

# This presentation premiered at WaterSmart Innovations

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# Phoenix In-Home Visit Social Marketing Program

## WaterSmart Innovations 2009 Conference and Exposition

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# Introduction

- Background
- In-home visits
- Follow-up calls
- Summary of changes reported by in-home visit households
- Effect of in-home visits on recorded water use
- Impact

# Background

- Phoenix Water Services and BBC testing social marketing programs
- One program targeted high-water-use households for in-home visits
- Pilot program began with modeling of water use patterns among Phoenix customers
- Participants selected from homes BBC previously surveyed
- City sent a letter to targeted households (without mentioning water conservation), BBC scheduled and conducted visits with 36 homes



## In-home visits

The purpose of the in-home visits was to:

- Better understand how customers perceive and use water
- Test acceptance of personalized water conservation tips and technologies
- Gauge water use behaviors
- Gather preliminary evidence on what impact such visits might have on single family water use



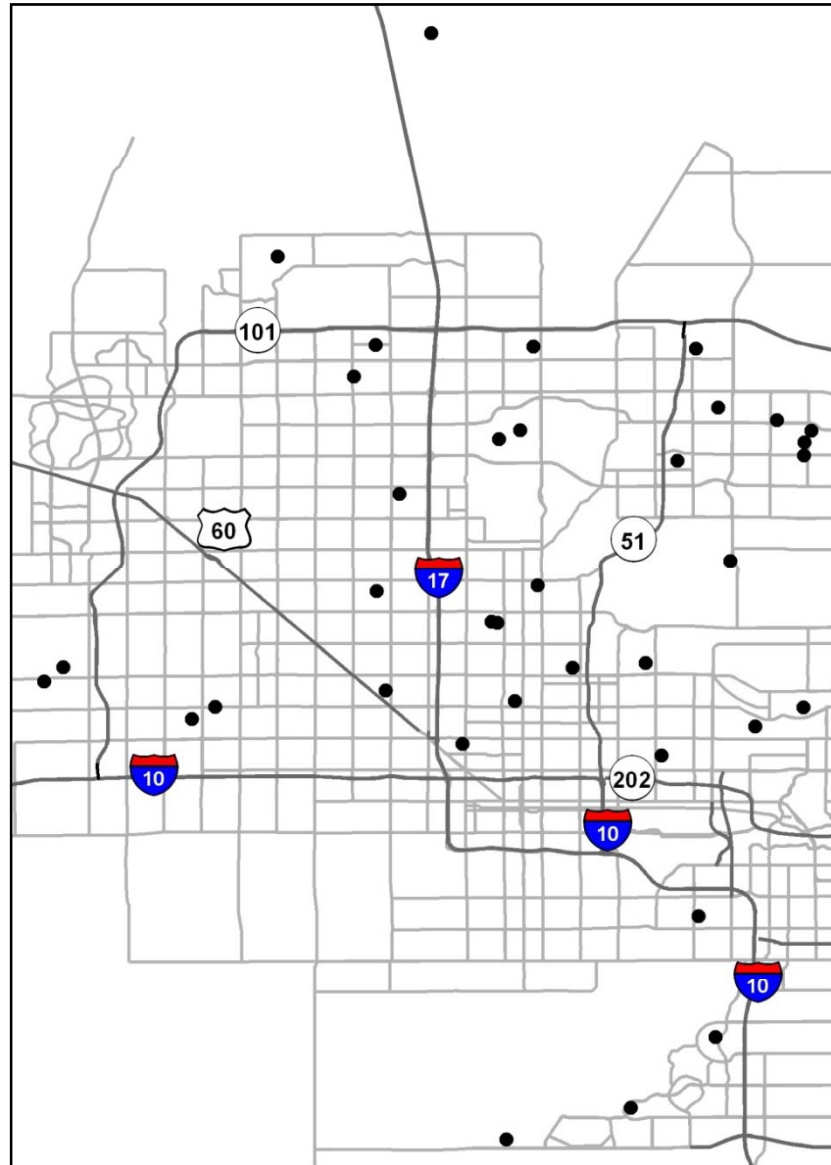
## In-home visits

In-home visits included:

- Discussions about home, landscape, pool and water use
- Indoor and outdoor tour of home
- A three-month supply of water conservation “fish” that could reduce pool evaporation
- Offer of free irrigation controller
- Water conservation print materials left behind for post-visit review



# Location of in-home visits in the City of Phoenix



## Follow-up calls

Following the visits, BBC contacted homeowners to assess the impact of the visits.

