

# COMMUNICATING with CHANGE in MIND



**The problem  
space gets more  
attention than  
the solution  
space.**

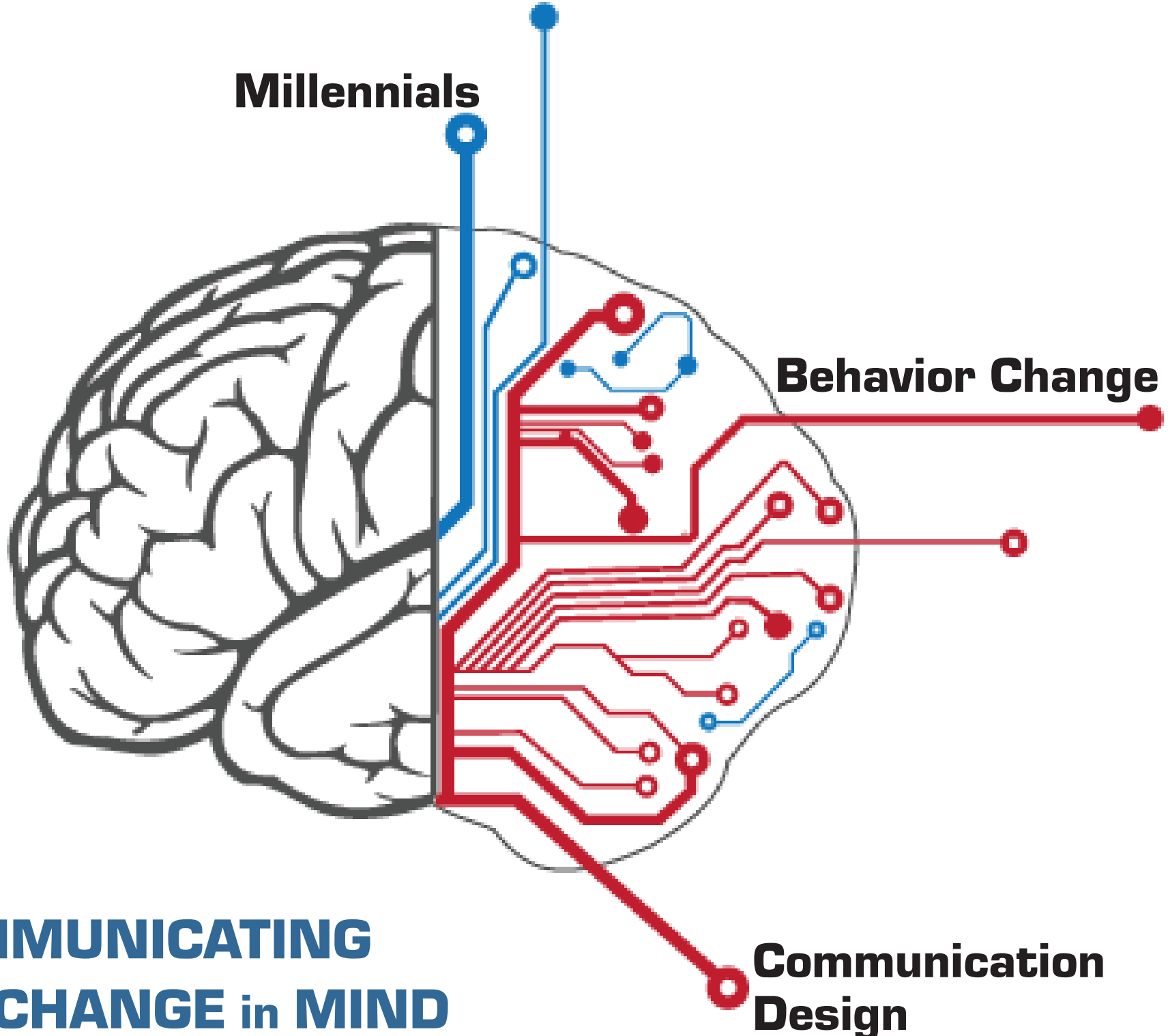


**“Water STRESS!”**

**“Our gap is  
real & looming”**

**“500,000 acre-feet shortage”**

**“We’re filling the bathtub with carbon  
quicker than we can drain it”**



**Millennials**

**Behavior Change**

**COMMUNICATING**  
with **CHANGE** in **MIND**

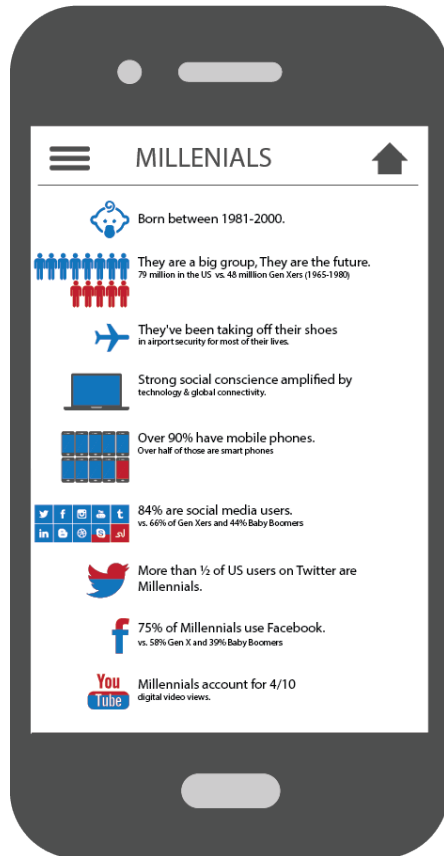
**Communication  
Design**

# Who are these **MILLENNIALS?**

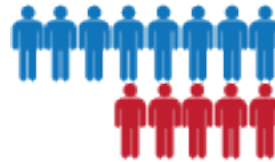


“Colorado is the 1st choice of 25-34  
year old migrants”

Tom Clark, Denver Metro Economic Development Corp



Born between 1981-2000.



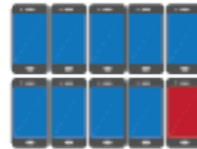
They are a big group, They are the future.  
79 million in the US vs. 48 million Gen Xers (1965-1980)



They've been taking off their shoes  
in airport security for most of their lives.



Strong social conscience amplified by  
technology & global connectivity.



Over 90% have mobile phones.  
Over half of those are smart phones



84% are social media users.  
vs. 66% of Gen Xers and 44% Baby Boomers



More than 1/2 of US users on Twitter are  
Millennials.



75% of Millennials use Facebook.  
vs. 58% Gen X and 39% Baby Boomers



Millennials account for 4/10  
digital video views.

