



Information as a Recognition Justice Issue

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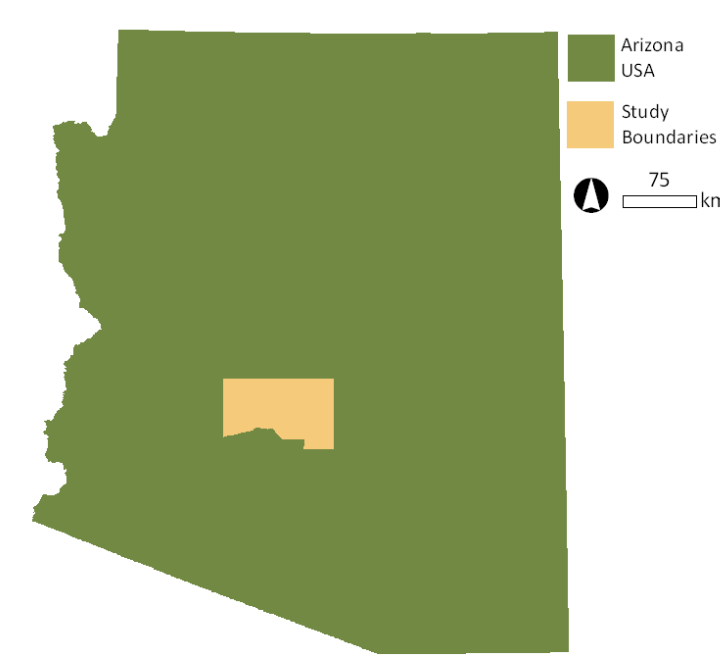
Are there systemic differences in the distribution water information?

How does locally available information influence knowledge and opinions about water issues?

Current methods to evaluate public information campaigns ignore barriers that may reinforce inequities

Evaluation methods used to gauge the influence of information campaigns on the public under-emphasize the role of information as a source of legitimacy. Political empowerment relies on perceiving that your interests matter and being able to access relevant information. Using an environmental justice framework, we evaluate the landscape of opportunity to engage with information about water supply and water quality created by the 42 organizations serving metropolitan Phoenix.