- Successfully contacted 32 out of 36 participating homes at least once
- Through interviews, identified changes in behavior and any modifications to the home





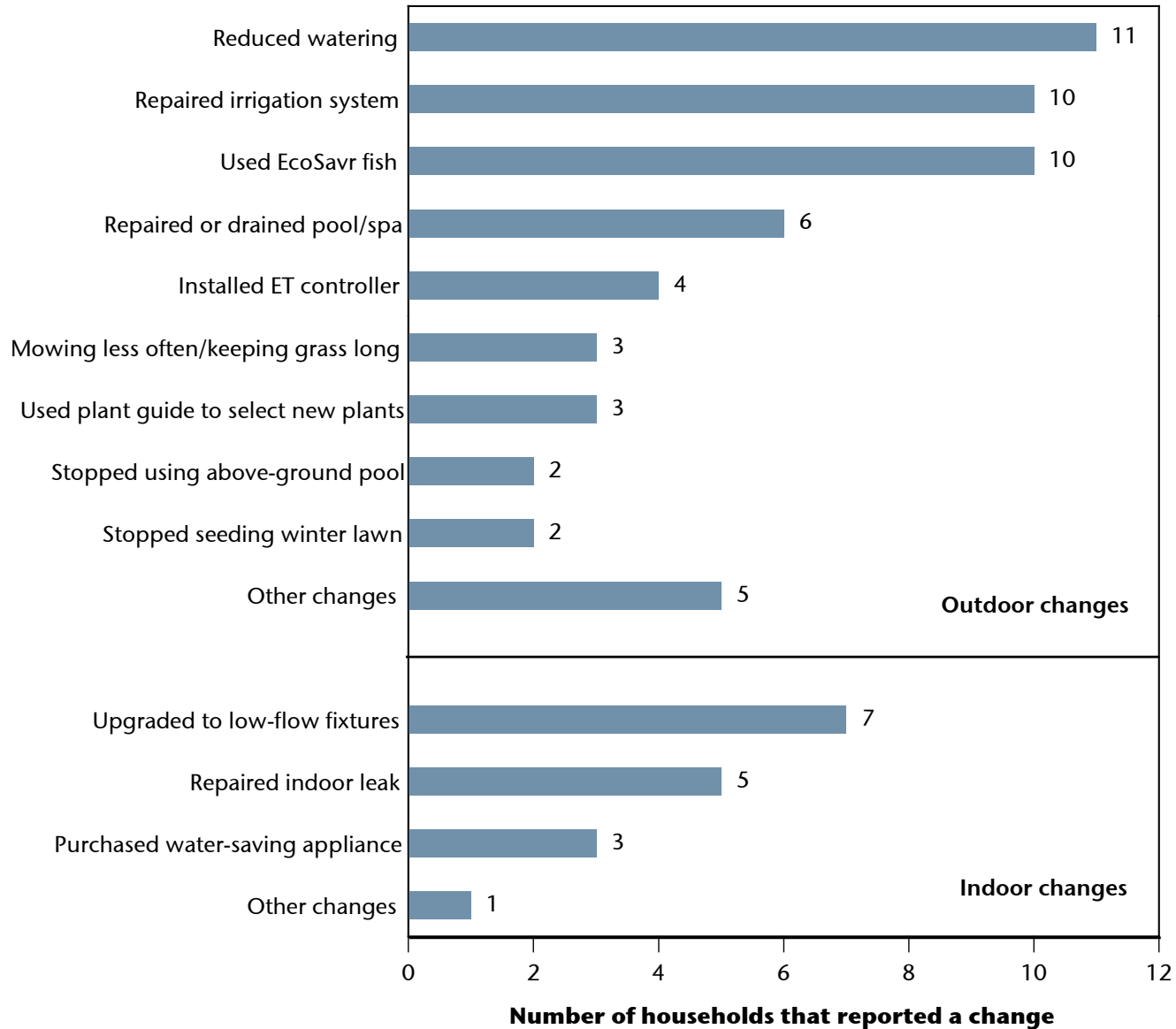
## Summary of changes reported by in-home visit households

