

One County One Future
Evaluation Report

June 2018



Report prepared by:

BETTER WORLD ADVERTISING

Table of Contents

5 **Evaluation**

22 **Discussion**

24 **Conclusion**

25 **Appendix 1**

Evaluation

Evaluation Objectives:

The purpose of the evaluation is to assess and measure the outcomes of the *One County One Future* campaign (see ads in Appendix 1) and answer the following questions:

- Who saw the campaign?
- Did we reach the priority population?
- Did those who saw the campaign take action or intend to take action regarding the Office of Immigrant Relations (find more info, utilize resources, etc...)?
- What did the audience think about the campaign?
- How could the campaign be improved?

Methodology

The *One County One Future* campaign's outcomes were evaluated through a short survey that was administered in-person in the cities of Gilroy and San Jose.

BWA staff conducted 83 surveys and another 20 surveys were conducted by staff at community-based organizations (CBOs) that assist immigrant communities and who had participated in the dissemination of the campaign. The CBO staff conducted surveys in Vietnamese, Spanish, Chinese and Tagalog. Surveys were completed on either paper or electronically (i-Pad), all data was entered into an online survey platform using Google Forms.

Sampling

Overall, 103 evaluation surveys were completed between April 20 - May 11, 2018. Recruitment goals were set to include a mix of immigrants and non-immigrants.

Recruitment

San Jose and Gilroy were chosen for the evaluation to assess the areas with the largest (San Jose) and smallest (Gilroy) distribution of media. BWA made arrangements with the Gilroy Library, West Valley Branch Library, and Catholic Charities of Santa Clara County to host in-person interviews with BWA staff. BWA also worked with Asian Americans for Community Involvement, Vietnamese Voluntary Foundation, Ethnic & Cultural Communities Advisory Committee (ECCAC), Korean American Community Services, Campbell Adult and Community Education, The LGBTQ Youth Space and the Health Trust in Santa Clara County to have staff administer surveys to eligible participants.

A \$10 gift card was given as incentive at locations where BWA staff conducted surveys. There were inclusion criteria required for survey participation.

In order to complete a survey, participants had to be:

1. Familiar with the *One County One Future* campaign prior to taking the survey
2. Living or working in Santa Clara County

Prior to survey administration, respondents were advised that participation was entirely voluntary and that no identifying data was to be collected. Survey participants were given time to ask clarifying questions and address concerns before giving verbal consent to conduct the survey. Participants were asked about demographic information, exposure to the campaign, comprehension of the message and opinions and suggestions about the campaign. Respondents were also asked whether the campaign influenced their behavior.

Eligible participants who completed the survey were provided a choice of either an Amazon or Starbucks gift card. All surveys were anonymous and no names or identifying information were recorded.

Analysis

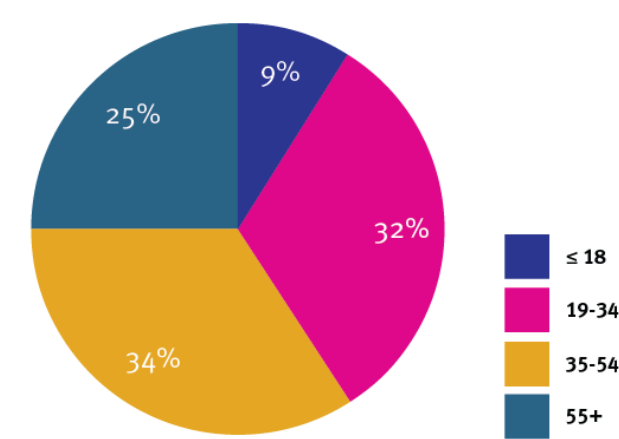
Data from both written and electronic surveys were entered into and generated from Google Forms. Once input was complete, a BWA research staff member analyzed the data using Microsoft Excel.

Data percentages presented may slightly exceed 100% due to rounding calculations and in some cases, participants were able to select from one or more answer choices.

Respondent Characteristics

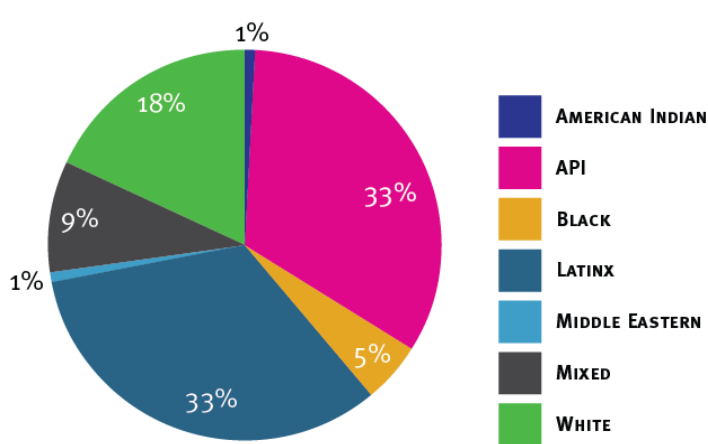
Below is a breakdown of the respondent characteristics. For all data N=103

