago metropolitan area.

Breathe Easy Save Easy Sweepstakes

Get ready for the new Breathe Easy Save Easy Sweepstakes, where your pledge to improve air quality in the Chicago region can win you a monthly prize package valued at \$200 or more.

In the summer of 2012, the City will launch the Breathe Easy Save Easy Sweepstakes, a public education initiative encouraging individuals in the Chicago region to take steps to reduce pollution while saving money. We all have a stake in improving air quality in the decisions we make every day. Those decisions will not only help us BREATHE EASY, but they can also help us SAVE EASY!

Check back soon for more information!

Paper Shredding Events

These events, held throughout the City of Chicago, offers residents and businesses the opportunity to shred paper and recycle electronic devices free of charge. Participants can shred up to 10 boxes of documents for free. They can also recycle TVs, computer monitors, printers and other electronic devices free.

City of Chicago and Catalog Choice Program

The City of Chicago has developed a zero-waste initiative that allows consumers to stop receiving unwanted phone books, catalogs, coupons and credit card solicitations. The free service, designed

by Catalog Choice, will help Chicago reach its Chicago Climate Action Plan (CCAP) goal of diverting 90% of our waste from landfills by 2020—one mailbox at a time.

The City has used a variety of communication tools to convey a green behaviors message including educational posters, free downloadable toolkits on a variety of topics, e-newsletters and hotlines.

BERKELEY, CALIFORNIA

In 2006, Berkeley voters issued a call to action on the climate change challenge by overwhelmingly endorsing ballot Measure G. The mandate was simple reduce the community's greenhouse gas emissions by 80% below 2000 levels by 2050. Several education programs have been developed as a result including:

Rainwater Harvesting Guides

Free downloadable guides that teach businesses and residents how to harvest rainwater. The guides also focus on graywater reuse.

ME2 Program

The Money for Energy Efficiency (ME2) Program offers cash incentives to individuals in Berkeley interested in increasing the energy efficiency of their home or business. The ME2 program is funded by federal stimulus money awarded to Berkeley from the U.S. Department of Energy.

Low-Income Heating, Energy Assistance Program

Free weatherization (caulking, weather stripping, attic insulation, compact fluorescent lamps) and energy efficient refrigerators for income-qualified residents of Berkeley, Albany and Emeryville. There is also an energy bill payment assistance program for a one-time subsidy to help cover the costs of wintertime fuel use.

Berkeley Home Safety and Repair Program

The Berkeley Home Safety and Repair Program is designed to assist low-income Berkeley homeowners with FREE, high quality minor home repairs and mobility access improvements, to help residents to remain in their homes safely and comfortably. Typical home repairs include seismic improvements, door and window lock repairs, plumbing leaks, electrical outlet and light fixture repairs, dry rot or termite repairs, roof and gutter leaks, and carbon monoxide and smoke detector installation. Mobility aids include installation of grab bars, hand rails, ramps, toilet chairs, seismic strapping of book cases and appliances, and other safety equipment.

PITTSBURGH, PENNSYLVANIA

To ensure success in reducing Pittsburgh's greenhouse gas emissions, the Black & Gold City Goes Green campaign was developed. The campaign encourages Pittsburghers to take no-cost and low-cost steps toward reducing their greenhouse gas emissions, often saving money.

Volunteers visited neighbors door-to-door to provide tools and information on saving energy and reducing waste at home in 6 different neighborhoods of Pittsburgh. Thanks to actions taken in 2011 alone, residents will save over 2.3 million pounds of greenhouse gases each year.

Led by PennFuture, an environmental organization, the campaign led to a set of recommendations that were incorporated into the Pittsburgh Climate Action Plan, Version 2.0.





SITUATIONAL ANALYSIS

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THE CURRENT SITUATION:

To develop the **Preserve Island Life** campaign, the project team conducted public opinion research to establish current awareness of green behaviors and climate change. The research conducted revealed a high level of support for reducing carbon emissions in Key West, but a lower level of awareness about green behaviors and how to adopt them. Based on the survey responses the average resident on the island is concerned about the issue of global warming and is somewhat willing to accept some costs associated with protecting the environment. Respondents strongly support the initiative to reduce overall carbon emissions by 15%. The survey also showed that many respondents believe that human activities and natural changes are the main causes of global warming.

The following are research highlights. A full research report is included in the Appendix section of this marketing plan. Several key statistics have been compared to the national averages established in the Global Warming's *Six Americas* study.

