

Growth Media Education Campaign

Description: Funding is requested for a public awareness campaign effort regarding Utah's growth and the need for positive, smart and holistic planning.

Agency: Economic Development

Purpose: This effort will help Utah's general public understand the importance of smart growth and development amidst the state's current unprecedented growth.

Funding for: \$300,00. 2020 (One-time)

Private Not-for-Profit

Growth Media Education Campaign Appropriation Request

Request Fields

- Funding request name: Growth Media Education Campaign
- Description of funding: \$300,000
- Agency through which funds would be administered: Governor's Office of Economic Development
- Statewide public purpose: Educate Utah's general public on the importance of smart growth and development amidst the state's current unprecedented growth.
- Organization type: Private not-for-profit
- Funding type: One-time
- Project contact information: Abby Osborne, Salt Lake Chamber, aosborne@slchamber.com, (801) 831-6616

Itemized Budget

- See spreadsheet

Performance Measures

How will this make Utah a better place?

As Utah's population continues to grow, so must our infrastructure and developments. For some, this growth implies negativity; a sense that their community is changing too quickly and the growing pains seem increasingly acute. From this, they may develop a "not-in-my-backyard" (NIMBY) attitude toward changes in their community. Results from the recently commissioned statewide research regarding the public's sentiment around growth clearly illustrates that educating Utahns about our state's housing affordability issue is an effective way to encourage smart growth. Raising awareness to these issues will equip residents with the facts and tools they need to understand the implications of not planning for our population growth. This education campaign will make Utah a better place by ensuring Utahns can effectively engage within their cities and neighborhoods in a way that encourages smart growth. Over time, this will make a difference in the way that planning and development takes place across our state—allowing for the average family to afford to live and work in Utah today, and ensuring our children and grandchildren have that same opportunity in the future.

What will you do to accomplish the outcome and where possible?

A three-month long pilot statewide public awareness and education effort is underway and gaining great traction. This effort has incorporated various marketing channels (more details on these channels can be found in the attached itemized budget) that have spread the pro-growth message to a targeted audience defined by the public opinion research. Residents between the age of 35 and 64 were identified as those who will best respond to educational efforts partially due to the fact that it is their children and grandchildren who will experience the consequences that follow resistance to growth. The success of this pilot statewide public awareness campaign has solidified the need to extend this effort through FY 2020.

A multi-faceted statewide public education campaign is costly, and although efforts began in January 2019, the campaign will be difficult to continue moving forward without additional financial support.

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The Utah Clean Air Partnership (UCAIR) has served as an example of how a steady and consistent message over time is what changes the hearts and minds of Utahns about a complex issue. For this reason, the reach and effectiveness of this message will largely be dependent funds. An appropriation administered through the Governor's Office of Economic Development will be critical to maintain a consistent message and a wide reach.

How will you measure that you have accomplished the outcome?

The effectiveness of the statewide education campaign will be measured by the engagement received through the various media channels deployed such as video views, ad clicks and shares as well as the reach of advertisements and media mentions. Outcomes will also be measured through an additional public sentiment poll that will illustrate how residents' feelings towards growth have changed due to the education they received through the multifaceted approach of the campaign.

Current State Support:

The Salt Lake Chamber is Utah's largest business association and business leader. With roots that date back to 1887 and representing businesses in all 29 counties, the Chamber stands as the state's voice of business. The Chamber has not previously received state funding.

Growth Media Campaign Plan

Recommended Schedule & Investment for FY 2019-2020

Updated: 02/05/19

	July				August				September				October				Delivery		
	1	8	15	22	25	4	11	18	25	1	8	15	22	25	4	11		18	25
Target Audiences	Primary Demo: 35-64																		
Advertising Assets																			
Creative Development and Production, Public Relations, Email Campaign & Organic Social Media																			
Content Marketing																			
Native Content (Sponsored news articles)																			16,000 blog views
Facebook Promoted Content																			200,000 est. reach, 8x frequency
Television - Partnerships with Two Local Stations																			55% Reach, 8.0 Avg Frequency
OTT (Over-the-Top) Platform (Video placed with streaming content)																			635,000 Impressions
Audio Platforms																			
Local Radio Station Partnerships																			
Pandora - Audio+Display																			
Email Capture																			
Facebook Lead Generation Ads																			95% of the time, Facebook Lead Ads will outperform landing pages. 2,500 - 3,000 leads expected
Paid Search Engine Marketing																			
Ads on Housing Keywords																			5,000 - 6,000 clicks
Ad Serving (Digital ads directed to target audience, regardless of the app, website, etc. that they're on)																			
																		Total Estimate	