

# DOEE

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## NRA MARKET RESEARCH RESULTS



**TOMAHWARES**



Address

MTB Enterprises  
dba TomahWares  
P.O. Box 73024  
Washington, DC 20010



Email

[madia@tomahwares.com](mailto:madia@tomahwares.com)  
[info@tomahwares.com](mailto:info@tomahwares.com)  
[www.tomahwares.com](http://www.tomahwares.com)



Phone

P: 202.569.6265



# LET US HELP YOU TELL YOUR STORY

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At TomahWares, we can help your organization “show” instead of “tell” — who you are, what you do, and why customers should care. Storytelling is a great way for your organization to share your value with your audience in a way that creates an emotional connection, which can lead to brand loyalty and word-of-mouth promotion. We can help you do this through branding, marketing and design and by creating dynamic content that paints a picture of what you want to say in an intriguing way that makes people want to share what you do.

So, what’s your story? And, how can we help you tell it?

# Executive Summary



## COMMUNITY SURVEY

Web-based community survey launched **March 1, 2019**; closed **May 15, 2019**



Distributed via email and social media, including collaboration with Mayor's Office on Latino Affairs, the Mayor's Office on African Affairs, the Mayor's Office on Asian and Pacific Islander Affairs, the Latin American Youth Center and DC Public Schools (DCPS).



## ROUNDTABLES

Three roundtables conducted with community representatives from the African, Latino, and Asian and Pacific Islander communities.



## FOCUS GROUPS

**Focus Group #1** was held on March 20 and was focused on community partners and their interactions with the agency.



**Focus Group #2** was held on March 27 and was focused on developers and business owners.



**Focus Group #3** was held on April 17 and was focused on agency stakeholders.

# Methodology Overview



## **SURVEY ORGANIZATION**

The community survey was organized into six sections: **1)** demographic questions, **2)** household questions, **3)** communication channels, **4)** environmental concerns, **5)** DOEE awareness, and **6)** DOEE marketing.



## **SURVEY DISTRIBUTION**

The survey was distributed through email, DC agency's social media, and direct hard copies distributed through community partners in the African, Asian, and the Latinx community.



## **SELECTION PROCESS**

Focus group participants were selected based on subject matter expertise and theme.



Roundtable participants were selected via direct outreach by their status and relationships with either the District's African or Latinx population.



# **SURVEY DATA SNAPSHOT**

# Survey Data Overview



## **DOEE ADVERTISEMENTS**

76% of respondents answering that they saw DOEE advertisements no more than 2 times per month.



## **AFRICAN AMERICAN EXPOSURE**

African Americans had the least amount of exposure to DOEE Marketing (90% of respondents saw DOEE advertisements no more than 2 times per month) but were most reliant on direct agency outreach for program participation (42% of program participants who identified as African Americans heard about their programs through direct outreach from the agency).