- 85% of respondents support environmental protection even if it reduces economic growth
- 77% support the City of Key West decision to cut its total community emissions of carbon dioxide by 15% by the year
- 59% of respondents reported they believe global warming is caused by "human activities and natural changes;" 84% nationally believe that humans are part of the equation.
- 44% of respondents reported being "somewhat worried" about the effects of global warming on the environment; 84% reported being "very worried"
- 32% reported being "very certain" that global warming is happening; 57% nationally report being "very certain" that global warming is happening

SURVEY RESPONDENTS – DEMOGRAPHICS

The average respondent to the survey is a married homeowner living in a single family detached home. The majority of those surveyed are the head of a household and live in a home with between 1-3 people. Although the majority of people in the survey population are homeowners, a significant percentage are renters and may have certain obstacles preventing them from enacting specific recycling and energy conservation activities.

- 83% live in households with 1-3 persons.
- 75% of those surveyed were head of household
- 59% own single family detached homes
- 56% of respondents are homeowners
- 52% of those surveyed are married
- 39% of respondents are renters

RESULTS – WHAT THE CITY OF KEY WEST LEARNED

Overall, the survey results revealed that there is some concern and confusion about the cost of adopting green behaviors. For example, respondents reported a willingness to caulk and weather-strip their homes, but many weren't aware of rebates from KEYS Energy to do so. The responses from the survey show that there is some support for reducing trash pickup to one day a week. Many respondents recycle, but based on the results, 51% still find some challenges in the process. 52% of those surveyed reported support for such an initiative. Respondents that were surveyed showed strong support for having yard waste picked up on a separate day if it were composted and used locally. Support for recycling is high among those surveyed but there are still obstacles that need to be overcome to increase the number of residents that recycle. Issues cited with recycling were as follows: the recycling bin being too small, people not being sure of what recycling bin to use and not having enough recycling bins. The survey also showed that very few residents compost. The most common barriers cited in the survey included: no need for soil concerns about insects and animals and concerns about odors.

- 90% of those surveyed would support having yard waste picked up on a separate day if it were composted and used locally
- 78% of those surveyed online reported they do not compost at home with many reporting they did know how
- 60% of those surveyed recycle "everything they can"
- 54%
- 28% knew what hazardous household waste was

TRANSPORTATION

The survey results show that only a small percentage of respondents use public transit only a few times a month. Several factors were cited as reasons for not riding transit such as: bus route timing not convenient, they already drive a fuel efficient vehicle; they bike instead or prefer to commute by themselves. Respondents stated that their commute could be made easier by providing an expanded schedule for the lower Keys shuttle, improved roads, more frequent buses to reduce wait times on existing routes, wider roads, more bike friendly lanes and a more efficient bus system.

- 93% of those who responded online reported they do not ride the bus
- 62% walk 2-5 days a week
- 38% reported that they bike instead
- 36% reported that bus route timing is not convenient
- 31% reported that they like to commute by themselves
- 22% bike to work; 38% do so for errands and 70% bike to work weekly
- 21% of those that didn't ride reported not doing so because they already drive a fuel-efficient vehicle

WATER

Based on the results of the survey there is support for using water conservation appliances such as low flow faucets, shower heads and toilets in homes. The most common barriers cited for respondents not installing water conserving appliances was they did not own the house they lived in. This may be an opportunity to market water conserving plumbing to landlords on the island. The results also showed that few residents had rain catching systems. Respondents indicate that the most common barriers to using such devices include concerns about mosquitoes; they didn't own the home they lived in and; they didn't have a need for extra water.

- 63% of those surveyed reported installing low flow faucets or showerheads in their homes
- 44% think they use less water than their neighbors
- 14% of those surveyed online reported having a rain catching system such as a rain barrel or cistern. This is an opportunity to educate target audiences about the benefits of catching and using just one barrel of rain water a month. There is also an opportunity to educate residents about how to catch the water without creating a breeding ground for mosquitos

ENERGY

Research results showed that there is a need to further market energy improvement to homes. Individuals stated reasons for not making such improvements were: not knowing how and not knowing about KEYS Energy rebates to do so. Although many respondents may not have made energy efficient improvements to their homes, it should be noted that the survey showed a willingness of respondents to move their energy usage to off peak times and even a tolerance for remote lowering of their air conditioner, water heater or pool pump during peak usage times.

