

# This presentation premiered at WaterSmart Innovations

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# San Diego County Water Authority Outdoor Water Conservation Marketing Plan Update

Prepared for Water Smart Innovations Conference  
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# Speakers

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San Diego County Water Authority
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  - President,  
PMSI

# Topics

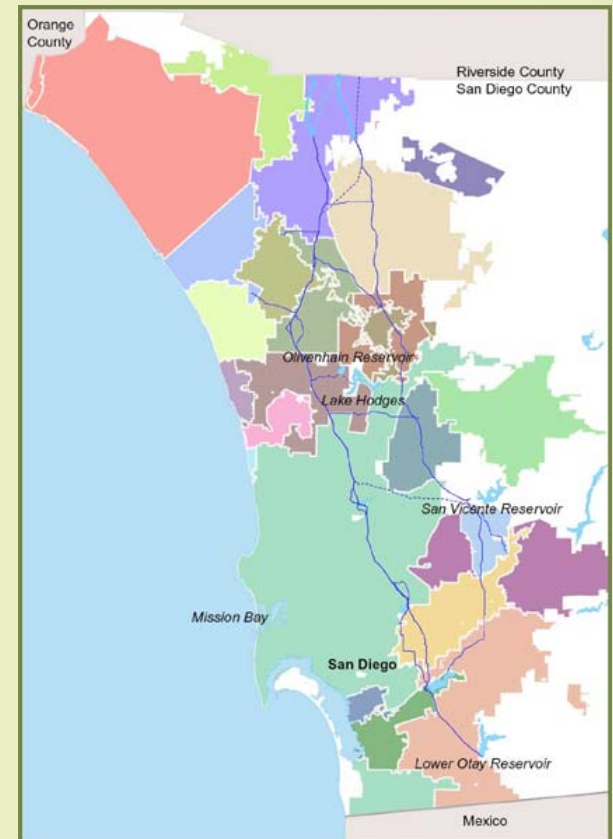
- **Background** (Water Authority)
- **Market Research** (PMSI)
- **Brand Development** (PMSI)
- **Pilot Program** (PMSI)
- **Implementation Plan** (Water Authority)



