

OC HABITATS

USC ANNENBERG PR PLAN

Case Study Summaries

Patagonia:

Pinnacle of all purpose-driven organizations; website particularly illuminating

Dove Chocolates:

Cultivates meaningful but carefully curated partnerships

Degree:

Intriguing outreach to collegiate/professional athletes

Subaru:

Unconventional community outreach, "Make a Dog's Day!"

The background is a solid light blue color. There are five stylized, fluffy yellow clouds scattered across the image: one in the top left, one in the top right, one on the right edge, one in the bottom right, and one in the bottom left.

Research Overview

Research

Comprehensive analysis of key research findings aimed at enhancing :

Digital presence

Social media engagement

Media outreach

Competitive positioning

Community engagement

Demographic understanding

Focus Group Questions

What comes to mind when you hear the word environmentalism?

How important do you think it is to conserve oceans and marine life?

Should it be someone else or should it be you protecting these preserved habitats?

Do you listen to podcasts? If so, which ones and why?

What would it take for you to volunteer for something?

What is your reaction to this image of an oil spill?

How would it help if there were celebrities or influencers involved in a particular environmental movement?

How important do you think media coverage is to promoting environmental causes?

What do you do currently to help the environment?

What is your reaction to the work that OC Habitats is doing?

What ideas do you have to improve OC Habitats?

Focus Group Analysis

How important do you think it is to conserve oceans and marine life?

“Very important. I'm from Orange County. I grew up surfing. I lived by the beach. Why litter? Why leave trash anywhere you go? That's just lazy”

“I'm from a landlocked state, so I didn't grow up near the ocean, but that's what made ocean vacations so special”

“As a kid, I felt like I was showing that this is something people care about, and our community should care about it too. We should keep working to protect the environment in these areas”

Focus Group Analysis

What would it take for you to volunteer for something?

"I think I could get passionate about it if I understood the issue better"

"It's important to be treated well because if you're not being paid, it can feel like you're not valued"

"I want to be treated with the same respect as the event organizers since I'm volunteering my time"

Focus Group Analysis

How important do you think media coverage is to promoting environmental causes?

“Talking to our parents about global warming, they often just roll their eyes at this point. It's a helpless feeling—it's like a double-edged sword.”

“I think media coverage is more effective when it's local news. For instance, in San Diego, when it's on channels like KSI or local stations, reporting on local groups cleaning up beaches, it feels much more authentic than hearing about someone flying to Alaska to clean penguins on CNN. It's great, but not something I can easily participate in”

Focus Group Analysis

What is your reaction to the work that OC Habitats is doing?

"It seems more like an informational or educational resource because they list all the habitats they work with. But I wonder, what exactly are they doing in those habitats??"

"The website has too much information and feels chaotic and disorganized, which makes me question its credibility"

"I was surprised they don't offer specific programs for retirees. There are many baby boomers who have retired in Orange County. They have money and are lonely, enjoying walks and meeting others"

Focus Group Analysis

What ideas do you have to improve OC Habitats?

"I think partnering with churches, given their strong community-volunteering aspect, could be very helpful"

"Perhaps they could collaborate with programs like Newport Beach Junior Lifeguards, incorporating volunteer work into their activities"

"I believe teaming up with a local Orange County influencer who's passionate about sustainability and the environment could help raise awareness about the organization. They could also promote merchandise, engage their followers, and encourage people to participate in events"

Focus Group Takeaways

1. The entire group agreed on the importance of conserving ocean/marine life
2. Volunteers want to feel educated and respected
3. Barriers to donating money and time are because they are college students and have limited resources in both
4. The majority agreed they would only donate money if they knew where it was going. Others preferred the idea of donating objects over money.
5. The group explained that their incentives for volunteering are to be passionate about the organization's values, if it impacts their local community, if their friends are doing it, and or if there is free food or puppies involved.

Focus Group Takeaways

6. If a celebrity was involved in an environmental movement, it feels inauthentic and most likely PR.
7. Respondents' steps to being more environmentally conscious are using reusable water bottles and bags and implementing lifestyle changes like walking to class.
8. The participants' reaction to the OC Habitats website was that it was complicated, overwhelming/overloaded with information, not user-friendly, and lacked visual appeal.
9. Some suggestions from the focus group were partnerships, targeting the local community, more credibility, and growth in volunteer positions.

Social Media Overview

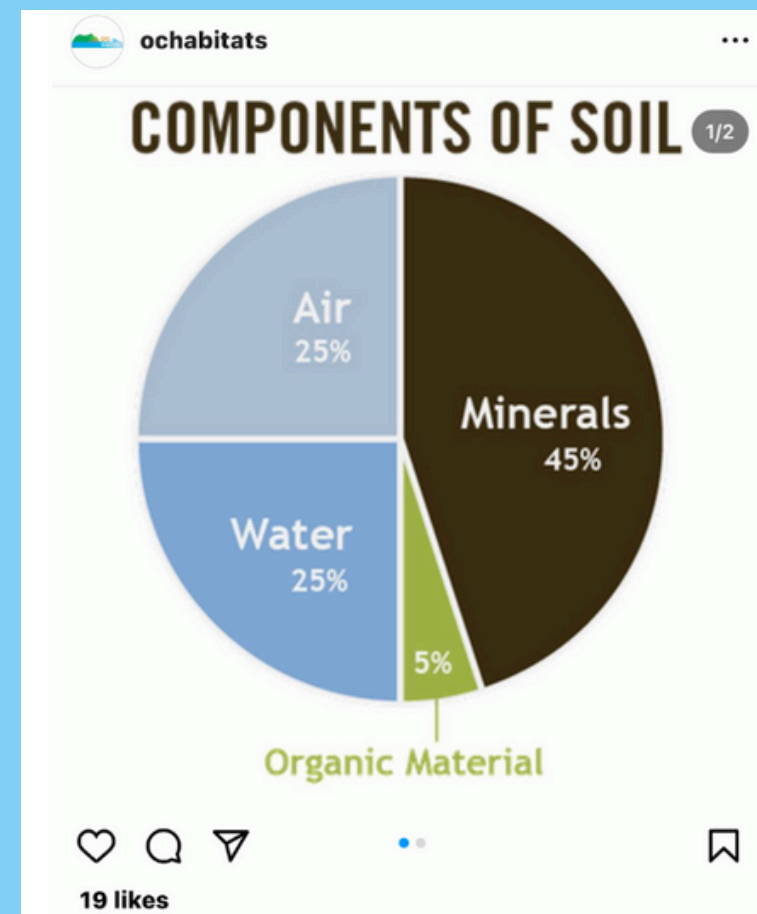
Current Engagement

Average IG like count Dec. 2023 - **13.25** over 20 posts



27 Likes

Girl Scouts of Orange County
non stock photo



20 Likes

World Soil Day (tentpole event)
infographic, 2 slide carousel

- Non stock photo
 - Personalize
 - Build community
- Infographics
 - Educate
 - Utilize hashtags and tentpole dates