- 82% of respondents reported a willingness to shift their appliance use (air-conditioner, washer/dryers and dishwasher) away from peak times (3 p.m. – 7 p.m.) in an effort to save energy and costs.
- 86% are willing to pay more for energy efficient appliances
- 72% of respondents reported that they "have not installed new insulation" in their homes
- 58% of respondents reported a willingness to allow their electric company to temporarily lower your ac/water heater/pool pump remotely during peak usage times
- 53% reported using less energy than their neighbors
- 52% of respondents reported they "have not caulked or weather-stripped their home to reduce drafts
- 44% reported owning an energy efficient vehicle
- 44% reported using compact fluorescent light bulbs
- 7% were aware of the free home energy surveys offered by KEYS Energy



TARGET AUDIENCES

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KEY TARGET AUDIENCES

- Key West residents – *approximately 24,000, according to the 2010 U.S. Census data (including homeowners and renters)*
- Organizations and agencies such as:
 - Florida Keys Aqueduct Authority
 - KEYS Energy
 - Naval Air Station – Key West
 - Keys Community College
 - City Tree Commission
 - Botanical Gardens Society
 - Chamber of Commerce
 - Key West Housing Authority
 - Monroe County School District
 - Monroe County Florida Keys Tourist Development Council
 - Key West National Wildlife Refuge
- Key West business owners – *approximately 5,000, according to 2010 U.S. Census data*
- Tourists and regular visitors to the island
- Key West, Monroe County, Miami-Dade County and online media outlets
- Students aged 5-18
- College students



GOALS

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KEY GOALS

Based on the research conducted by the project team, the following goals have been established for the Preserve Island Life campaign:

- To educate residents, business owners, tourists and other target audiences about the significant impact that adopting a single green behavior can have on preserving Key West island life
- **BECAUSE:** Overall, the percentage of survey respondents that actually adopted certain green behaviors, such as biking to work, composting and rainwater collection was low. However, the percentage of those that reported having adopted more popular green behaviors such as recycling and installing low flow faucets or showerheads in their homes was relatively high. Therefore, educating target audiences about a range of green behaviors is important.
- To raise awareness among key target audiences about the impacts of global warming on the City of Key West
- **BECAUSE:** A relatively low 38% of those responding to the online survey reported being “somewhat worried” about the effects of global warming on the environment and just 31% of those surveyed reported being “very certain” that global warming is happening
- Communicate to target audiences that they can save money by living a sustainable lifestyle.
- Educate homeowners about energy rebates from KEYS Energy
BECAUSE: When asked whether they had insulated their homes, 49% said they had not because they did not know about rebates from KEYS Energy
- When asked about caulking and weather-stripping their homes, 45% of those surveyed reported they had not because they did not know about rebates from KEYS Energy
- Encourage residents and businesses to help the City of Key West reach its goal of reducing carbon emissions 15% by 2015
- To reflect the history of sustainable island living



BRANDING AND KEY MESSAGES

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GREEN BRANDING

Successful green branding is about more than just sustainability, according to Jerry Stifelman in a 2008 article on www.treehugger.com. Jerry Stifelman is the founder and creative director of The Change, a brand strategy and design firm that works exclusively with companies and organizations that make the world more sustainable, equitable or authentic. “Good-for-the-world businesses need to express sustainability as the vibrant, exciting, game-changing proposition it is if we are going to engage a critical mass of people and take sustainability firmly into the mainstream.” Stifelman noted that a success green brand needs to differentiate itself. “We should put our heart and souls into what we do. And that means we need to differentiate ourselves. And you can’t do that by using the same typeface as everyone else. You can’t do it by basing your logo on a leaf or by putting a hand cupping a seedling on the cover of your annual report. You can’t do it by being yet another green business to use a tag line that says “Saving the planet one [your product here] at a time.” But there are plenty of ways to stand out from the crowd.”

The Preserve Island Life campaign is different. It’s not just a campaign about “going green”. The campaign directly connects a green behavior and the meaningful benefit of doing it. The campaign further connects audiences to the ultimate benefit - preserving the island life that has existed in the City of Key West for hundreds of years.