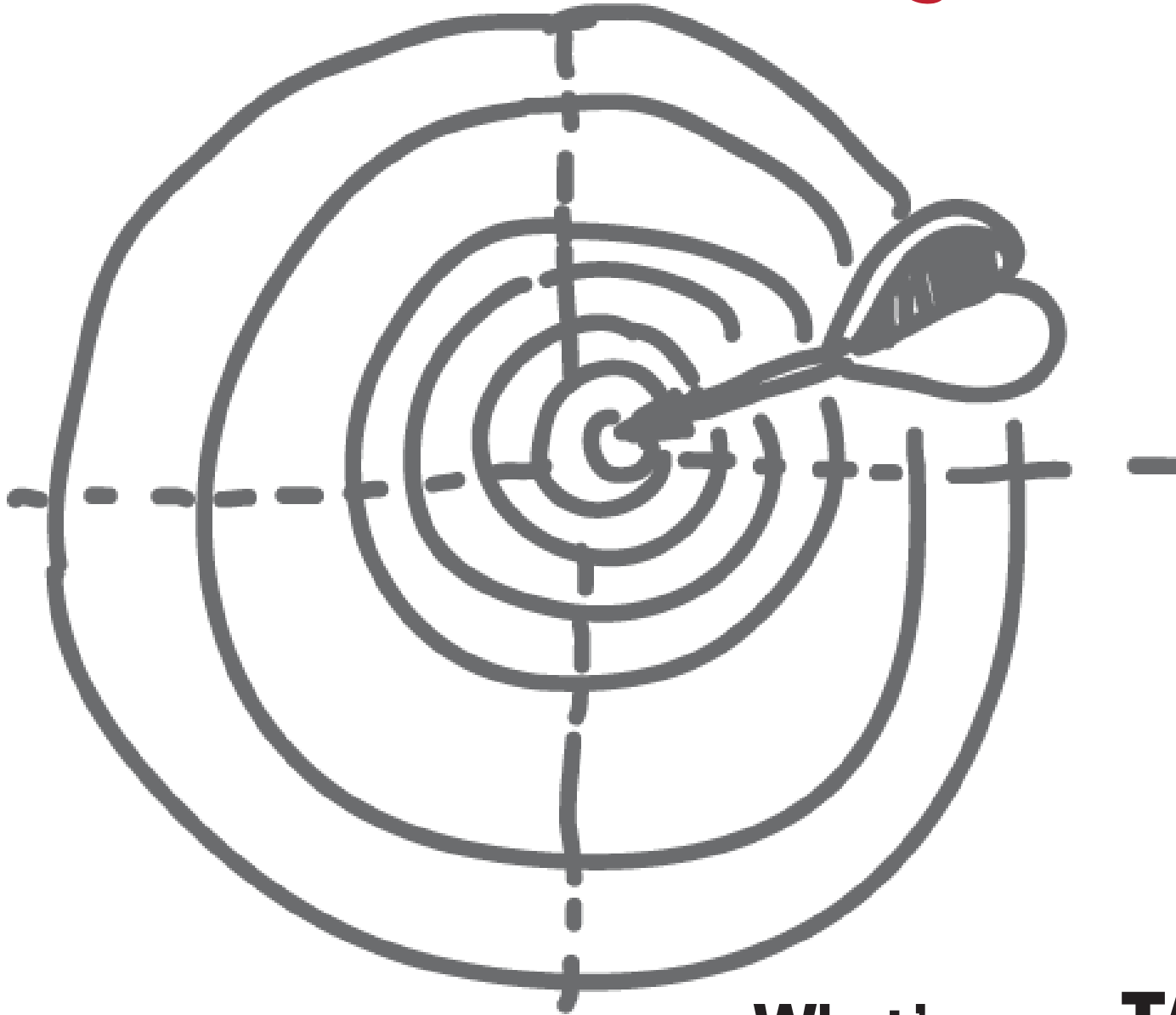


**Civic-minded**

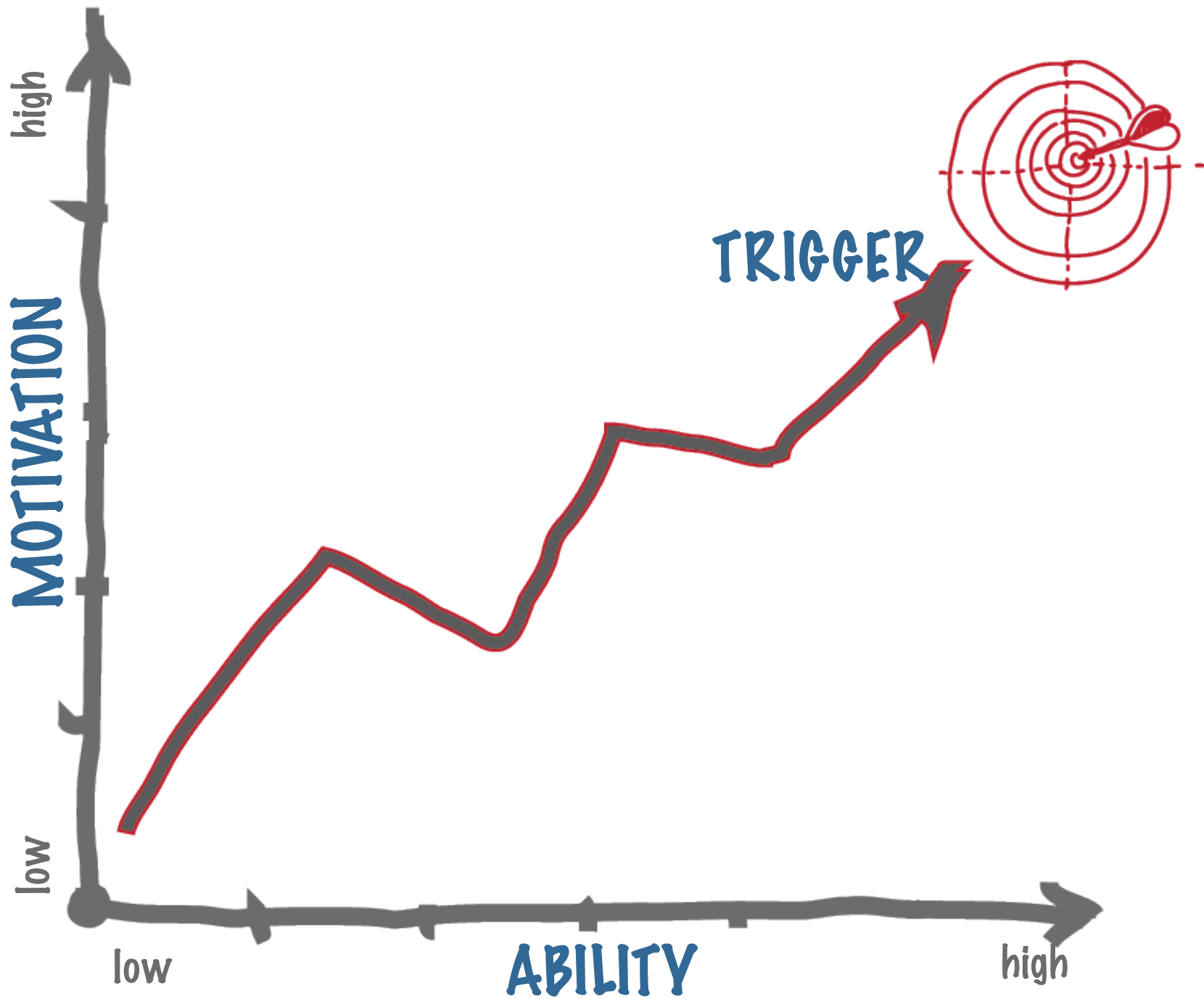


**Empowered & compelled  
to make an IMPACT**

# Behavior Change:



What's your **TARGET?**





# MOTIVATION



# Motivational Tactic: SOCIAL ACCEPTANCE



## Utility Bills



**Motivational Tactic:  
RECIPROCITY. EXCHANGE.**

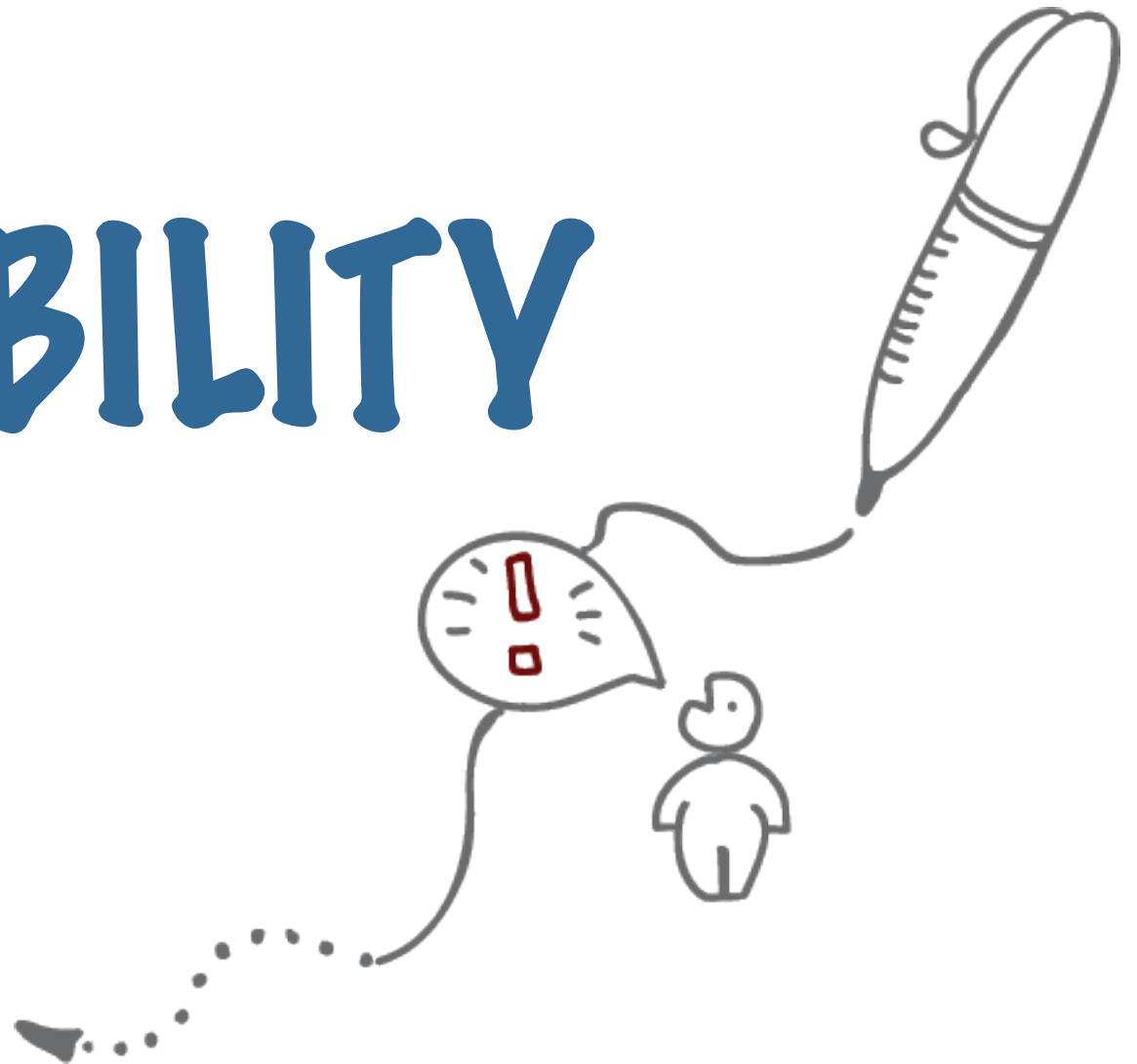


**“Save the crabs... Then eat ‘em.”**



[www.chesapeakeclub.org](http://www.chesapeakeclub.org)

# ABILITY



# Persuasive design relies on the power of **SIMPLICITY**.



Time



Money



Physical Effort



Brain Exertion



Social Deviances