## **LIMITED LATINX AWARENESS**

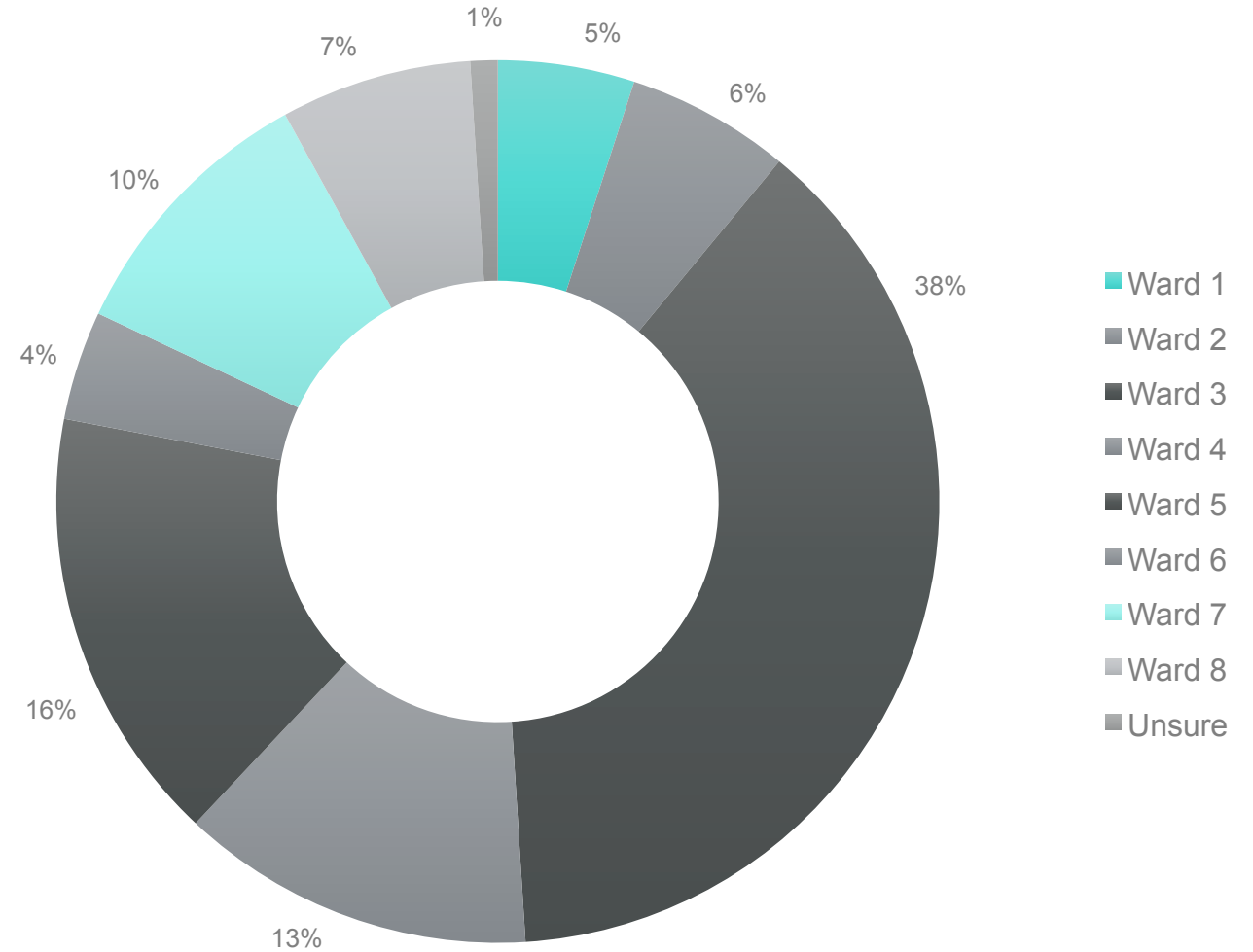
The agency has had some success with outreach to the Hispanic and Latinx community as 45% of respondents reported seeing agency advertisements more than 5 times per month and 79% of respondents were able to accurately pick out at least one function that the agency performs.



## Survey Data

### Ward Representation

Nearly 40 percent of respondents were Ward 3 residents. As the population of the District by ward is nearly evenly distributed (12-13 percent population per ward), this represents an overrepresentation in the results, and a possible source of demographic skew. Ward 4, Ward 5, and Ward 7 were represented more proportionately with their populations, while the remaining wards were underrepresented.