Households receptive to visits and had shared water saving ideas:

- Only four homes reported no changes
- Most water-saving was outdoors, but several indoor changes as well
- The table on the following page identifies the most common changes that homeowners said they made in the 14 months following the visits



# Summary of changes reported by in-home visit households

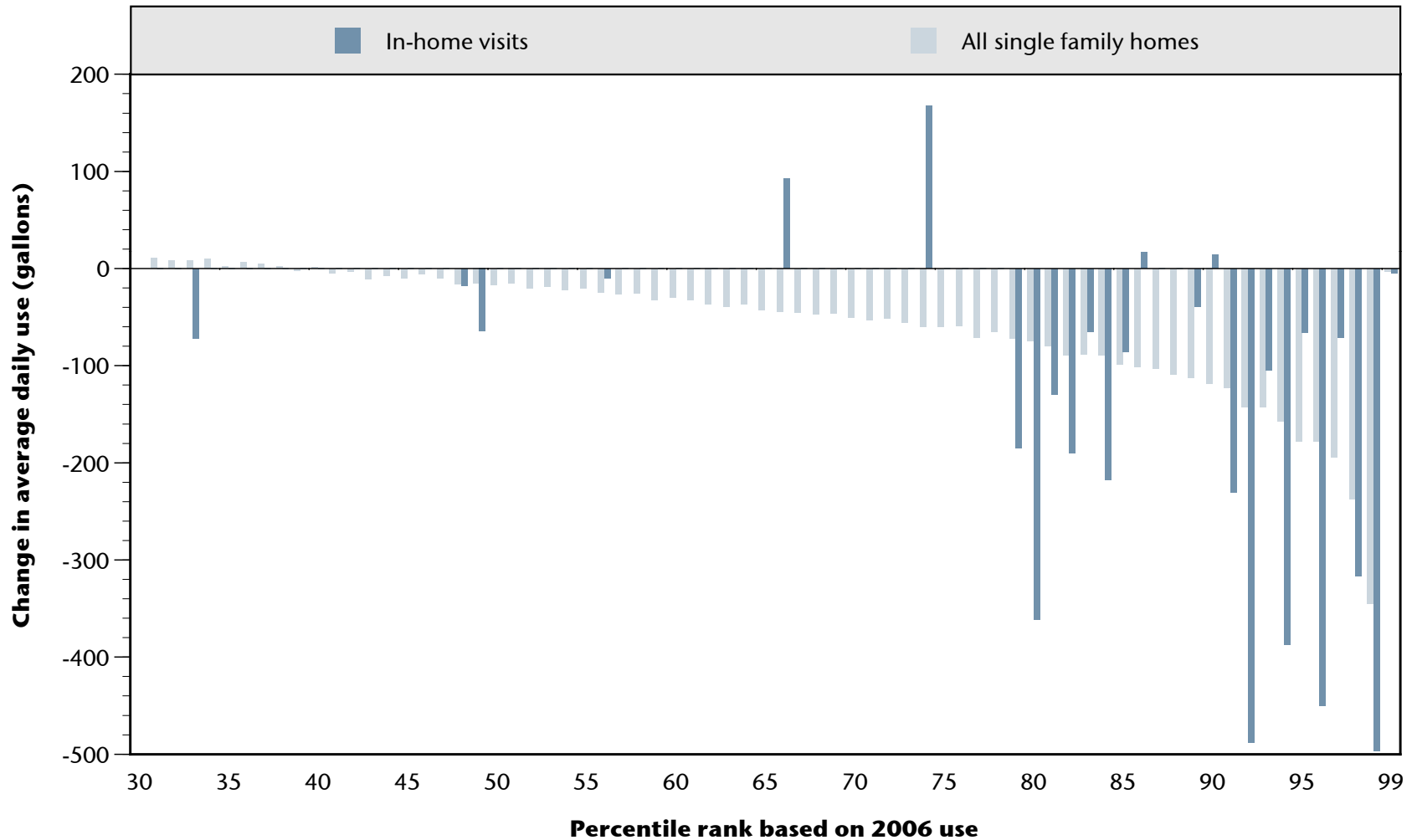