COMMUNITY-BASED SOCIAL MARKETING

The Preserve Island Life campaign utilizes many of the tenets of community-based social marketing such as identifying barriers and benefits to adopting green behaviors. Another important tenet of CSBM is motivating people to make a change in their behavior by seeking a commitment from them. The Preserve Island Life campaign asks Key West residents, business owners and visitors to commit to doing just one thing to keep the city beautiful and reduce their carbon footprint at the same time.

THE PRESERVE ISLAND LIFE BRAND

The Preserve Island Life brand is a call to action that empowers target audiences to take the first step in taking personal responsibility to reduce their carbon footprint and doing their part to ensure that the City of Key West remains a beautiful place to live and work for decades to come.

By adopting just one green behavior, such as taking the bus to work one day a week instead of driving, the residents, businesses and tourists have taken that important first step to adopting a sustainable lifestyle and ultimately, preserving island life.

THE BRAND PROMISE

A brand promise is a pact that a company or organization makes with the consumer. It ensures that when interacting with a brand a consumer gets what is promised. To motivate customers, a brand promise must achieve the following three goals:

- It must convey a tangible, compelling benefit to the consumer
- It must be credible and authentic
- The promise must be kept by the company or organization each and every time without fail

For major brands like Fedex, their brand promise is to always deliver packages on time for their customers. For Apple, it’s the fact that when you have their product in your hand, you’re guaranteed to own the latest, cutting edge technology in the world.

Preserve Island Life promises that if you do just one thing to reduce your carbon footprint, you will take that crucial first step to preserve the island life you enjoy.

VALUE PROPOSITION

What's in it for me? That's the question that will be on the minds of Key West residents, business owners and other key target audiences when the Preserve Island Life campaign is launched. There is a lot in it for them. Adopting green behaviors gives target audiences the opportunity to:

- Make a positive impact on their environment and reduce your carbon footprint
- Teach their children and others about the importance of adopting green behaviors
- For business owners, let their customers know that adopting green behaviors is important and what they can do to preserve the natural paradise of Key West
- Convey that living a sustainable life can save money and that adopting a green behavior can result in more money in the pockets of target audiences

KEY MESSAGES

The Preserve Island Life campaign focuses on easy green behaviors that will spur people to take the first step toward doing their part for the environment and preserving island life. Each green behavior will be promoted in a poster used to highlight the campaign. The messages promote doing just one thing today to preserve island life. Every major lifestyle change starts with a first step. Whether you take the bus, recycle, compost or simply replace a regular light bulb for a fluorescent one, you've done something that will positively affect climate change for your community. In this campaign the City of Key West is asking everyone to take one more step beyond to permanently adopt green behaviors and preserve island life.

Theme:

Keep the City of Key West beautiful by doing one just thing today to preserve island life

- Replace just one regular light bulb with a compact fluorescent and you'll save 150 pounds of carbon dioxide each year
- Ride the bus for a single day and reduce your CO2 emissions by 20 pounds or more than 4,800 pounds each year
- Recycle just one aluminum can and you've saved enough energy to run your TV for three hours
- Catch and use just one barrel of rain water and save 1,300 gallons of water during the summer months
- Ride your bike to work or hotel and prevent 26 lbs. of carbon emissions from entering the environment.

Concepts:

These scenes below are calls to action that illustrate just how easy it is to take that first step toward preserving island life in the City of Key West.

- In one scene, a woman is riding the bus with her family.
- In another scene, a college student is recycling.
- In another scene, a girl rides her bike around Key West.
- In another scene, a person is seen catching rain water, presumably to use a rain barrel or cistern.

CAMPAIGN LOGO SERIES:

THE LOGOS

Each logo in the series representing a scene that highlights the island life that is an essential part of the Key West brand.

Main Logo

Same-Sex Bike Riders



PRESERVE ISLAND LIFE

Secondary Logos

Logos that are a part of a series that can be used for a variety of purposes

Boy Fishing



PRESERVE ISLAND LIFE

Kayaker



PRESERVE ISLAND LIFE

Snorkeler



PRESERVE ISLAND LIFE

Paddle Boarder



PRESERVE ISLAND LIFE

Boaters at Sunset



PRESERVE ISLAND LIFE

Beachgoers at Sunset



PRESERVE ISLAND LIFE



OUTREACH STRATEGIES AND TACTICS



The project team will employ a variety of community-based social marketing strategies and tactics to promote the **Preserve Island Life** campaign including:

COMMUNITY-BASED SOCIAL MARKETING

Use monthly CBSM strategies and techniques to promote the Preserve Island Life campaign including

