

This presentation premiered at WaterSmart Innovations

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Carolina Water Wars

Public Policy, Education Outreach,
Revenue Management Shapes
a Wake Up Call for Water Efficiency

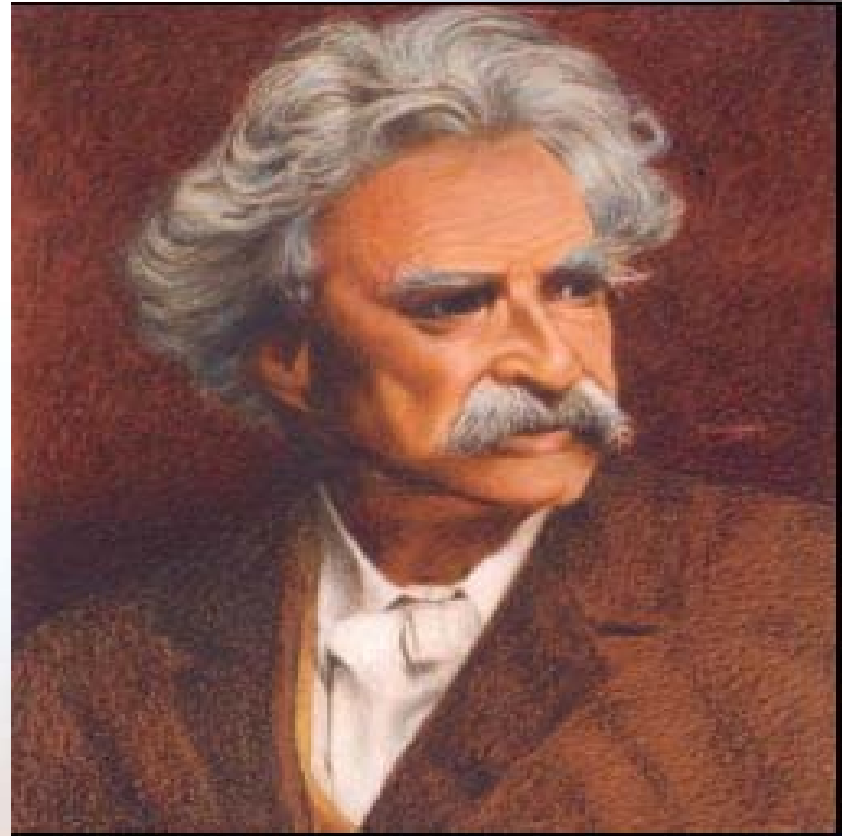
J. Dean Foster