Social Dates

Best Performing Hashtags:




- #earthday
- #worldenvironmentday
- #worldoceansday
- #worldwildlifeday
- #beatplasticpollution
- #worldsoilday
- #worldwetlandsday
- #endangeredspeciesday
- #earthday + year (ex. "#earthday2024")
- #nationalwildlifeday

Increase posts of OC Habitats members + events

Decrease posts that include stock photos

Continue to **utilize** these best performing hashtags as well as other relevant environment days

- Easily implemented strategies that will enhance social presence
- Personalizes OC Habitats as an organization



Website Overview

Website Overview

BIG

Images:

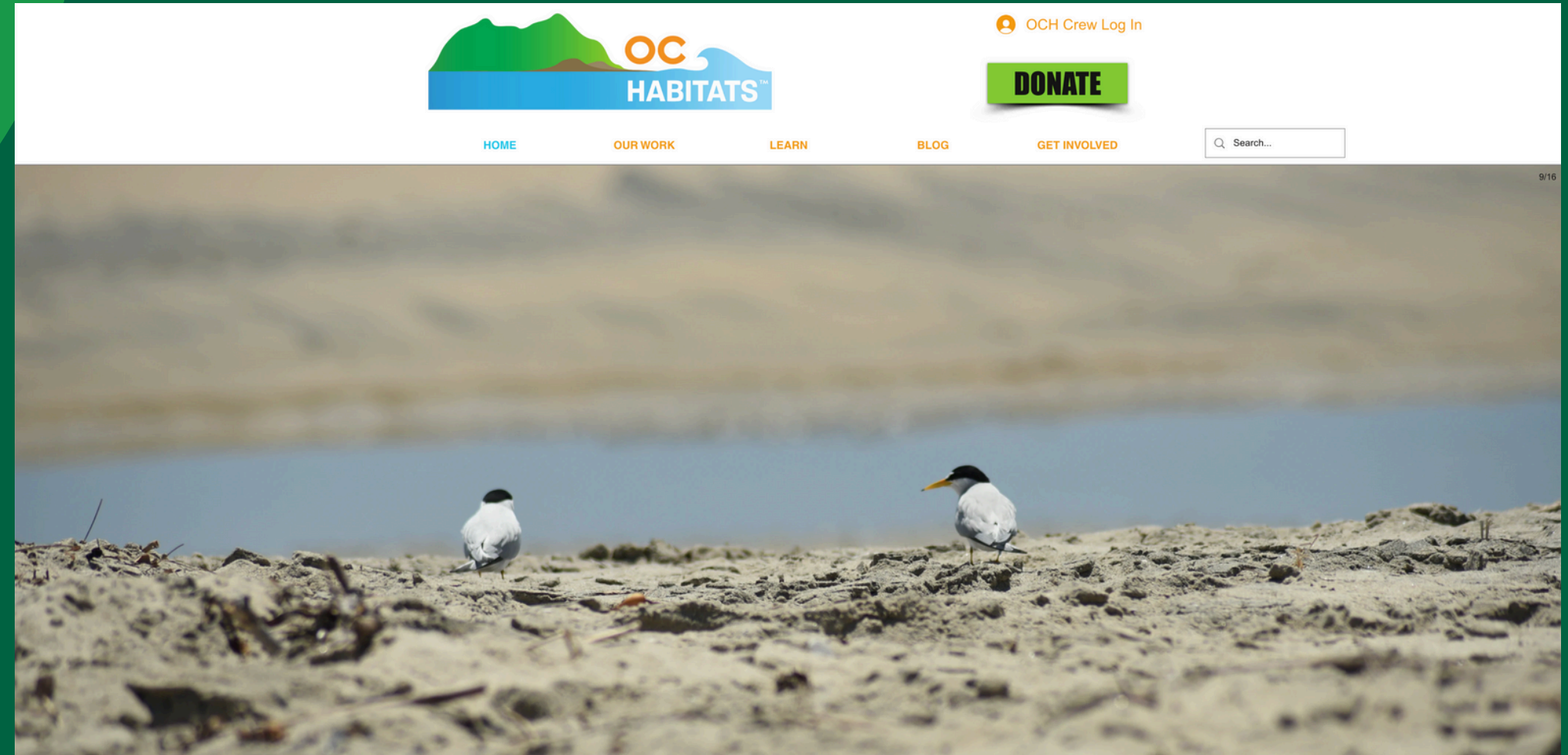
- 3156 x 1509 px
- 33 x 16 in

Font:

- Lots of ALL CAPS
- 40+ point size

Menu:

- 20+ pages



**PROTECTING ORANGE COUNTY'S NATURAL AND
NATIVE HABITATS THROUGH EDUCATION,
RESTORATION, AND MONITORING**

Website Overview

BUSY

Imagery:

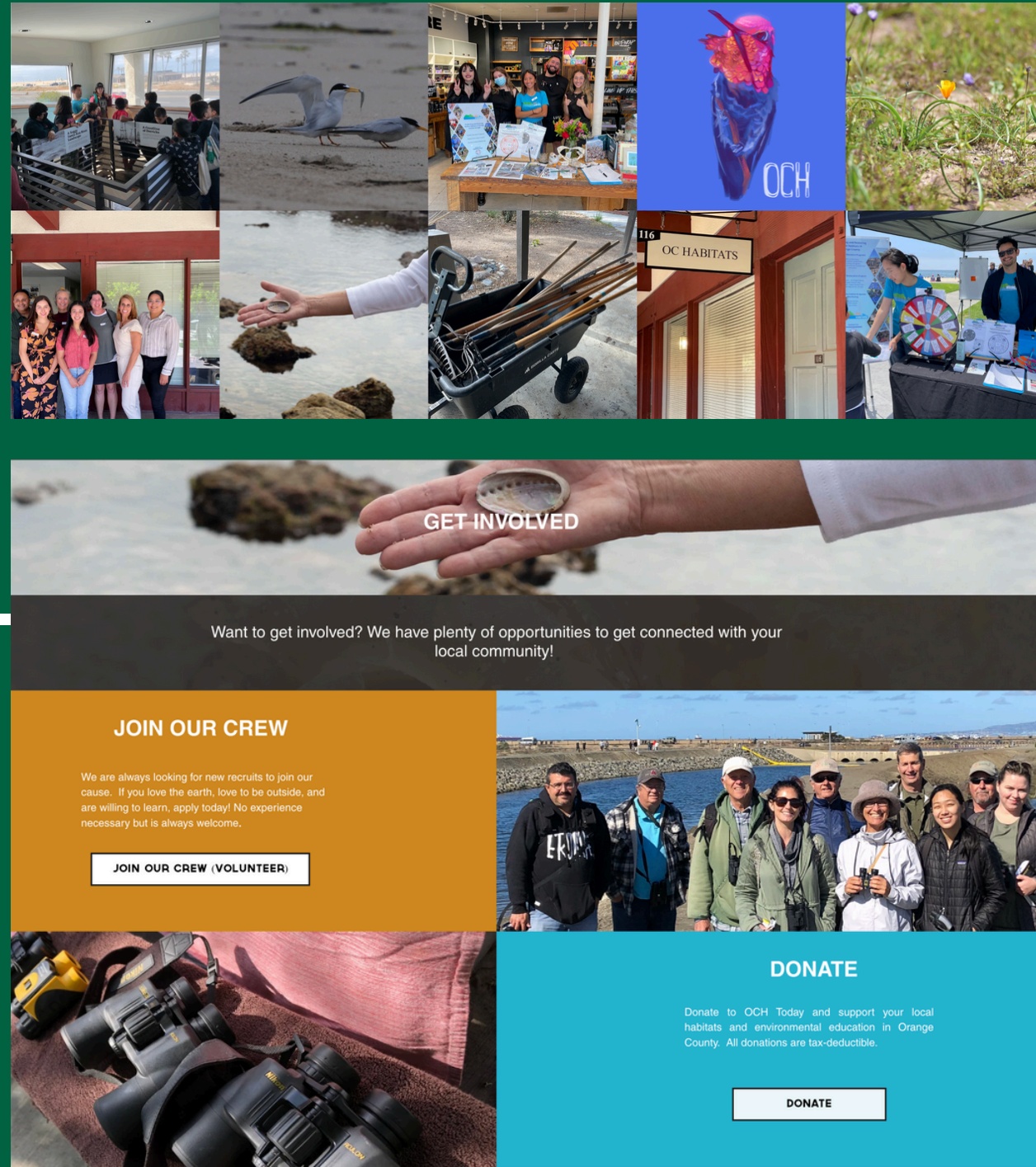
- Excessive (28+ on home page)

Colors:

- Not complementary
- No blank space

Font:

- Arial
- Overused
- Doesn't deliver the message



OCH Colors



Complementary Colors

Website Overview

BURIES

Distracting:

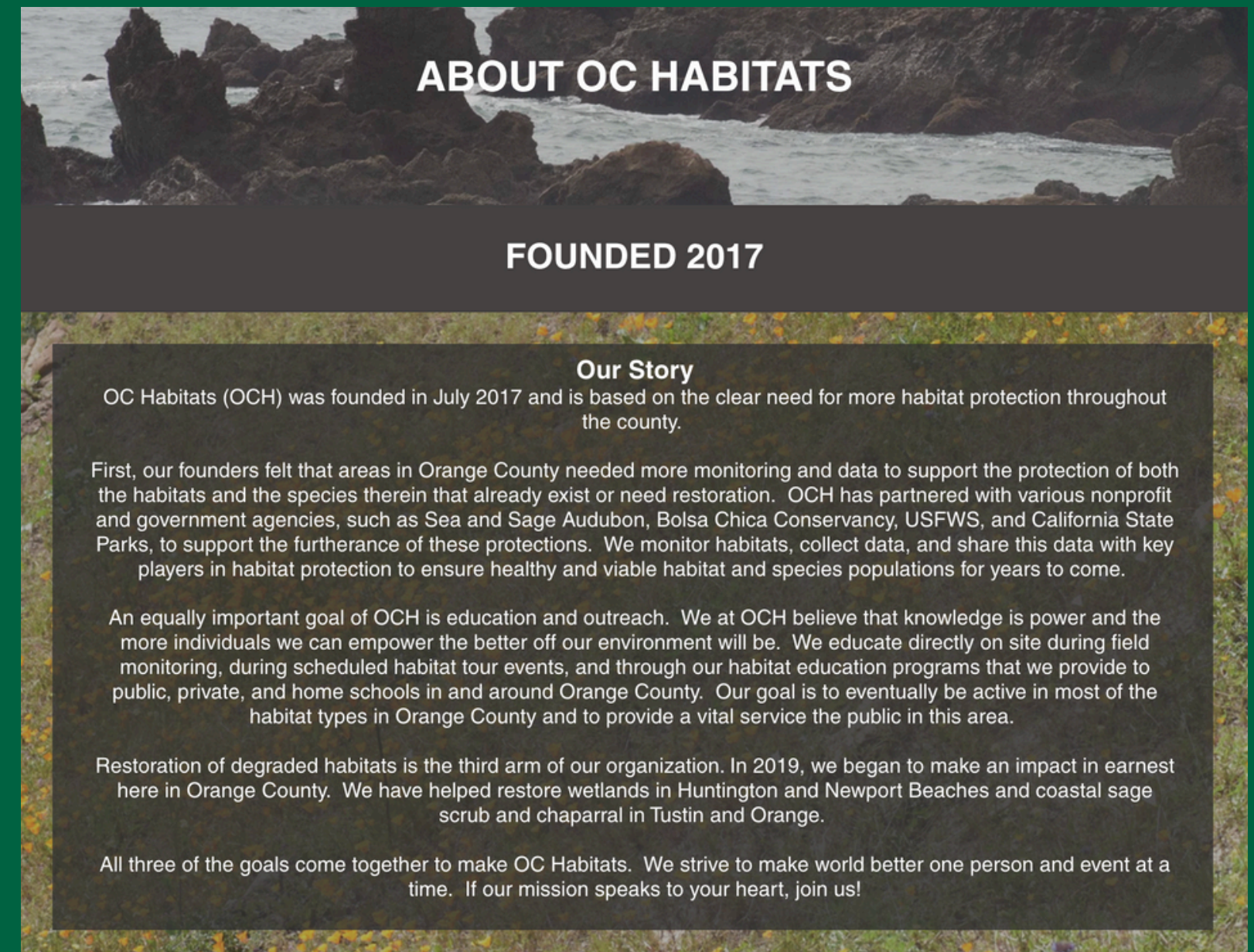
- What is OCH ?