# Survey Data

## Age

What is your age range?		(N = 857)
Under 16	2	0%
16-24	196	23%
25-40	314	37%
41-60	228	27%
61+	115	14%

What is your gender?		(N = 856)
Male	361	42%
Female	470	55%
Transgender	12	1%
Prefer not to say	3	0%
Other	10	1%



# Survey Data

## Ethnicity

What is your ethnicity? (Check all that apply)		(N = 853)
White	455	53%
Hispanic, Latino or Spanish origin	71	8%
Black and African American	255	30%
Asian	28	3%
American Indian or Alaska Native	44	5%
Middle Eastern or North African	8	1%
Native Hawaiian or other Pacific Islander	9	1%
Other	7	1%
Prefer not to say	22	3%

*We Are Creative*

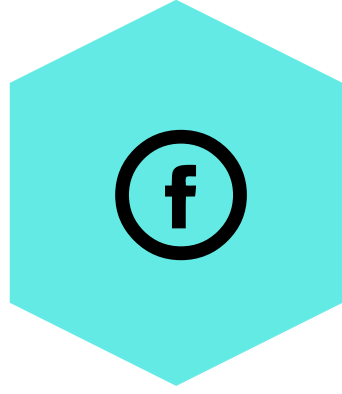
## Survey Data: Overall Information Consumption

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**NEWSPAPER**

(49 percent)



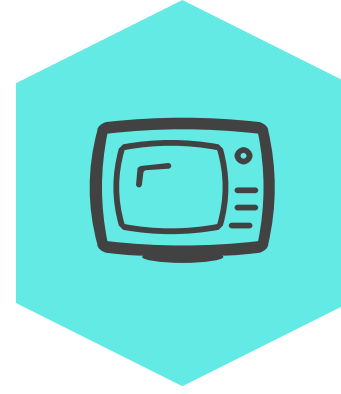
**FACEBOOK**

(46 percent)



**WEBSITES**

(36 percent)



**TELEVISION**

(35 percent)



**WORD OF MOUTH**

(30 percent)

# Survey Data

## Demographic Priorities

When it comes to the environment, what is most important to you?			
	African American pop. (N = 162)	Hispanic pop. (N = 33)	Total pop. (N = 575)
Safe Drinking Water	59%	52%	35%
Clean Air	25%	7%	19%
Reduce Litter/Trash	13%	14%	26%
Protect the Animals/Insects	1%	16%	7%
Beautiful Spaces	1%	9%	4%
None of the Above	1%	0%	2%
Other	0%	0%	7%

# Survey Data

## Demographic Priorities (cont.)

Which of the following statements most accurately describes your attitude towards conserving, protecting, and improving the soil, water and wildlife of the District of Columbia? (check all that apply)

<i>I am extremely concerned</i>	African American pop. (N = 134)	Hispanic pop. (N = 25)	Total pop. (N = 483)
Soil	46%	48%	62%
Water	93%	84%	71%
Wildlife	16%	72%	43%
<i>I am very concerned</i>	(N = 99)	(N = 24)	(N = 379)
Soil	46%	63%	64%
Water	61%	54%	39%
Wildlife	63%	58%	34%

<i>I am somewhat concerned</i>	(N = 85)	(N = 15)	(N = 321)
Soil	54%	47%	34%
Water	26%	67%	50%
Wildlife	51%	40%	35%
<i>I am not at all concerned</i>	(N = 34)	(N = 11)	(N = 177)
Soil	59%	64%	25%
Water	24%	55%	72%
Wildlife	35%	36%	13%



# DEMOGRAPHIC PROFILES

# DEMOGRAPHIC PROFILES: BY WARD



## Ward 5 Resident



Primary source of information is the internet but strongly dependent on traditional media.



Strong interest in the health of the Anacostia.



Primarily recognizes DOEE as a regulatory agency.



Interested in learning about how DOEE programs are relevant to their community.



## Ward 7 Resident



Primary sources of information are traditional media but also active on Facebook and the internet.



Strong interest in the health of the Anacostia.



Strong concern in quality of life issues.



Views DOEE as an educational body.



Interested in learning about how DOEE programs are relevant to their community

# DEMOGRAPHIC PROFILES: BY WARD

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## Ward 8 Residents



Primary sources of information include Facebook, word of mouth and traditional media.



Extremely interested in the health of the Anacostia River.



Views DOEE as an educational body.



