

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Moving the Needle

San Diego Region's Successful Marketing Tactics

WaterSmart Innovations
October 3, 2018

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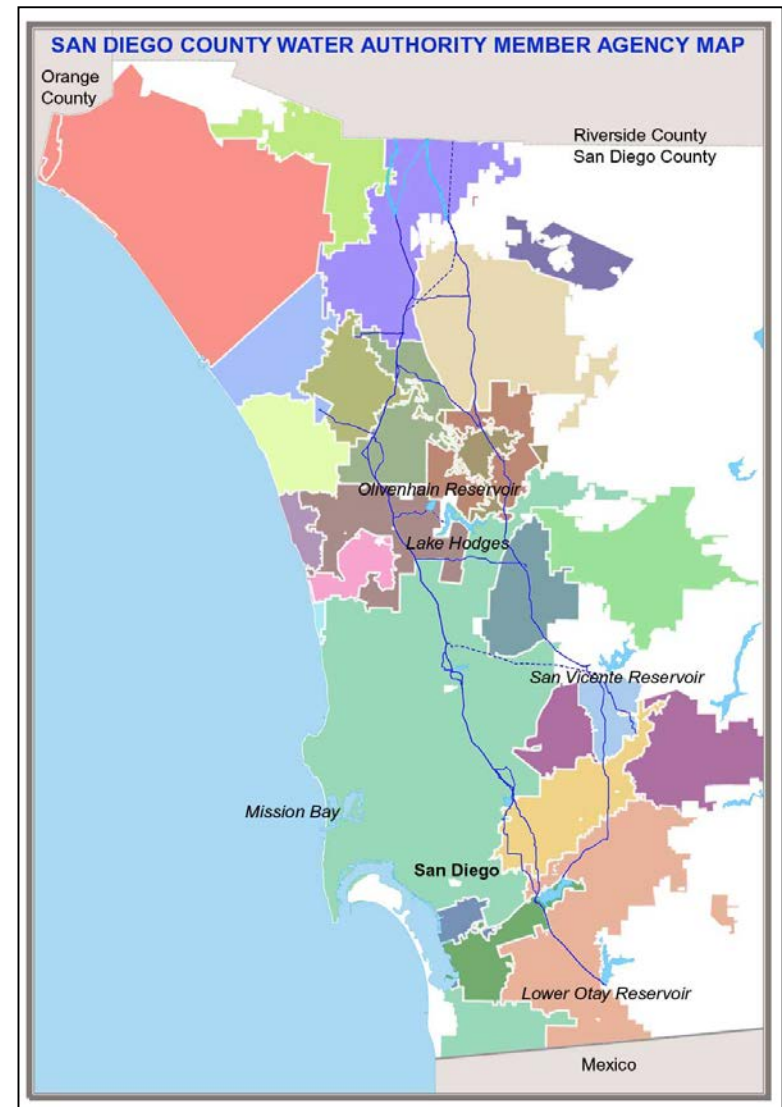
San Diego County Water Authority

Wholesale water agency created by state Legislature in 1944

- ▶ Serves 3.3 million people and region's \$220 billion economy
- ▶ 24 member agencies (retailers)

Provides 80-90% of water used in San Diego County

- ▶ Builds, owns, operates and maintains large-scale regional water infrastructure
- ▶ Largest ag-to-urban water conservation & transfer in U.S.
- ▶ Invested more than \$2 billion in facilities (desalination, pipelines, treatment and reservoirs) in the past 15 years



Overview

- Program design - what & why?
- Community Engagement examples
- Outcomes

***For optimal success, great programs
need great outreach***



Efficiency vs. Conservation

VOLUNTARY



A BETTER WAY TO BEAUTIFUL

Long-term

MANDATORY



Save every day, every way.

The governor has ordered mandatory cuts in water use to start June 1. Your efforts to save more water do add up, so start saving now! Limit outdoor watering to NO MORE than twice a week, shorten your shower, and fix all indoor and outdoor leaks right away. We're all in this together! Saving every day, every way protects our economy and quality of life as the drought continues.

Find out what you can do to save water!