- Ask households to sign a pledge form committing themselves to watering their lawn on odd or even days based on their house number
- Ask people as they enter the grocery store to wear a Preserve Island Life sticker committing to buy products that are recycled or have recyclable content in them
- Ask commuters to sign a public online pledge to take mass transit once or twice a week for the next 90 days
- Place Preserve Island Life stickers at the entrances to supermarkets reminding shoppers to bring their reusable shopping bags on their next trip to the store
- Ask supermarket workers, hotel staff and other frontline employees to wear Preserve Island Life stickers or buttons showing their support for the campaign and for buying products with recyclable content
- Ask business owners to promote the Preserve Island Life campaign by encouraging their employees to carpool, bike or walk to work at least one a day a week; if they do it for 30 days, they could win a chance to be featured on a Preserve Island Life poster to be used as part of the campaign
- Ask people to send their friends and family an e-card that gives a tip about living a sustainable life; these e-cards could also be used to send messages about sustainability to businesses so that customers can encourage them to adopt green behaviors
- Send a weekly e-newsletter to subscribers giving them a simple tip about to adopt a certain green behavior
- Develop and distribute an electronic fact sheet to educate business owners about federal tax incentives they could receive for supporting and encouraging employees that use public transit

TRAVEL INDUSTRY OUTREACH:

Work with tourist organizations, agencies and councils to promote green travel to tourists

- E-blasts to the membership of travel-related organizations like the Monroe County Florida Keys Tourist Development Council
- Send campaign press releases and pitch articles to travel publications and groups
- Send campaign press release and pitch articles for the membership newsletters of meeting and convention planners

STAKEHOLDER ENGAGEMENT:

Work with community groups and foundations to get the word out about the campaign

- E-blasts to groups and foundations
- Outreach at events
- Outreach at public meeting
- E-newsletter
- E-Postcards

BUSINESS OUTREACH:

Work with businesses to promote the City's Green Business Certification Program and teach them how to adopt green behaviors

- Co-promote the City's Green Business Certification Program
- Develop and distribute a fact sheet to teach businesses simple green behaviors they can do to preserve their island life
- Conduct outreach to business associations and realtors who promote commercial real estate on the island.

FREE DISTRIBUTION CHANNELS:

Utilize free distribution channels for campaign information

- Develop and distribute custom content through free online article directories like Associated Content, Helium and E-Zine Articles
- Send an e-blast to KEYS Energy customers and those who purchase water and sewer services from the City of Key West informing that about the campaign launch and letting them know what they can do to adopt green behaviors
- Send an e-blast to members of organizations like the Florida Keys National Marine Sanctuary, Key West Aquarium and others
- Distribute Preserve Island Life curriculum to public schools in Key West

SOCIAL MEDIA:

- Youtube.com/PreserveIslandLife
- Facebook.com/PreserveIslandLife
- Twitter.com/PreserveIslandLife
- Google +
- Pinterest.com/PreserveIslandLife

CHANGE AGENTS:

The project team will identify members of the Key West community who are already embracing green behaviors and doing their part to preserve island life. For example, a business owner who has achieved green business certification or a family that is composting and recycling will be selected as part of the campaign. These individuals will be featured in posters, in testimonials on the website and could give media interviews about the campaign.

6.1 ADVERTISING

In a grassroots campaign like **Preserve Island Life**, it is important that advertising dollars be used effectively. Due to current budget constraints, we recommend that the City take advantage of the following free and low-cost advertising options.

- Free credits offered by Google and Facebook to advertise online
- Develop and distribute six custom content articles online
- Distribute posters for major events
- Place Preserve Island Life logo and hyperlink in e-mail signatures of all City of Key West employees and contractors
- Develop and place public service announcements (PSA) on television and radio
- Place a display ad in the *Key West Citizen*; at a relatively low rate of \$14.88 per column inch, this may be a viable option to announce the launch of the campaign
- Place advertising in the newsletters of chambers, organizations and agencies

6.2 CHARITABLE OUTREACH

Charitable organizations could be used to cost-effectively assist the City in spreading the word about the campaign by sending information to their respective membership databases.

- Send an e-blast to charitable organizations to promote the campaign to their members
- Partner with charitable organizations to have a presence at their events
- Organize an event to promote National Day of Service (September 2012) events centered around green behaviors

6.3 CHANGE AGENTS

For the **Preserve Island Life** campaign, having examples of people who are already adopting green behaviors in their everyday lives is essential. These change agents will work closely with the project team to provide volunteer attendance at events, provide testimonials for the Preserve Island Life website and conduct media interviews on behalf of the campaign.