Routines

**We often resist attempts at motivation, but as humans we naturally love **SIMPLICITY**.**



**TRIGGERS**

SPARK



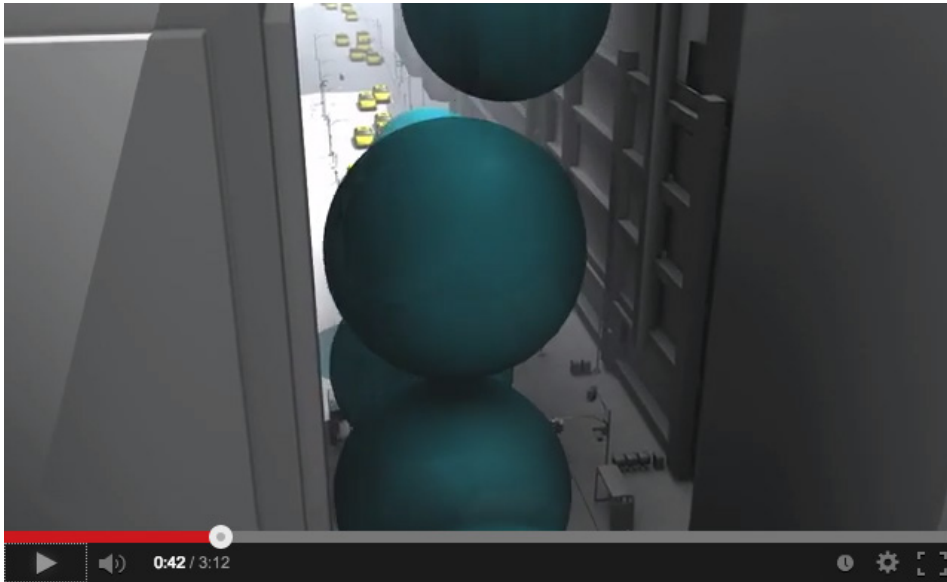
FACILITATOR



SIGNAL

# SPARK

In 2010 New York City added **54 million metric tons of carbon dioxide** to the atmosphere.

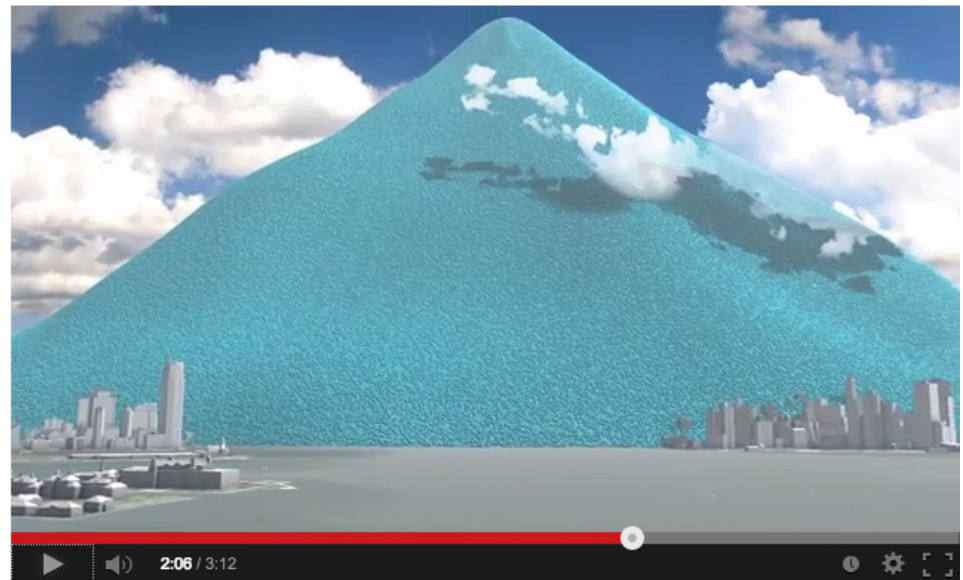


**1 TON** of carbon dioxide gas.

**272k YouTube hits & the NYC is on track to reduce emissions below 2005 levels by 30% by 2017.**



**1 DAY** of emissions



**1 YEAR** of emissions

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



# FACILITATOR

Be a **MELLOW** ninja.