Interested in receiving more educational related content from the agency.



# DEMOGRAPHIC PROFILES: BY AGE



## 16-24 Year Olds



Social media (like Snapchat, Facebook and Instagram) are primary sources of information but many still read newspaper/online news sites.



Over 90% noted that they currently participate in activities in or around the Anacostia River.



Concerned about litter.



Views DOEE as an educational body.



## 25-40 Year Olds



Facebook, Twitter and the internet are primary sources of information but shows strong engagement with traditional media.



Currently not engaged in activities around the Anacostia but would be interested in the future.



Views DOEE as both an enforcement agency and as an educational body.



Interested in learning about how DOEE programs are relevant to their community.

# DEMOGRAPHIC PROFILES: BY AGE



## 41-60 Year Olds



Primary information sources balanced between social media, the internet and traditional media.



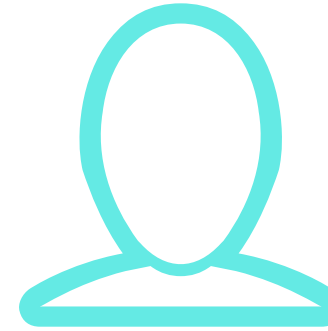
Strong concerns about soil quality in the District.



Views DOEE as both an enforcement agency and as an educational body.



Strong desire for DOEE to educate them about environmental issues and demonstrate relevance of DOEE programs to their community.



## 60+



Primary sources of information are newspapers and television.



Over 24% noted they would not be interested in participating in activities in or around the Anacostia river.



Strong concerns about wildlife in the district.



Air quality is a strong concern for this population.



Views DOEE as both an enforcement agency and as an educational body.



Interested in learning about how DOEE programs are relevant to their community

# DEMOGRAPHIC PROFILES

## UNDERREPRESENTED POPULATIONS



### AFRICAN AMERICANS



Primary sources of information include TV, word of mouth and the internet.



Strong interest in the health of the Anacostia.



Views DOEE as both an enforcement agency and as an educational body.



Strong desire for DOEE to educate them about environmental issues and demonstrate relevance of DOEE programs to their community



### LATINX



Primary source of information includes Facebook and TV but also has a strong dependence on word of mouth.



Over 40% currently involved in activities in or around the Anacostia river.



Views DOEE as both an enforcement agency and as an educational body.



Interested in educational materials from the agency but also wants materials that will push them to engage.

# DEMOGRAPHIC PROFILES

## UNDERREPRESENTED POPULATIONS

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### ASIAN AND PACIFIC ISLANDER



Primary sources of information include the internet and word of mouth.



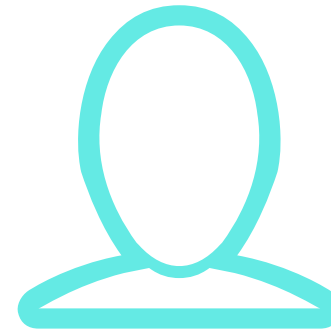
Strong concerns about soil and wildlife.



Views DOEE as both an enforcement agency and as an educational body.



Interested in educational materials from the agency but also wants materials that will push them to engage.



### AMERICAN INDIAN /ALASKA NATIVE



Even distribution between social and traditional media for sources of information.



Strong interest in protection of animals.



Primarily recognizes DOEE as an enforcement agency.

# DEMOGRAPHIC PROFILES

## UNDERREPRESENTED POPULATIONS

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### AFRICAN



Primarily dependent on word of mouth and direct outreach for information but also has strong engagement on Facebook.



The environment is not currently a large concern for this community but have



shown interest in solar panels and energy saving programs.



Interested in learning about how DOEE programs are relevant to their community.

# DEMOGRAPHIC PROFILES

## OTHER CHARACTERISTICS

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### EDUCATORS



Primarily views DOEE as an enforcement agency.



Majority not familiar with any of the DOEE educational programs.