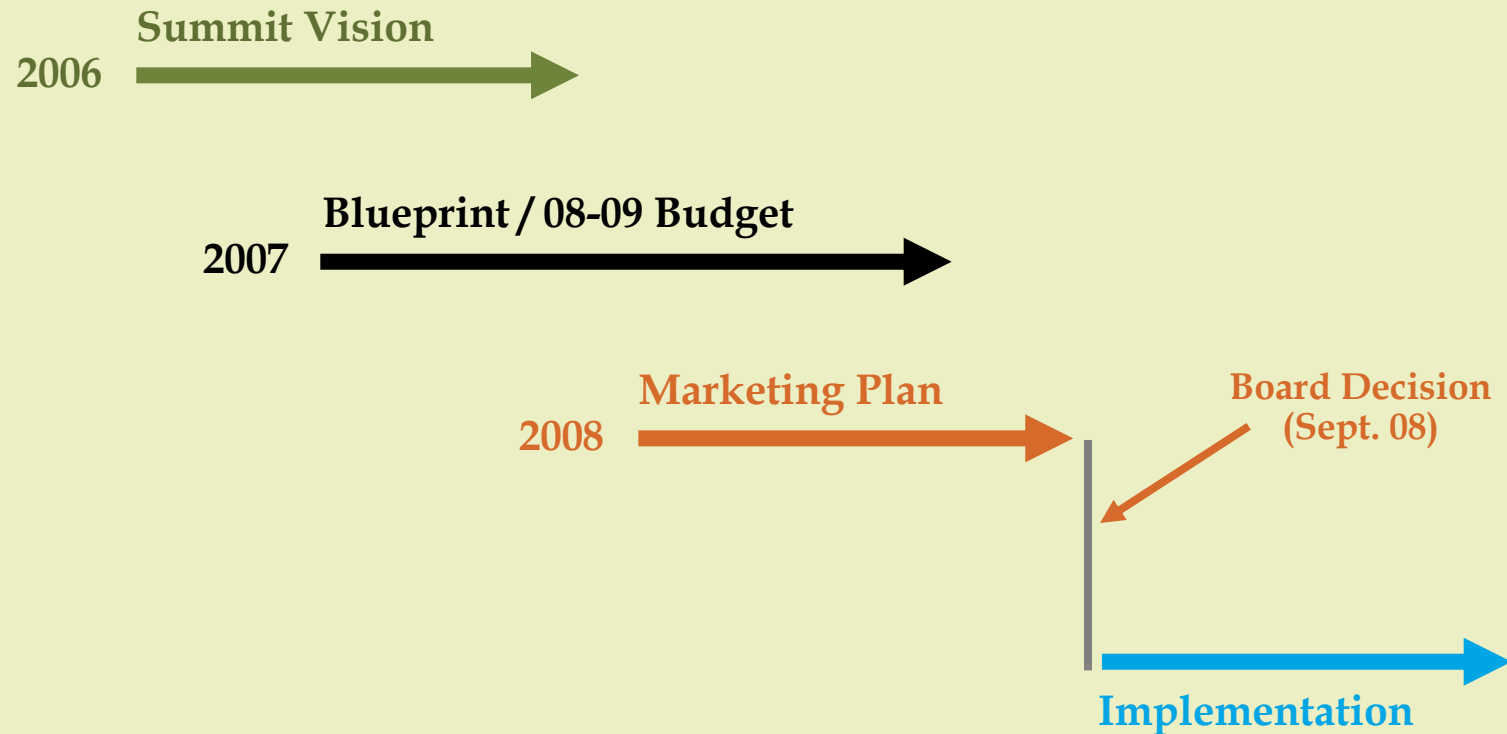


# San Diego County Water Authority

- **Wholesale water agency**
  - 24 member agencies
  - Serves 3 million people and supports region's \$150 billion economy
  - 920,000-acre service area
- **Large-scale infrastructure**
  - Nearly 300 miles (gravity flow) treated and untreated water pipelines 3'-9' diameter
  - Olivenhain Dam
  - 150,000 service connections, pump stations and other facilities

