

Exhibit 6.3

Overwatering Campaign Progress Report - May 2014



PROGRESS REPORT

H2OC: Overwatering is Out

Abstract

This report evaluates eOutreach tactics conducted between June 5, 2013 and March 30, 2014 in the “Overwatering is Out” stormwater pollution reduction campaign.

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May 23, 2014

Table of Contents

Executive Summary.....	2
Introduction	3
Opt-ins.....	3
What is an Opt-in?	3
Opt-in Sources – How were opt-ins obtained?.....	4
Time of Day – When did people opt-in?	5
Day of Week.....	6
Geography – Where did opt-in’s come from?	7
Profiling Individual Opt-ins	8
The 3 Questions	8
Question 1: Watering Efficiency	8
Question 2: Role.....	9
Question 3: Pledge	10
eOutreach Methods.....	11
Email Marketing.....	11
eBlasts	11
Roadmap Emails.....	11
Engagement	14
Email Marketing.....	14
Roadmap Emails - Results	14
eBlasts - Results	16
AB Testing	16
Web Sessions and Page Views	17
URLs Visited.....	19
Conclusion.....	20

Executive Summary

Few marketing campaigns have the planning and structures in place to reveal exactly what has or hasn't been working. H2OC, however, included robust tracking systems in its inception of the "Overwatering is Out" (OWIO) stormwater campaign. Thus, we are able to understand, for example, that there is definitive value in pledges, and that it matters where an opt-in comes from. Among other insights, we've uncovered the way engagement varies over the course of the week, and that there is currently potential misalignment between our content and our identified audience. This progress report describes and evaluates various eOutreach tactics conducted between June 2013 and March 2014 for OWIO.

- **Time of Day:** the number of email addresses provided by residents over any given day follows the typical work day routine. It is likely that people are opting in and engaging from work and not from home.
- **Day of Week:** the number of email addresses provided by residents over any given week peak early in the week on Mondays and Tuesdays. Very few happen on the weekends, again supporting the notion that people are doing this from work.
- **Geography:** there is wide overall coverage across the county, but only 5 cities have more than ten opt-ins
- **Watering Efficiency:** 75% who responded to the survey question reported themselves to be on the efficient end of the spectrum.
- **Role:** 72% who responded to the survey question were identified to be *influencers*. 26% were *affected*, and less than 2% were *polluters*.
- **Pledge:** people who pledged "yes" (76%) returned to the website nearly 3 times as often as people who did not pledge (27%). There is a strong correlation between making the commitment and coming back to engage with the website.
- **Roadmap emails:** 34% who received a roadmap email visited the website (very high compared to industry averages). They averaged 17 views per person. The initial Thank You email was the biggest driver of engagement. Advanced roadmap emails showed lower conversion rates.
- **eBlasts:** overall open and click rates high compared to industry averages (24% and 25% respectively). Very few unsubscribes (3) and no SPAM reports.
- **AB Testing:** email versions with subject headers using Gnorman's voice performed significantly better than email versions with the more official-sounding voice (open rates of 27% for the former and 25% for the latter). Differences in click rates were even more dramatic: 44% vs. 29%.
- **Opt-in Source:** many opt-ins have come from *In-Person Events* (17% of total) and the *Speaker's Bureaus* (20% of total). However, these manually collected opt-ins led to very little actual engagement (3% and 2% of all page views, respectively). On the other hand, opt-ins collected through online methods such as *External Sites* (6% of total vs. 22% of all page views) and *Email Links* (4% of total vs. 13% of all page views) demonstrated much more online engagement.

We acknowledge the following limitations for this report:

- Low geographical diversity across the cities of Orange County reduces the geographical representativeness of findings
- Limited time range excludes recent increases in sendout frequency of eBlasts and blog posts made in February
- Conclusions based solely on the subgroup who responded to the 3 questions are subject to selection bias
- As of May 20, 2014, OWIO had more than 600 opt-ins; we examined only those made before 3/31 to ensure a sufficient wealth of data for each profiled audience member.

Introduction

Online content has been a big part of the OWIO campaign. We have reached and tracked residents online through thousands of email correspondences and page views; all of which relied on their initial opt-ins. To follow the findings from this report, the reader should have a solid understanding of 1. Opt-ins, 2. How individuals were subsequently profiled, and 3. Characteristics of this subgroup. To bypass this background information, feel free to skip to the section titled “Engagement.”



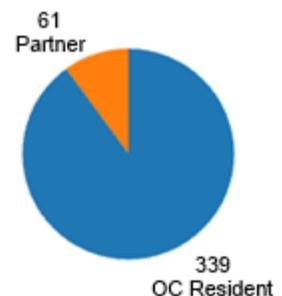
www.OverwateringIsOut.org

Opt-ins

What is an Opt-in?

It all starts with someone providing his or her email address. Whether the person typed the email address into a form on our website or we took it down by hand in person, the “opt-in” is that moment in time when the email address enters our tracking system. From then on, the person begins receiving our eOutreach. The system proceeds to link individual IP addresses with email accounts, and it automatically begins to build individual profiles. So, rather than having to treat our full audience as a single group with a single assumed set of attitudes, intentions, and existing beliefs, we are able to use the profiles to provide each person with the marketing materials most appropriate to him or her based on his or her individual attitudes, intentions, and existing beliefs. First, we differentiate between OC Residents or Partners.

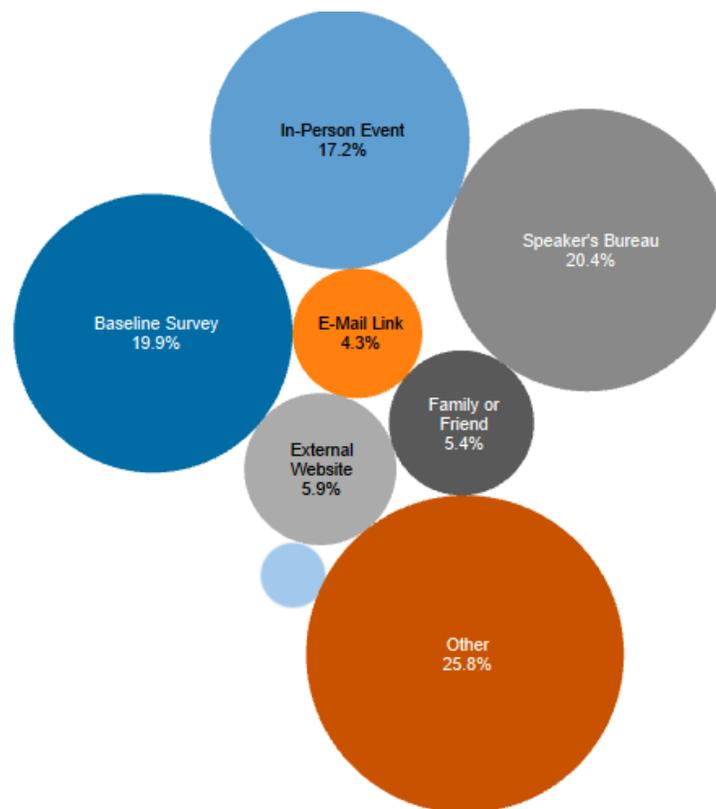
Of the 400 usable opt-ins gained by end of March 2013, 339 were OC residents and 61 were identified to be Partners (testers, committee members, etc.). Subsequent analysis focuses solely on the OC residents, the target population. Partners have been excluded from the dataset.