Worth Fighting Over

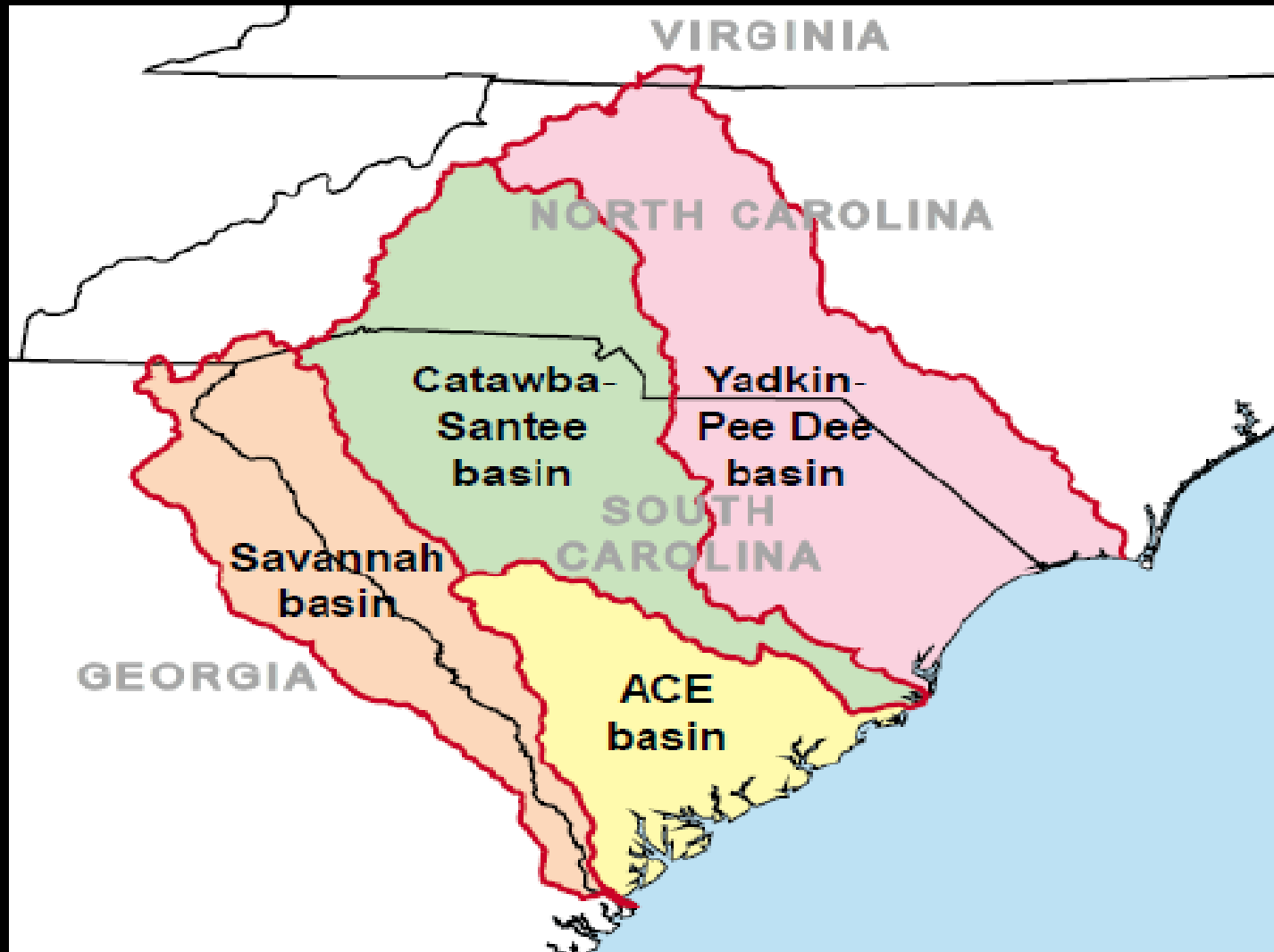
“Whiskey is for drinking;
water is for fighting over”

... Mark Twain



- Where we are now
- Water basin collaboration
- Revenue impact
- Public education impact / planning
- Feedback, ideas, resources from your region