## Effect of in-home visits on recorded water use

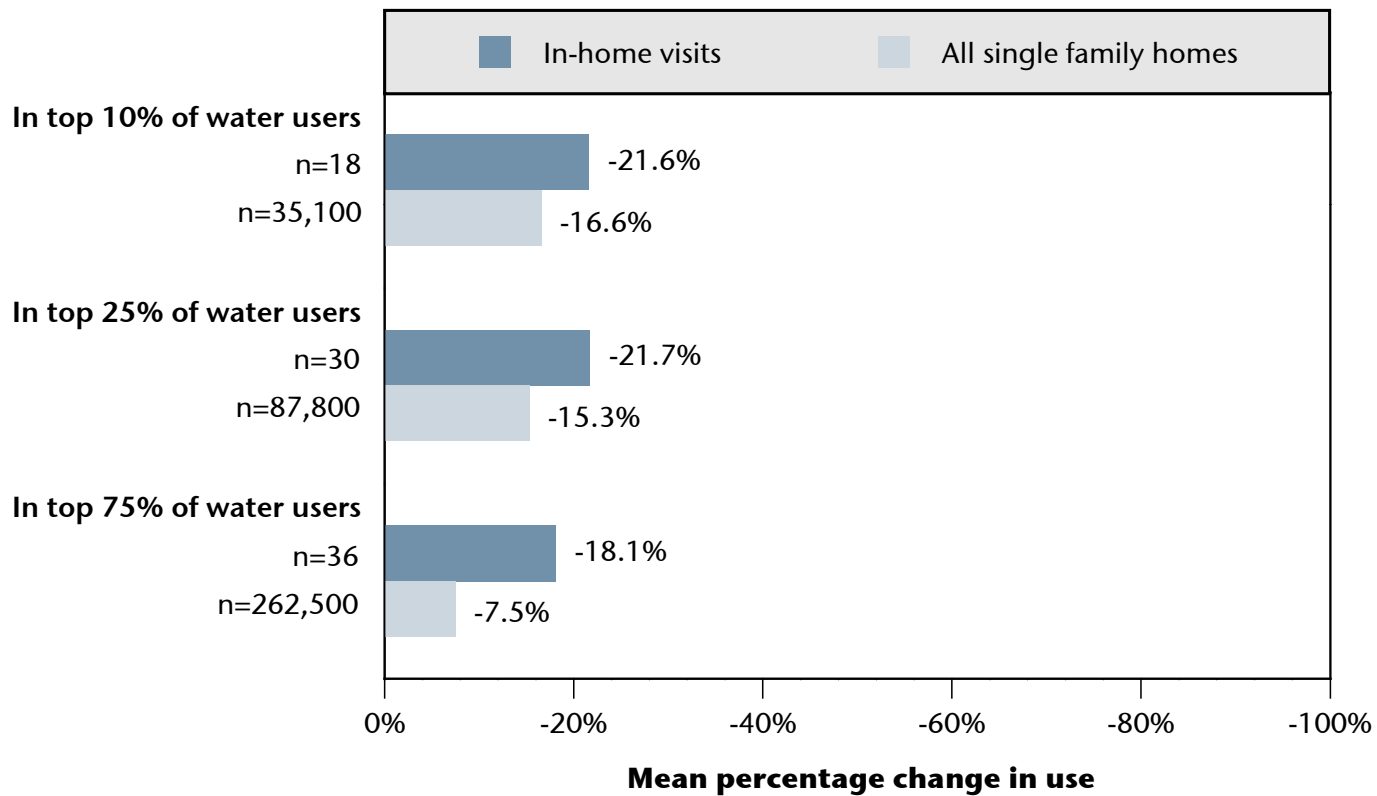
For 2006 to 2008, compared the following for homes that were visited and homes that were not:

- a. Absolute change in average daily water use
- b. Percentage change in annual water use
- c. Percentage of homes whose annual water use declined
- d. Change in season-by-season water use