# SIGNAL

**The City of Boulder requires  
this store to charge 10¢ on all  
disposable checkout bags.**



**YO! Don't Forget.**

**Time them right.**



**“You SHOULD”  
makes us grumpy.**

We are generally most tolerant of **facilitator** and **signal** triggers. We tend to find sparks annoying because they seek to motivate us to do something we didn't intend to do.

# Next Step:



CREATE A **STRONG** DESIGN



**HOW CAN WE MAKE  
DATA MORE EFFECTIVE AT  
PROPELLING CHANGE?**

**THERE IS A**

**DIFFERENCE IN**

**THE WAY TEXT AND...**

GRAPHIC

**INFORMATION**

**IS PROCESSED IN OUR...**





**5**

**THE POWER OF AN IMAGE.**



**A GRAPHIC RENAISSANCE.**

# CACHE LA POUDDRE

## A RIVER'S STORY ABOUT WATER IN THE WEST

Water development and the establishment of water law within Colorado's Cache La Poudre River Basin influenced how the arid West manages, distributes and conserves one of its most precious resources.

## SETTLEMENT & EARLY WATER USE

By diverting the Poudre's waters, early settlers transformed an arid grassland into productive farm land.

## WATER LAW

The growth of agriculture in the Cache La Poudre River Basin spurred the development of new, more practical water laws, institutions and allocation methods that have since influenced water use and management throughout the western United States.

## WATER DEVELOPMENT

Demonstrating perseverance and innovation, irrigators in the Cache La Poudre River Basin devised a number of techniques for diverting, delivering and measuring water.

## CONFLICT & COOPERATION

The huge physical and fiscal toll of moving water in the West regularly sparked disagreement but also demanded collaboration. Debates over the appropriate uses of the Poudre's water continue today.





**Get their  
attention,  
provoke  
them with a  
**GRAPHIC.****

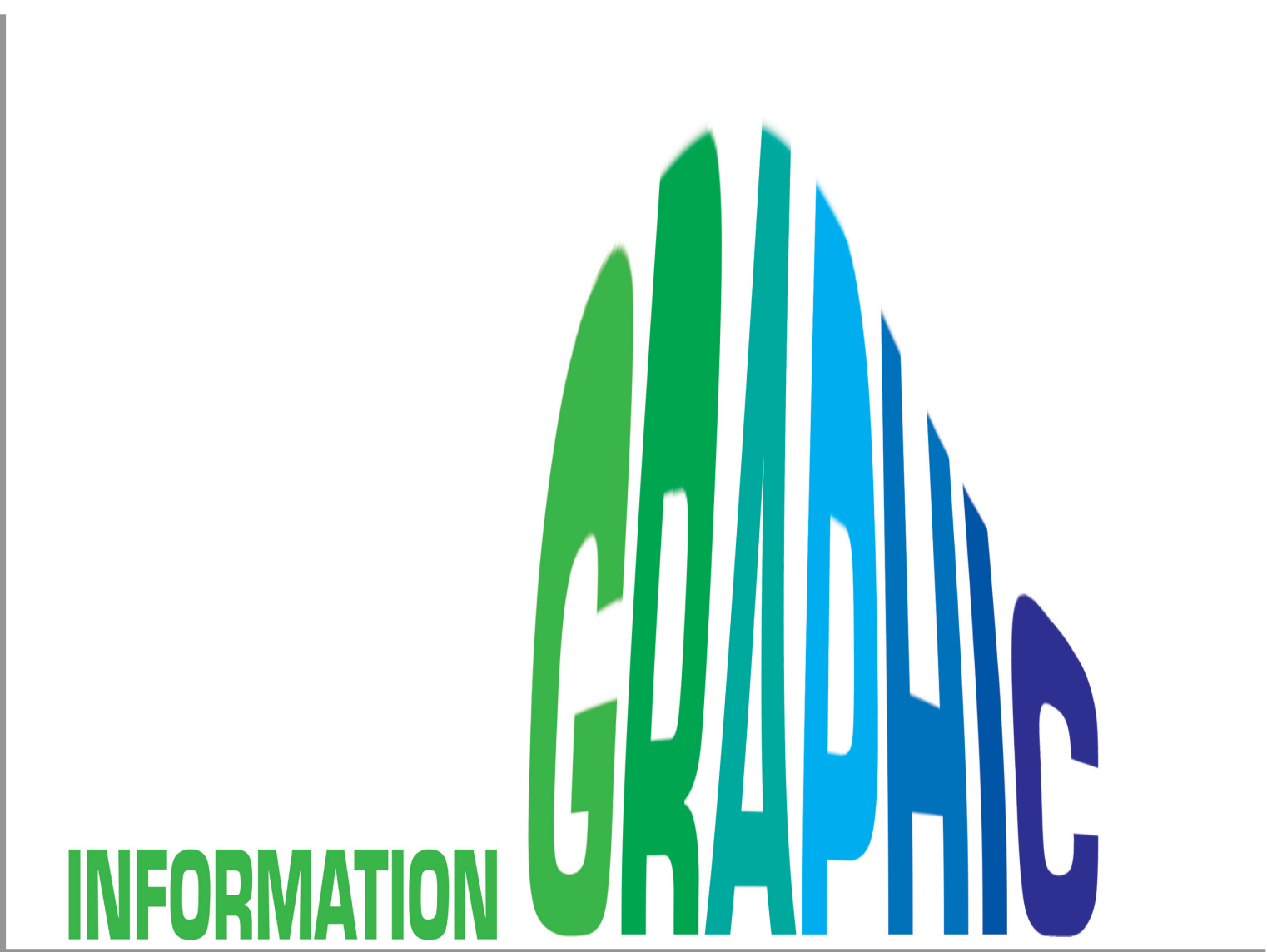


**TRANSMITTED TO THE BRAIN**

**100%**  
**90%**  
**80%**  
**70%**  
**60%**  
**50%**  
**40%**  
**30%**  
**20%**  
**10%**

**INFORMATION**

**GRAPHIC**



# VOLUNTEER PROGRAM 2010-2012

## FY 2012 VP Reports Program Summaries

Public Land Corps (PLC/HFRA) \$2,500,000 Spending Target						International Volunteers					Volunteers			
R/S/A	# Enrollees	# People of Color	Hours	FS Expenditures	IS Volunteer Hour Value*	Participants	# People of Color	Hours	FS Expenditures	IS Volunteer Hour Value	# Participants	# People of Color	Hours	IS Volunteer Hour Value
R1	21		3,540		\$ 77,137	3		2,040		\$44,452	2,749	213	127,272	\$2,773,250
R2	28	3	7,050		\$ 153,620						6,971	778	251,878	\$5,488,419
R3						40	10	1,600		\$34,864	11,076	1,901	380,842	\$8,298,538
R4	108	15	12,786	\$96,171	\$ 278,607	1		1,032		\$22,487	8,805	653	158,460	\$3,452,832
R5	9	2	2,520	\$18,000	\$ 54,911	6		4,381		\$95,462	17,554	2,587	466,495	\$10,164,930
R6	334	81	61,745	\$1,011,795	\$ 1,345,424	6	3	2,720		\$59,269	6,918	387	327,876	\$7,144,418
R8	47	3	6,753	\$10,495	\$ 147,148	1		320		\$6,973	13,829	1,788	653,955	\$14,249,668
R9	215	68	55,879	\$481,443	\$ 1,217,593	2	1	1,524		\$33,208	10,101	1,782	335,667	\$7,314,182
R10											176	6	16,259	\$354,273
IITF											15	11	3,286	\$71,591
NRS											1		50	\$1,090
PNW											32	2	2,258	\$49,203
PSW											220	83	42,629	\$928,886
RMRS						9	8	4,848		\$105,638	77	4	12,837	\$279,733
SRS						5	1	2,844		\$61,971	96	2	10,308	\$224,605
WO											4	2	1,839	\$40,061
<b>TOTAL</b>	<b>762</b>	<b>172</b>	<b>150,273</b>	<b>\$1,617,904</b>	<b>\$ 3,274,440</b>	<b>73</b>	<b>23</b>	<b>21,309</b>		<b>\$464,324</b>	<b>78,624</b>	<b>10,199</b>	<b>2,791,911</b>	<b>\$60,835,675</b>