Opt-in Sources – How were opt-ins obtained?

The “Opt-in source” describes where we obtained the original email address (either our system gathered this information when a resident took an online survey or we recorded it manually at in-person events and then entered it into the system.)

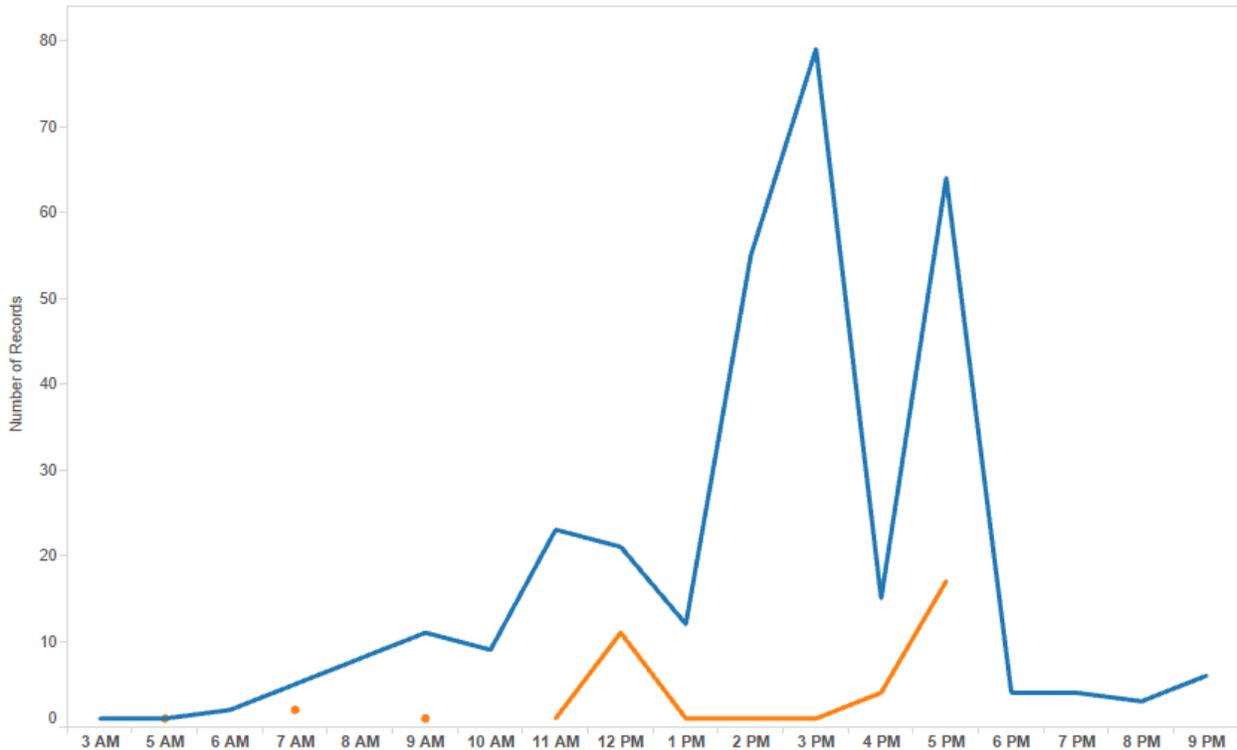
We were able to collect source information for just over half of our total OC Resident opt-ins (186 of 339), and they came from various places. Three different sources accounted for roughly one-fifth of these opt-ins: *Speaker’s Bureaus* – 20.4%, *Initial Baseline Survey* – 19.9%, and *In-person Events* – 17.2%. Other sources of opt-ins included forwarded emails (*E-mail links*), personal network (*Family or Friends*), *Stormwater Presentations*, and other websites (*External Websites*). A quarter of this subgroup specified *Other* and therefore the source was not identified. The diagram below shows how the various sources compare, in terms of percentage of the subgroup.



Before simply using counts to draw conclusions about which sources were most worthwhile, we should look at the resulting actions taken by the residents to see if and how those actions differed. This analysis is performed in the Engagement section. Also, it should not be assumed that equal effort was put into each method of obtaining opt-ins. While it is outside the scope of this analysis, if the data were available it would have also been useful to consider the amount of resources invested into each opt-in source: to determine the actual cost-per-opt-in and then compare across the various sources.

Time of Day – When did people opt-in?

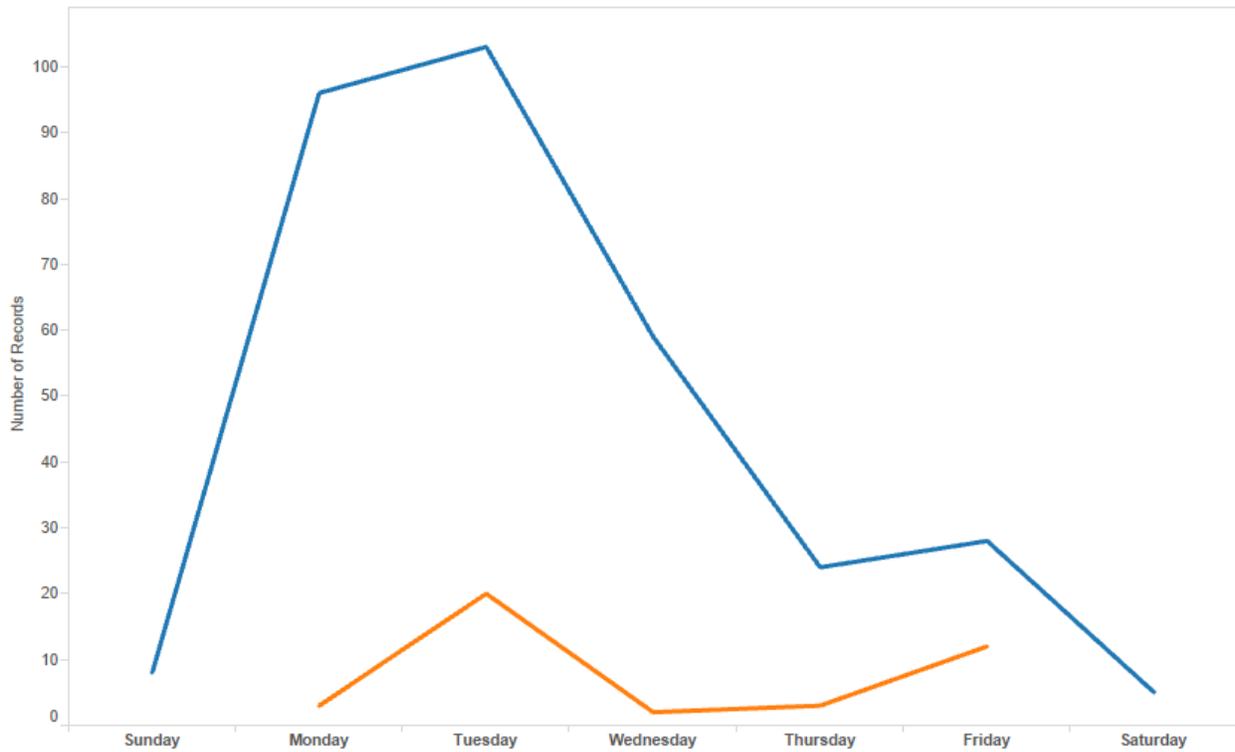
Looking at the when people provided email addresses over the course of any given day, we found that the frequency would build slowly in the morning, increase slightly around noon, increase sharply in the early afternoon, and then fall to very low levels after 6 pm (see chart below).