Awards:

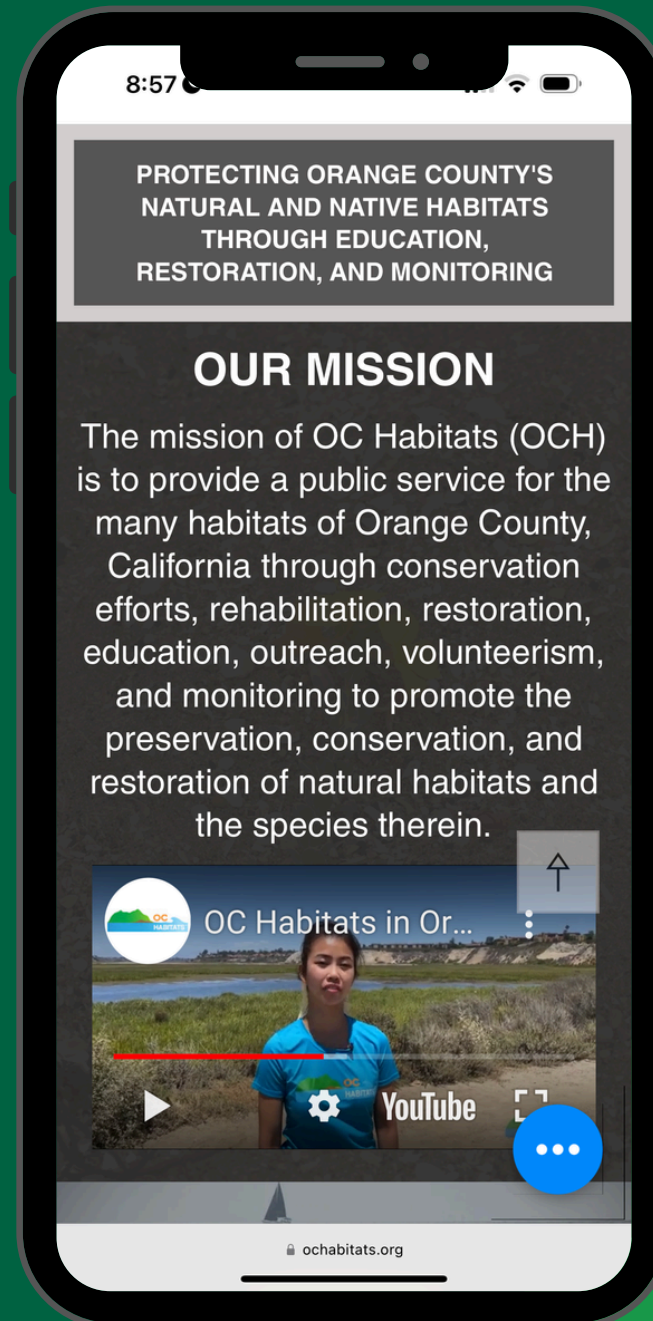
- Hidden at the bottom
- Gain initial credibility

Intimidating:

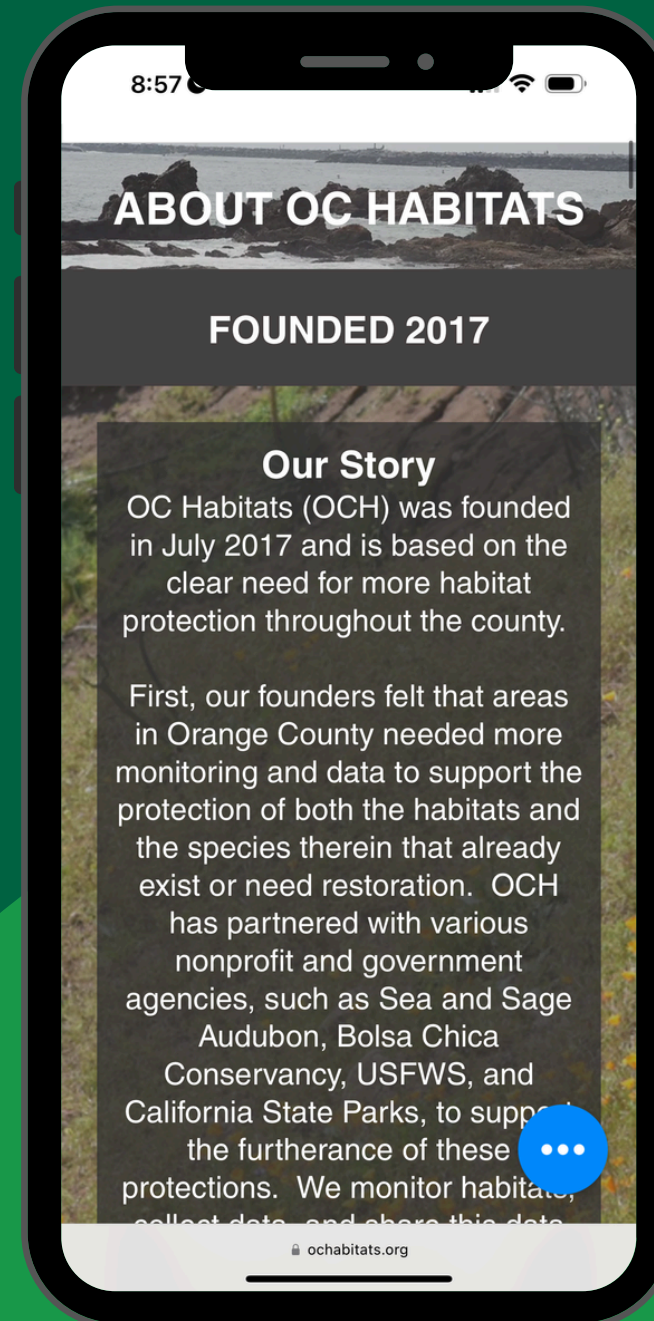
- Disengages users immediately
- Overwhelming