YCC \$2,500,000 Spending Target						Partnerships & Organization Agreements					All Programs			
R/S/A	# Enrollee	# People of Color	Hours	FS Expenditures	IS Volunteer Hour Value	Participants	FS Expenditures	# People of Color	Hours	IS Volunteer Hour Value	Enrollees / Participants	# People of Color	Hours	IS Volunteer Hour Value
R1	52	3	24,424	\$289,925	\$532,199	643			14	\$6,141	\$1,441,212	3,468	230	\$4,868,250
R2	141	56	60,131	\$666,903	\$1,310,244	1,664	\$ 8,458		108	\$24,344	\$530,456	8,804	945	\$7,482,735
R3	108	46	27,201	\$205,868	\$592,669	724	\$ 187,693		227	\$36,208	\$789,979	11,948	2,184	\$44,851
R4	108	20	32,756	\$520,528	\$713,751	4,803	\$ 421,933		4,473	\$1,347,755	\$1,347,755	13,825	5,161	\$26,886
R5	125	50	38,596	\$742,819	\$840,988	6,904	\$ 363,202		4,088	\$37,047	\$2,986,258	24,598	6,707	\$69,039
R6	324	81	61,745	\$1,011,795	\$1,345,424	4,704	\$ 682,981		1,048	\$185,358	\$4,038,968	12,286	1,600	\$39,444
R8	153	64	39,463	\$457,490	\$859,803	1,711	\$ 43,550		777	\$117,993	\$2,571,087	15,741	2,632	\$18,484
R9	129	26	35,826	\$490,722	\$780,657	611	\$ 47,012		34	\$66,627	\$1,451,796	11,058	1,911	\$495,523
R10	27	8	6,240	\$189,227	\$135,970	47			3	\$42,398	\$923,852	250	17	\$64,897
IITF												15	11	\$3,286
NRS												1	0	\$50
PNW						1			1	\$400	\$8,716	33	3	\$2,658
PSW												220	83	\$42,629
RMRS												86	12	\$17,685
SRS						2	\$24		1	\$1,689	\$36,792	103	4	\$14,841
WO												4	2	\$1,839
<b>TOTAL</b>	<b>1,167</b>	<b>354</b>	<b>326,382</b>	<b>\$4,575,277</b>	<b>\$7,111,745</b>	<b>21,814</b>	<b>\$ 1,755,353</b>		<b>10,754</b>	<b>740,057</b>	<b>\$16,125,851</b>	<b>102,440</b>	<b>21,502</b>	<b>\$3,830,953</b>

### SUMMARY OF THE FOREST SERVICE VOLUNTEERS & PARTNERS PROGRAM FOR FY 2011

Public Land Corps (PLC/HFRA)						International Volunteers						Total Volunteers					
Region Station Area	Target Number Enrollees	No. Min	Pers Yrs Wkd	\$2,500,000 Total Cost	Value of Work	Region Station Area	Number Enrollees	No. Min	Pers Yrs Wkd	Value of Work	Region Station Area	Number Enrollees	No. Min	Pers Yrs Wkd	Value of Work		
R1	37	3	3.24	\$0	\$ 124,742	R1	2,474	67	71.55	\$2,750,854	R1	2,474	67	71.55	\$2,750,854		
R2	165	16	8.96	\$169,780	\$ 344,323	R2	7,112	411	134.29	\$5,163,077	R2	7,112	411	134.29	\$5,163,077		
R3	129	16.56	\$275,080	\$ 636,528	R3	7,353	1,178	275.94	\$10,609,486	R3	7,353	1,178	275.94	\$10,609,486			
R4	64	1	11.78	\$173,670	\$ 453,003	R4	11,153	708	112.24	\$4,315,472	R4	11,153	708	112.24	\$4,315,472		
R5	67	10	19.26	\$247,600	\$ 740,331	R5	16,588	2,968	285.98	\$10,995,338	R5	16,588	2,968	285.98	\$10,995,338		
R6	508	318	10.59	\$372,150	\$ 407,357	R6	8,966	1,296	299.45	\$11,513,211	R6	8,966	1,296	299.45	\$11,513,211		
R8	33	33	9.39	\$201,716	\$ 360,984	R8	15,548	1,893	320.91	\$12,338,373	R8	15,548	1,893	320.91	\$12,338,373		
R9	42	6	12.46	\$125,573	\$ 479,105	R9	8,591	663	140.81	\$5,413,779	R9	8,591	663	140.81	\$5,413,779		
R10	23	7	3.09	\$43,360	\$ 118,975	R10	230	35	10.61	\$408,019	R10	230	35	10.61	\$408,019		
IITF						IITF	5	5	0.02	\$684	IITF	5	5	0.02	\$684		
NRS						NRS					NRS						
PNW						PNW					PNW						
PSW						PSW	229	105	10.34	\$397,510	PSW	229	105	10.34	\$397,510		
RMRS						RMRS	88	10	9.83	\$378,076	RMRS	88	10	9.83	\$378,076		
SRS						SRS	65	4	5.44	\$209,339	SRS	65	4	5.44	\$209,339		
WO						WO					WO						
<b>TOTAL</b>	<b>1,068</b>	<b>394</b>	<b>95.33</b>	<b>\$1,608,929</b>	<b>\$3,665,348</b>	<b>TOTAL</b>	<b>78,422</b>	<b>9,343</b>	<b>1,677.41</b>	<b>\$64,493,218</b>	<b>TOTAL</b>	<b>78,422</b>	<b>9,343</b>	<b>1,677.41</b>	<b>\$64,493,218</b>		