This trend is consistent with those found in other online marketing campaigns, and it is suspected that the dramatic early afternoon increase is related to the time people take lunch and directly after lunch when people typically take a break to catch up on non-work related emails. Interestingly, opt-ins nearly cease coming in after 6 pm, which points to the likely scenario that people who opt-in are doing so from a work or office setting, rather than from home (typical home internet usage occurs between dinner time and bedtime). If our communications that lead up to or follow the initial opt-ins are typically being consumed in a work environment, during a time of day when people are looking for distractions, then the initial actions we ask of residents should be appropriate to those specific situations. Content considerations should be made keeping in mind that residents are not likely to be near the location where their overwatering behaviors occur when opting-in or receiving content

Day of Week

Looking at the day of opt-in over the course of any given week, we found that the most opt-ins come in on Monday and Tuesday, then decline over the rest of the weekdays. Very few come in on the weekends.

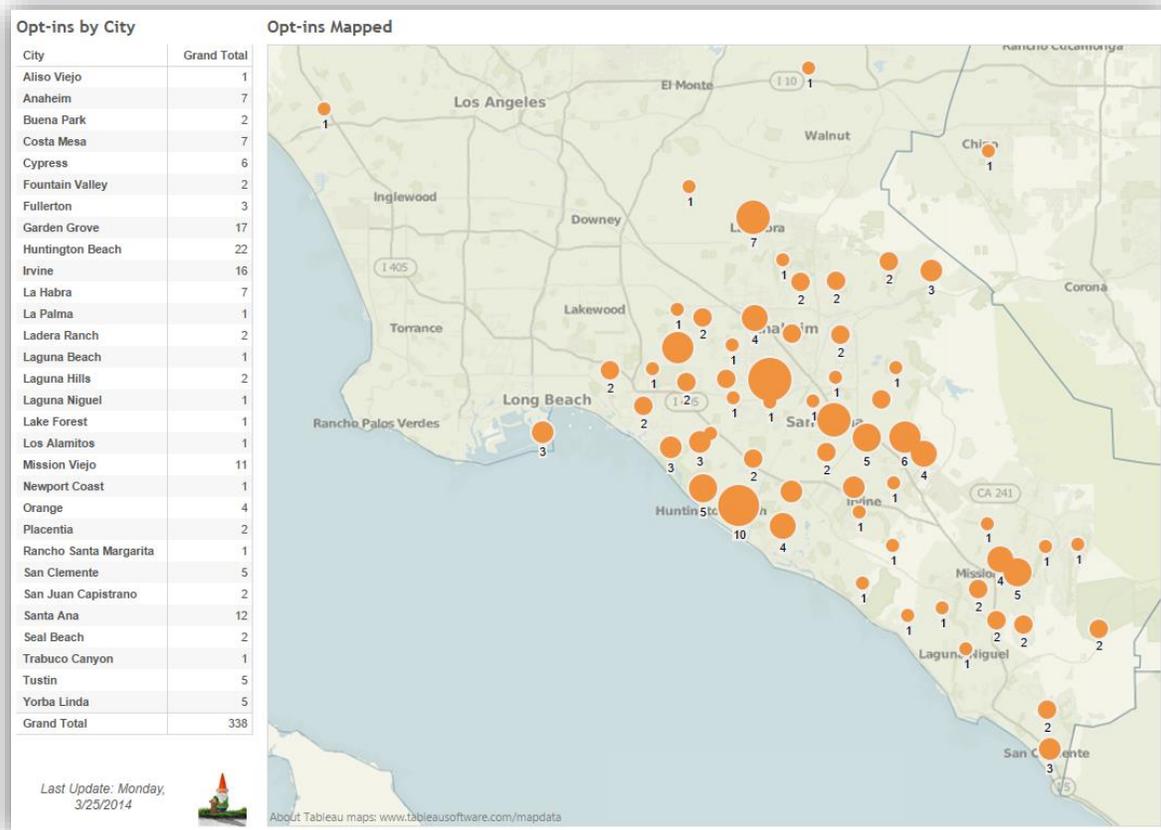


This further supports the notion that people opt-in from work. As with the time of day content considerations, additional considerations should be made keeping in mind that the early week seems to be of more interest to our audience. Also, since opt-ins come in early in the work week, materials can be adapted to encourage the resident to reflect on activities they took over the weekend that had just passed, which should still be relatively fresh in their minds.

Geography – Where did opt-in's come from?

By linking email addresses with the IP addresses of computers used to access our marketing materials, we are able to track the physical location of each individual opt-in.

Cities where opt-in numbers have reached double digits include Huntington Beach, Garden Grove, Irvine, Santa Ana, and Mission Viejo. Yet the spread is uneven, for other cities have very few in comparison. Therefore it is difficult to draw conclusions about any regional trends or differences. Still, our list includes residents from all over Orange County (see map below).



Note: The map above, generated bi-weekly, is based on a snapshot of data exported a few days before the end of the time period covered by the rest of the analysis.

Profiling Individual Opt-ins

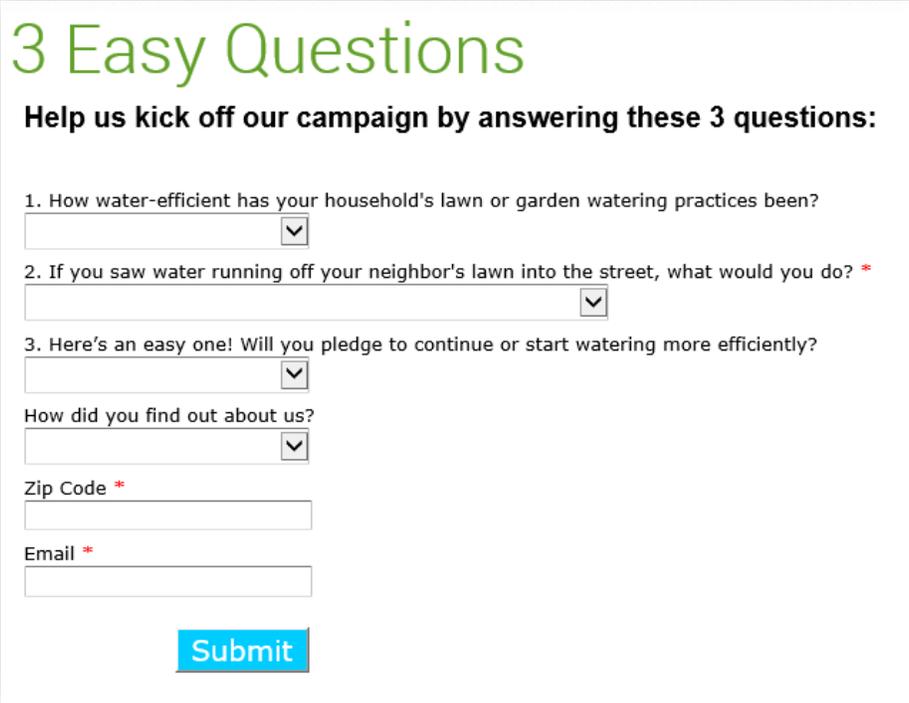
Now that it is understood where, how, and when people opted in, let us go deeper by looking at the profiles we were able to construct.