CHANGE AGENTS – BUSINESS OWNERS

These are business owners that have achieved the City's Green Business Certification or have already taken steps to adopt green behaviors in their business.

CHANGE AGENTS – RESIDENTS

These are Key West residents who embody the best in green behaviors. These are people who are recycling, composting and taking public transit to reduce their carbon footprint.

CHANGE AGENTS - POLICY MAKERS

These are agency and local government officials that are taking the lead in adopting green behaviors

6.4 EVENTS

During the **Preserve Island Life** campaign, there will be opportunities for the project team to distribute posters, stickers and other promotional materials to the public.

FESTIVALS

July

- Sunset/Full Moon Reggae Fest
- South Florida Symphony Summer Chamber Series
- Red Barn Theatre presents: Key West Summer Stage
- Key West Gator Club Dolphin Derby
- 28th Annual Underwater Music Festival
- Hemingway Days
- Drambuie Key West Marlin Tournament

August

- Key West Lobsterfest
- Tropical Heat
- Third Annual Key West Brewfest

September

- Womenfest Key West
- Robert James Sales S.L.A.M. Celebrity Tournament

PUBLIC MEETINGS

- SR 5/US 1/Overseas Highway/Summerland Key Public Information Meeting – Florida Department of Transportation

FLORIDA KEYS COMMUNITY COLLEGE (FKCC)

- The project team worked with FKCC to conduct focus groups of students and professors; the team will coordinate with FKCC to have a presence at their on-campus events beginning in July and at the beginning of the fall semester

PUBLIC SCHOOL EVENTS – FIRST DAY OF SCHOOL

- The project team will go out to public schools on the first day of classes and distribute flyers about the campaign; the team will also coordinate with principals and administrators to announce the campaign and curriculum during the morning announcements

6.5 PRINT

BROCHURES

To keep printing costs low, the project team will develop an educational, tri-fold brochure and place it on www.PreserveIslandLife.com for download in PDF format; this is the only brochure that will be produced for the campaign.

BUSINESS CARDS

The project team will create a Preserve Island Life business card that contains information about the campaign, a QR code that links to the website and a list of green behaviors that can help to preserve island life. A Top Ten contest could be organized to recognize the top businesses that are supporting sustainability.

POSTERS

The project team will develop four different posters that will be placed in bus shelters and on buses throughout Key West; the team will explore other free distribution channels and update the marketing plan as needed. The posters will be sustainably printed on recycled paper. and can be placed at the locations of partner organizations.

MINI-POSTERS

Mini-posters are an inexpensive tool that can be used to distribute information to target audiences including colleges. Mini-posters will be sustainably printed on recycled paper.

6.6 PUBLIC RELATIONS

HOLD A VIRTUAL PRESS CONFERENCE

Instead of holding a traditional press conference where reporters and other media will have to get into their cars and drive to a location to attend, it is recommended that the City hold a virtual press conference where reporters can log on to a www.PreserveIslandLife.com and participate via a GoToMeeting link.

PITCH NEWS ARTICLES

The Preserve Island Life campaign affords the opportunity to pitch a variety of interesting stories to the media – local, regional and national. For example, the following stories could be pitched during the life of the campaign:

- A story involving realtors that explores how greening your home can make it more attractive to sell or buy
- A story about the City's Green Business Certification Program
- A story about students adopting green behaviors through the Preserve Island Life curriculum

SCHEDULE RADIO AND TV INTERVIEWS

The project team will schedule radio and TV interviews

PUBLIC SERVICE ANNOUNCEMENTS

The project team will develop and place public service announcements on radio and TV including County TV and channels focused on tourists

6.7 RADIO

Radio is a popular medium in the City of Key West. The project team will use radio, including Internet radio shows, to promote the Preserve Island Life campaign

INTERNET RADIO

- Radio Margaritaville - <http://tunein.com/radio/Radio-Margaritaville-s7279/>
- Key West Buzz - <http://keywestbuzz.com/listen/>
- The Key West Radio Show - <http://keywestshow.com/>
- Conch Republic Radio - <http://www.conchradio.com/>

NATIONAL PUBLIC RADIO (NPR)

- The project team will pitch NPR's Miami affiliate to potentially secure a story on NPR about the campaign - <http://www.wlrn.org/>

HISPANIC RADIO

- The project team will pitch Hispanic radio stations in Miami that broadcast into the Keys

KEYS RADIO GROUP

- The project team will pitch Anne O'Bannon to potentially secure a radio interview.