### SUMMARY OF THE FOREST SERVICE YVHP PROGRAM FOR FY 2010

Public Land Corps (PLC/HFRA)						International Volunteers						Total Volunteers					
Region Station Area	Target Number Enrollees	No. Min	Pers Yrs Wkd	\$2,500,000 Total Cost	Value of Work	Region Station Area	Number Enrollees	No. Min	Pers Yrs Wkd	Value of Work	Region Station Area	Number Enrollees	No. Min	Pers Yrs Wkd	Value of Work		
R1	6		3.27	\$158,780	\$ 122,598	R1	5		0.88	\$32,943	R1	3,626	123	105.41	\$3,955,996		
R2	20	1	7.22	\$129,910	\$ 270,862	R2	1		0.09	\$3,336	R2	10,855	751	200.87	\$7,538,475		
R3	3		1.73	\$44,000	\$ 64,989	R3					R3	5,663	658	163.64	\$6,141,590		
R4	106	24	12.38	\$336,865	\$ 464,600	R4	3		1.84	\$69,014	R4	13,929	1,457	103.92	\$3,900,139		
R5	163	16	21.06	\$373,359	\$ 790,445	R5	1		0.30	\$11,676	R5	18,609	3,579	278.65	\$10,457,887		
R6	500	125	32.98	\$888,309	\$1,237,761	R6	3		0.88	\$33,068	R6	11,014	1,355	260.60	\$9,799,784		
R8	2		0.06	\$2,300	\$ 2,398	R8					R8	17,609	2,897	360.26	\$13,503,214		
R9	114	50	6.41	\$158,209	\$ 240,547	R9	8		1.59	\$59,714	R9	8,188	778	158.82	\$5,960,484		
R10	56	7	8.63	\$262,825	\$ 324,030	R10	1		0.48	\$17,848	R10	521	86	16.51	\$819,585		
IITF						IITF					IITF	20	17	6.71	\$251,931		
NRS						NRS					NRS	6		0.56	\$20,996		
PNW						PNW					PNW	56	2	4.73	\$177,538		
PSW						PSW					PSW	204	58	21.74	\$815,818		
RMRS						RMRS			0.78	\$29,190	RMRS	138	13	11.86	\$445,042		
SRS						SRS	3		1.59	\$59,714	SRS	56		5.34	\$200,446		
WO						WO					WO	40		2.18	\$81,941		
<b>TOTAL</b>	<b>970</b>	<b>223</b>	<b>93.74</b>	<b>\$2,354,557</b>	<b>\$3,518,240</b>	<b>TOTAL</b>	<b>22</b>		<b>6.84</b>	<b>\$256,789</b>	<b>TOTAL</b>	<b>90,534</b>	<b>11,774</b>	<b>1,701.80</b>	<b>\$63,870,866</b>		

YCC						Hosted						Total All Volunteers & Partners Program					
Targets	705	Expenditures		\$2,500,000		Number Enrollees	SCSEP Age 55+ Hosted	No. Min	Pers Yrs Wkd	Value of Work	Number Enrollees	No. Min	Pers Yrs Wkd	Value of Work			
R1	57	3	10.89	\$217,887	\$418,571	397		9	6	\$2,777	2,975	79	119.08	\$4,578,149			
R2	58	10	3.44	\$87,297	\$132,165	593		5	145	\$23,566	7,929	582	170.85	\$3,560,832			
R3	81	37	11.28	\$226,540	\$433,939	298		30	8.00	\$307,616	7,861	1,245	311.79	\$11,987,569			
R4	172	28	18.03	\$473,431	\$693,452	4,727		10	1,270	\$13,956	16,118	2,008	157.40	\$6,051,954			
R5	153	58	29.69	\$732,632	\$1,141,438	3,539		6	1,699	\$76,777	20,347	4,735	411.70	\$15,828,877			
R6	159	66	23.27	\$589,319	\$894,899	4,074		1	1,072	\$4,818	13,727	2,752	417.49	\$16,052,062			
R8	93	48	11.25	\$195,912	\$432,448	934		7	92	\$105,900	16,608	2,066	447.45	\$17,203,587			
R9	104	8	17.50	\$443,490	\$672,744	1,538		43	33	\$45,944	10,277	712	217.05	\$8,345,164			
R10	17	6	2.76	\$93,349	\$106,063	52			10	\$72,240	323	59	18.76	\$721,531			
IITF											5	5	0.02	\$684			
NRS											0	0	0.00	\$0			
PNW											3	1	0.00	\$29,148			
PSW											232	106	10.89	\$418,699			
RMRS											98	17	12.05	\$463,132			
SRS											72	7	7.84	\$300,418			
WO											0	0	0.00	\$0			
<b>TOTAL</b>	<b>894</b>	<b>264</b>	<b>128.11</b>	<b>\$3,059,887</b>	<b>\$4,925,719</b>	<b>16,156</b>		<b>81</b>	<b>4,361</b>	<b>\$94,788</b>	<b>96,575</b>	<b>14,374</b>	<b>2,302.16</b>	<b>\$88,541,804</b>			

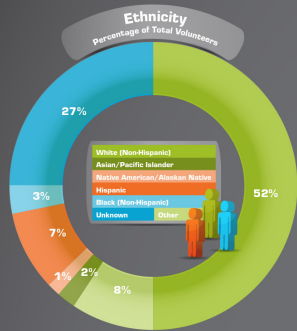
YCC						Hosted						Total All YVH Programs					
Targets	705																



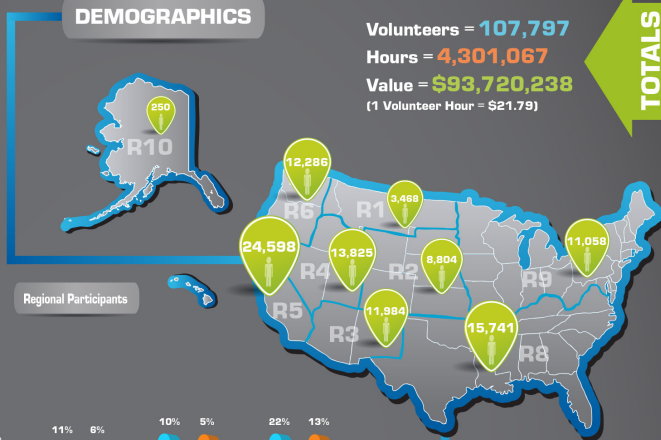
# 2012 PROGRAM DATA



WORKING TOGETHER, PRESERVING THE PUBLIC LANDS LEGACY



### DEMOGRAPHICS

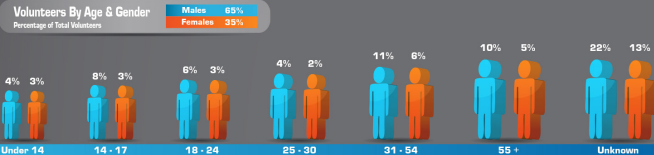


Volunteers = **107,797**  
 Hours = **4,301,067**  
 Value = **\$93,720,238**  
 (1 Volunteer Hour = \$21.79)

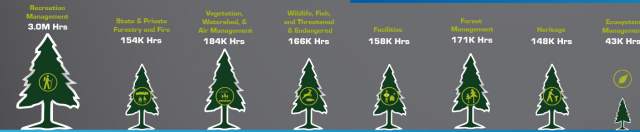
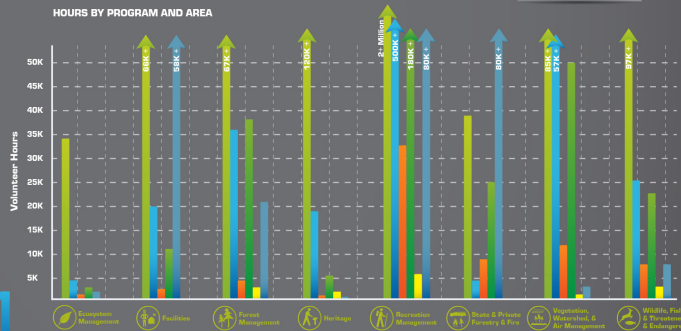
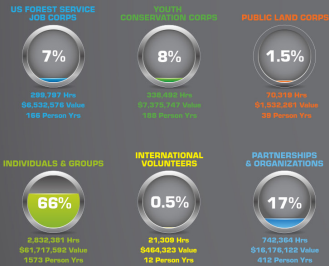
**TOTALS**