The 3 Questions

As explained previously, residents could opt-in in many ways, and the minimum ask was they provide an email address. In several instances, residents were asked for more information via a survey called “3 Easy Questions” which led up to the email capture. These pieces of information were key components that formed the individual profile.

Our list of residents could then be considered in terms of watering amount, the role they play in relation to the issue of stormwater runoff from overwatering, and their stated commitment to watering more efficiently.

The form used to collect responses is on the next page.



The image shows a screenshot of a web form titled "3 Easy Questions" in green text. Below the title is a bold instruction: "Help us kick off our campaign by answering these 3 questions:". The form contains three numbered questions, each with a dropdown menu:

1. How water-efficient has your household's lawn or garden watering practices been?
2. If you saw water running off your neighbor's lawn into the street, what would you do? *
3. Here's an easy one! Will you pledge to continue or start watering more efficiently?

Below the questions are two more dropdown menus:

- How did you find out about us?
- Zip Code *

At the bottom are two text input fields:

- Email *

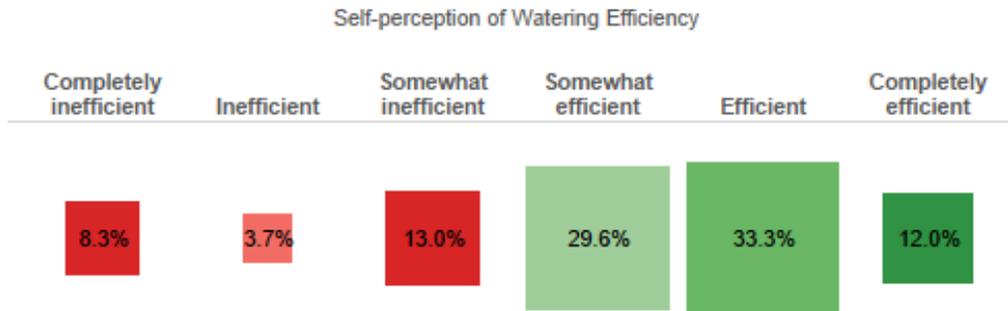
A blue "Submit" button is located at the bottom center of the form.

In total, 117 residents responded to at least one of the 3 questions.

Question 1: Watering Efficiency

In the baseline survey conducted before the campaign was launched, we found that self-perception of watering efficiency had a high correlation with actual extent of overwatering in terms of frequency and duration of watering sessions. Therefore, this question aimed to provide an understanding of the respondent's watering behavior at the time of opt-in by asking him or her to make a selection from a scale with six choices: *Completely Inefficient*, *Inefficient*, *Somewhat Inefficient*, *Somewhat Efficient*, *Efficient*, and *Completely Efficient*.

108 residents answered this question. Of them, 75% of respondents reported themselves to be on the efficient end of the spectrum (either *Somewhat Efficient*, *Efficient*, or *Completely Efficient*), and 25% were on the inefficient end (either *Somewhat Inefficient*, *Inefficient*, or *Completely Inefficient*).

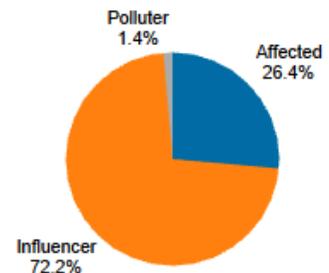


Question 2: Role

This question presented a hypothetical scenario: “If you saw water running off your neighbor’s lawn into the street, what would you do?” The respondent’s answer was used to identify a “role” for each resident who responded. The three answer choices were:

- a) *Nothing, because it would not be a big deal or I would not notice it*
- b) *Nothing, but seeing that would irritate me*
- c) *I would consider letting them know that they could be overwatering*

72 residents answered this question. Of them, 72.2% said they would consider letting their neighbor know that they might be overwatering (Role = *Influencer*), 26.4% said they would not do anything about it but they would be irritated (Role = *Affected*), and only 1.4% said they would not do anything because it would not bother them (Role = *Polluter*).



Polluters:

Few people were identified to be real *polluters* (1.7%). With such a small sample size, we are unable to representatively analyze this group.

Affected:

Over a quarter of profiled members fell within the *affected* role category. These are people who disapprove of, or are irritated by, the problem of others overwatering but they do not feel they are in a position where anything can be done directly. There is currently little OWIO content tailored for this group.

Giving these individuals a way to publicize their already-held opinions would help build the moral norm against overwatering. In this case, advancing the moral norm (what people generally *believe* to be helpful or harmful) could be more worthwhile than trying to advance the descriptive social norm (what people generally *see* others doing). Building a descriptive social norm is unlikely because of the way homeowners usually water: automatic sprinklers at night. People don’t often

see each other watering, nor do they observe resulting pollution. Therefore we must rely on building a shared belief that overwatering is harmful to others, which will happen only if the disapproval that already exists becomes a public conversation. We currently do not have a mechanism in our program for social disapproval to be voiced by these people who are *affected* by the often oblivious overwatering of others.

Influencers:

This is our largest role group within profiled members, with nearly three-quarters of respondents reporting they would consider letting a neighbor know that he or she might be overwatering.

It can be seen that a large portion of these Influencers already understood the importance of not overwatering at the time of opt-in. Sample sizes are small, but when the watering efficiency of the three role groups are compared in the chart below, the data shows that being an *influencer* is correlated with having an understanding of good watering practices: a higher percentage of them (68%) were on the *efficient* side of the spectrum compared to the other two role groups (66% and 0% for *affected* and *polluters*, respectively).



The high number of *influencers* could be due to the fact that people engaging with our program and taking the time to answer questions are already interested in the issue of overwatering. Also, the high number (72%) is a self-reported number, which certainly introduces bias. However, this bias is not necessarily a problem: simply getting people to say they “think” they would do something in a hypothetical situation alters their attitudes toward the behavior and makes it more likely that they will later act in a way that is consistent with their new attitudes.

Question 3: Pledge

This simple yes or no question aimed to convince people to “sign a pledge” and effectively commit to watering more efficiently.

Of the 339 total opt-ins, 79 responded to the pledge question. Nearly all of them (78 of 79, or 98.7%) pledged “Yes” to commit to help prevent overwatering. Only 1 person said “No” to the pledge.