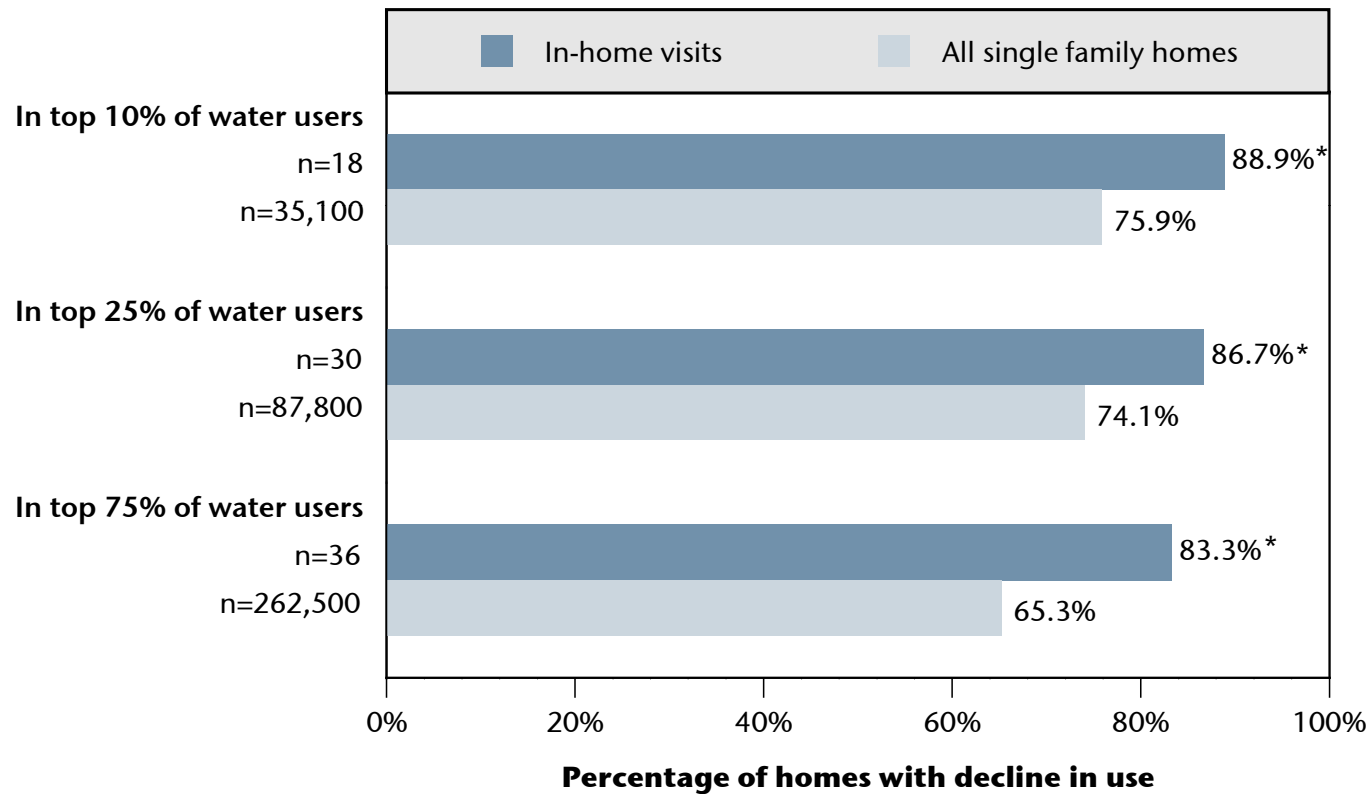
a. Absolute change in average daily water use between 2006 and 2008 by percentile rank of use in 2006