US1 RADIO

- The project team will pitch Bill Becker and others to potentially secure a radio interview

6.8 SOCIAL MEDIA

The project team will create and maintain social media platforms on the following networks for the life of the campaign –

Twitter

[Twitter.com/PreservelslandLife](https://twitter.com/PreservelslandLife)



Facebook

[Facebook.com/PreservelslandLife](https://facebook.com/PreservelslandLife)



YouTube

YouTube.com/PreservelslandLife



Pinterest

Pinterest.com/PreservelslandLife



Google +



6.9 TELEVISION

OVERVIEW

The project team will pitch TV stations in Miami-Dade and Monroe counties to effectively leverage the limited campaign budget. This includes pitching stories and placing PSAs.

- WEYW – Channel 19
- WSVN – Channel 7
- WTVJ – Channel 44

6.10 ONLINE

The project team will use several online tools to cost-effectively promote the **Preserve Island Life** campaign including:

- **PreserveIslandLife.com**

The project team has developed a campaign website – www.PreserveIslandLife.com. The website will feature links to social media platforms, account user registration, and the ability to send e-blasts and e-postcards to create a Green Business Challenge and encourage consumers to urge the businesses they support to adopt green behaviors

- Online banner exchanges
- Online banner ads
- Digital PSAs
- Online travel directories
- QR codes
- E-Postcards



PreserveIslandLife.com



MEASUREMENT AND EVALUATION

7

The project team will measure the campaign success using a number of metrics and measurements

- Website metrics
- Social media metrics
- Facebook Insights
- Post-campaign online survey
- Content click-thru rates
- Google Adwords stats
- Online banner click-thru rates
- Number of e-postcards sent



BUDGET

8

POSTERS

It is recommended that the City of Key West print 30 posters, (47.5" x 68") to accommodate placement of bus shelters throughout the island. Each poster will cost approximately \$80.00 to print.

It is also recommended that the City print posters to be placed in the interior of transit buses. Each 11 x 17 ad space in the City's 15 buses will require a poster. To print 30 posters would cost approximately \$10.00

In addition, the City should print 50 24"x36" posters for use at venues and businesses throughout the City. Each poster would cost approximately \$15 to print

(Bus shelter posters) \$2,400.00

(Interior rack buses) \$300.00

(Additional posters) \$750.00

TOTAL: \$3,450.00

ADS

This will be determined by the City of Key West in the event that the City deems paid advertising necessary for this campaign.



IMPLEMENTATION TIMELINE

JULY

Poster and brochure artwork submitted to City of Key West for review	July 13
Artwork approved by City of Key West	July 16
Posters with QR codes go to print; PDF of brochure goes on website	July 16
Website built and link sent to City of Key West for review	July 16
Identify and contact five Preserve Island Life Change Agents – shining examples of businesses and residents who are doing their part to preserve island life.	July 16
Send out release announcing press conference and the unveiling of the campaign	July 16
Send out e-blast to campaign partners and other key stakeholders such as those who took survey inviting them to the press conference	July 16
Virtual press conference	July 25
Launch social media platforms	July 25
Launch website	July 25
Deploy online banners on partner websites	July 25
Deploy free Google and Facebook advertising credits	July 25
Place posters on bus shelters and on the interior of buses throughout the Key West transit system	July 25
Conduct radio and TV interviews	July 25

AUGUST

Draft of curriculum due for City of Key West review	Aug 1
Distribute Preserve Island Life curriculum to public schools prior to the start of the new school year	Aug 13

SEPTEMBER

Send out e-blast about taking the post campaign online survey	Sept 10
Issue final campaign report to the City of Key West	Sept 28

ONGOING

Pitch news article about realtor featuring green homes for sale and how doing simple things like caulking and weather-stripping can increase the value of your home
Develop and distribute custom content about green homes on Preserve Island Life social networks
Pitching news article profiling one of the Preserve Island Life Change Agents
Measure and monitor monthly web analytics



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APPENDIX

11

APPENDIX A

- *City of Key West Climate Change and Green Behaviors Project Research Report*