It is well understood that when someone agrees to a small request, he or she is likely to subsequently agree to much larger ones. This is because once they have agreed to the small request, it often alters the way they perceive themselves. Later when asked to comply with a larger request, there is strong internal pressure to behave consistently.

eOutreach Methods

Email Marketing

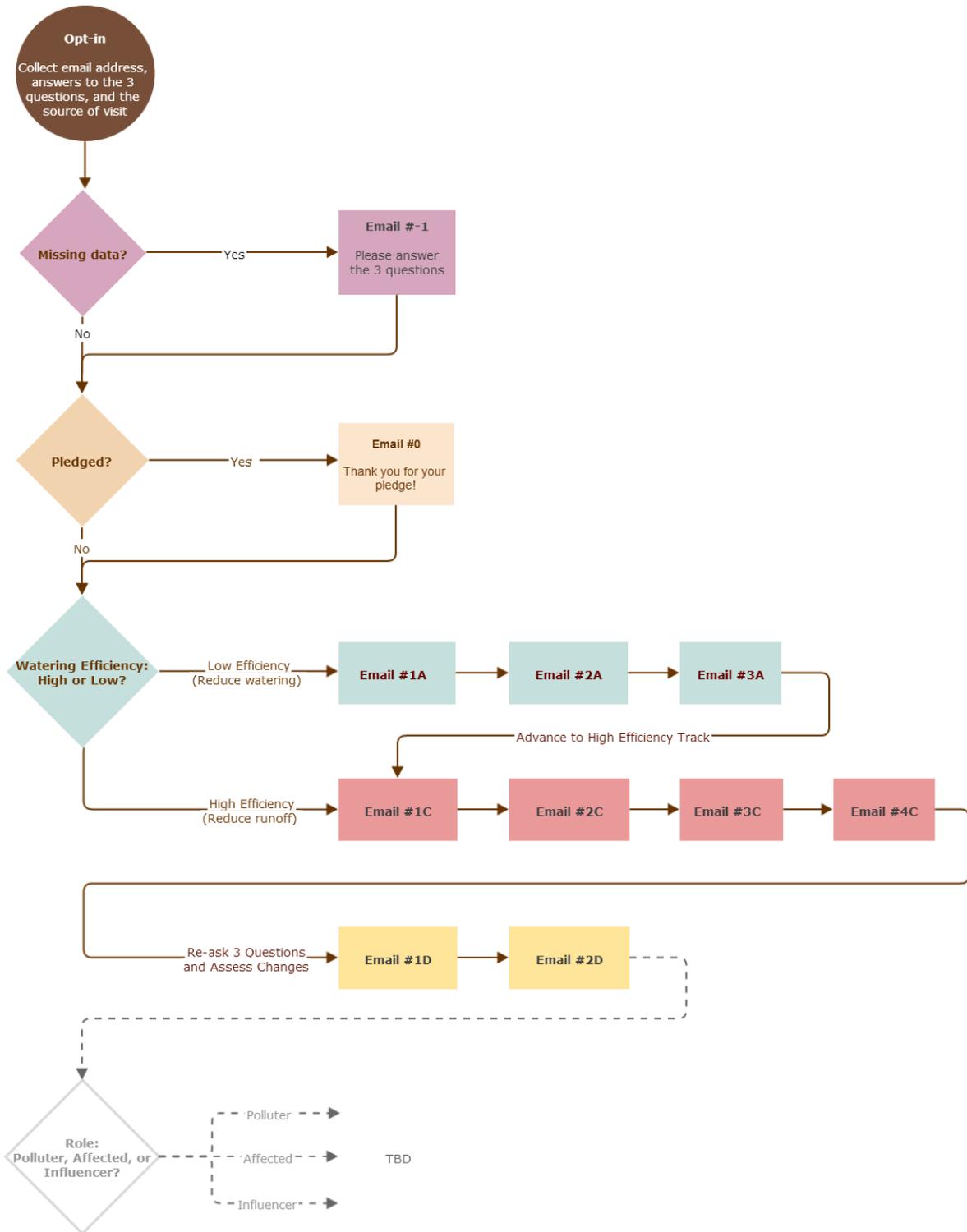
Two general types of emails were sent to residents: 1. eBlasts and 2. Roadmap Emails. While residents likely did not recognize the difference between these two types of emails, there are important differences. eBlasts were one-off emails sent in bulk to the entire email list with no customization in timing or content – equivalent to traditional mass marketing; roadmap emails were individualized.

eBlasts

Unlike the roadmap emails, each eBlast was sent to the entire list of residents at the same time. These were not automatically triggered emails with custom content. The content for the eBlasts usually had more to do with current events that affected everyone, and were not necessarily trying to move specific individuals down a particular path in any way. Also unlike the roadmap emails, what the content asked residents to do or read was usually simple and straightforward, meant for widespread consumption, rather than targeted consumption. It was important to make the distinction in how the two types of emails were used. Also, AB testing was utilized on the eBlasts (for all but the first one) to provide insight and to optimize for clicks. Versions A and B were created, sent to two small groups of emails randomly selected. An hour later, the version that “won,” (ie. had the highest open rate), would be sent to the rest of the list. Roadmap emails did not receive AB testing nor corresponding tonal shifts.

Roadmap Emails

Roadmap emails (shown as rectangles below) were pre-programmed into the system, along with the logic needed to route and send the right emails to the right people at the right time. The roadmap on the next page outlines the various paths that a resident could take; like a choose-your-own-adventure story, only the choices were determined by previously collected information.



Residents began receiving roadmap emails as soon as they opted in. Each individual was on his or her own timeline based on the date that person opted in. All individuals started at the beginning of the track, and emails were received 4-6 weeks apart. Note: this does not include the few ad-hoc eblasts that were sent to the entire list at various points in time during the same time range.

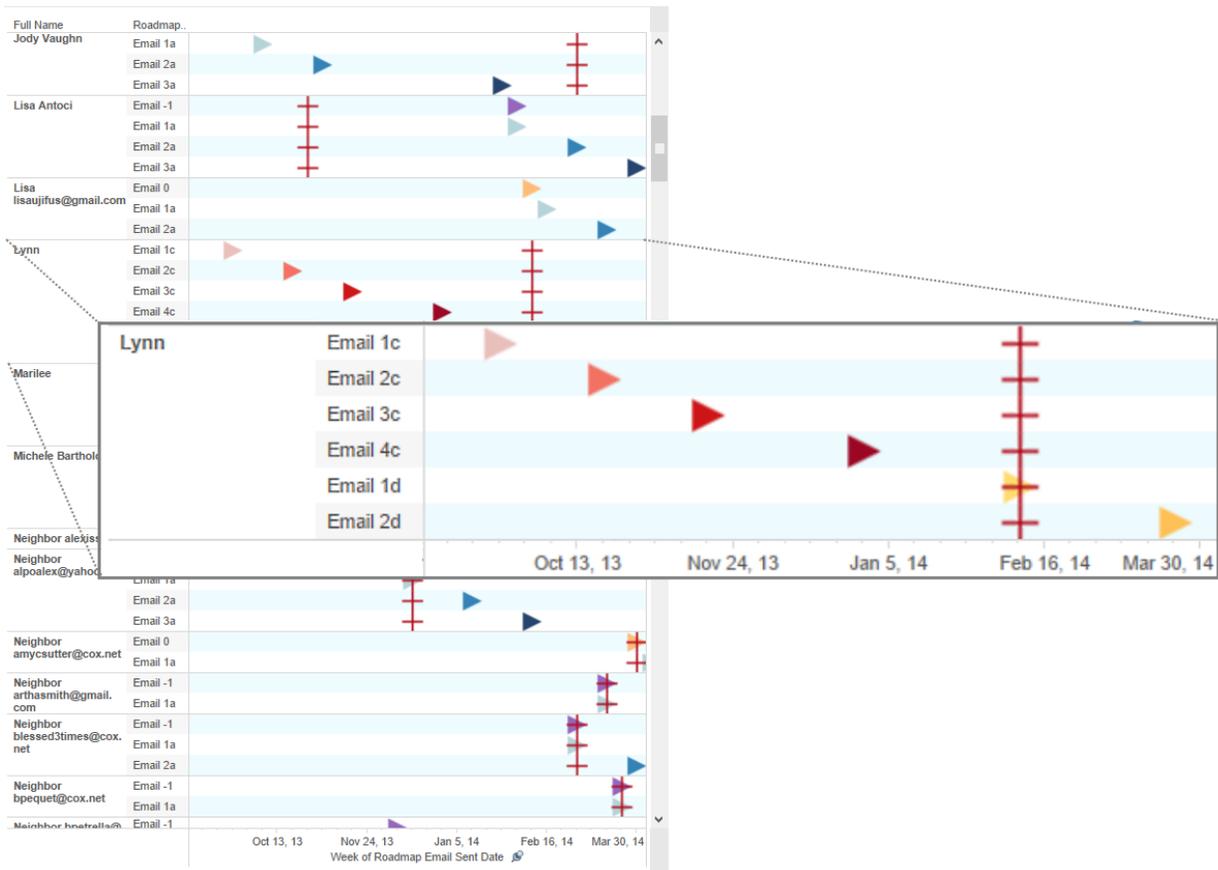
If a resident did not answer the 3 questions, they received an email that prompted them to do so (Email #-1). The “Thank You” email (Email #0) was sent if the resident had pledged “yes” to Question 3 or went through a web form that asked him or her to commit to not overwatering. In addition to the acknowledging the pledge, the email also got the resident started with a tip about using shut-off nozzles.