Age

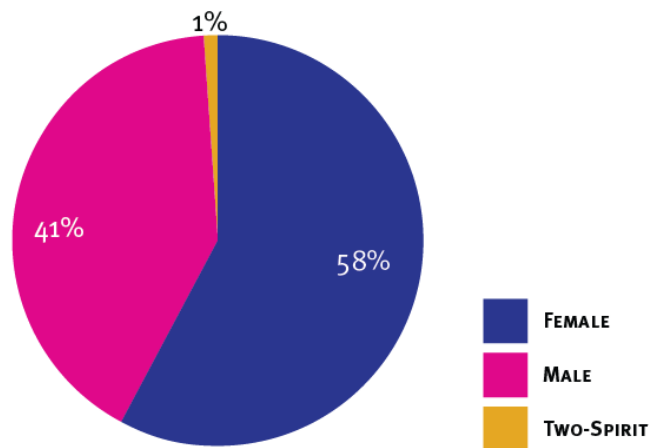


The average age was 41 and the median age was 38.

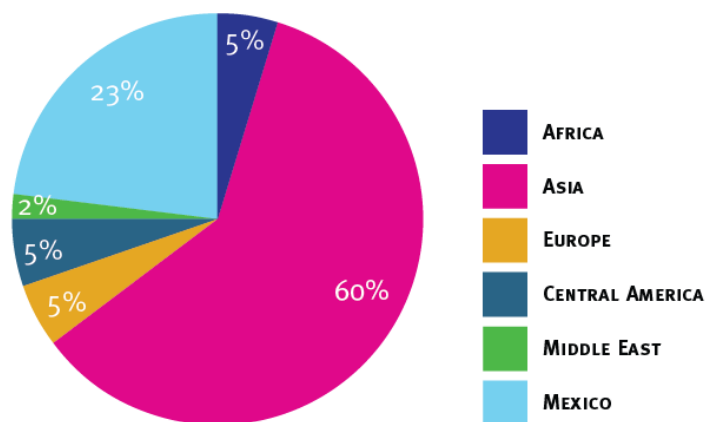
Ethnicity



Gender

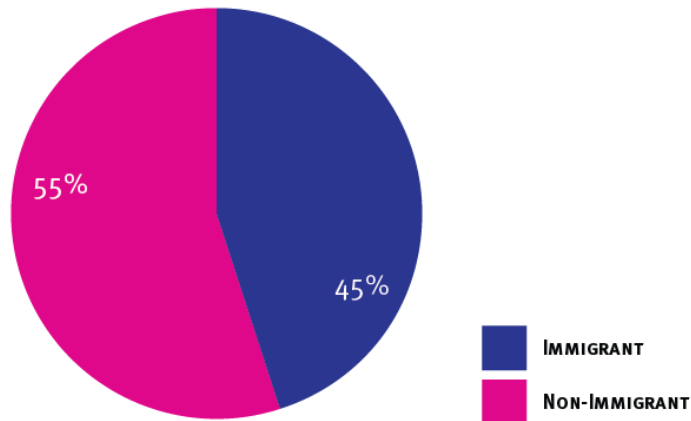


Place of Birth*

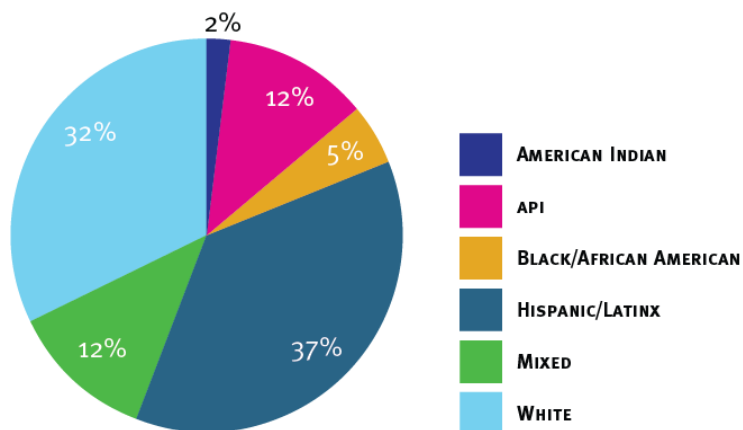


*Graph represents the immigrant population only

Are You an Immigrant?