Near-term

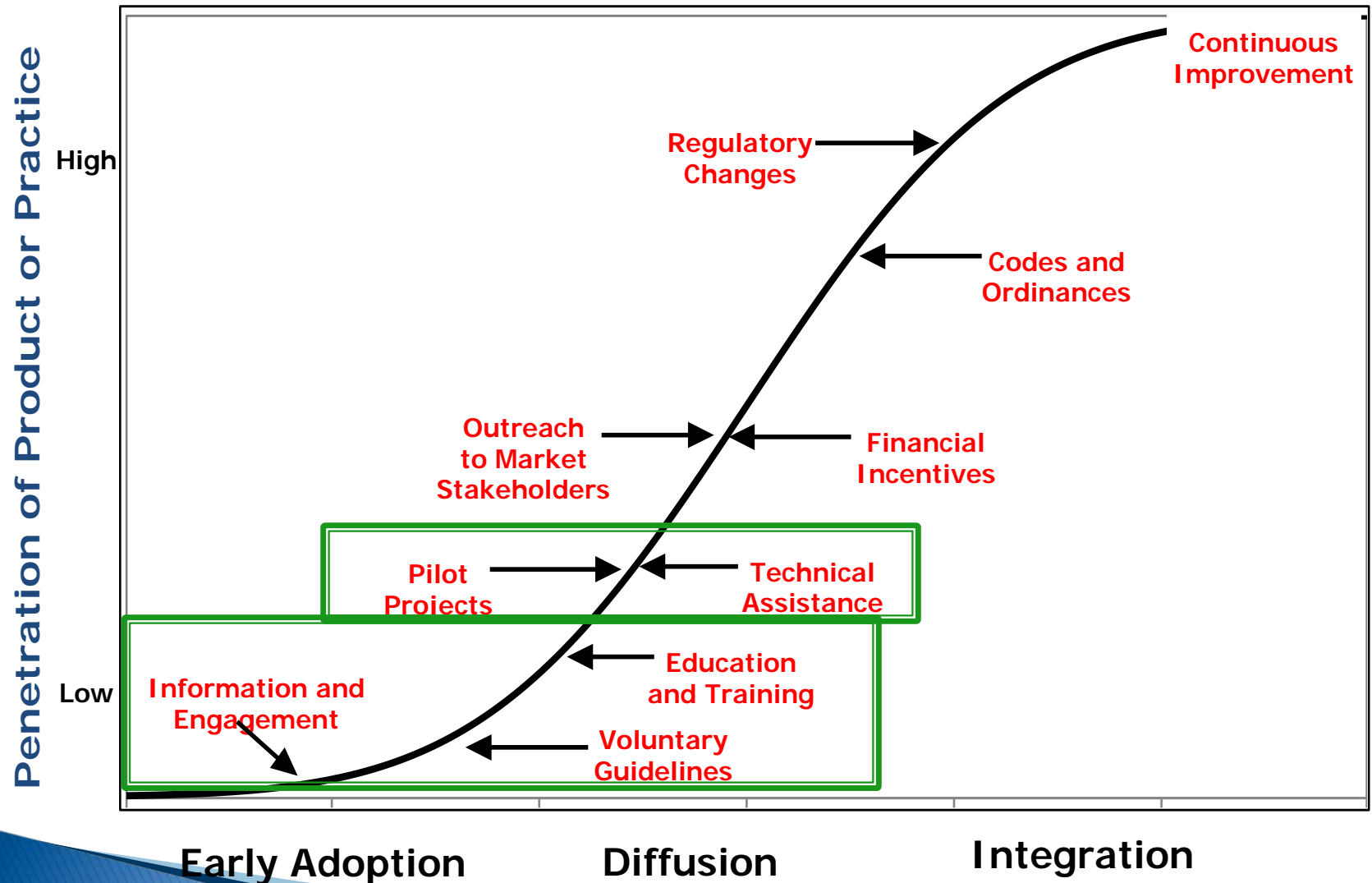


Broad Scope of WUE Programs

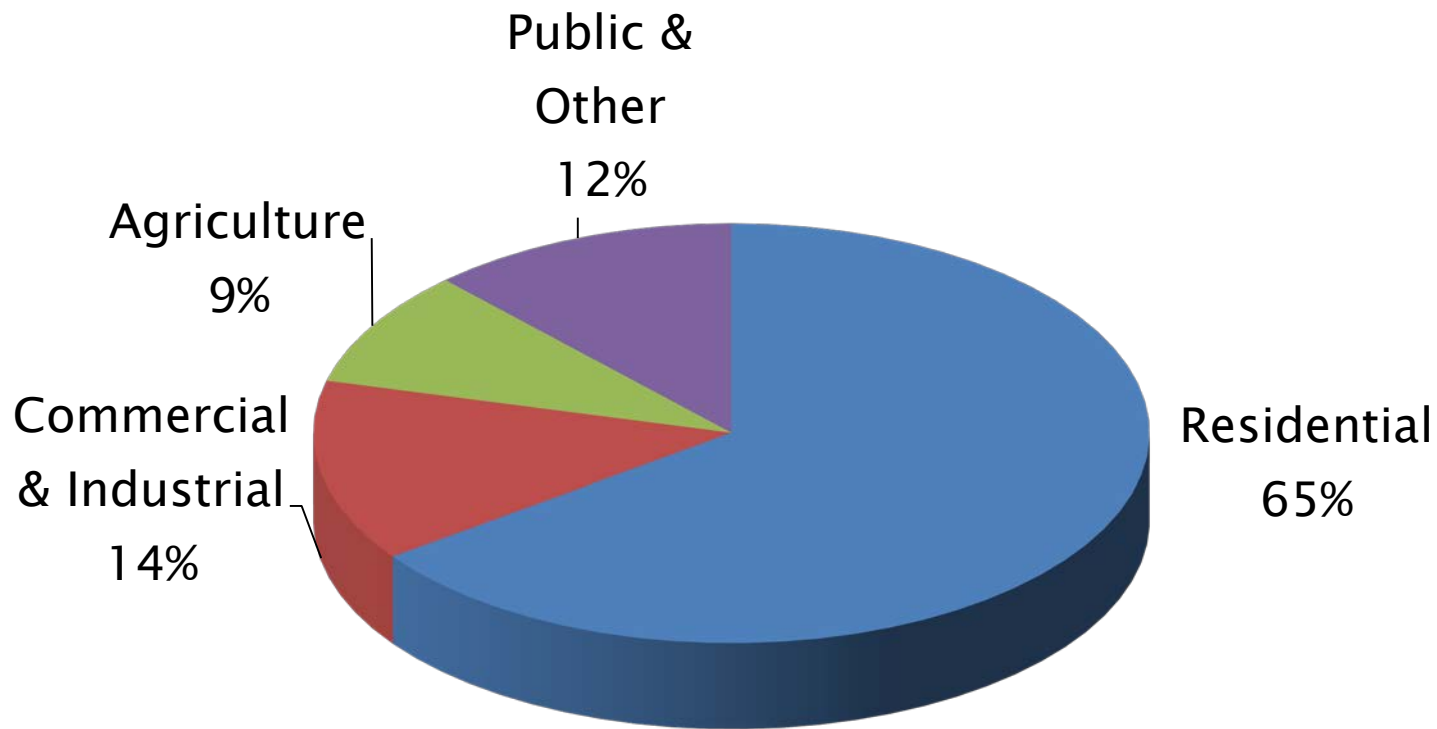
RESEARCH Grants Contests
Partnerships
Pilot Programs Publications
Public Education Events K-12 EDUCATION
Incentives Drought Campaigns
Codes & Regulations Media
Technical Assistance
Industry Outreach



Market Transformation “S Curve”