Residents were then sent to track A or C depending on how they answered the self-reported watering efficiency question (Question 1). Inefficient waterers started on the “Low Efficiency” email track (A), where the first three emails encouraged them to reduce watering (Emails #1A, #2A, and #3A). Conversely, all individuals who identified themselves to be efficient waterers were started on the “High Efficiency” email track (C). This let them skip the initial water reduction emails and instead, begin with emails about stormwater runoff (Emails #1C, #2C, #3C, and #4C).

While most have not gotten there yet due to long programmed delays between emails, everyone ultimately reach Track D. These emails (Emails #1D and #2D) re-asked the original 3 questions to see if residents had made changes for the better in the months that had passed. The D emails were specifically tailored with content that drew from their personal profiles to provide customized recommendations.

To date, no emails have been tailored based on roles.

Below is a snapshot that provides an example of how individuals have progressed over time. Arrows indicate roadmap emails. The red fence bars show when a resident made a visit to the website.



Engagement

Seeing the ways and extent that residents engaged with our campaign can give us clues about what worked and what didn't. After opting in, residents primarily engaged by opening emails, clicking through emails, visiting the website (starting a web session), and viewing web pages. We tracked each time one of these four activities happened.

By varying one factor at a time, we can compare subgroups to see if the given factor was correlated with superior or inferior engagement levels.

Email Marketing

Roadmap Emails - Results

A total of 1314 roadmap emails were sent out. Of those who received the emails, 34.2% visited the website, averaging 17.0 page views per person during the time covered by this analysis. The most successful email version in terms of conversion rate was the initial "Thank you for pledging" response email: a very high 43% of people visited the site as a direct result of this email compared to other roadmap emails.

Email ID	Body	Tip	Recipients	number of people who viewed	Number who viewed as a direct result of email	Conversion Rate
Email -1	Thanks for signing up to receive emails from Orange County's Overwatering is Out campaign. I appreciate your interest in being water efficient and in helping to protect our famous coastline.	To help us better understand Orange County residents, answer these 3 easy questions if you haven't already. Thanks in advance!	264	77	44	16.7%
Email 0	Orange County needs all the help it can get from residents like you doing their part. Sooo, the pledge you recently made to water your yard efficiently really means a lot to us.	Do you already have an automatic shut-off nozzle on your hose? If not, you could be losing money and water. So do your pocketbook and our beaches a favor and get an automatic shut-off nozzle on your hose.	88	53	38	43.2%
Email 1a	More than 70% of your neighbors reported their outdoor watering behaviors to be "efficient" or "very efficient". However, we didn't hear that from you. Adopting a watering schedule and trying out the tip below would be an easy step towards beco..	Reduce the number of days you water your lawn by 1 day per week for the next 3 weeks. Just keep an eye on your lawn to see how it's responding. Want something more specific for your lawn? Create your own custo..	312	112	50	16.0%
Email 2a	As a concerned Orange County citizen, I'm checking in with all my neighbors this month to get a good look at everyone's progress to reduce overwatering. Michael Nguyen from Garden Grove tried out our tip and said, "My lawn looks just as good wit..	Sooo I have one simple question for you, how did reducing the number of days you water your lawn by just 1 day per week go? Your experience is important to me, I'd like to hear an update on steps you have taken to reduce overwatering...	222	86	5	2.3%
Email 3a	If you have a hard time finding your garden and lawn maintenance tools, don't sweat it! The best tools out there by far are your own two feet. To prevent overwatering your lawn just put on a regular ol' pair of shoes and conduct a simple footprint test.	Try using the footprint test to see if your lawn is getting just the right amount of water. If you walk across your lawn and don't see any footprints, it means your lawn is getting sufficient water. ..	187	61	8	4.3%

Email ID	Body	Tip	Recipients	number of people who viewed	Number who viewed as a direct result of email	Conversion Rate
Email 1c	50% of your OC neighbors either "rarely" or "never" see their sprinklers running. That means they aren't even sure if their water is staying on the lawn or if it's running off into the street!	Join the half that knows! Pick a watering day or night this week and keep an eye on what your sprinkler is actually doing. Check out my blog post where I've rated pictures of yards that are being watered, and let me know what you..	55	22	4	7.3%
Email 2c	I'm checking in with all my neighbors this month to see if they got a good look at their sprinklers running. One of them, Chris Kroesen from Orange informed me, "My sprinklers are automatic, but I check them on a regular basis to prevent overwatering..	Continue to keep a close eye on your sprinklers and be aware if there's runoff, so you can prevent overwatering. Find out more on how your neighbor, Chris Kroesen from Oran..	51	20	3	5.9%
Email 3c	There are many ways to help reduce overwatering, but have you considered mulching? It's a long-time trick of gardeners to prevent water loss. Added bonus? It gives your yard an instant facelift (no surgery required).	Use a 3-inch layer of mulch to hold water in the ground around trees and plants each season. Find out where you can get mulch to help reduce overwatering.	44	10	1	2.3%
Email 4c	A few of your neighbors routinely apply mulch to their landscapes to reduce water use. Sandy Fazio from Huntington Beach says mulch has helped her to retain water around her plants, so now she waters less.	Have you placed mulch around your yard yet? If sooo, let me know! Check out photos of how great your neighbors' yards look after mulching.	39	9	0	0.0%
Email 1d	When we first met a few dozen weeks ago, I asked everyone three simple questions to see what Orange County thought about overwatering. Now, after many tips and tricks, I want to revisit those questions. If this is your first time answering, I'll let you k	Last time we asked, 60% of your neighbors reported good watering behaviors. Where do you fall?	31	8	2	6.5%
Email 2d	Based on your answers, I'd say you are [new role description] [worse or better description]	N/A	21	4	0	0.0%
Grand Total			1,314	462	155	104.3%

As seen above, emails closer to the head of the roadmap were sent to more people than those at the tail. This is only because it takes time to move through the entire roadmap, and the new opt-ins joining all the time are starting at the head. The data presented is only a snapshot taken at the end of the time period covered in this report.