Focus: Phoenix-area water information (WI) providers

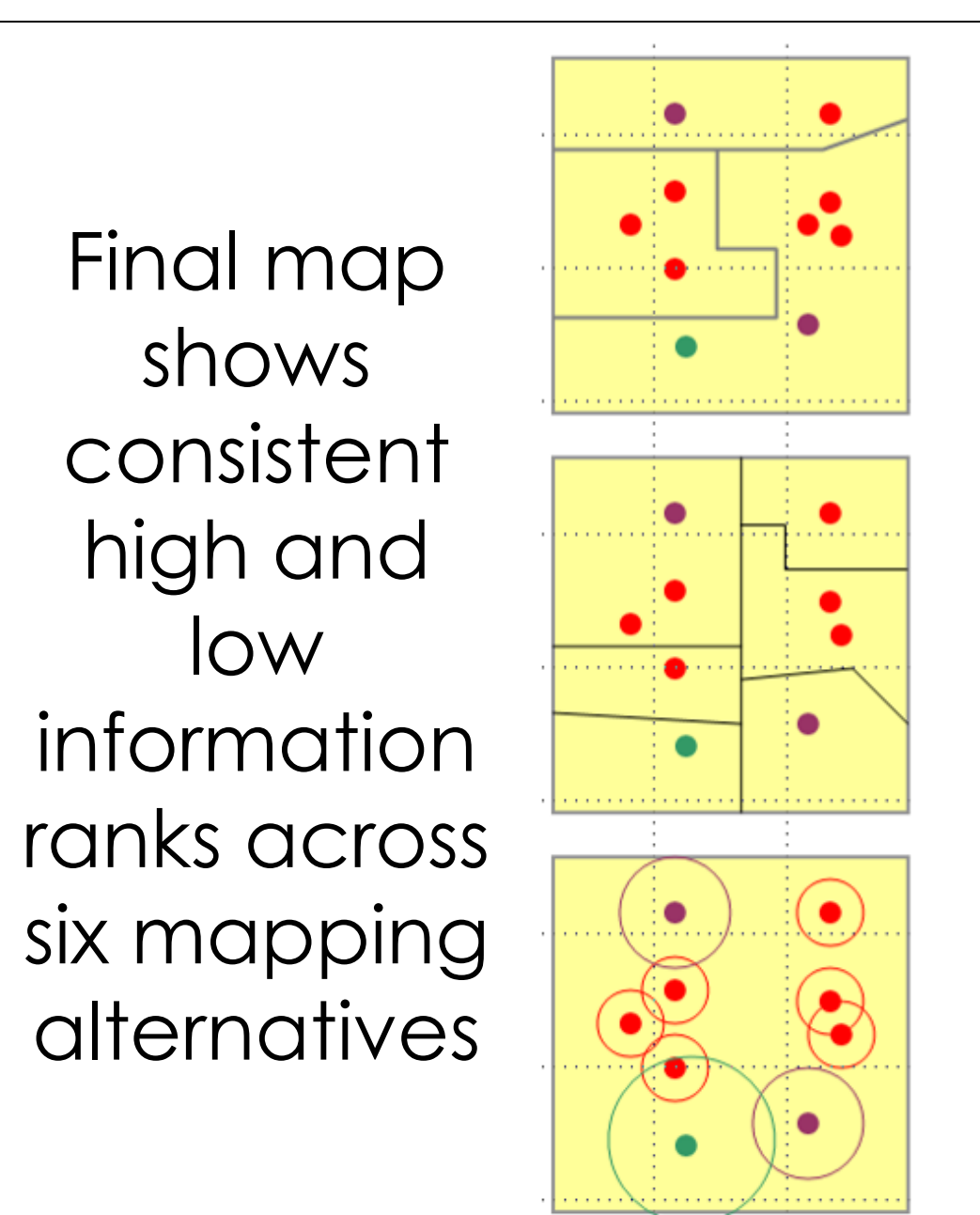


Water information organizations	Total identified
Water provider	14
Education or Research Group	13
Environmental NGO	7
Government agency (not including water utility)	5
Multi-organization Coalition	3
Total	42

Water Information Programs	
• School Programs	• Newspaper
• Teacher Training	• Radio
• Demonstrations and Exhibits	• Television
• Landscaping Courses	• Direct Mail
• Neighborhood Canvassing	• Rebates
• Booths at Community Events	• Information Kiosks