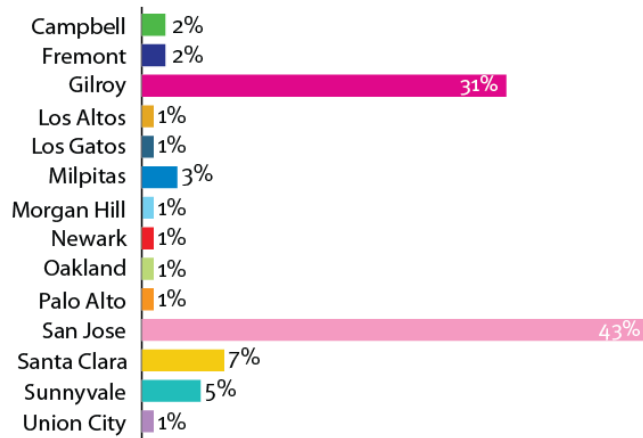


Non-immigrant Ethnicity

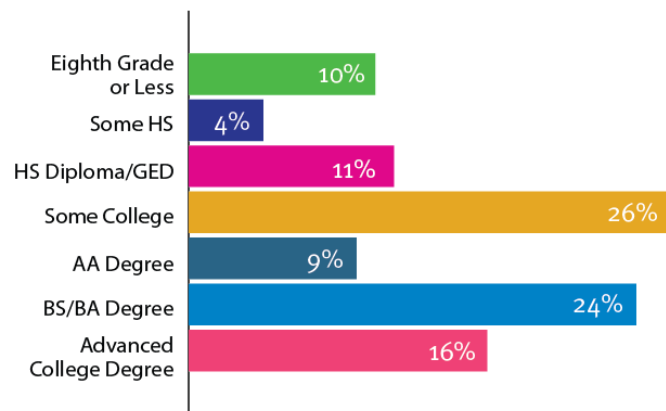


Even though there were a significant amount of responses from non-immigrants, most of these participants are part of ethnic communities that have connections (personally and professionally) to immigrants. This allows for many of these participants to act as conduits to getting the message to immigrants.

Where Do You Live?



Highest Level of Education Completed?



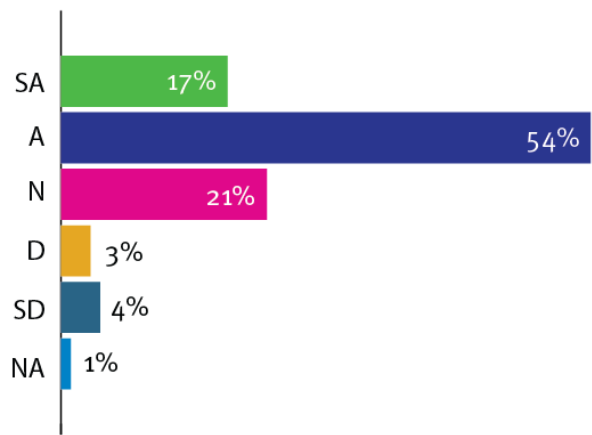
OIR-Related Behavior

We measured participants’ perceived influence of the campaign on their intended behaviors regarding engaging with the OIR. Participants indicated how strongly they agreed or disagreed with five statements about intended behavior, according to a Likert-scale.

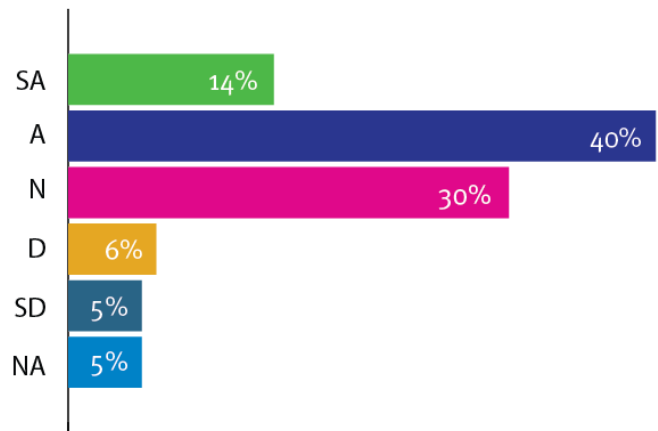
“As a result of the campaign, I am more likely to...”

(SA= Strongly Agree, A=Agree, N=Neither Agree or Disagree, D=Disagree, SD=Strongly Disagree, NA=Not applicable/already do this)