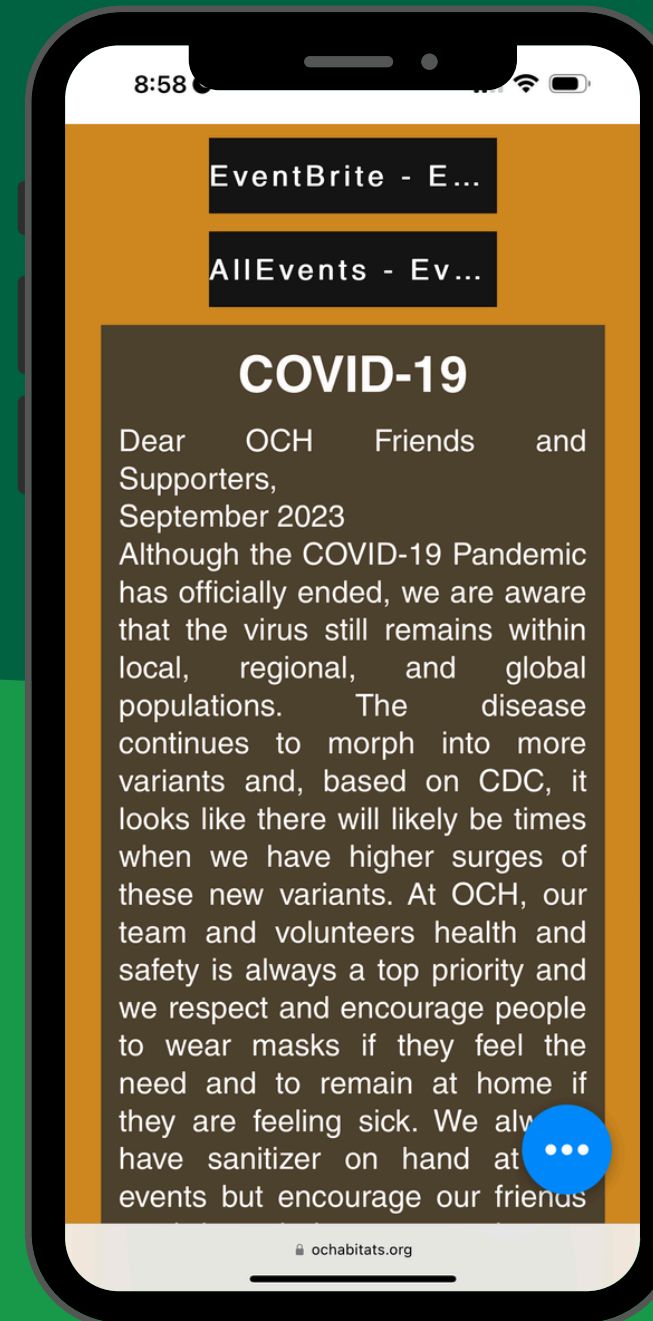
Mobile Web Experience



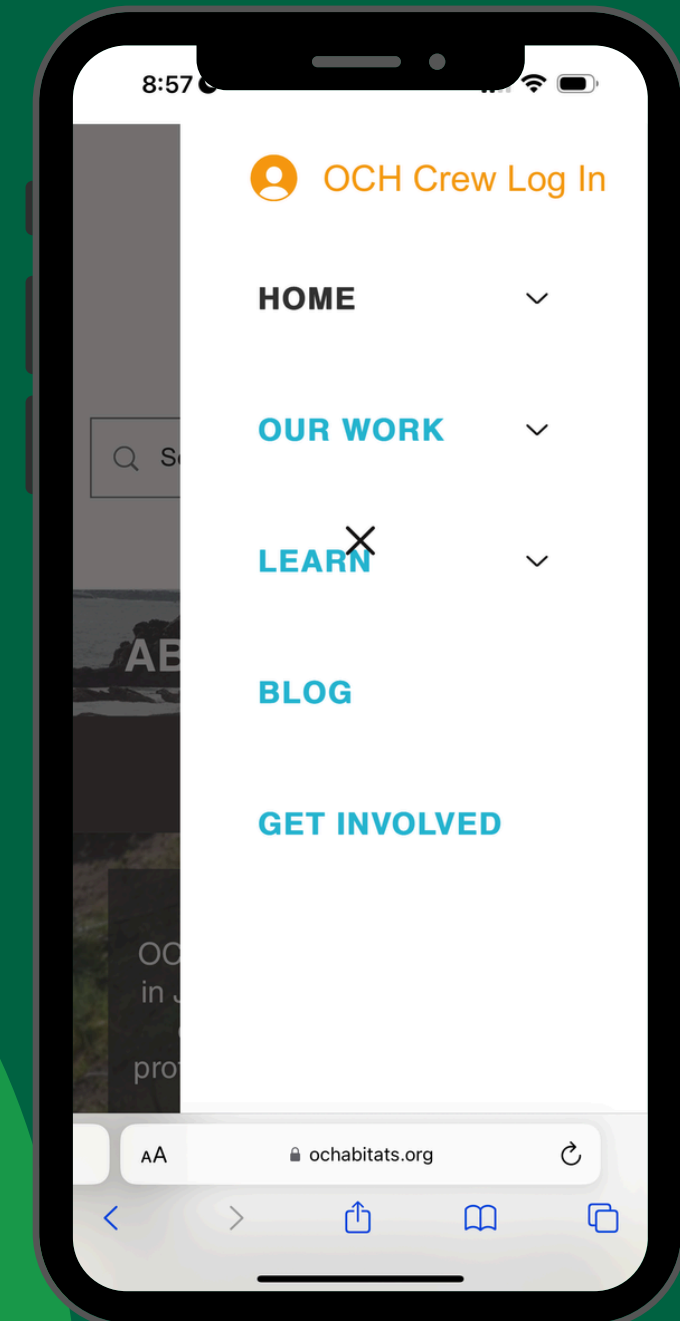
Home Page



About



Events



Hamburger Menu

Analysis of Media

PAST MEDIA PRESENCE

- Notable partnership with Gizmogo for a beach cleanup event
- Coverage obtained from reputable outlets such as Impact Financial News, GlobeNewswire, and OC Register
- Positive engagement on Facebook
 - OC Register article about marine protected areas along California's coast

SHARES ON TWITTER

- OC Habitats articles have garnered attention from journalists on Twitter:
 - Erika Ritchie
 - Thomas Reese
 - Beau Yarbrough
 - Erica Gies
- Continued amplification of OC Habitats' media coverage via social media

Analysis of Media

IDENTIFIED MEDIA OUTLETS

- Orange County Register
- Los Angeles Times
- Voice of OC
- Various local magazines and university publications in the Orange County area
- Local TV channels
 - Spectrum News 1
 - ABC7 Orange County

EVENT PROMOTION CHANNELS

- Eventbrite and All Events to promote OC Habitats' events, such as guided hikes and park cleanups
- Grassroots promotion distributing flyers at local coffee shops enhancing community involvement and awareness

Competitors

HUNTINGTON BEACH WETLANDS CONSERVANCY

- Focus: Protecting saltwater marsh ecosystems in Huntington Beach
- Used Eventbrite to organize restoration events

BANNING RANCH CONSERVANCY

- Focus: protect ecosystems near the Santa Ana River
- Won California Supreme Court case to stop land development
- Received \$15.5 million grant from CA Wildlife conservation board

LAGUNA OCEAN FOUNDATION

- Focus: Protecting coastal ecosystems of Laguna Beach
- 100+ volunteers that attend at least one 3-hour shift per month

BOLSA CHICA CONSERVANCY

- Focus: native plants, and dunes in the Bolsa Chica Ecological Reserve
- Volunteers focus on removing invasive plants and trash removal

Competitors

OCEAN DEFENDERS

- Boat crews - focus on removing plastics, fishing nets, man-made debris
- Based in San Diego - Ventura + Hawaii
- 2 types of volunteers: off-shore and on-shore
- Partner with local shops (Aaron's Dive Shop) and state parks

ORANGE COUNTY COAST KEEPER

- Corporate-level volunteering events
- "Toast the Coast" fundraising dinner night that netted \$143,000 in one night
- Local conservation efforts (Santa Ana River, Berm Buddies)
- Backed by a long list of corporate sponsors

COASTAL ANGELS

- Beach & Kayak Cleanups, Education, and Environmental Protection
- Cleanups: Huntington and Bolsa Chica State Beaches, Newport Beach, Newport Back Bay, and Kern River
- Partner with local groups (student groups, sports teams, Greek life, veterans)

Competitor Takeaways

- Different types of volunteering (plant removal, ports and harbor maintenance, education)
- Collaborating with local small businesses for volunteers, funding, publicity
- Collaborating with state parks for gear, volunteers, funding
- Cleaner, more modern websites
- Corporate-level volunteering events
- Should use more local events and marketing (specific beaches, ports, shops etc.)