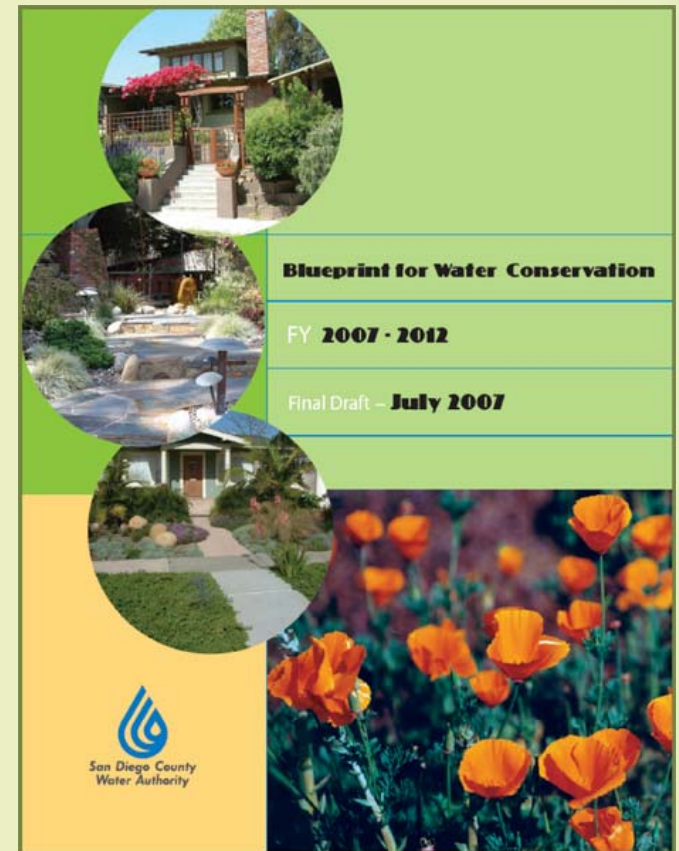


# Project Timeline



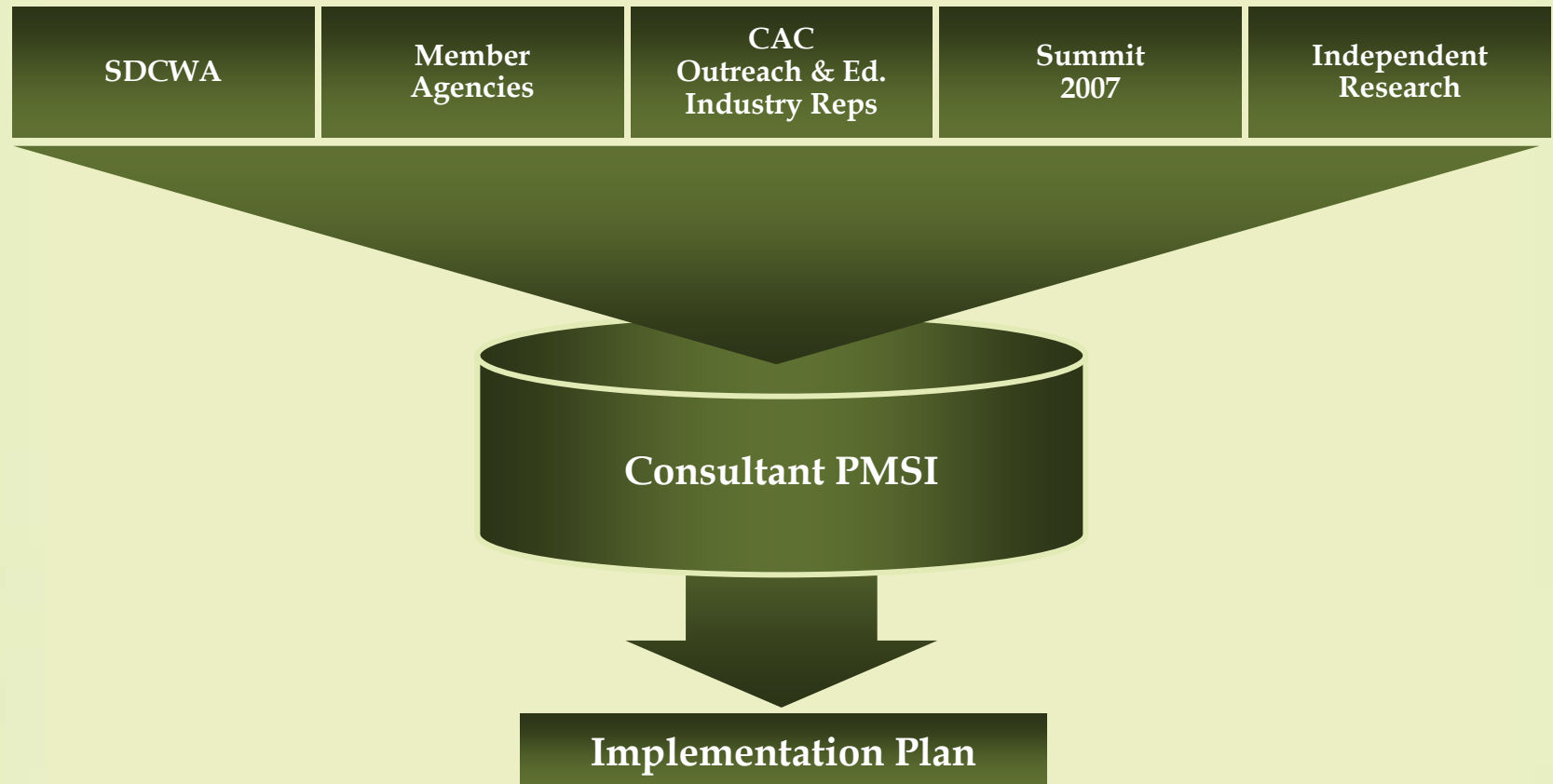
# Landscape Program Marketing Plan Project Update

Craft a public outreach plan to bring water-saving **landscape** products and services to the market and to change the public's perception of water-efficient landscapes.