### Volunteers By Age & Gender

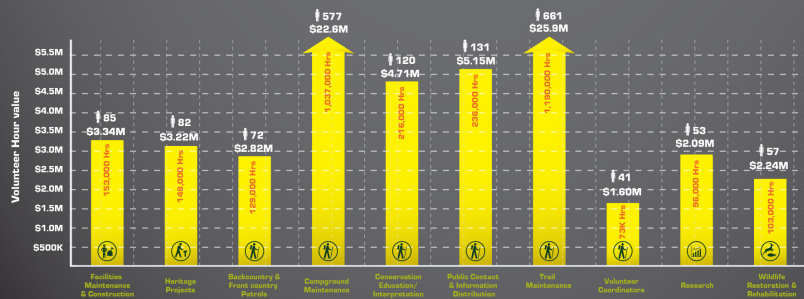
Percentage of Total Volunteers



- ### Individuals & Groups
- Partners & Organizations
  - Public Land Corps
  - Youth Conservation Corps
  - International Volunteers
  - US Forest Service Job Corps



Hours by Activity  
 Including Individuals & Groups, Partners & Organizations, USFS Job Corps, Public Land Corps, and International Volunteers



Highest Performing Activities  
 1 Person Year = 1800 Hours  
 (Equal to 1 Full Time Employee for 1 year)

**DATA VISUALIZATION.  
 TELLING THE STORY  
 OF THE FACTS &  
 FIGURES.**

# ANDREW SHOEMAKER

FOR COUNCIL



Andrew will strive to plan **SAFER STREETS** for cyclists and pedestrians and work to bring the **USA PRO CYCLING CHALLENGE** back to Boulder.

As a father to two school-aged children, Andrew will work towards a **CLEAN** and **SAFE** Boulder Creek path, downtown, and library.



Andrew supports obtaining the **CLEANEST ENERGY** possible without raising utility rates, and has the legal expertise to address the negotiations and legal challenges involving Xcel.

*As a Uni Hill resident and a Pearl St. business owner, Andrew understands the need to preserve the character of our neighborhoods, bring creative businesses and employees to Boulder, and create and maintain vibrant business districts. - Mary Smith.*



Endorsed by current and former city council members, Governor Ritter, District Attorney Stan Garnett and other community leaders, Andrew has the **EXPERIENCE** to hit the ground running, collaborate effectively and protect what we cherish in Boulder.

**MAKE THE  
INFORMATION  
ACCESSIBLE  
AND  
RELEVANT.**



**WE LOVE MOVIES.**



**YouTube** is the world's 2nd largest search engine.

In a **Google** search a person is **700x** more likely to click your website's video link than the text link.

Info retained in **1 minute** of video equals about **1.8 million** words.