Majority have not seen any DOEE advertisements. Out of those who have seen ads, most saw them on Facebook.



Strong interest in having their students involved in activities in or around the Anacostia River.



### PARENTS



Facebook, TV and Word of Mouth primary sources of information.



Strong concerns about the quality of the Anacostia River and Wildlife.



Views DOEE as both an enforcement agency and as an educational body.



Interested in learning about how DOEE programs are relevant to their community.

# DEMOGRAPHIC PROFILES

## OTHER CHARACTERISTICS

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### HOMEOWNERS



Newspapers and Facebook primary sources of information.



Over 40% participate in recreational activities in or around the Anacostia District.  
Strong concerns about soil quality in the District.



Primarily views DOEE as an educational body.



Interested in receiving educational materials from DOEE and learning about how DOEE programs are relevant to their community.



### Developers



They get their information through a wide variety of channels; they use social media and the internet to find information but also depend heavily on traditional media and word of mouth.



They are concerned with the soil quality in the District.



They primarily view DOEE as a regulatory body.



They are interested in getting more information about local environmental issues and regulation.

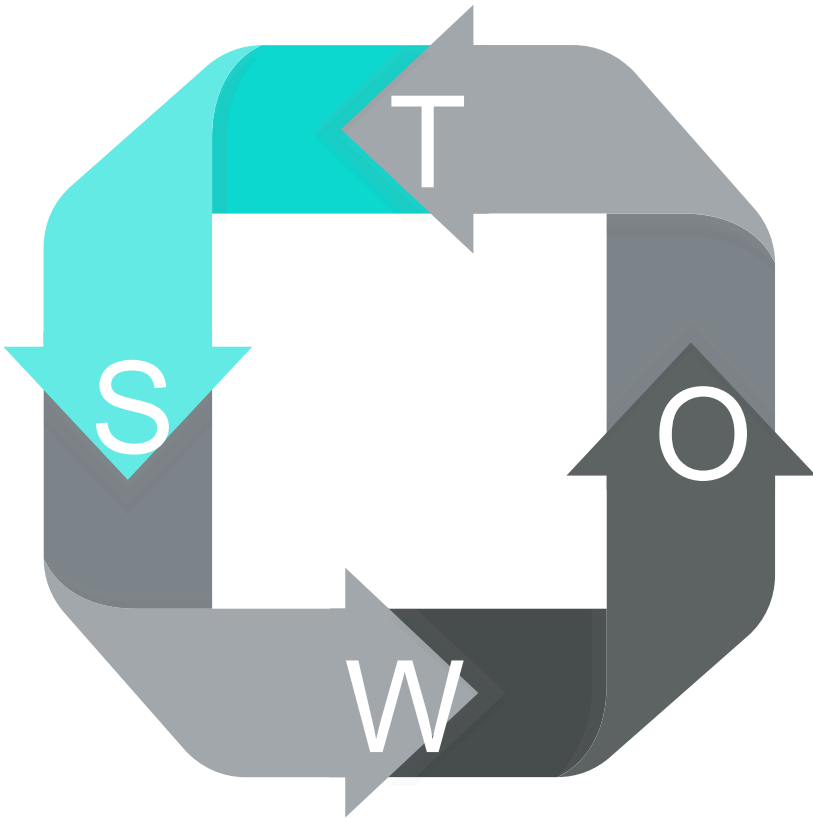




# SWOT ANALYSIS

# SWOT ANALYSIS: **STRENGTHS**

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## Marketing

- Prominent initiatives are visible and have strong name recognition: bag tax, last straw campaigns, and RiverSmart programs, in particular.
- Many participants noted exposure to the agency on social media.
- Participants who have been exposed to DOEE marketing materials found those ads to be relatable.
- Majority of participants noted that they are currently being exposed to some form of DOEE marketing.
- The agency does a good job of sharing information on social media.