Our Wound is Geography

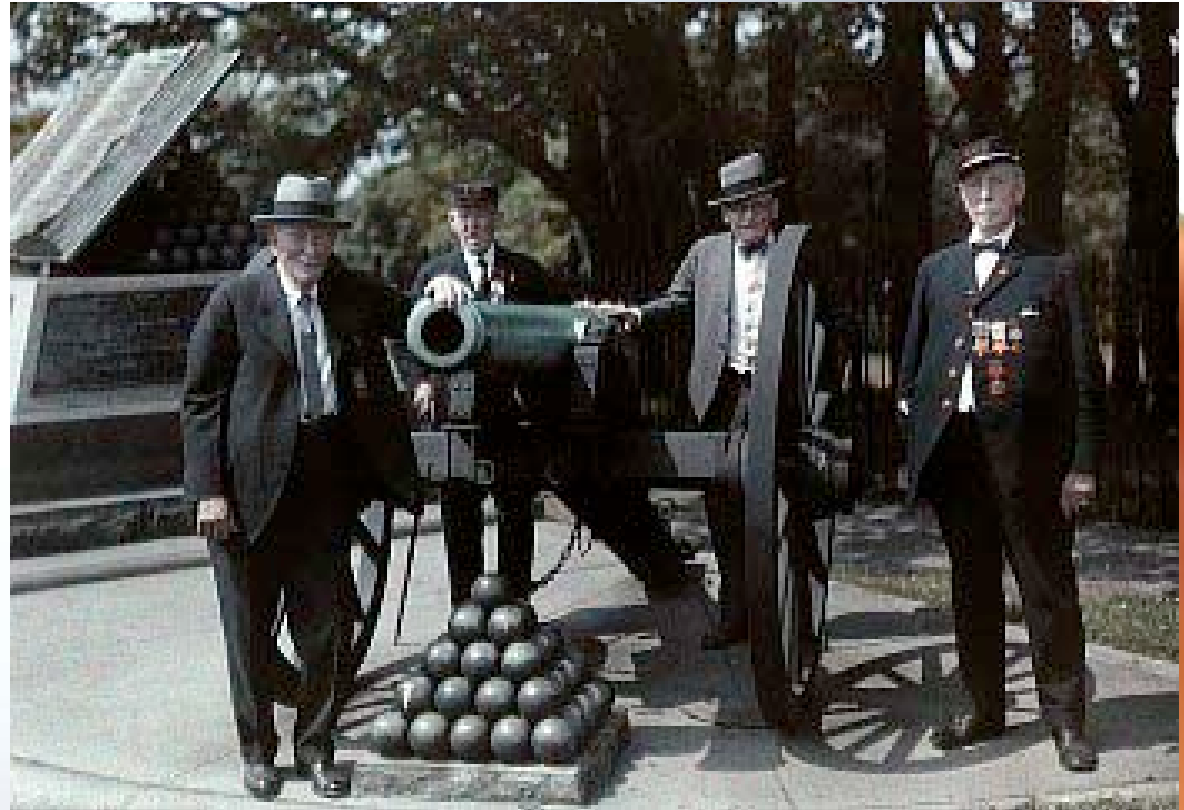


Inter-Basin Transfer



Let the War Begin

- Regional drought enters 10th year in 2009.
- NC approves IBT.
- Advocacy groups organize.
- SC Attorney General files suit.
- U.S. Supreme Court to hear case 2010,
- SC Legislature passes “Watermark” bill.



NC Environmental Management Commission

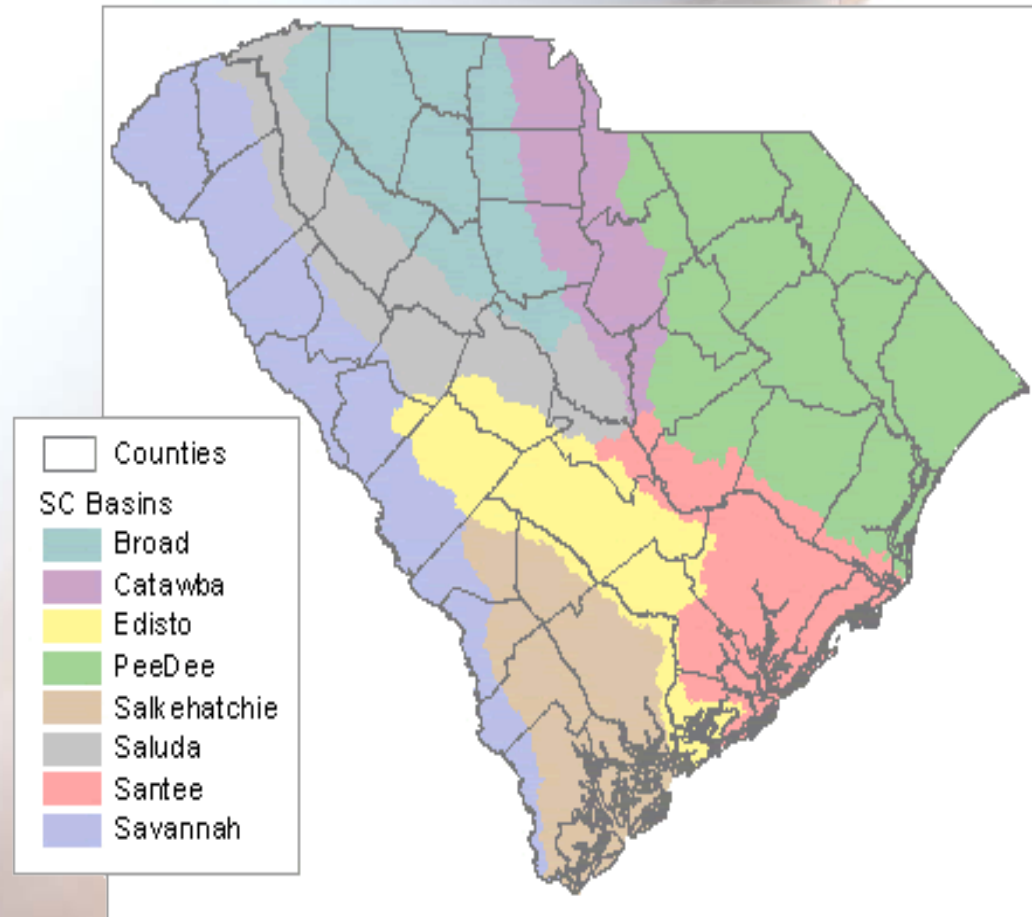
Who Owns the Water Anyway?