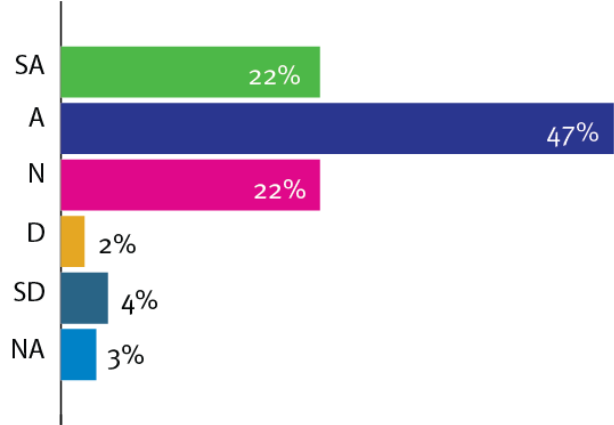
Seek More Information About OIR



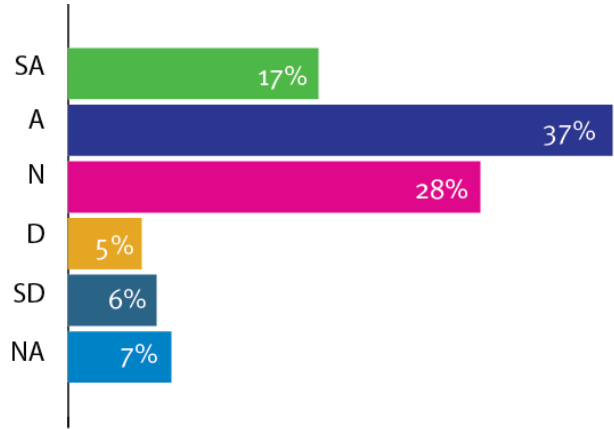
Seek More Resources Through OIR



Tell My Family and Friends About OIR

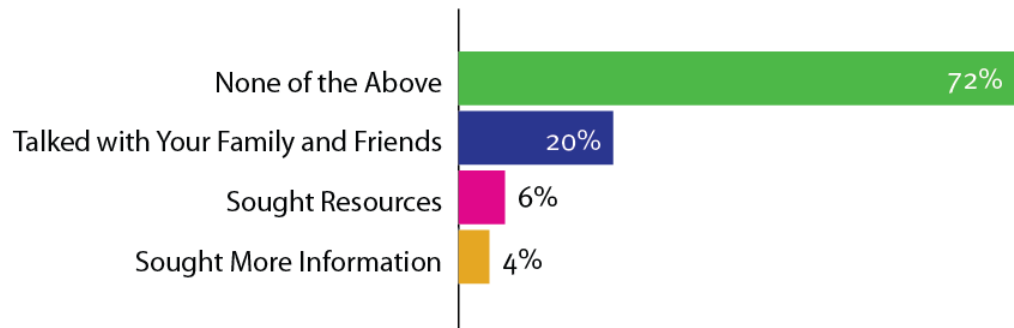


Utilize Resources Offered Through OIR



We also measured the influence of the campaign on participants’ actual behavior in the past four months (the duration of the campaign).

In the Past Four Months Have You



OIR-Related Behaviors Discussion

Regarding intended behaviors, the results are encouraging. The majority of participants reported they agreed or strongly agreed that they are more likely to seek information about OIR (71%), seek resources through OIR (54%), tell their friends and family about OIR (69%), and utilize resources offered through OIR (54%) as a result of the campaign.

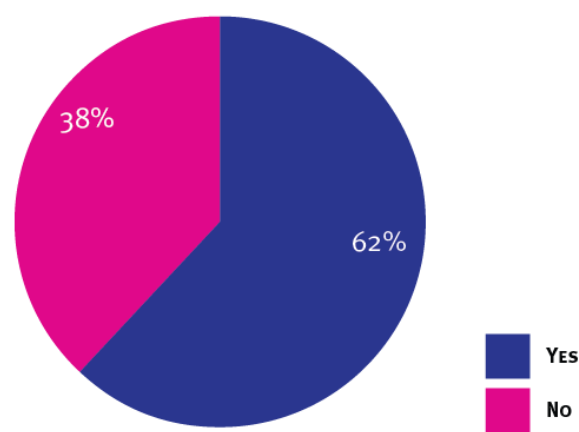
When it came to actual behaviors, one in five participants that had taken action in regards to OIR said they had talked with their family and friends about OIR (21%).

These results reflect that those in the target audience are open and motivated to learn about the services available to them, access these services, and tell others about OIR. Non-immigrant participants indicated that although the services were not for them, they were willing to provide information to those in their life for whom the information could be useful.

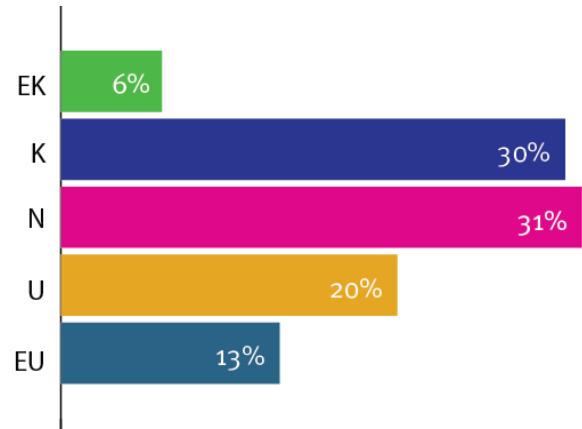
OIR Knowledge

We asked participants about their awareness of OIR before and after seeing the campaign.
(EK= Extremely Knowledgeable, K= Knowledgeable, N=Neither Knowledgeable or Unknowledgeable, U= Unknowledgeable, EU= Extremely Unknowledgeable)

Aware of OIR Before Campaign?