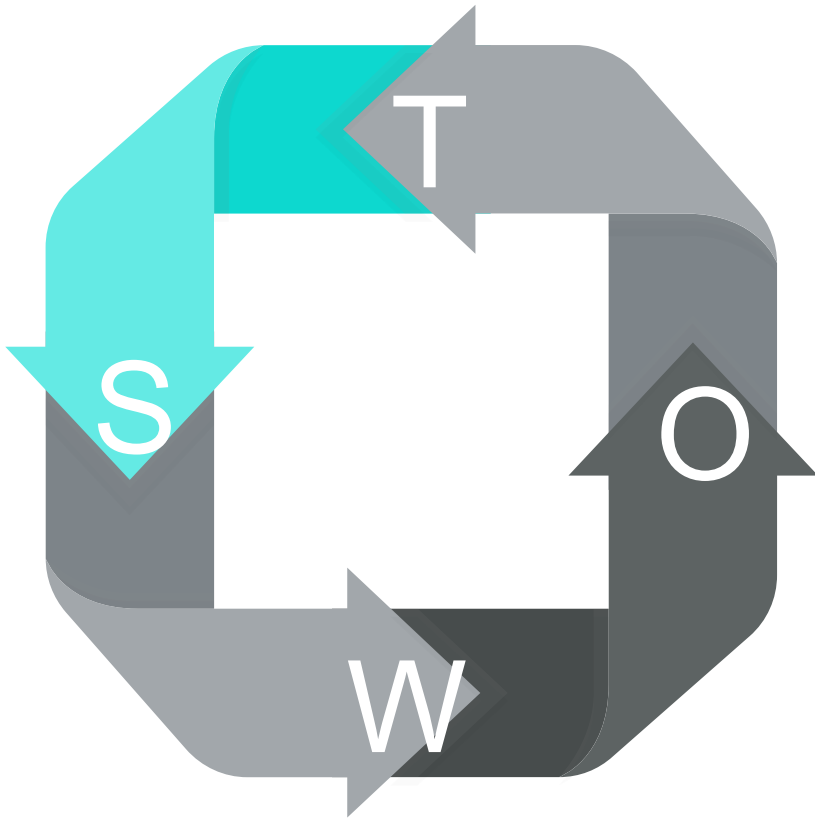
## Messaging

- The District is seen as a national leader on environmental issues.
- Overall, residents are aware of agency's primary mission and goals

## Design

- The agency's higher profile programs (i.e. bag tax, last straw, RiverSmart) materials are easily recognizable and have strong brands

# SWOT ANALYSIS: **WEAKNESSES**



## Marketing

- Minorities are significantly less exposed to agency marketing efforts.
- The agency is less effective at communicating with residents East of the River and minority groups.
- The agency does not adequately promote its programs on social media.