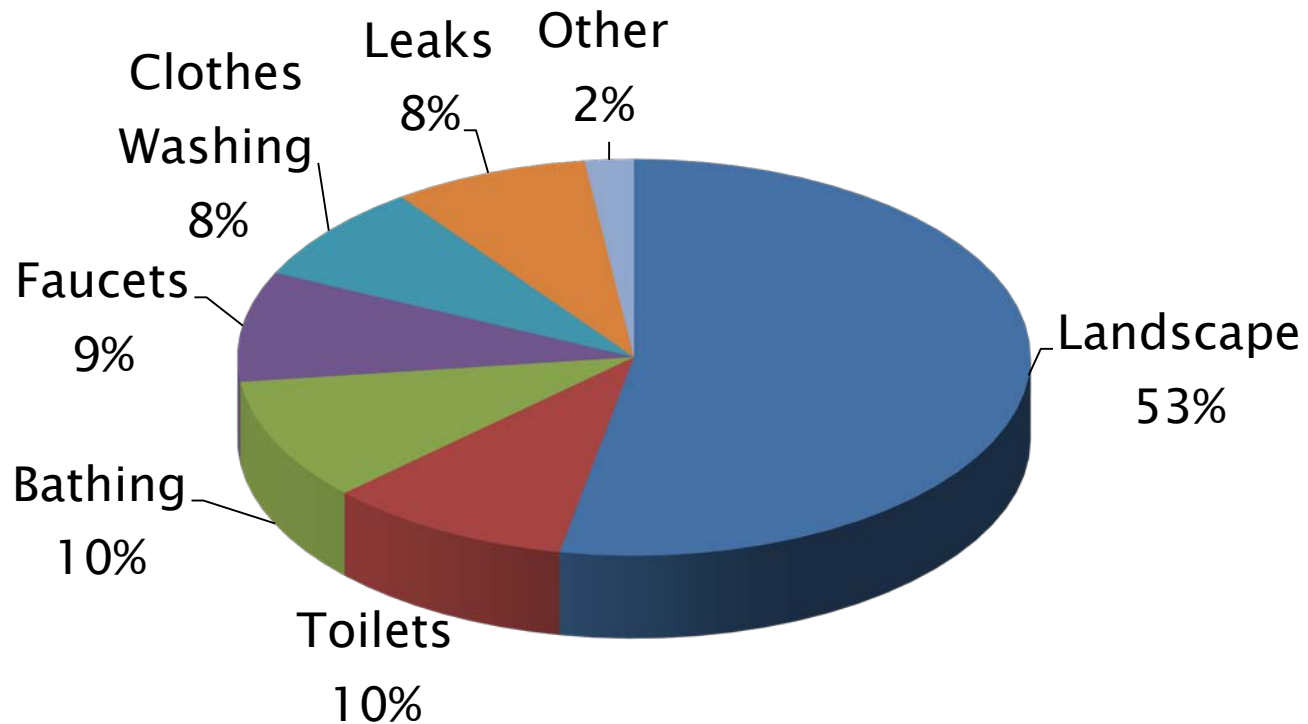
San Diego County 2015 Water Use by Sector



Source: 2015 Annual Report



San Diego County Residential Water Use



Source: California Urban Water Conservation Council



Community Engagement

- Web Resources**

- Social Media**

Voluntary Conservation Programs

Long-term water use efficiency programs

- Education, training & outreach
- Technical assistance
- Incentives

www.watersmartsd.org





Qualified Water Efficient Landscaper Training



San Diego County
Water Authority
Our Region's Trusted
Water Leader



REGISTER NOW

"Our team gained a better understanding as to the importance of every component of an irrigation system." - F. Omori, Senior Lead Parks and Landscape, City of Poway



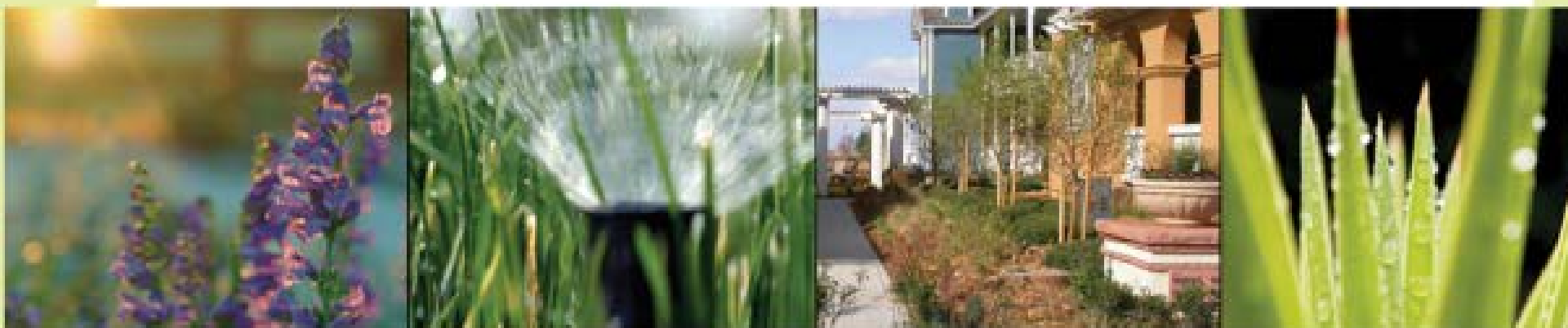
Our Region's Trusted Water Leader
San Diego County Water Authority