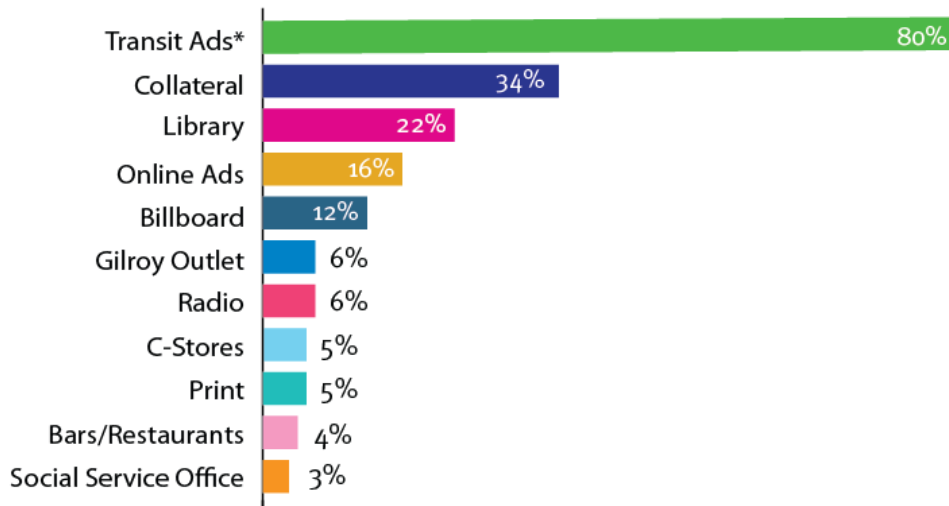
Knowledge About OIR After Campaign?



Campaign Exposure

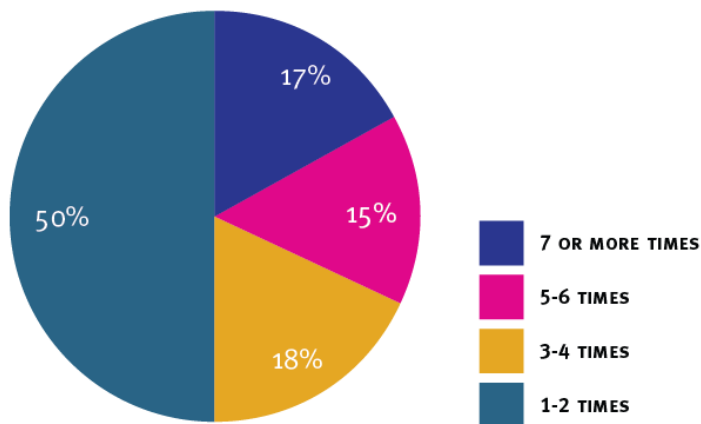
We asked participants questions about their exposure to the *One County One Future* campaign ads.

Where Have You Seen the Ad?



*Transit ads include (VTA buses, VTA light rail, VTA center stages, VTA station posters)

How Many Times Have You Seen the Campaign?



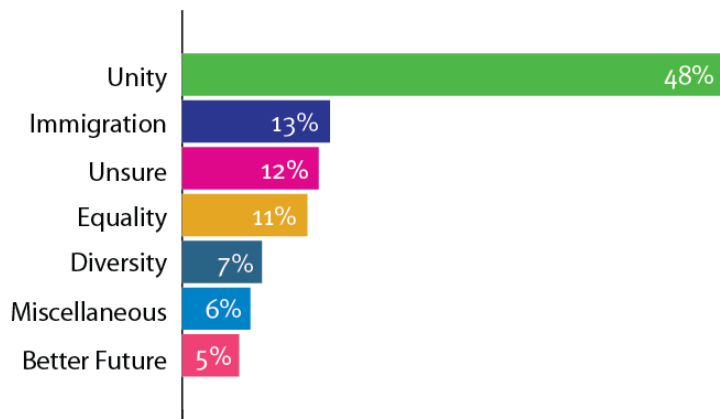
Results show that the audience had broad exposure to the campaign countywide. Among those who took the survey, half (50%) reported seeing the *One County One Future* ads at least once and 17% reported seeing the ads seven or more times. The findings show that the campaign had the intended reach.

Campaign Message Interpretation

We asked participants to explain in their own words what they believed to be the campaign message. Unaided message recall is an important measure to gauge whether the target audience correctly interpreted and internalized the campaign message.

Responses were coded and sorted into different response types. A breakdown of the most common responses are shown below.

Campaign Main Message

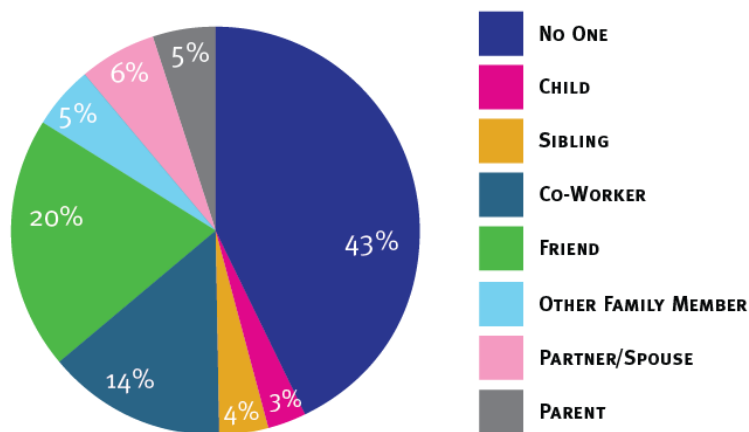


The overwhelming top response (48%) was that the campaign was about unity. Others thought the campaign message was about immigration, equality, diversity or creating a better future for county residents. Overall, most participants interpreted the campaign message as it was intended.