# Inputs and Outcomes



# Recent Developments

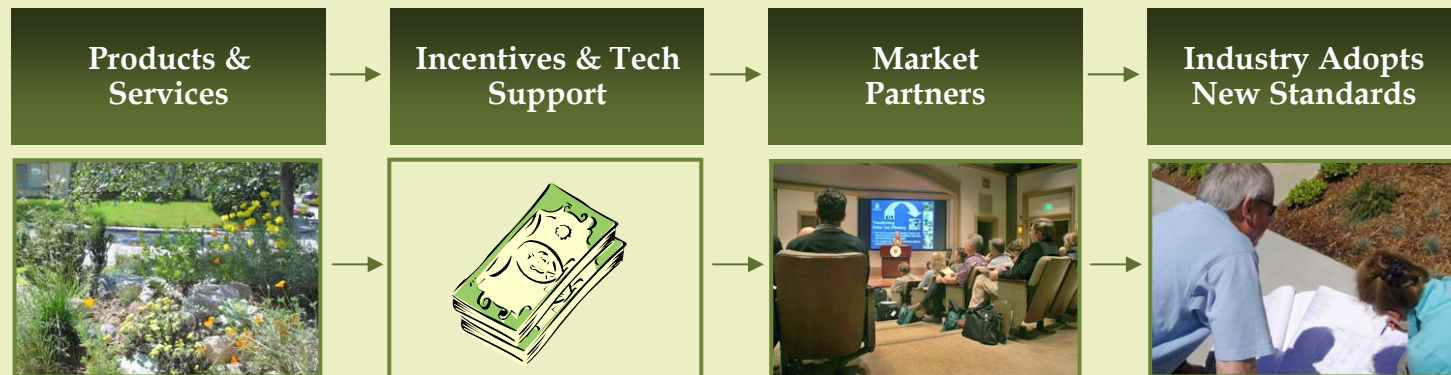
## Drought Condition and Shortage Projections

- **Unfavorable Hydrology**
- **Decline of the Bay/Delta Ecosystem** (Delta smelt)
- **Drought Management Plan**
- **Outreach Campaign**
- **2009 Shortage Projections**

**Landscape Plan will deliver valuable tools to accelerate measurable water savings.**

# Objective: Market Transformation

- Motivate behavior change
- Maximize use of resources
- Create consistent messaging
- Provide “How-to” resources



# Market Research

# PMSI Plan Development Process

**Secondary Research**

**Round One – Baseline**

**Conceptual Plan**

**Round Two – Testing**

**Recommendations and Final Plan**

# PMSI – Secondary Research

**Goal:** Gain understanding of perceptions and attitudes toward outdoor water conservation

- **SDCWA**
  - Blueprint for Water Conservation
  - Summit white papers
  - Annual public opinion polls
- **MWD**
  - 2007 landscape sector analysis
- **Many other studies from across the country**



# PMSI – Secondary Research

## Key Findings

- Carrots taste better than sticks
- “Water is cheap”
- “I’m already doing my share”
- Public unfamiliar with volume of water used
- Conservation communication works

# PMSI – Primary Research

## Round One

**Goal:** Understand the state of the market

- **Methodology**

- 2007 Water Conservation Summit breakout
- Focus groups
- In-depth interviews

# PMISI – Primary Research

## Round One

### **Key Findings: Homeowners**

- We love San Diego
- There is little brand awareness
- Give me green and lush
- Utilities are crying wolf - just look how the cities use water

### **Key Findings: Industry**

- Water-related expenses are #2 cost for HOAs
- Water shortages are serious business
- Saving water is not a priority – beauty is
- Mandates get attention
- Landscape contractor and maintenance company are key and make all the difference

# PMSI – Primary Research

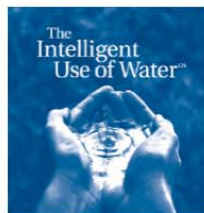
## Round Two

### Test ideas for branding and implementation

- **Methodology**
  - Industry stakeholder forums
  - Conservation action committee, work groups, and member agencies' staff
  - Focus groups
- **Key Findings: Homeowners**
  - Beauty first, saving \$\$ second, helping environment third
  - Contractors like idea of certification and materials
  - Water budget program is intriguing
  - Case studies are needed

# Brand Development

# What is Branding?





# What is a Brand?

- A brand is not a name
- The “brand” is a promise; a set of perceptions that reside in the mind of the target audience
- Represents the values the SDCWA is striving to communicate
- Unifies the vast array of programs

# PMSI Brand Identity Evaluation Process

- **Identified brand options**
- **Brand evaluation criteria**
- **Top “finalists” presented to audiences**
- **Score + Stakeholder Feedback + Professional Judgment = Final Recommendations**
- **Recommended umbrella brand for all conservation**

# Logo and Tagline



A BETTER WAY TO BEAUTIFUL

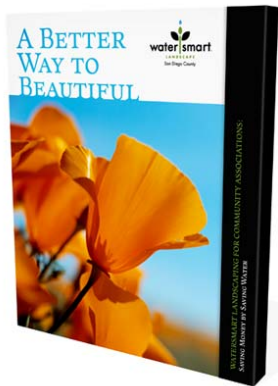
# Pilot Prototype

# Pilot Prototype: Targeting Vertical Markets Home Owner Associations (HOAs)

## **HOA property/facility managers and boards of directors**

- **Includes “How-To Kit”**
  - Program overview
  - Beautiful examples
  - Dollars and sense
  - Getting started
  - Q & A
  - Helpful resources
- **Ready for implementation by Q4 2008**