FREE

WaterSmart Checkup



Want to control irrigation costs?

Get a checkup and find out how!

A WaterSmart Checkup is your free opportunity to receive site-specific water-saving recommendations. You'll benefit from the perspective of our certified irrigation professionals. And you decide if and when to implement the suggestions. There is no obligation.

We offer several different Checkup services and will match your property to the best available option. Participation is limited, so don't miss out. If you own or manage a commercial, multifamily, industrial, public or single-family property, apply today.

Single-family home checkups also include recommendations to

- ✓ Free
- ✓ No obligation
- ✓ Prepare for seasonal irrigation changes
- ✓ Site-specific recommendations

**Apply today.
Participation is
limited.**

**Find Out More
and Apply**

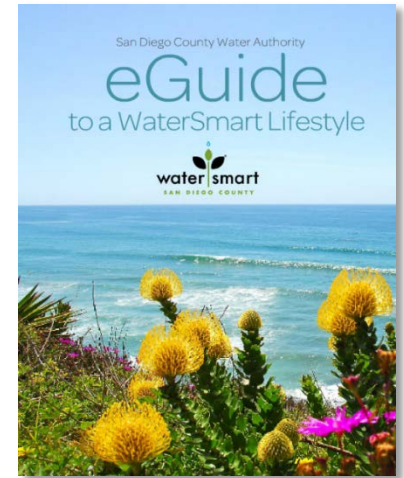
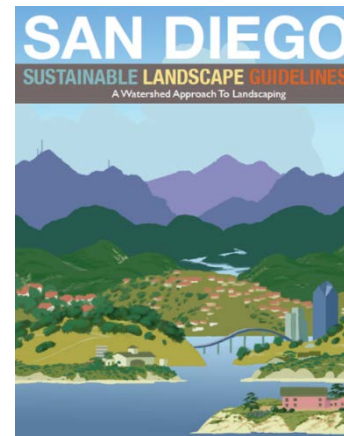
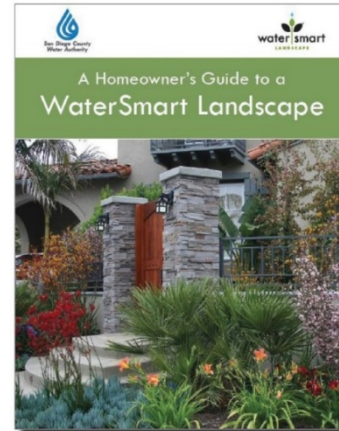
Download Program
Flyer



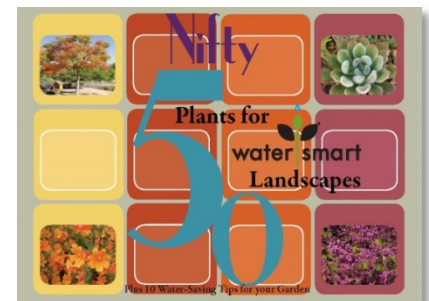
A Brand is a Promise



Publications



Events



Brochures



Our Region's Trusted Water Leader
San Diego County Water Authority



San Diego County Water Authority

WaterSmart Landscape Makeover Program



[FOUR-CLASS SERIES](#)

[3-HOUR DESIGN WORKSHOP](#)

[VIDEOS ON DEMAND](#)

[EVENTS AND RESOURCES](#)

WaterSmart is Lifestyle Friendly

A banner image showing a lush garden with various plants, including red flowers, green foliage, and a stone wall in the background. A dark red semi-transparent box is overlaid on the right side of the image, containing the text "WaterSmart is Lifestyle Friendly". Below the text is a small navigation bar with five circles, the last of which is filled.