Demographics: Summary

AGE DISTRIBUTION

- 17% - 25% of OC population younger than 18 years old
- 10% - 30% of OC population older than 65 years old

RACE AND ETHNICITY

- Population of White Residents: 30% - 80%
- Population of Asian Residents: 3% - 40%
- Population of Hispanic or Latinx Residents: 10% - 60%

INCOME OR POVERTY

- Median household incomes: varies; ~ \$100,000
- Poverty rates: 4% - 15%
- General trend: higher median incomes and lower poverty rates

Demographics: Summary

HOUSING

- Median housing values: \$400,000 - \$2,000,000
- Owner-occupied housing rates: 40% - 80%

EDUCATION

- High school graduation rates: 75% - 100%
- Bachelor's degree attainment rates: ~ 30% - 60%

HEALTHCARE AND DISABILITY

- Rates of disability (younger than 65): 4% - 15%
- Rates of persons w/o health insurance: 2% - 14%

INTERNET AND TECHNOLOGY ACCESS

- 90% of households have computer and internet access.

Demographics: Takeaways

AGE DISTRIBUTION

- The proportion of the population under 18 years old varies across cities, with some cities having a higher percentage of younger individuals and others with a larger elderly population.
 - *Ex. San Clemente with 21.8% under 18 years old*
 - *Ex. Laguna Woods with 82.6% over 65*

ETHNIC DIVERSITY

- While not known for ethnic diversity due to the higher population of White and Asian residents, Orange County does have some considerable ethnic diversity across the cities with varying percentages of White, Hispanic, Asian, Black, and other ethnic groups.
 - *Ex. Santa Ana has a predominantly Hispanic population (77%)*
 - *Ex. Laguna Beach has a predominantly White population (86%)*

Demographics: Insights

TARGETED OUTREACH

- **Population demographics** allow for intentional outreach and the methods used to engage with each city
- Can **target communities** with more environmental injustices or communities with increased children's programs, etc

ADDRESSING HEALTH DISPARITIES

- Health data will help to identify areas with **environmental disparities**.
- Can create promotional environmental justice campaigns for access to clean air, water, and green spaces

COMMUNITY-BASED SOLUTIONS

- Use information on education levels and technology adoption to **tailor programs** to **local needs**
- Partner with community leaders and organizations
- Employ technology for environmental monitoring and advocacy initiatives

Demographics: Insights

EDUCATION AND AWARENESS

- Gather population age distribution data for tailored **educational materials** and **outreach plans**
- Collaborate with schools, senior centers, and youth organizations

POLICY ADVOCACY

- Analyzing household income and gaps offers insights into financial struggles across cities
- Utilize data to **advocate to grow environmental programs** and resources for **all communities**

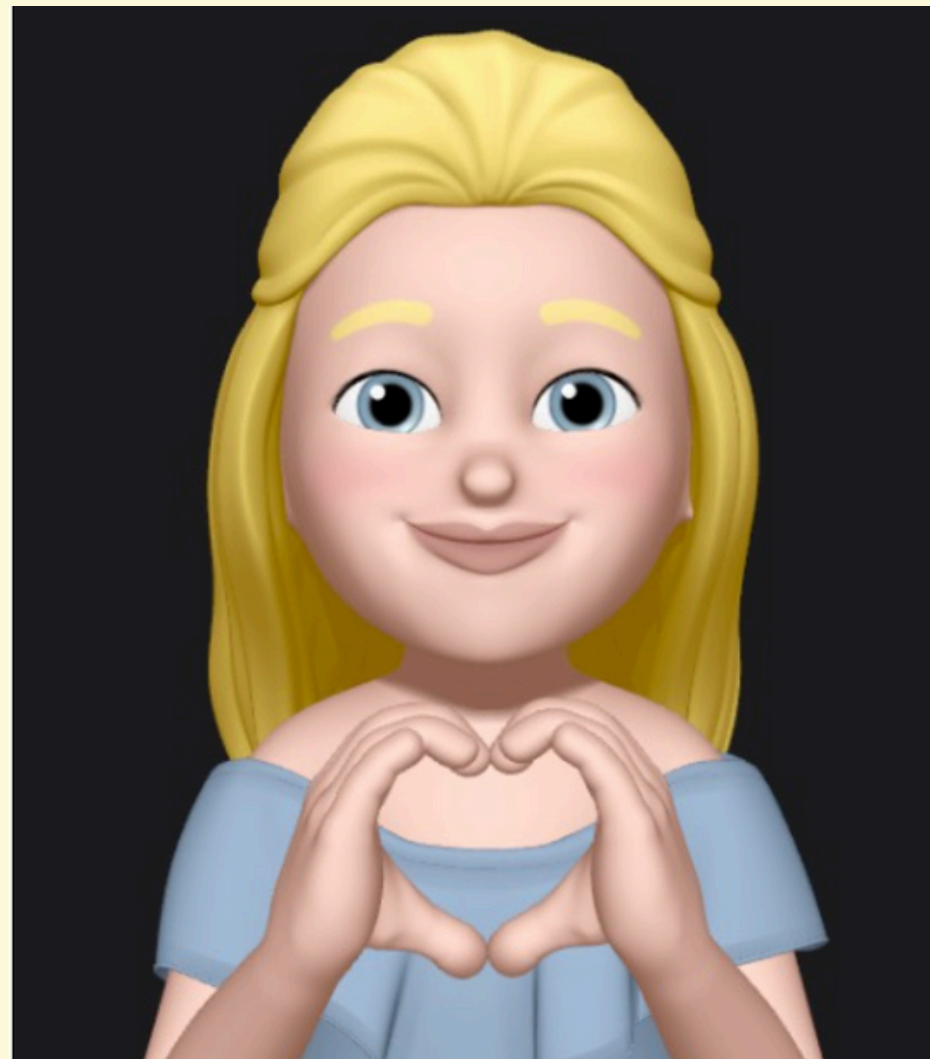
COLLABORATIVE PARTNERSHIPS

- Understanding each city's unique traits helps the nonprofit **find potential collaborators**.
- Collaborate with community leaders to develop shared solutions



What is a persona?