design  
**DELIVERY**



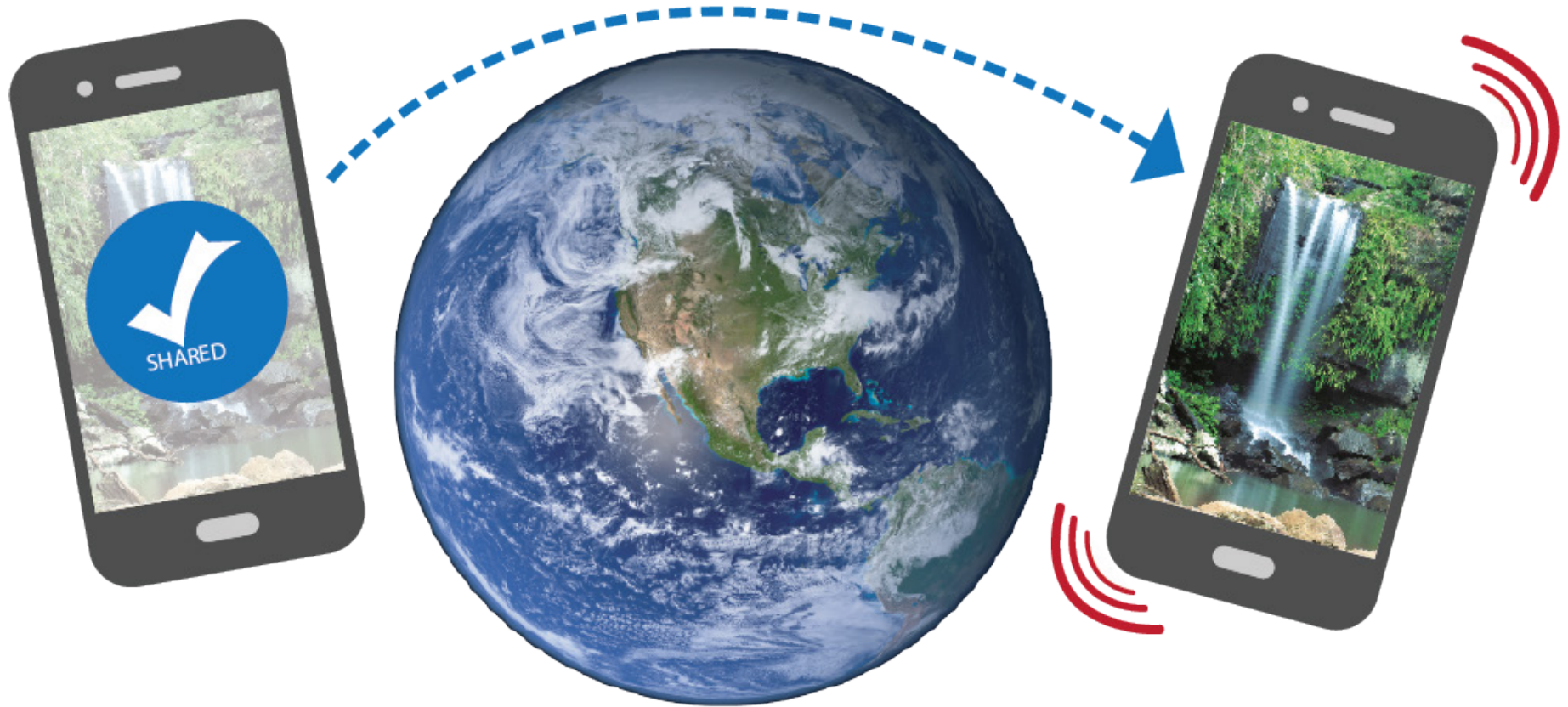
SOCIAL MARKETING

**Connect.**  
**Generate dialogue.**  
**Create COMMUNITY.**

**BUILD A FAN BASE.**

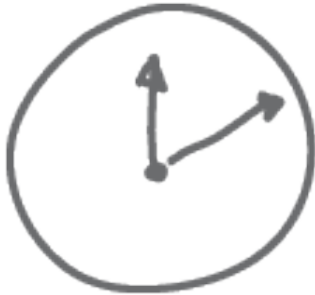


Embrace **TECHNOLOGY.**



Encourage **SHARING.**





**Consistent posting**



**Change it up.**  
photos / video / text



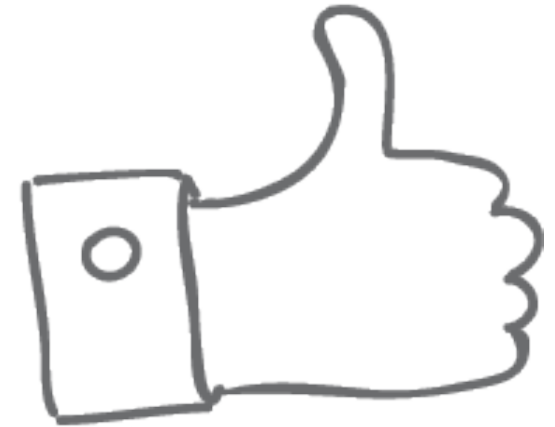
**Digital influencers**



**Contests**



**Stay on top  
of your Niche.**  
updates / dispel myths.



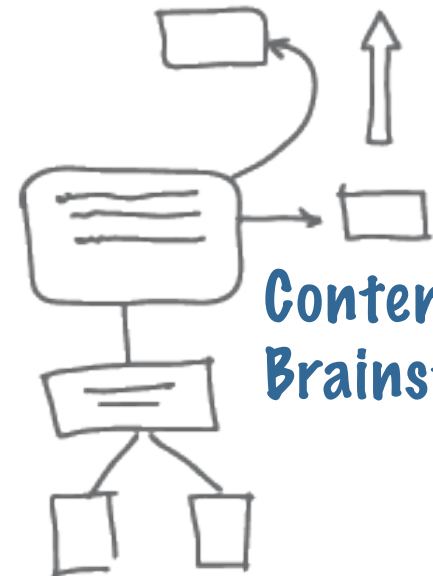
**Lists. How-to Guides. Tips.**



**Calls to Action.**  
80/20 rule.



**Shorten.**  
Shoot for 80.



**Content  
Brainstorms**

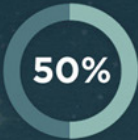
Did you know that the AVERAGE AMERICAN uses

# 2,000

GALLONS OF WATER A DAY



# CALLS To ACTION.



## OUR DIETS



**634** GALLONS  
to make one burger



**37** GALLONS  
for one cup of coffee



## ENERGY USE



**13** GALLONS  
to make 1 gallon of gasoline



**5** GALLONS/HOUR  
for a 60-watt light bulb



## PRODUCTS WE USE



**2,900** GALLONS  
for a pair of blue jeans



**700** GALLONS  
to make a cotton T-shirt



## HOME

COOKING · CLEANING · WASHING · DRINKING



The U.S. footprint is

# 2X

THE GLOBAL  
AVERAGE



And it lands all over the world, depleting rivers and groundwater.



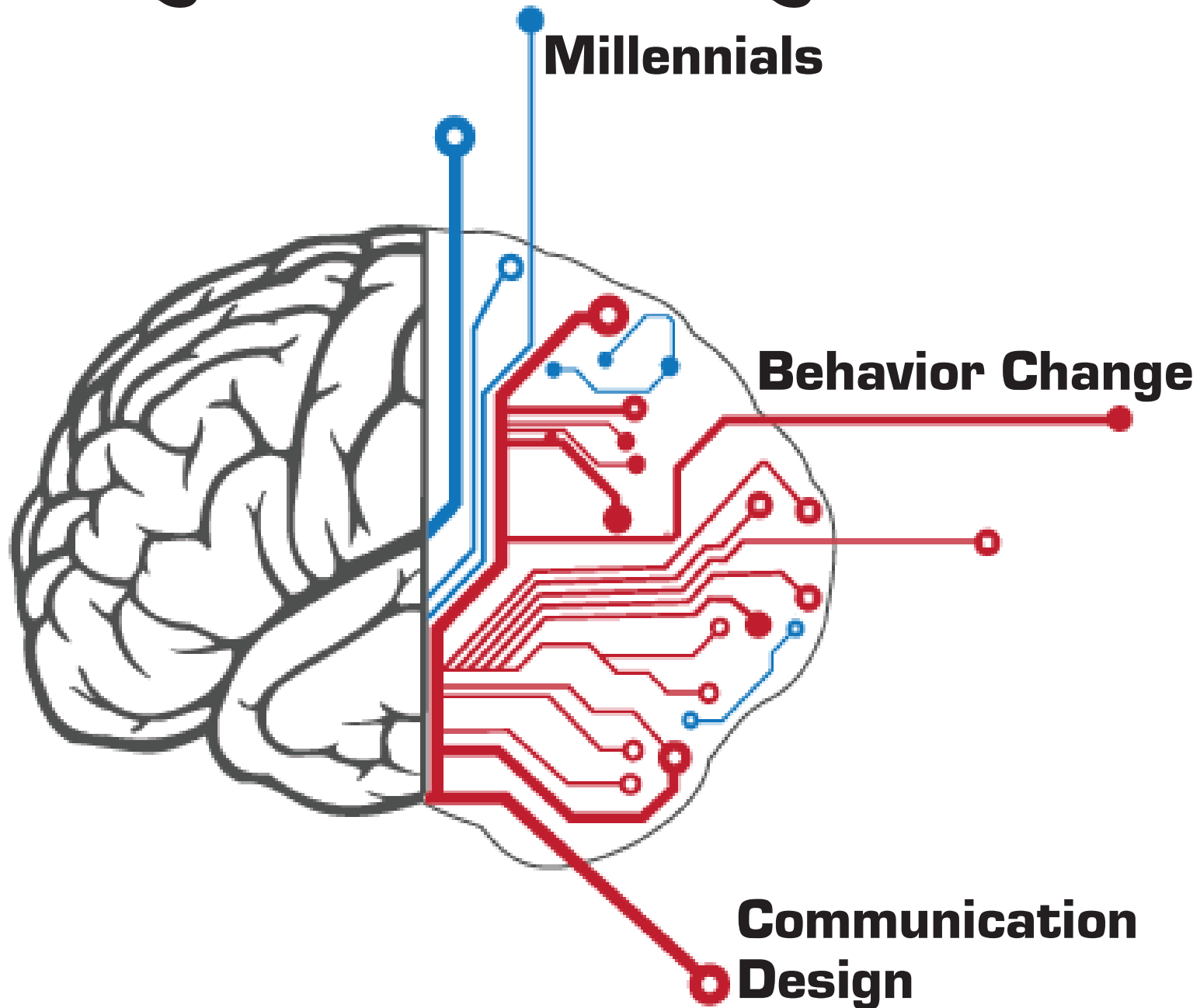
**TAKE THE PLEDGE >**

For every pledge, Change the Course will restore 1,000 gallons back to the Colorado River.

[www.changethecourse.us](http://www.changethecourse.us)



# Tying it All Together:



**Focus on NEW behaviors (vs breaking habits)**

**No behavior happens without a trigger.**

**Start with BABY STEPS and build.**

**Information alone won't lead to action.**

**Don't blame lack of motivation. SIMPLIFY the behavior.**

**People will repay favors.**

**Focus on FIXED time periods (vs forever).**

**We stick to commitments made publicly.**

**We're influenced by those we like, so build a FANBASE.**

**People will do what other people do.**

# Will it inspire ACTION?



[www.whatilove.org](http://www.whatilove.org)

SELECT EIGHT THINGS YOU CANNOT LIVE WITHOUT

▼

The screenshot shows a grid of eight image-based selection options. The options are: Forests (a forest with a rainbow), New York City (a yellow taxi cab), Rivers (a river with a rocky bed), Oceans (waves crashing against rocks), Mountains (snow-capped mountain peaks), Wetlands (a marshy landscape), Miami (a beach with palm trees), and an unlabeled option (a close-up of a textured surface). At the bottom of the interface, it says "0 / 8 SELECTED" and "CREDITS" with a speaker icon.

FORESTS

NEW YORK CITY

RIVERS

OCEANS

MOUNTAINS

WETLANDS

MIAMI

0 / 8 SELECTED

CREDITS



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