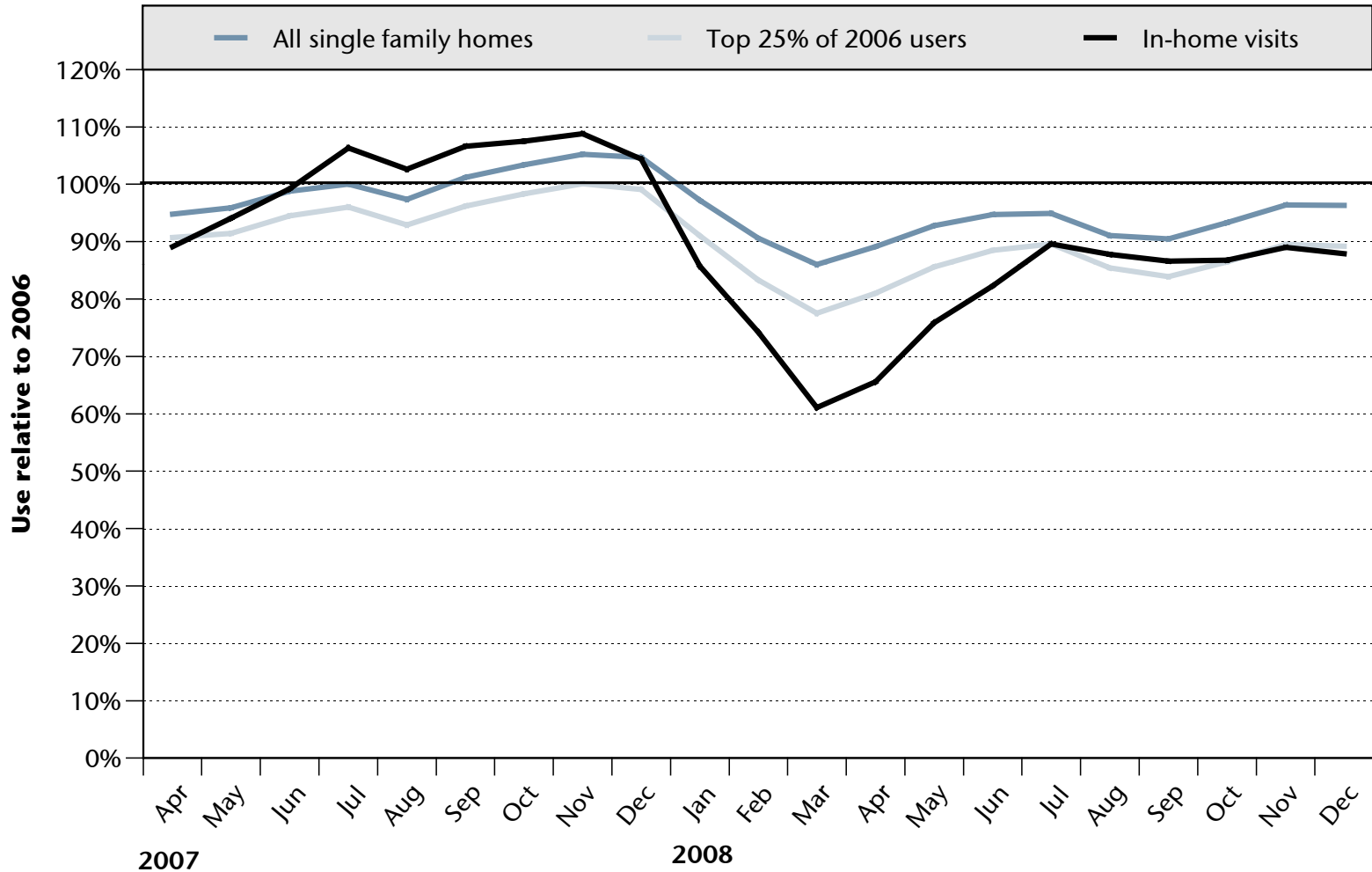
## b. Percentage change in annual water use between 2006 and 2008



## c. Percentage of homes whose annual water use declined between 2006 and 2008



d. Change in season-by-season water use:  
Average use in 2007 and 2008 relative to 2006 use



# Impact

In-home visit results have demonstrated:

- Deficiencies in customer water use knowledge (particularly outdoor use)
- Customer acceptance and response to City-driven outreach efforts
- Need for a high-touch, hands-on water conservation initiative and enhanced public education tools





## Impact

The City will strengthen its outreach efforts to high water users through a new high-touch water audit program, including the following:

- A team of water auditors will be specially trained to conduct in-home visits
- The City is adding similar high-touch, one-on-one outreach to its drought response plan
- BBC has helped the City launch a new customer-focused Water Resources and Conservation website