Meet Kimberly



- Age 35
- Orange County “poster mom”
- Loves to shop organic and eats whole foods
- Works out daily - spin class with her friends or going on beachside walks
- Involved in PTA and her son’s soccerteam
- Shops at brands like Alo, Erewhon, Vuori
- Practices sustainability in her home
- Uses: Facebook, Instagram

Meet Jackson



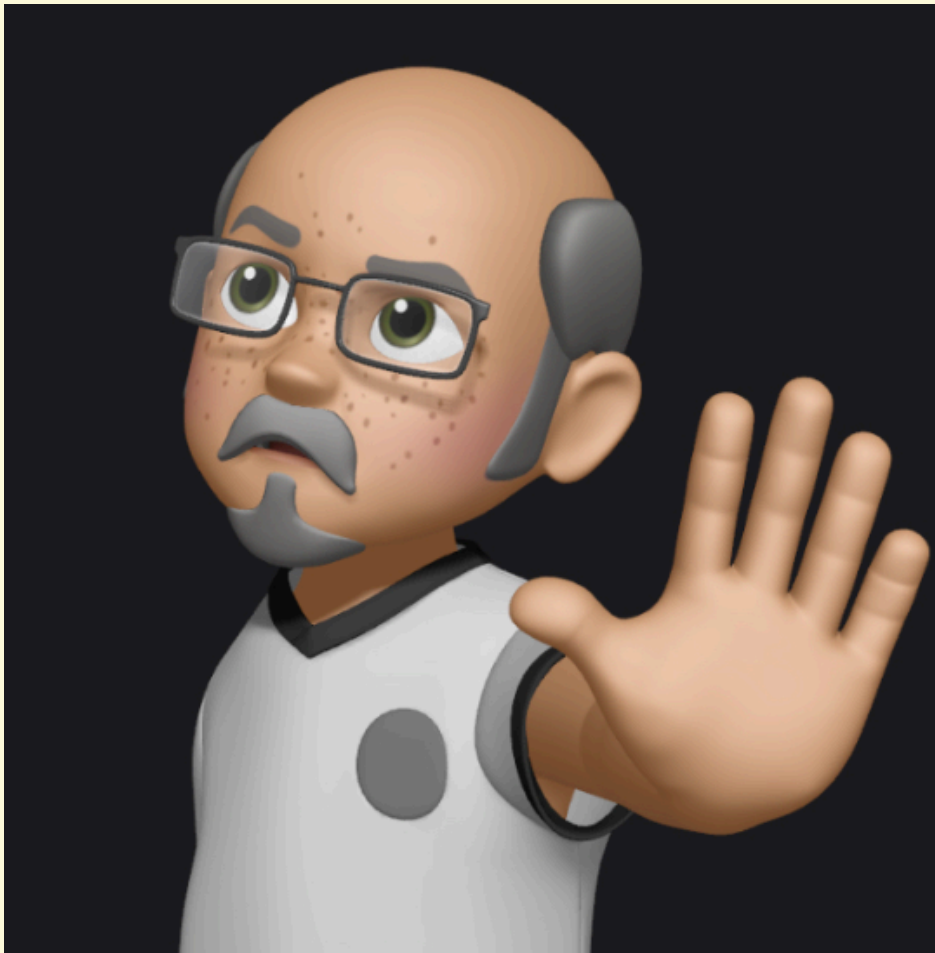
- Age 21
- College student
- Orange County born and raised
- Avid beach-goer, hiker, and biker
- Cares about the environment
- Active in his fraternity
- Socially motivated and involved
- Limited financial capability
- Uses: Instagram, TikTok, Snapchat

Meet Millie



- Age 10
- Middle school student
- Has engaged with OC Habitats in the past during a school field trip and class visit
- Lives in an underserved community - limited interaction with organizations
- Loves going hiking and camping with her family
- Uses: Instagram, TikTok, YouTube

Meet Dane



- Age: 58
- Works in banking, retiring soon
- Has lived in OC for 50+ years
- Grew up going to the beach, self-proclaimed “retired surfer bro”
- Loves to spend time with his family outdoors
- Passionate about collecting art
- Lives in an affluent neighborhood
- Uses: Facebook, Instagram Reels

Meet Camille



- Age 30
- Orange County homeowner
- Passionate about the environment & other social causes
- Keeps up with news about the environment
- Has her own Instagram page to share her environmentally-friendly practices
- Financially flexible
- Uses: X, Instagram, TikTok, Facebook

Meet Vanessa



- Age 16
- High school student
- Grew up going to beachside summer camps
- President of environmental club on campus that awards service hours
- Student athlete - tennis player
- Social and loves having fun
- Has some access to money from her family
- Uses: Instagram, TikTok, Snapchat

STRENGTHS

- Information packed website
- Fun volunteer opportunities
- Passionate and qualified team
- Educational resource
- Notable achievements
- Social media presence
- Multi-habitat preservation and restoration

WEAKNESSES




- Volunteer numbers and growth
- Overwhelming web interface
- Broad messaging and mission statement
- Lack of emotional pull
- Social strategy

OPPORTUNITIES

- Partnerships
- Web redesign
- Curriculum integration
- New ways to fundraise
- Expand awareness
- Streamline for effectivity
- New volunteering experiences

THREATS

- Larger, more notable organizations
- Geographically bound
- Volunteer loss
- Funding
- Lack of partnerships within the local community
- Untapped audiences
- Weather



PR PLAN

Objectives

- Increase OC Habitats' media coverage and brand awareness
- Improve volunteer retention
- Intentionally highlight more than just marine life
- Improve donor relationships and contributions