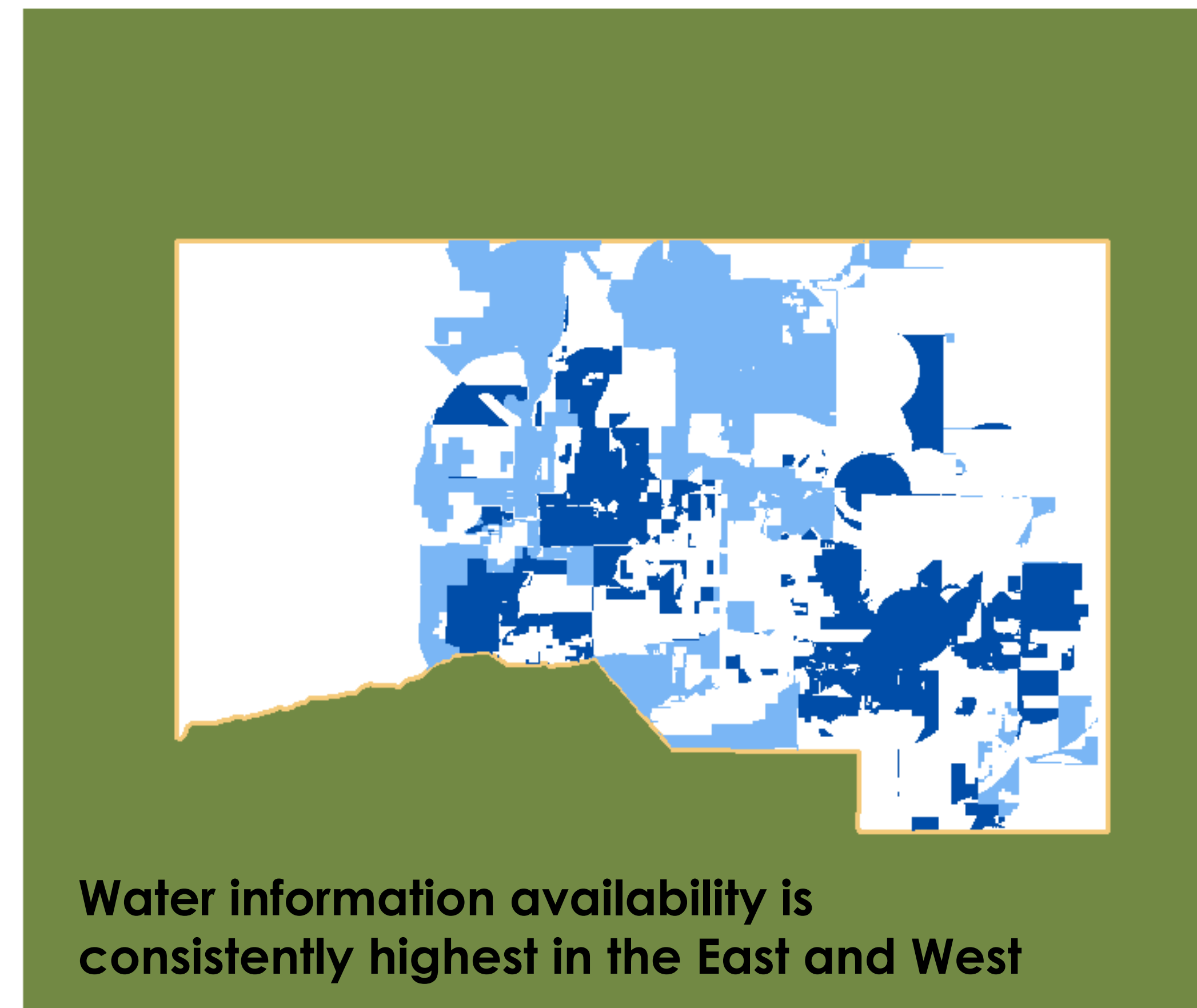
The study maps the combined influence of 42 organizations on water information availability in Phoenix, Arizona