Audience Discussion of Campaign

Audience discussion of the campaign with others and the issues it raises are important because such dialogue helps to reinforce the messages portrayed in the ads. Discussion about the campaign is also critical to further disseminate the messages throughout the community via word-of-mouth, arguably one of the most effective methods of persuasion. We evaluated the dissemination and discussion of campaign messages by asking the respondents with whom they had talked about the campaign.

Who Have You Discussed Ad With?



One in five participants reported discussing the campaign with a friend. About one in five respondents also reported discussing the campaign with either a co-worker or their partner/spouse.

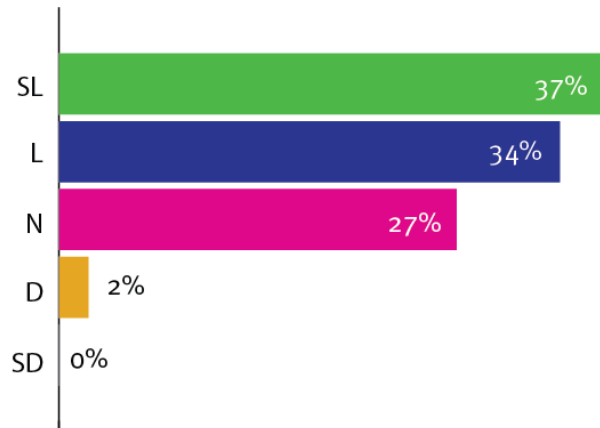
These results indicate that people talked about the campaign which helped to further disseminate the messaging. To increase the portion of people who mentioned the campaign to others, a more dramatic/controversial approach may be needed.

Favorability of Campaign

We measured the audience's favorability of the campaign by asking them how strongly they liked or disliked the ads.

(SL = Strongly Like, L= Like, N=Neither Like or Dislike, D=Dislike, SD= Strongly Dislike)

How Much do You like the Campaign?



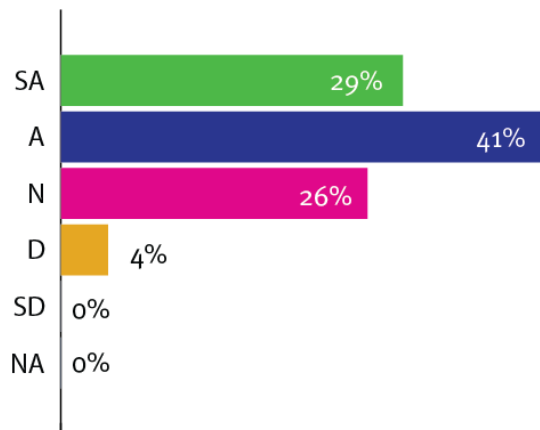
A large majority of participants (71%) expressed they liked or strongly liked the campaign ads.

Persuasion of Campaign

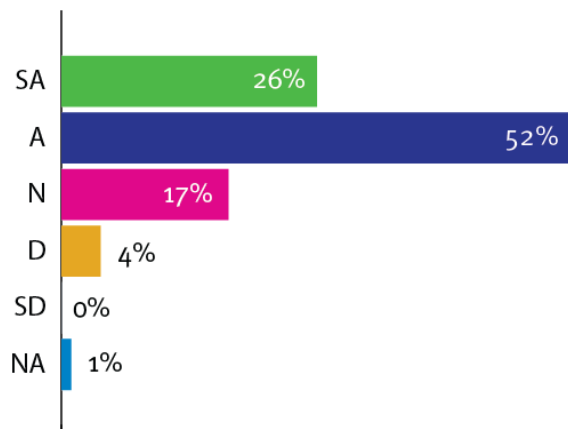
Persuasion measures the ability of the advertised message to convince members of the target audience to change their behavior. We asked four questions to investigate and analyze factors impacting the persuasion of the campaign. The majority of participants indicated they agreed or strongly agreed with each of the four measures.

(SA= Strongly Agree, A=Agree, N=Neither Agree or Disagree, D=Disagree, SD=Strongly Disagree, NA=Not applicable/already do this)

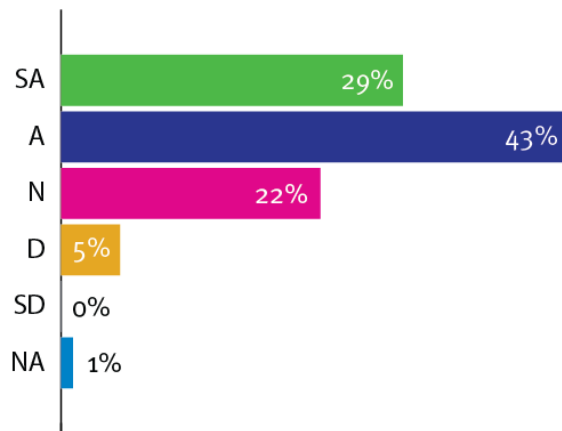
The Campaign was Convincing?



