

ADVERTISING

Print:

- Kelowna Capital News City in Action: July 31, Aug. 7, 12 & 14, Sept. 4, 11 & 18

Radio

- AM 1150: Aug. 10 - Aug. 30
- 100.7 FM: Aug. 10 -14

Online

- Castanet: Aug. 7 - Sept. 3

SOCIAL MEDIA

- Facebook
 - July 31; 759 people reached; 14 likes/comments/shares; 93 post clicks
 - Aug. 5; boosted post; 21,616 people reached; 235 likes/comments/shares; 807 post clicks
 - Aug. 11: Water Smart + Park and Play at Quilchena Park; 212 people reached, 3 likes/comments/shares; 3 post clicks
 - Aug. 14: Time of day just as important; 449 reached; 5 likes/comments/shares; 35 post clicks
 - Aug. 20; boosted post with FAQs (specific to our utility area postal codes); 12,482 people reached; 80 likes/comments/shares; 533 post clicks
 - Aug. 21: Water Smart + Park and Play at Jack Robertson Park; 87 reached; 1 like; 1 click
 - Sept. 8: Reminder of the watering restrictions; 186 reached; 1 click
 - Sept. 11: Pool drainage info and reminder of watering restrictions; 96 reached; 3 comments; 4 clicks
 - Sept. 18: Pool drainage info and reminder of watering restrictions
- Twitter (11,800 followers):
 - July 29 - announcing restrictions beginning Aug. 4
 - Aug. 4 - odd/even restrictions begin
 - Aug. 5 - odd/even restrictions reminder
 - Aug. 11 - Qs about watering restrictions? Visit our Water Smart table @ Park and Play (Quilchena)
 - Aug. 12 - Be Water Wise; post to support Value of Water CA contest
 - Aug. 20 - Watering restrictions link to FAQs (244 clicks on FAQ link)
 - Sept. 3 - Watering restrictions still in effect
 - Sept. 10 - Drought or no drought, it pays to be Water Smart
 - Sept. 14 - Reminder: watering restrictions remain in effect

MEDIA RELEASES

- News Release July 29, 2015
- PSA Aug. 4, 2015
- News Release Sept. 14, 2015

EARNED MEDIA

- July 29 - Castanet, AM 1150, Kelowna Capital News, Kelowna Now, Infotel, Kelowna Daily Courier
- Aug. 4 - Global (Vancouver), AM 1150, Kelowna Now, Kelowna Capital News, Castanet
- Aug. 5 - AM 1150
- Sept. 10 - AM 1150
- Sept. 14 - Kelowna Now, AM 1150, Kelowna Daily Courier

STATIC ADVERTISING

- TV Screens at Parkinson Recreation Centre, H2O, & City Hall (Aug. - end of Sept.)
- Electronic Road Sign (limited to one for our purposes due to construction)
 - Gordon & Raymer (Aug. 4 - 10)
 - Clifton & Clement (Aug. 11 - 17)
 - Springfield & Spall (Aug. 18 - 24)

COLLATERAL MATERIAL

- Water conservation postcards that were already created for Waterkind consultant to hand out at Park and Play events. Key messages and FAQs also provided to Waterkind consultant for the following events:
 - Blair Pond, July 22
 - Kinsmen Park, July 23
 - Quilchena Park, Aug. 11
 - Jack Robertson Park, Aug. 21
- FAQs available at Aug. Park and Play events within the Kelowna Water Utility.
- Waterkind consultant attending a Strong Neighbourhood event (K.L.O Neighbourhood Association) on Sept. 19

EMAIL

- E-subscribe notice (environment and general channels) - July 29, Aug. 4, Sept. 14

OTHER

Corix Paper Billing

- Reminder on Corix water bills stating that odd/even watering restrictions are in place and to visit kelowna.ca/utilities for details (Aug 16/Sept 6/Sept 16 billing cycles).
- Basic watering restriction key messages provided to Corix customer service representatives.

Service Request System

- Added a 'Watering Restrictions' topic for residents to use.

City Hall Information Desk

- Key messages provided to City Hall information desk and staff on the first floor who interact with residents regularly.

WEBSITE (City of Kelowna)

- Watering restrictions highlight on kelowna.ca homepage (Aug. 4 - 30; Sept 8 - 14)
- Watering restrictions webpage: <http://www.kelowna.ca/CM/Page2506.aspx>
 - Details about the watering restrictions
 - Water utility map link
 - FAQs (includes directions to service request system)
 - Links to common irrigation system manuals

WEBSITE ANALYTICS

Watering Restrictions Page

	Page Views	Unique Page Views	Avg. time on page
2013 (July 27 - Sept 14)	207	165	1:06
2014 (July 27 - Sept 14)	210	161	0:36
2015 (July 27 - Sept 14)	6,855	6024	2:54

Water Smart Page

	Page Views	Unique Page Views	Avg. time on page
2013 (July 27 - Sept 14)	214	177	1:00
2014 (July 27 - Sept 14)	114	92	1:24

2015 (July 27 - Sept 14)	571	424	1:03
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