- Electric utilities: we built the dams, we own it.
- States: we make the laws, issue permits, we own it.
- Public: we pay for it, we own it.
- Federal government: if we bail you out, we own it.



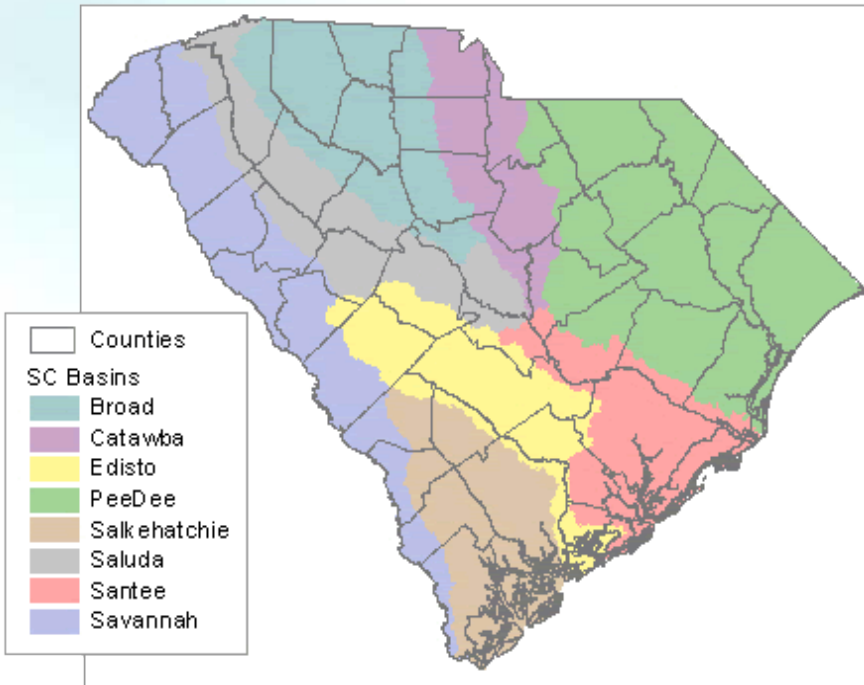
Collaboration?

- Establish Water Planning Council
- Develop Comprehensive Water Plan
- Establish Water Advisory Councils for each SC water basin.
- GA, NC, FL, AL have similar models

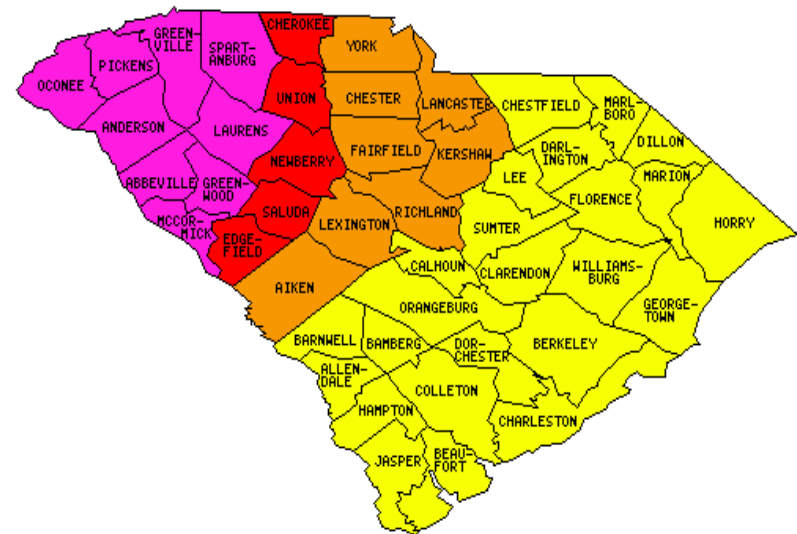


Juxtaposition

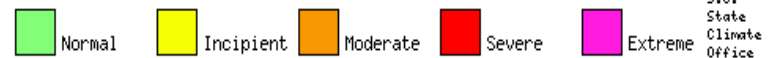
Basins



South Carolina Drought Status by County
February 19, 2009



Drought Status



S.C. State Climate Office

Revenue Concerns

- Fiduciary responsibility
- Impact on bond rating
- Drought, poor economy: shortfalls
- Balance water resource stewardship
- Reluctance to “intensify” efficiency message.