Classifying water information (WI) availability

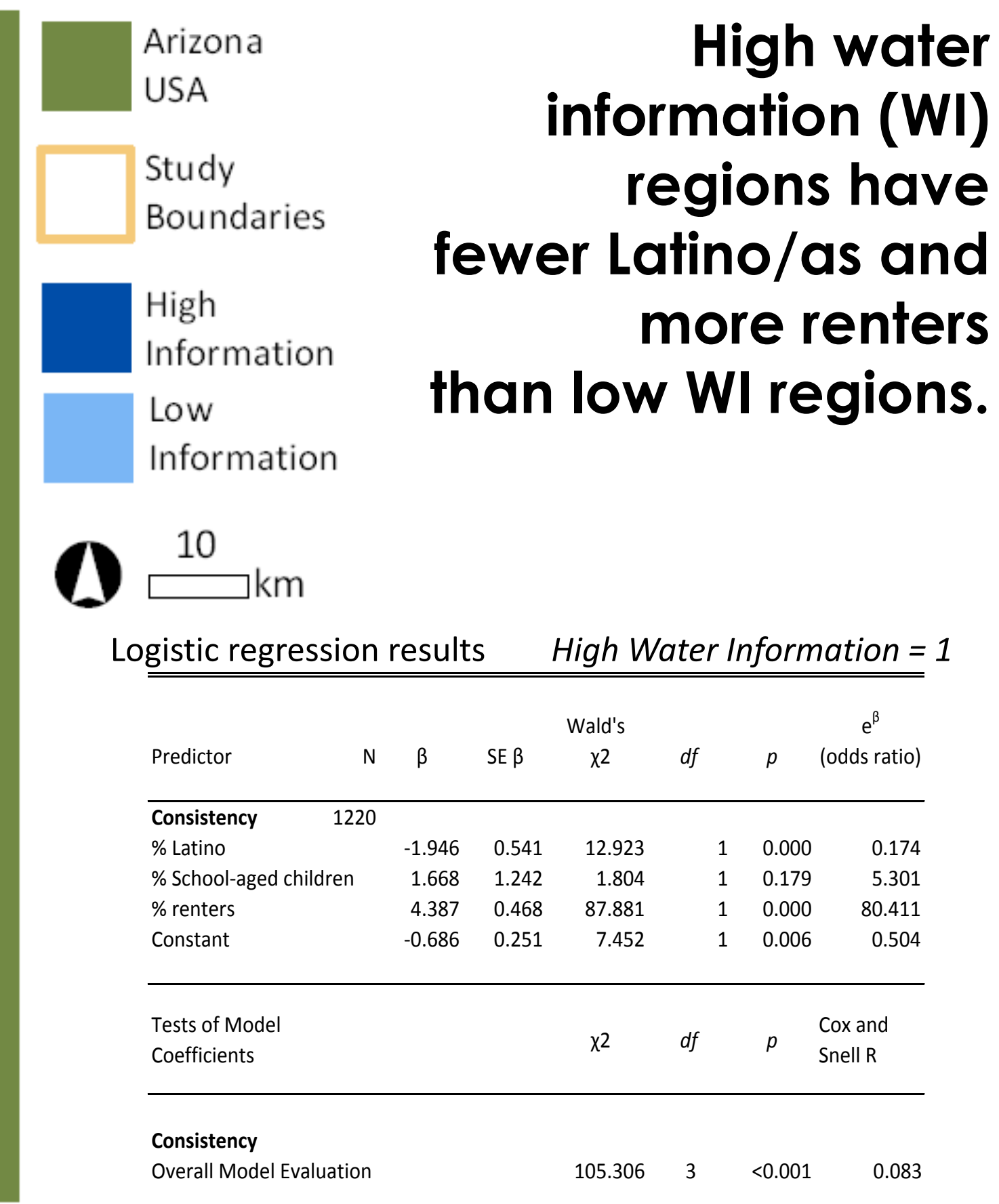


- 1) Mapped WI campaigns focused on water quality and supply locations using websites, organizational records, and interviews.
- 2) Counted number of WI programs using zip codes, census tracts, and a distance buffer
- 3) Aggregated across all organizations to create "High" and "Low" categories of information availability
- 4) Repeated step 2 using metric to rank relative effort to produce each WI programs
- 5) Mapped consistently ranked regions ¹

Spatial differences in information exist but do not systemically disenfranchise groups according to the perceptions of water educators