## Design

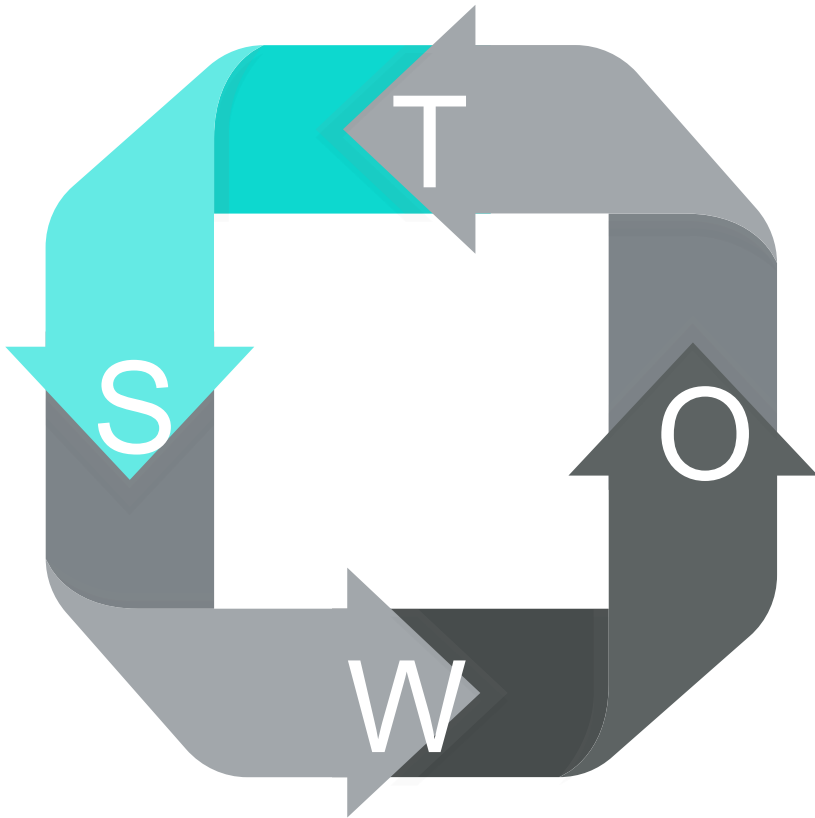
- Marketing materials lack consistent design, even those within the same program or initiative
- Marketing materials failed to initiate a call to action for the target audience
- The agency's marketing and outreach materials were routinely described as too complex.

## Messaging

- The agency is not proactively promoting their success stories and many people are unaware of the progress that the agency has made in key areas.
- The agency is not incorporating its community partners in minority communities into its messaging strategy.

# SWOT ANALYSIS: OPPORTUNITIES

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## Marketing

- DOEE has an opportunity to incorporate community influencers into its social and traditional media marketing efforts in order to increase the effectiveness and impact of those materials with target constituencies.

## Design

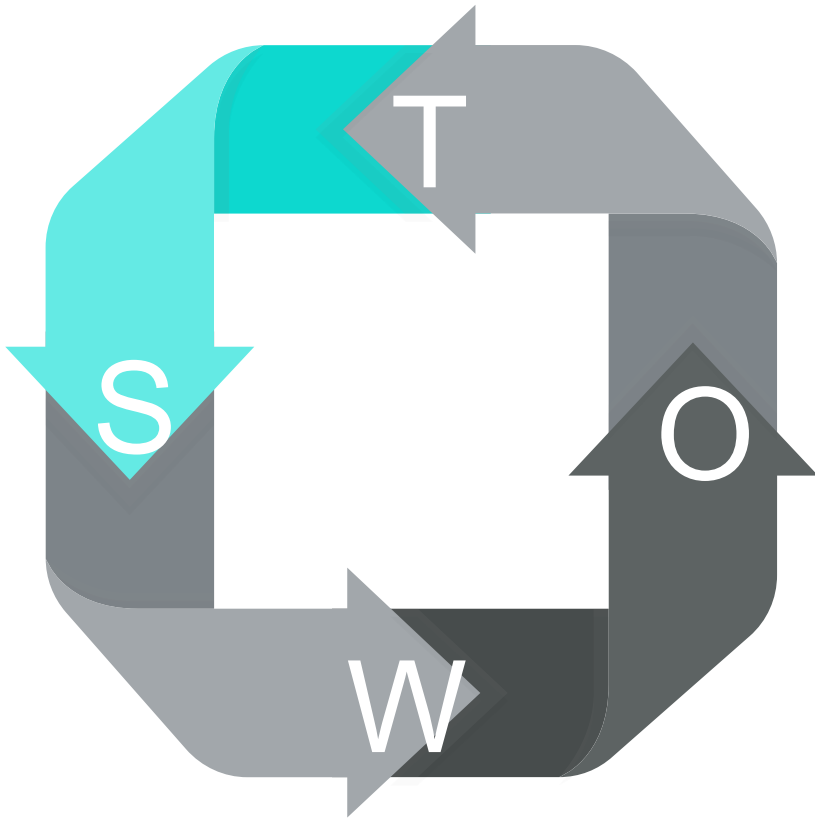
- The agency can use collaborative branding with community partners to develop stronger marketing programs

## Messaging

- Community partners are interested in working with the agency to use collaborative messaging and marketing to target their communities
- Participants indicated that they are interested in being educated about agency resources and programs in the future. The agency has the opportunity to develop focused messaging to educate residents on important issues and policies.