Revenue Management

- Tiered rate structure
- Impact fees
- Irrigation meters
- Wholesale water contract / flat costs
- Sell Reuse
- Aquifer storage and recovery
- Rate adjustments (5 - 7% annual)
- Communicate efficiency / cost savings to customers



One Utility Sets an Example

- Focuses on 3 strategies:
- Water reuse, reclamation
- Develop new water sources
- Become water efficient



Reuse

- Irrigation, 50 – 60% of water volume
- Research: Primary public, male 25-49, and 55+
- New regs: irrigation system / timers on all new construction.
- Brand and sell reuse: golf courses, car washes, commercial.
- Install reuse lines in conjunction with existing line R&R / E&E.



Develop New Water Resources

- Savannah River basin volume limits.
- Floridian aquifer in danger of salt water intrusion.
- No reservoir potential.
- Desalination?



Some Great Ideas Begin on Cocktail Napkins



SC Desalination
engineers meeting

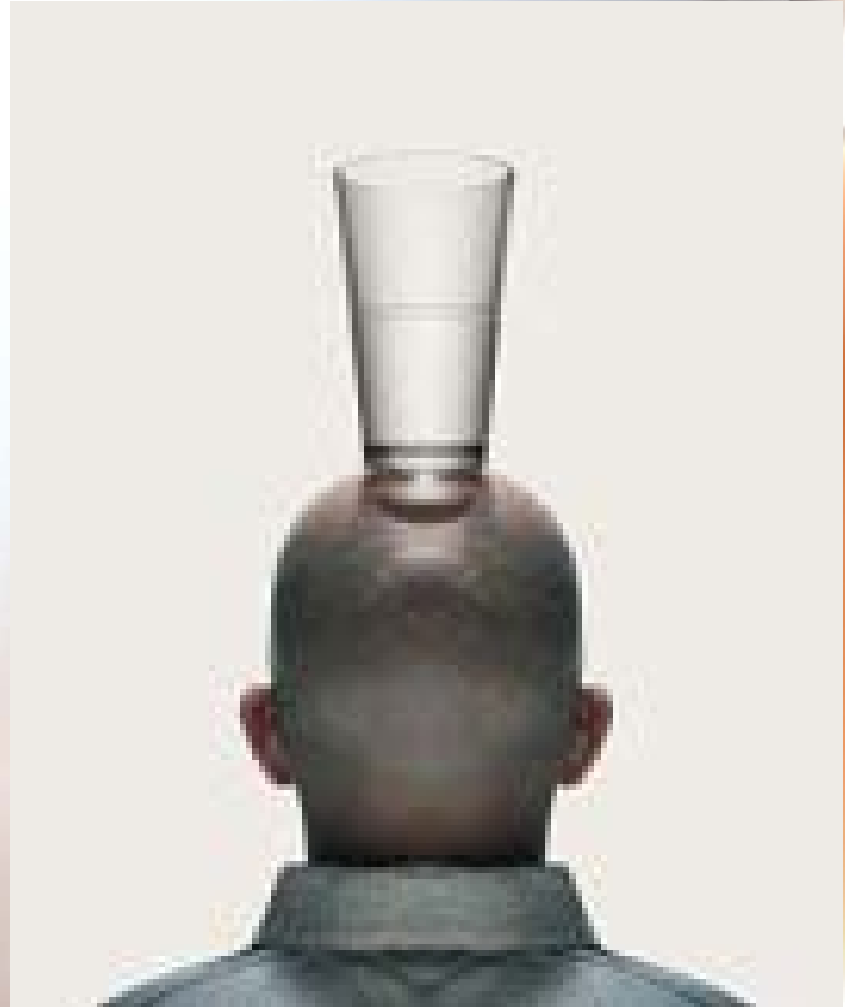
“Hey, they’re not kidding...”