WaterSmart Programs for Homeowners



**Intensive 4-Part (16 hrs.)
Landscape Makeover Series**

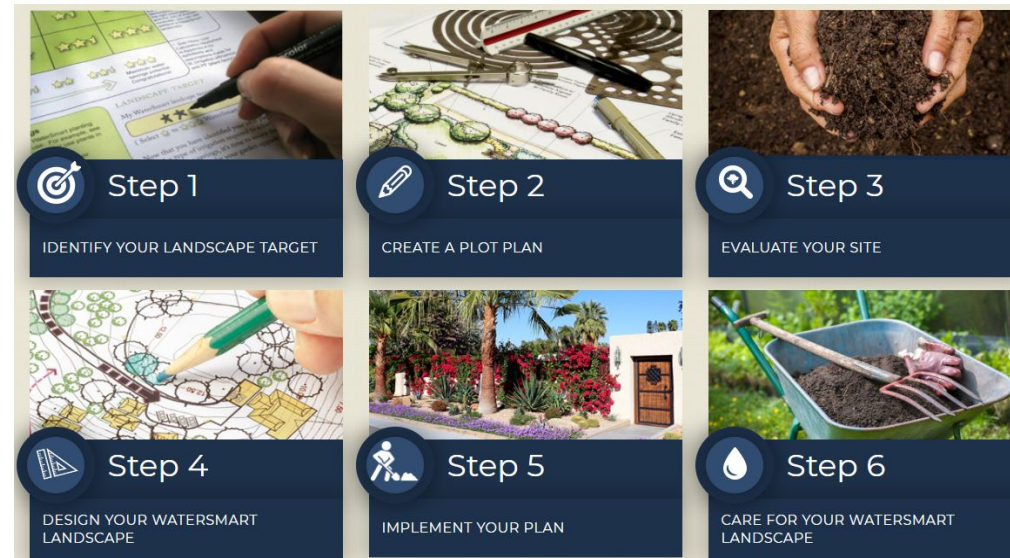


**Short Workshops
Design for Homeowners**



WaterSmart Landscape Makeover Videos on Demand

- Videos on web and YouTube
- 17 videos
- 1,308 views
- 3,404 minutes watched



Landscape Design for Homeowners Workshops

- Use social media to promote workshops and increase awareness
- Create Facebook events to increase registration
- Private Facebook group for class participants to continue conversation



The image shows a Facebook post from the San Diego County Water Authority. The post is dated May 30 and features the agency's logo. The text of the post promotes a free three-hour 'Design for Homeowners Workshop' for those considering remodeling their yards. It encourages learning how to convert high-water-use turf areas into lush, water-efficient landscapes. Two upcoming workshops are listed: one on Saturday, June 2 from 9 a.m. to 12 p.m. in El Cajon, and another on Saturday, June 23 from 10 a.m. to 1 p.m. in Rancho Peñasquitos. Below the text is a photograph of a group of people gathered around several large potted plants and a raised garden bed, appearing to be engaged in a hands-on activity. At the bottom of the post, the URL 'LANDSCAPEMAKEOVER.WATERSMARTSD.ORG' is provided, followed by the event title 'Landscape Design for Homeowners Workshops in June' and a brief description of topics including soil, design, turf removal, plant selection, planning, and irrigation. The post also indicates that 315 people reached it and includes a 'Boost Post' button.

San Diego County Water Authority
May 30 · 🌐

Thinking of remodeling your yard? Learn how to convert high-water-use turf areas to lush water-efficient landscapes by attending a free three-hour Design for Homeowners Workshop. Register today!

Upcoming workshops:

- ◆ Saturday, June 2 from 9 a.m. to 12 p.m. in El Cajon
- ◆ Saturday, June 23 from 10 a.m. to 1 p.m. in Rancho Peñasquitos



LANDSCAPEMAKEOVER.WATERSMARTSD.ORG

Landscape Design for Homeowners Workshops in June

Topics include soil, design, turf removal, plant selection, planning, irrigatio...