# SWOT ANALYSIS: **THREATS**

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## Marketing

- The agency's inability to effectively market to minority communities and residents East of the River could impact their ability to engage those residents in agency programs and initiatives
- The lack of a consistent marketing strategy or framework across programs creates a risk that many programs are not being promoted adequately

## Messaging

- Currently, the agency is not actively promoting their achievements and is not able to control the public narrative around the agency's activities.
- The agency's failure to incorporate inclusive messaging has led to a disconnect in minority communities

## Design

- A lack of consistent branding across programs and initiatives may impact the effectiveness of agency marketing materials
- The current color palette is seen by many residents as unappealing

The background is a dark gray with a subtle, abstract pattern. It features several concentric circles and a spiral-like shape that creates a sense of depth and movement. The overall aesthetic is modern and minimalist.

# **HIGH-LEVEL TAKEAWAYS**

# High-level Takeaways



## **SURVEY**

- The majority of respondents had little to no interaction with DOEE marketing efforts.
- Minority respondents were most likely to have no exposure with DOEE marketing but were most reliant on direct agency outreach to learn about DOEE programs.
- Despite limited effectiveness of marketing efforts, the majority of respondents were knowledgeable about the agency's mission and duties.



## **FOCUS GROUPS**

- Participants found DOEE marketing materials too complex.
- Participants believed DOEE needed to improve its communication efforts.
- Participants recommended that DOEE focus more on engaging the community and building partnerships.



# High-level Takeaways (cont.)



## **ROUNDTABLES (AFFINITY)**

- Affinity group representatives suggested that DOEE partner with local organizations to improve marketing and communication efforts to minority populations in the District.
- In order to effectively market to these communities, DOEE has to use a multi-faceted approach to marketing including one-on-one meetings, text messages, and phone calls



# **RECOMMENDATIONS & ADDITIONAL CONSIDERATIONS**

# Recommendations Marketing



**Develop Best Practices for NRA  
that Each Program Adheres To**



**Leverage The Community**

- Use existing community organizations to build trust



**Bring Impact To The People**



**Provide Marketing Training For  
Each Program Manager**



**Develop A Marketing Strategy  
Specific To Each Program**

- Segment personas
- Develop a content portal and mapping tool
- Develop a case study/program success portfolio
- Provide matrixes media buying solutions per program category
- Use strategy scorecard and metrics dashboard
- Keep a Search Engine Optimization (SEO) keyword database

# Recommendations

## Messaging

- ☒ Start with “why”
- ☒ Tell a story
- ☒ Make the messaging personal
- ☒ Meet people where they are
- ☒ Speak their language
- ☒ Make it inclusive

# Recommendations

## Design

- ✓ Understand the “customer” journey
- ✓ Establish a unified look across programs
- ✓ Develop co-branding for program partnerships
- ✓ Update design to make more modern and professional
- ✓ Use more inclusive imagery
- ✓ Expand color palette and make vibrant
- ✓ Use less words and more graphics and illustrations
- ✓ Create a mascot
- ✓ Make the call-to-action clear
- ✓ Use a professional printer, when possible

# Additional Considerations

- ✓ Address program silos
- ✓ Clarify the agency's role
- ✓ Add budget for marketing in as line items in grants
- ✓ Increase representation at program events
- ✓ Improve grant opportunities

**QUESTIONS ???**





# GET IN TOUCH WITH US



[info@tomahwares.com](mailto:info@tomahwares.com)



202.900.9450



[www.tomahwares.com](http://www.tomahwares.com)