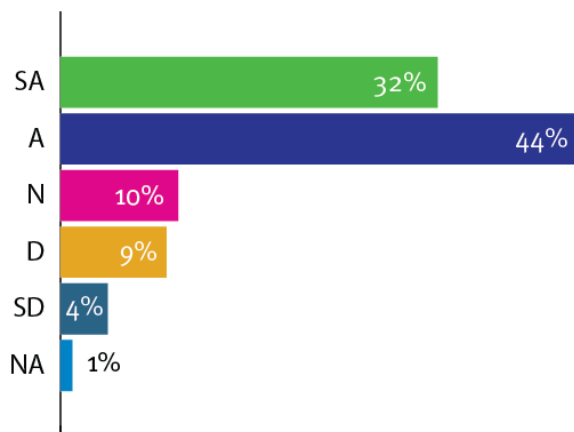
The Message was Memorable?



The Campaign had Personal Meaning?



The Campaign Message was Clear?



The results show that the campaign ads were well received by the participants. At least 70% of participants said they agreed or strongly agreed that the campaign was convincing, the message was memorable and the message was clear. About 72% agreed or strongly agreed that the campaign had personal meaning for them. Although the persuasion of the campaign ranks high based on findings, new phases of the campaign could focus on adding more diversity and relatability to the images of the campaign.

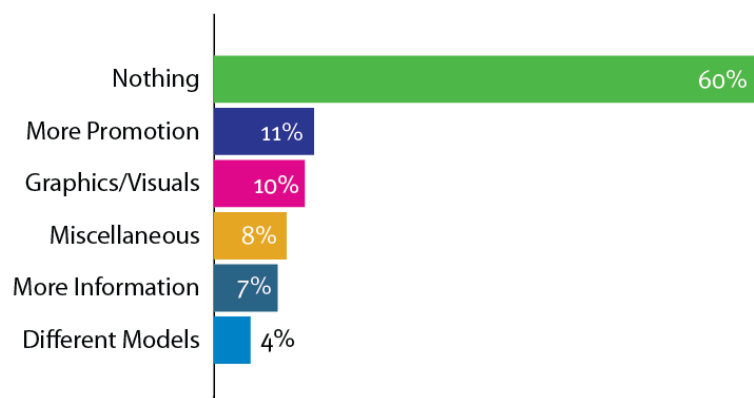
Positive Remarks About the Campaign

We asked participants what they liked about the campaign ads. Most participants expressed that they liked the succinct message of the campaign. Many also liked the visuals and graphics of the ads, as well as the awareness it brought to supporting and celebrating immigrants.

Improvements to Ads

We asked participants what they would suggest to improve the ads. The top response was to not change anything. Most participants appreciated the campaign, but some expressed wanting to see the ads in more locations (particularly in schools), and also more information about OIR on the ad itself. Below is a breakdown of their responses.

How Would you Improve the Ad?



More promotion (11%)

- “More locations (billboards).”
- “Put the ads at schools.”
- “Spread the word.”

Graphics/Visuals (10%)

- “Enlarge sub-copy.”
- “More tag lines, or variety of headlines.”
- “Show images of people in their living/working environments.”

More information (7%)

- “More details about OIR.”
- “Clarify what ad wants people to do.”
- “Clearly show plan of action.”

Include different models (4%)

- “Cater posters to other communities (LGBTQ, persons with disabilities, families with children).”
- “More people on ads.”
- “More races.”

Discussion of Evaluation

Campaign Outcomes

The evaluation results revealed that the campaign was successful in meeting its objectives. The campaign reached the priority population and created awareness about OIR. The ads also elicited interest in seeking more information about OIR. A clear and direct message was received through the powerful, authentic and memorable imagery. Below, the outcomes are discussed in further detail by addressing the questions prompted from the campaign objectives.

Who saw the campaign? Was the priority population reached?

The campaign effectively reached its audience. Members of the four main language groups (Spanish, Vietnamese, Chinese and Tagalog) and other immigrant communities living or working in Santa Clara County were engaged. As a secondary goal, the campaign was successful in communicating with non-immigrants as well. Overall, people reached were ethnically and linguistically diverse. The campaign also seemed to connect with a broad range of ages. These findings provide some insight into who is noticing the ads and how particular audiences were reached.

The campaign had high exposure among our priority population. About half of respondents reported seeing the campaign ads three or more times. This is a key finding, as repeated campaign exposure helps the audience remember the message. Another key finding is that about 80% of respondents reported being exposed to the campaign through transit ads, which suggests that transit advertising is an effective means of reaching the immigrant population. These results show that the media strategy met its' objectives.

Did they take action or intend to take action with regard to OIR (find more info, utilize resources, etc...)?

While the majority of respondents indicated they had not yet, most reported having the intention to take action as a result of the campaign. The evaluation results show that the majority agreed or strongly agreed that they are more likely to seek information about OIR, seek resources through OIR, tell their family and friends about OIR or utilize resources offered through OIR.