👤 315 people reached

Boost Post



Outreach - Help Your Trees Weather The Weather

- Regional social media campaign
- Series of graphics about tree watering
- Posts received more than 1,200 likes, comments, shares on social media
- Award-winning campaign



Incentives - Community Partnerships

- Solana Center
- Promote workshops about water conservation, sustainable landscaping



Community Partnerships

- I Love a Clean San Diego
- Cross-promote content online and social media
- Promote sustainability workshops and events



Community Partnerships

- Water Conservation Garden
- Promote community outreach events and workshops



Incentives - Rain Barrel Rebates

- How-to video on rain barrel installation
- Promote rain barrel rebates
- 1-minute video reaches thousands on social media



Measuring Success

1. Relevance

2. Engagement

3. Outcomes

What's at Stake?





**It's an upgrade,
not a compromise!**



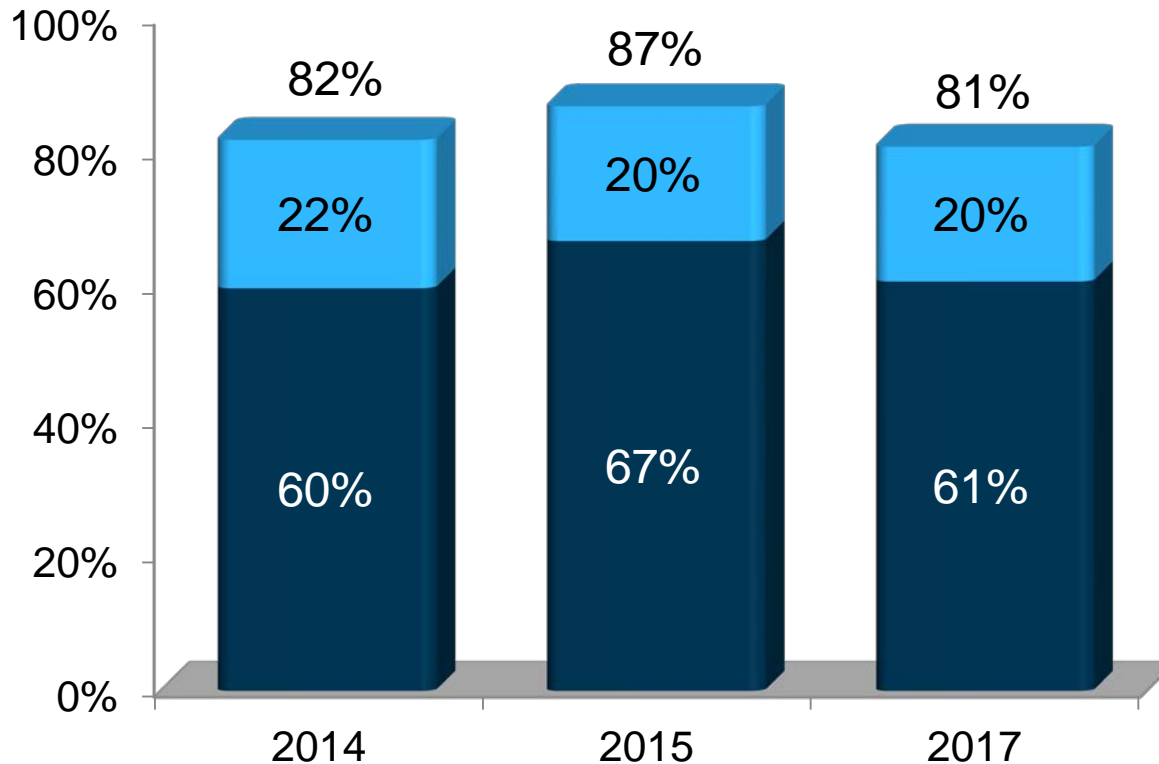
2017 Public Opinion Poll



Prepared for
San Diego County Water Authority
June 22, 2017

Water-Use Efficiency as Civic Duty

“It is my civic duty to use water efficiently.”



Base: All respondents



Humphrey

City of San Diego



SECTION **E**

The San Diego Union-Tribune
WATERSMART MAKEOVER

SATURDAY • APRIL 8, 2017

BETTER BY A YARD

Class, design assistance lead to DIY landscape renovation

AFTER




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youtube.com/SDCWAvideo



sdcwa.org/WaterSource

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