# Pilot Prototype: Targeting Vertical Markets Home Owner Associations (HOAs)

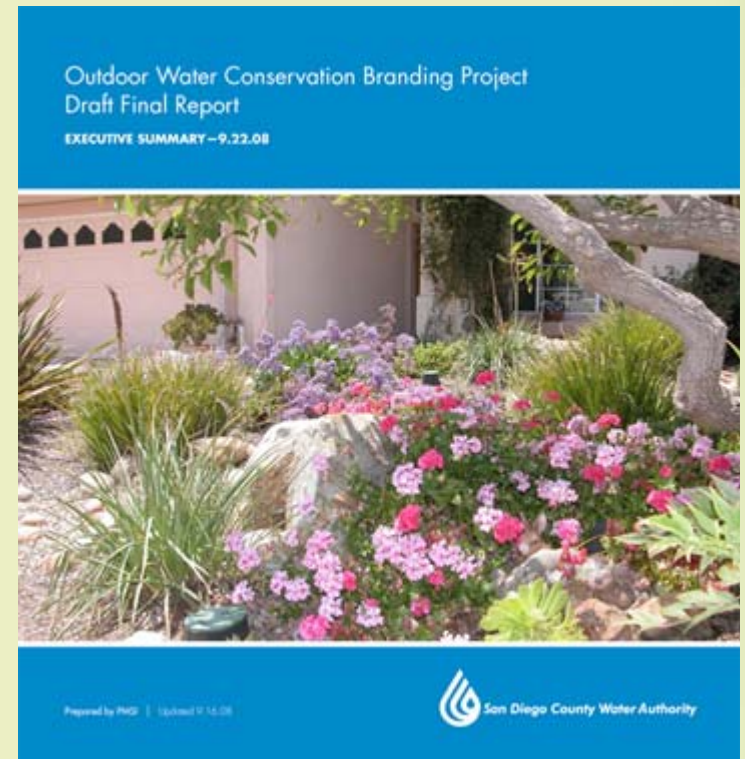




# Implementation Plan

# Implementation Plan

- Key communication points
- Targeted approach
- Marketing strategies
- Tactical recommendations
- Tested messaging and tactics in focus groups



# Key Communication Points

- **Why?**
  - Short-term water supply
  - Long-term water efficiency makes sense
- **How?**
  - Available assistance
  - Easy-to-understand guidance
- **Responsibility**
  - Everyone must do their part
- **Benefits**
  - Smart landscapes are beautiful
  - Saves time and money
  - Doing the right thing



# Targeted Approach

- Best use of resources
- Break into manageable pieces
- Focus efforts for biggest bang for the buck
- Approaches
  - One-to-one
  - One-to-few
  - One-to-many



# Short-Term (Drought) Strategies

- Do not penalize those who save
- Prioritize market segments
- Leverage influencer groups
- Promote success stories
- Maximize awareness of incentive programs
- Consistent communications

# Short-Term (Drought) Target Audiences

- **End Users**

- Governing boards
- Landscape contractors
- Facility/Property managers
- All high water users
- General public

- **Influencers**

- Landscape industry
- Water conservation garden
- Member agencies
- Press





# Short-Term (Drought) Response Tactics

- Advertising campaign
- Target “hot list”
- HOA prototype
- Success stories
- Arm and educate influencers
- Gardening seminars
- Water conservation website

# Long-Term Target Audiences

- **Short term audiences, and**
- **Influencers**
  - Horticultural societies
  - Landscape designers
  - Irrigation suppliers
  - Botanical gardens, museums, San Diego
- **End Users**
  - Single-family home owners

# Long-Term Tactics



Holistic Approach



Partnerships

Certification and Recognition



# Conclusions

- **Marketing plan requires good research**
- **Bring in the professionals**
- **Active participation in the process from industry stakeholders and influencer groups**
- **Use strategies that maximize effectiveness of outreach**
- **Maximize your resources by prioritizing your efforts**

# Thank you

## Contacts

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## A BETTER WAY TO BEAUTIFUL