Water information availability is consistently highest in the East and West

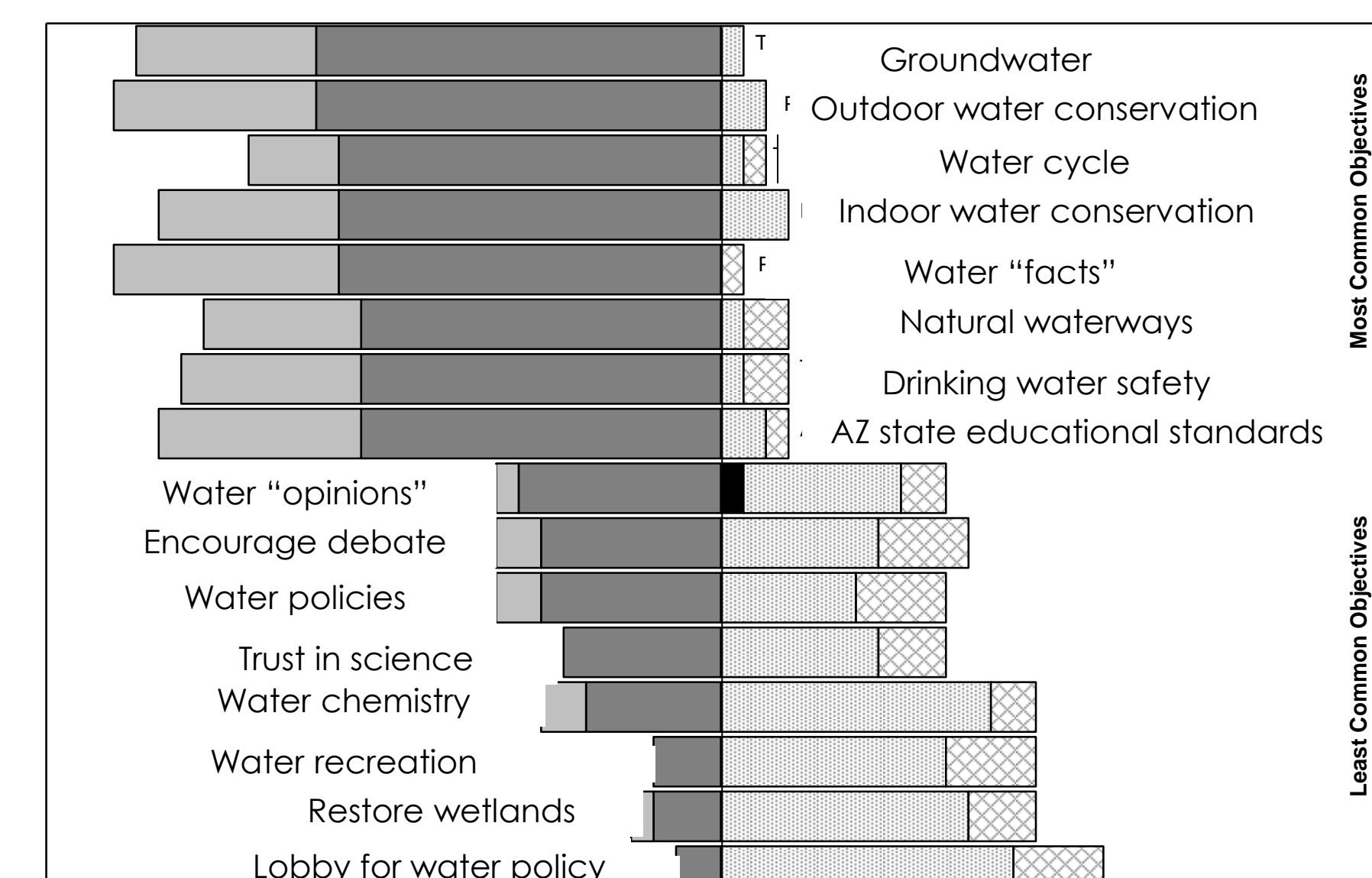


In the past 30 days, I have noticed information about... (mode response)

	High WI	Low WI
Water supply	No	YES
Drinking water quality	YES	YES
River and wetland restoration	No	No
Flooding	YES	No
Drought	YES	No
Household water conservation	YES	No
Local effects of climate change	YES	YES
Local water policies	YES	No

High information neighborhood more aware of issues important to information providers

Information about Supply, Quality, and Conservation is provided by many organizations



Objective Addressed currently | Unaddressed by current effort

Logistic Regression

We predicted the following trends associated with HIGH water information (WI) due to the perceptions of water educators²:

- We focus on outdoor water use because that is where you can see the biggest savings. **1) More homeowners**
- ...while we have some information in Spanish... just verbatim translations lose a lot of meaning. **2) Fewer Latino/as**
- Water education helps students to become good stewards of the resource. **3) More school aged children**

Public Survey

We selected two neighborhoods with similar demographic profiles to participate in a survey about water information.