Become Water Efficient

Communication Strategies:

- **Customer behavior change.**
- **Alliances / Public Affairs**
- **Brand Drivers / Core Messages**
- **Collateral / Signage**
- **Social / Mobile Media**
- **Media Sponsors / PSA's**
- **Media Relations**
- **Business Sponsors**
- **Education Outreach / Events**
- **Long-term efficiency**
- **Evaluation**



Regional Alliances

- Collaborate on a regional campaign.
- “Green” message.
- Customer “pledge” in exchange for giveaways.
- Business, retail sponsorship.
- Economic development tool.
- Reach out to GA, NC.

www.watersmartsc.org

www.getwiththeflow.org

"Flowateers"

Brand representatives to seed key messages and build a Flowateer community.

- Event participation.
- Offsite customer pledge sign-ups / consumer surveys.
- Online social media influence.



Social / Mobile Media

- SM apps: Listen, Manage, Engage, Resolve
- Mobile text messaging; double opt-in, customer request.
- Business sponsor incentives: Chick-Fil-A
- Retail offer & water efficiency message.
- Tied into e-bill pay.
- “Flow Report:” your mid-month usage



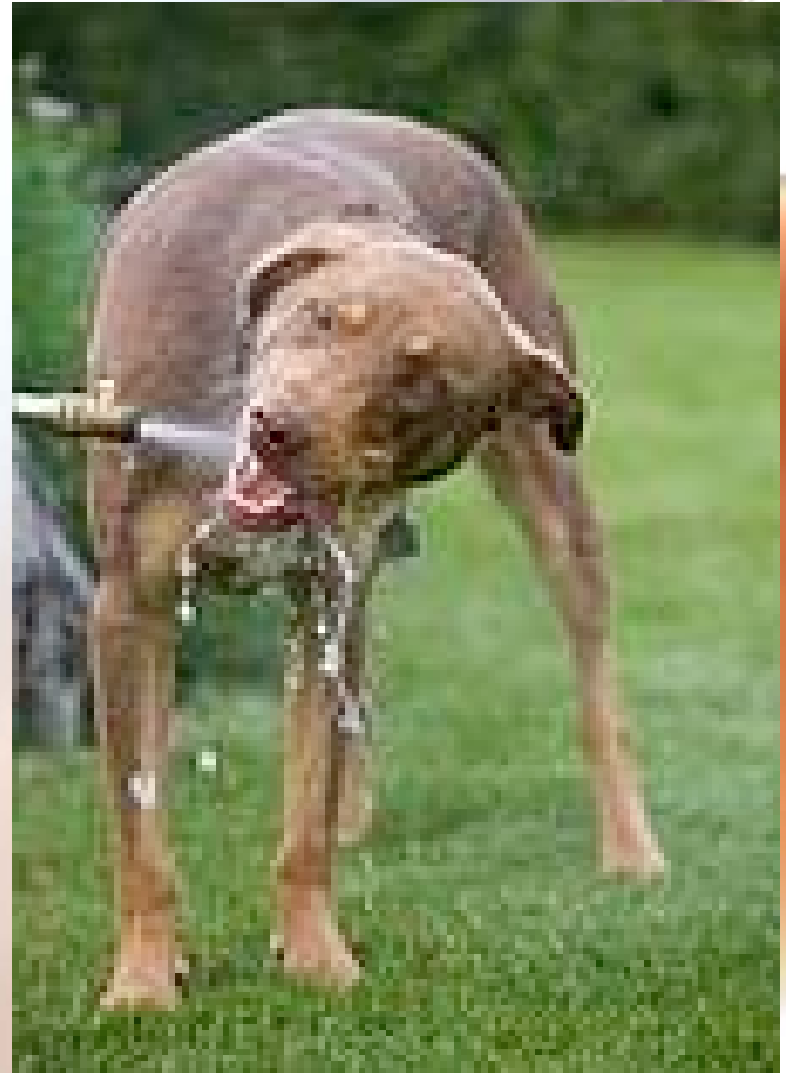
Evaluation

- Monthly update report of campaign impact.
- Impression counts.
- # customer pledges.
- Signage impact.
- PSA impressions.
- Events.
- Online traffic increase.
- % of water use reduction.
- Follow-up research to gauge value message.



Where We Go From Here

- Basin model hinges on collaboration
- Basin committees' first steps: Agree to value proposition / mission statement.
- Engage / educate the public
- Regional communication strategy
- Memorable brand drivers
- Sustained behavior change
- Improve Value of Water perceptions





**Dedicated to earning public trust
for water / wastewater utilities.**

Utility Advocacy * Customer Education * Brand Management

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