Addressing this objective provides momentum in creating and continuing campaigns such as *One County One Future* to continue to engage and educate the public about resources available to them through OIR. It is not enough for an audience member to just see and like an ad, changes in their knowledge, attitude and behavior must follow. These outcomes reflect the possibilities that can occur if a simple action, such as interacting with a website, can positively impact the individual and the community as a whole.

What did they think of the campaign?

The *One County One Future* campaign was regarded very highly. 71% of respondents said they liked or strongly liked the campaign. The majority felt the campaign and its message were clear, memorable, had personal meaning, and was convincing. Participants reported that what they most liked was that the ad called for unity among the community, was inclusive with the visuals and graphics, and raised awareness about OIR and what the county is doing help and protect immigrants.

Having bold visuals along with a simple message delivered in the language of the communities we are seeking to reach resonated. The ads paired an immigrant with a non-immigrant “to establish Santa Clara County as a united community of immigrants - we are the same county”. The message showed that the county is committed to protecting and representing immigrant communities, while encouraging the viewer to join the cause.

Limitations

Like most research, this evaluation had its limitations. One limitation is that those who participated in the survey represented a convenient sample, and therefore results should not be generalized to the larger population. People who had stronger feelings about the campaign may have been more likely to participate than those with neutral opinions. Also, the surveys only captured responses from participants who were likely to frequent the CBOs or libraries where the surveys were administered in San Jose or Gilroy. Lastly, language presented a barrier in some instances and some surveys required an interpreter, leaving a chance for some feedback to have been lost in translation. While we acknowledge these limitations, we find the evaluation results useful for measuring the success of the campaign. The data discussed in this evaluation provide insight to understanding the outcomes of the campaign among some immigrants and non-immigrants living in Santa Clara County and provides measures showing that further related campaigns can be improved, built-upon and expanded.

Conclusion and Future Steps

The goals of the *One County One Future* campaign were to raise awareness among SCC immigrants about the resources available to them through the OIR and position OIR as a resource, advocate and protector of immigrants in Santa Clara County. The campaign also aimed to create awareness and support among immigrants and non-immigrants for the cause of fairness, dignity and unity. The ads were strategically placed through media outlets heavily consumed by immigrant communities, particularly those that speak Spanish, Vietnamese, Chinese and Tagalog, and the non-immigrant community as well. Ads were disseminated county-wide via print, digital, radio, outdoor (transit, convenience stores, bars, restaurants, malls) and collateral in the form of media kits containing posters and palm cards. Most saw the ads multiple times and expressed liking or strongly liking them. The results show that the campaign successfully garnered the attention of the priority population and encouraged many to learn more about OIR. Most importantly it raised awareness about the resources available to immigrant communities.

Also of note is that future campaigns should take into account the impact of seeing ads in-language by other immigrant communities within Santa Clara County. Efforts should be made to have ads with representation of more immigrant communities. To further the impact of OIR there needs to be more visibility of the office within the community, in terms of campaign engagement (i.e. outreach events).

The evaluation of the *One County One Future* campaign yielded very positive feedback. The results suggest ways to build upon the success of this campaign in future messaging. The design and distribution of the campaign made the *One County One Future* campaign both meaningful and memorable to the community.

Appendix 1:

Creative: Spanish



Appendix 1:

Creative: Vietnamese



SỐNG CÙNG CHUNG ĐỒNG
QUẬN HẠT TƯƠNG LAI

Đa dạng nhưng Đoàn kết:
Người di dân, người tỵ nạn, người bản
xứ, tất cả đều chung sống nơi này.
Tất cả cùng chung tay làm việc cho
một tương lai tốt đẹp hơn.

ONE COUNTY ONE FUTURE

We are diverse, but we are united:
immigrants, refugees, native born,
all sharing this place. All working for
a better future.

FOR MORE INFORMATION
IMMIGRANT.INFO.ORG



Appendix 1:

Creative: Chinese



同一个县 同一个未来

我们背景各异，但我们团结一致：
移民、难民、本地出生人民…
都共享这片土地。都为更好的未来共同努力。

ONE COUNTY ONE FUTURE

We are diverse, but we are united:
immigrants, refugees, native born,
all sharing this place. All working for
a better future.

 FOR MORE INFORMATION
IMMIGRANT.INFO.ORG

Appendix 1:

Creative: Tagalog



**ISANG
CONDADO**

**ISANG
HINAHARAP**

Tayo ay nagmumula sa iba't
ibang lahi, gayon pa man
tayo'y nagkaka-isa: mga
imigrante, mga refugee,
mga katutubong lahi, lahat
kabahagi sa lugar na ito.
Lahat kumikilos tungo sa
mas mabuting kinabukasan.

ONE COUNTY

We are diverse, but we are united:
immigrants, refugees, native born,
all sharing this place. All working for
a better future.

ONE FUTURE

 **FOR MORE INFORMATION
IMMIGRANT.INFO.ORG**



Report prepared by:

BETTER WORLD ADVERTISING