We predicted the following trends associated with HIGH water information:

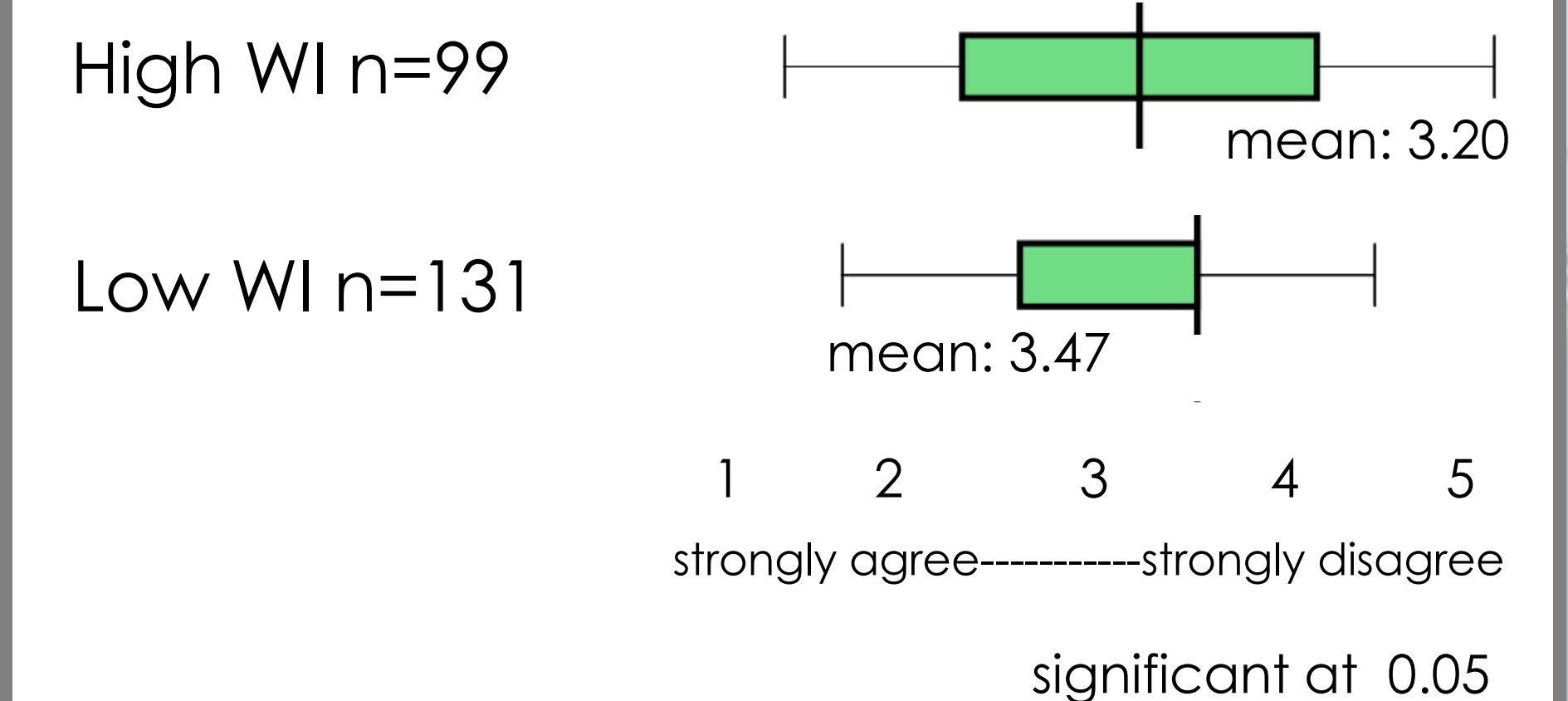
- 1) More information awareness
- 2) A stronger correlation between information awareness and themes covered by multiple organizations

Preliminary results provided at left.

Future Research

Is there an information overload?

Preliminary evidence shows that water issues are more confusing in high WI regions
Local water issues are confusing.



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