It can also be seen that Conversion Rate (the number of people who visited the site directly after receiving the email out of total number of recipients) is much higher for earlier emails (double digit conversion rates), and lower for later emails (single digit conversion rates). This is for a couple reasons:

First, by design, the content of emails becomes more challenging as the roadmap progresses, both in terms of what we are asking the resident to do as well as simply the level of understanding required to make use of the tips. This is likely why, in absolute terms, conversion rates are lower than typical click rates for mass marketing emails. Therefore, when drawing conclusions, one should look at the tip being given. It is also possible that the rate at which we increased the level of content quicker than the rate at which our residents were actually progressing over time. Feedback mechanisms should be utilized in the future to determine if a resident moves on down the path, rather than simply having waited 4-6 weeks.

Secondly, it is possible that fatigue sets in over time, after the resident has received a few emails that look similar in content and style upon first open. Once fatigue sets in, people will generally begin ignoring the messaging, even if they don't unsubscribe.

eBlasts - Results

There were 4 ad hoc email blasts sent over the span of time covered by this report, and they were sent to a total of 947 recipients. Of these recipients, 244 opened the emails (23.6% open rate), and of those, 62 clicked to visit the website (25.4% click rate). Compared to industry standards (12-18%) based on aggregated data provided by mass email service MailChimp, we had very high open and click rates.

Only 3 people unsubscribed from our mailing list, and we received no SPAM reports – both being good signs that our emails were not seen to be intrusive.

Campaign	Name	Email Subject	Recipien...	Opened	Open Rate	Clicked	Click Rate	Unsubsc..	SPAM Count
eBlast 1	Email 1B	Daylight Savings: It's time to change your sp..	216.0	52.0	30.8%	11.0	21.2%	2.0	
eBlast 2	Email 2B - Version A	Not to worry, Orange County, we've weather..	92.0	22.0	24.4%	5.0	22.7%	1.0	0.0
	Email 2B - Version A (Winner)	Not to worry, Orange County, we've weather..	45.0	14.0	31.8%	0.0	0.0%	0.0	0.0
	Email 2B - Version B	It's Official: California is in a Drought. Here's ..	91.0	25.0	28.1%	6.0	24.0%	0.0	0.0
eBlast 3	Email 3B - Version A	2 Things the OC's Been Waiting For	36.0	9.0	25.7%	1.0	11.1%	0.0	0.0
	Email 3B - Version B	Hi I'm Gnorman! I'd like to talk to you today a..	36.0	11.0	30.6%	5.0	45.5%	0.0	0.0
	Email 3B - Version B (Winner)	Hi I'm Gnorman! I'd like to talk to you today a..	175.0	49.0	28.8%	14.0	28.6%	0.0	0.0
eBlast 4 (not sent)	Email 4B	Daylight Savings: Change your Clocks, Chan..							
eBlast 5	Email 5B - Version A	Make the Most of the Rain: Use a Watering L..	76.0	17.0	23.0%	8.0	47.1%	0.0	0.0
	Email 5B - Version B	See what Gnorman has in store for Orange ..	76.0	21.0	28.0%	3.0	14.3%	0.0	0.0
	Email 5B - Version B (Winner)	See what Gnorman has in store for Orange ..	104.0	24.0	23.8%	9.0	37.5%	0.0	0.0

AB Testing

Of the 4 sendouts, we performed AB testing on all but one of them. Versions A and B differed by subject line (one had a more official or technical sounding subject, and the other had a more friendly or cheeky sounding subject involving either Gnorman the spokedgnome's name or something he would say).

As can be seen from the data, for all three AB tested eBlasts, the versions with Gnorman-related subject headers won by a slight margin ("Not to worry, Orange County, we've weathered this before!", "Hi I'm Gnorman! I'd like to talk to you today about overwatering", and "See what Gnorman has in store for Orange County"). Averaging these give an open rate of over 26.7%, whereas their more official or technical sounding counterparts averaged 25.1% open rates – still high compared to industry averages, but not nearly as high. Gnorman messages also yielded very high click rates (43.7%), and each had better results than their official-sounding counterparts (29.4%).

Web Sessions and Page Views

A “Web Session” begins each time a visitor lands on any part of the www.overwateringisout.org website, and the session ends when they leave the website. During any given web session, the visitor will view one or more pages, and these are called “Page Views”. By tracking web sessions, page views, and various associated data (return visits, session durations, number of page views per session, content of frequently viewed pages, etc.), we can get a sense of how engaged each visitor is. We then are able to find patterns within subgroups by aggregating the data of individuals.

In total, 131 people had 793 web sessions comprising 5876 page views.

Opt-in Sources – Which ones were best?

We had opt-in source information tracked for 63 unique visitors to the website. The table below shows how those 63 people broke down proportionally in number relative to the group, number of web sessions, and number of page views. The most engaged visitors should have relatively higher number of page views compared to their number of web sessions (visiting multiple pages per session), as well as a relatively higher number of web sessions compared to the size of their opt-in source subgroup (visiting the site at a higher frequency than people who opted-in in other ways). Below the table, we dive into how much opt-ins from each source engaged proportionally.

	% of Total Opt-ins who have an Identified source	% of Total Number of Opt-ins who Visited Site	% of Total Number of Web Sessions	% of Total Number of Page Views
Baseline Survey	19.89%	5.17%	1.61%	0.42%
E-Mail Link	4.30%	13.79%	6.99%	13.41%
External Website	5.91%	13.79%	11.83%	21.79%
Family or Friend	5.38%	15.52%	36.56%	18.99%
In-Person Event	17.20%	6.90%	3.76%	3.21%
Other	25.81%	37.93%	34.41%	40.22%
Speaker's Bureau	20.43%	6.90%	4.84%	1.96%
		100.00%	100.00%	100.00%

Baseline Survey:

From this data, we can see that *Baseline Survey* participants were not frequent visitors to the site. While they made up nearly 20% of our total opt-ins they only made up 5 % of the people who visited the site. Not only that, but they had even fewer web sessions relative to the other sources (2%), and a miniscule proportion of the page views (less than 1%).

In-Person Events:

Another poor performing opt-in source when it came to driving website activity was *In-Person Events*. While people opted-in frequently in-person (17% of total), only 7% of the web visitors came from this subgroup. That number becomes even smaller for number of web sessions (4%) and even smaller for page views (3%). It is possible that these events are less successful in driving engagement because the subject matter of the event is not necessarily aligned directly with water issues; subsequent analyses will include OC Garden Friendly event opt-ins which may offer a different view of engagement

Speaker's Bureaus:

Opt-ins that came from *Speaker's Bureaus* also did not engage much on the website. While they made up a fifth of total opt-ins who had their sources identified, only 7% of web visitors came from this subgroup. Like the two source types mentioned above, that proportional number further diminishes with *Speaker's Bureau* folks accounting for only 5% of all web sessions and 2% of all page views.