Strategies

**PARTNERSHIP
EXPANSION**

**TARGETED
EVENT
PARTICIPATION**

**DONOR
RELATIONSHIP
BUILDING**

**BRAND
IDENTITY
REFINEMENT**

Tactics

COMMUNITY
OUTREACH

FUNDRAISING

BRAND
REFRESH

Problem: Volunteer and Donor Retention

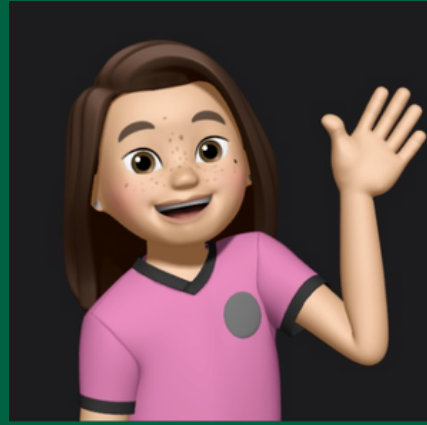
School Programming

OCEAN

CLUB

CONSERVATION

GOALS



INCENTIVES



MTG IDEAS

Positively influence
younger generations

Inform students about
habitat conservation

Cultivate a relationship
between OCH + young
community members

Community
Service Hours

Extra-curricular Credit

Resume Opportunity

College
Applications

Campus Cleanup

Species Studies

Aquarium of the Pacific

Watch *Earth Protectors*

Preparation for
OCH Events



OPPORTUNITIES

- OCH to partner with Marine Biology + Environmental Science Courses (Teacher to be Supervisor, Host Field Trips, Guest Speakers + Presentations)
- OCH Outstanding Conservationist Award (Recognize a club member for participation, dedication, and leadership)

CLUB PRESIDENT

- Report weekly to the assigned OCH employee (MTG recap, ideation and strategy)
- Organize on campus meetings weekly or bi-weekly (Increase club members, plan mtg agenda, spread awareness about current OCH events and happenings)



Leadership Program

YEAR 1 - VOLUNTEER

- Every individual who joins the organization starts as a volunteer
- Responsibilities include participating in various environmental projects, attending meetings, and assisting staff members
- Volunteers will receive training and orientation upon joining

YEAR 2 - MENTOR

- Volunteers who show dedication and initiative for specific projects or areas of interest
- Responsibilities include actively engaging in project activities and collaborating with other volunteers
- Play a crucial role in nurturing a supportive community within the organization

Leadership Program

YEAR 3 - FACILITATOR

- Experienced volunteers who demonstrate leadership qualities and a commitment to supporting others
- Responsibilities include providing guidance and sharing knowledge and skills
- May lead teams within projects but focus more on fostering collaboration and participation

YEAR 4 - CHAMPION

- Volunteers who take the lead in proposing and implementing new initiatives aligned with the organization's mission
- Responsibilities include identifying opportunities for innovation, mobilizing resources, and rallying support
- Encouraged to think creatively and take ownership of ideas



Leadership Program Expansion

MIDDLE SCHOOL

- After-school club to engage with your demographic that utilizes the “Learn” portion of website
- Start engagement early - building a larger network



POTENTIAL BENEFITS

- Parent or school donations
- More hands on work for high school club if needed



What that will look like:

Duration: 10-week program, meeting once a week for 1 hour



01 Week 1-3: Introductions
and local ecosystem
education

03 Week 7-9: Logistical
Fieldtrip / Volunteer Prep

02 Week 4-6: Volunteerism
and eco-friendly
practices

04 Week 10: Volunteer
experience &
donation potential!

Farmers Market Pop-up

STRATEGY

Fundraise more effectively by aligning with audiences that understand the organization's cause.

PLAN

Sell merchandise to support the organization and advertise volunteer, education, and donation opportunities.



Farmers Market Materials



UPCOMING FARMERS MARKET

SATURDAY, JUNE 15th, 2024

WHAT WE DO

Habitat Monitoring & Data Collection

Restoration Projects

Education & Outreach

All three of these actions form OC Habitats. We strive to make the world better one person, animal, and event at a time. Stop by our booth at the Orange County Farmers Market to learn more about our work, meet our team, and find out how you can get involved. If you love your local OC Habitats, join us!

IRVINE FARMERS' MARKET

SATURDAYS: 8am - 12pm (Rain or Shine)
Mariners Church: 5001 Newport Coast Dr, Irvine
Parking: lot at the corner of Bonita Canyon Dr. and Turtle Ridge

CAN'T MAKE IT? LEARN MORE BELOW!



WEBSITE



INSTAGRAM

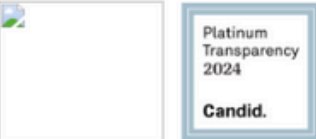



DONATE




AVAILABLE FOR PURCHASE

FLYER




ABOUT US

Founded in 2017, OC Habitats (OCH) is dedicated to protecting and preserving the diverse habitats of Orange County. Recognizing the urgent need for habitat conservation, we focus our team efforts on habitat monitoring, education and outreach, and restoration for both terrestrial and marine habitats.



Explores and educates the public about more than eight local habitats





Our school and public outreach programs have worked with over 5,000 students and individuals

20+

Partnerships with other organizations in OC to restore and protect our local habitats and species

GET INVOLVED:

- 1 Become a volunteer.
- 2 Spread awareness.
- 3 Donate when possible.
- 4 Leave a legacy, put us in your will!



ROLES:

- 1 Restoration volunteer.
- 2 Administrative volunteer.
- 3 Board candidate.
- 4 Internships.

OUR IMPACT

Affiliated schools report an increase of

VOLUNTEER SIGN-UPS BY	ENVIRONMENTAL AWARENESS BY	LEADERSHIP SKILLS BY
62%	75%	87%

after attending an OC Habitats educational program.

GET IN TOUCH WITH US:

Office Hours
Tuesday - Friday: 8am-4pm
Saturday: 8am-1pm
Sunday - Monday: CLOSED

info@ochabitats.org
949.697.8651

FACT SHEET

Website Refresh

ESSENTIAL ELEMENTS

- Goal Oriented
- Usability
- User-focused
- Mobile-friendly
- Hero images
- Typography
- Strategic Color
- White space

REFRESH OPTIONS

Website:

- Options 1: Full overhaul: \$10k
- Option 2: Content Reorganization (but no redesign)
 - Audit of what's on the website already, what can be consolidated
 - Project basis probably 3 months of work
 - About \$6k, \$500 a week (absolute floor)

Logo Refresh

Logo:

- 6-8 week process.
 - \$1,050 a week
 - \$6,300 - \$8,400 total
- Discovery process (meetings, what do you want?)
- Working/execution process (create logo), set terms for how many rounds of revision
- Creative control vs money earned, lessen meeting time to increase work time (time is money)

Timeline

1

MAY 2024
Revitalize branding
and online presence

2

MAY/JUNE 2024
Introduce School
Program

3

JUNE 2024
Launch of initial
Farmers Market
Pop-up

4

SEPTEMBER 2024
Launch of School Program
and OCH Club

5

APRIL 2025
Awards and donor
appreciation ceremony

KPIs

- OC Habitats' media coverage
- Social media engagement + metrics across platforms
- Number of school partnerships secured
- Volunteer retention
- Farmers market attendance
- Tote bags sold
- Total amount of donations
- New and improved attitudes toward OC Habitats

Wrap Up

- Collaborative approach to research and planning
- Campaign emphasis on community engagement and brand renewal
- Tactics are feasible to implement
- Thank you for trusting us!



Questions?