Family or Friends:

While opt-ins who came through a *Family or Friend* made up a small subgroup of total opt-ins (5%), when compared to opt-ins who visited the website, they made up nearly 16%. Number of sessions for this group was the highest for all groups at nearly 37%. Surprisingly, while *Family or Friends* may have gotten people to the site, it did not do quite as well in getting them to stay – for page views, the proportional number drops back to 19%, though this is still higher than expected for this group.

E-mail Link:

E-Mail link was an engaged group: Initially, only 4% of our opt-ins came through this source, yet they made up nearly 14% of those who visited the site. While not as many proportionally had web sessions (7%), those who did viewed several pages within those sessions (13% of total number of page views).

External Websites:

Similarly, opt-ins that came from *External Websites* made up a small subgroup of the total opt-ins (6%), but when compared to opt-ins who visited the website, they made up nearly 14%. This held consistent with proportional number of web sessions (12%), and actually increased significantly to 21.8% number of page views. According to this data, *External Websites* is the most effective opt-in source when it came to driving engagement on the website.

Opt-in Source Conclusion:

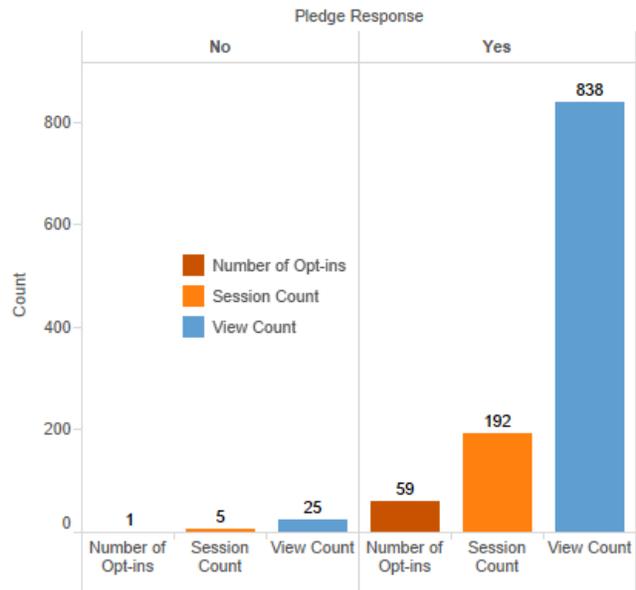
E-mail Links and *External Websites* were the two sources that sent the most visitors to the website, proportionally. These two are the only opt-in sources that took place online, which most certainly plays a part. People are likely ending up on the site on their own (by clicking a link), and then opting themselves in. This is quite a different path compared to offline sources that brought in *Baseline Survey* takers, *In-person Event* participants, and *Speaker's Bureau* participants – all of whom were probably asked to opt-in, and then had their information input for them. It makes sense that *Family and Friends* are squarely in the middle of the pack, considering the mixture of offline and online mechanisms that could lead to that type of opt-in.

Therefore, it seems best if we try for online opt-ins, since the engagement we seek also takes place online.

Pledge

197 web sessions came from the people who provided a response for the pledge question. Of those, 192 sessions comprising 838 page views came from someone who pledged “yes”, and only 5 sessions comprising 25 page views came from someone who had pledged “no”.

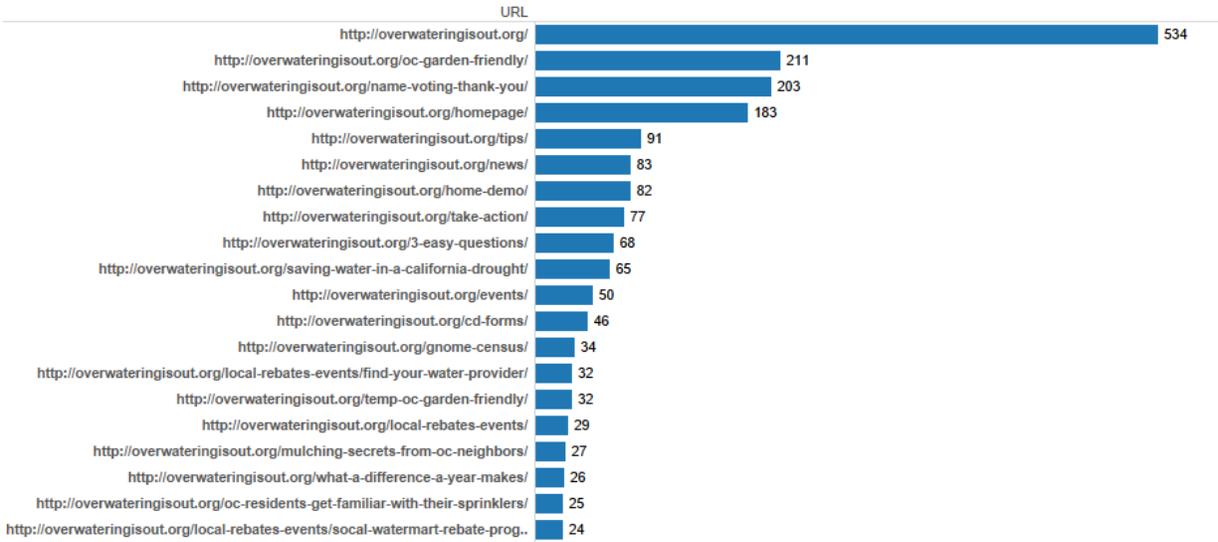
The 192 sessions came from 59 unique “yes-pledgers”. In total, we had 78 yes pledgers, so a very high number (75.6%) of those who pledged yes ended up coming back to the site. Only 70 out of the 261 people who did not pledge yes (26.8%) came back for a web session. With “yes-pledgers” returning almost 3 times as often, it can be concluded that there is strong correlation between making the commitment and coming back to engage with the site. As we



continue to obtain opt-ins, no matter what the method, it behooves us to ask for a simple pledge if nothing else. The question is quick and easy enough to ask, and is correlated to an increase in the pledger’s likelihood to engage with our campaign. This is especially true if the commitment is made in writing rather than verbally. To take things a step further, we could find ways to make the pledge public, which has been proven to increase the likelihood of subsequent follow-through. It should be noted that each person who pledged received an automatic roadmap email shortly following their pledge which thanked them by name, and then provided them with a tip. While it is difficult to know exactly how much the result can be attributed to the roadmap email, it is reasonable to assume that reinforcing their pledge with a well-timed and customized email was effective in making them feel acknowledged for making the commitment and more likely to return to engage further.

URLs Visited

Unfortunately, page view counts on specific URLs are anonymous – we are unable to tie these counts to individuals and therefore are unable to break this down by the various ways we can profile subgroups. Still, it is valuable to see where visitors are going as a whole. On the next page are the top 20 URLs visited on the overwateringisout.org site. One next step to take this analysis further would be to bring in Google Analytics data and find various ways to optimize engagement on the site.



Conclusion

eOutreach can and should be improved iteratively. Therefore it is best paired with ongoing data analysis. We will continue to make regular analysis of the eOutreach and provide less formal updates and evaluations.

While findings have not been translated into direct recommendations in this report, much of the data speaks to simple yet impactful tweaks that could be made. We have refrained from making these recommendations here because those decisions are best made through dialogue.