

This presentation premiered at WaterSmart Innovations

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Public Water Efficiency Workshops Produce Measurable Water Savings

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Gwinnett County Georgia

- More than 800,000 residents and 225,000 single family residential accounts
- Two water production plants together averaged 71.25 MGD in 2012
- Average single family household use is 176 gallons per day



Gwinnett County Georgia

Over 99% of our water comes from Lake Lanier



- Historic drought in 2007 dropped the lake 21 feet
- Legal disputes with Alabama and Florida

Why we offer efficiency workshops

- Opportunity for face to face customer interaction and feedback
- Get educational materials directly into the hands of interested customers
- Create well-informed community ambassadors
- Generate feelings of goodwill



Homeowner H₂O Water Conservation Workshops

- Offered five times per year
- Weekday evenings or Saturday afternoons
- Held at our courthouse auditorium or at libraries and recreation centers
- Average attendance is about 60 people



Marketing and Incentives

Workshops are advertised through...

Newsletters

Website

Direct email

Flyers

Bill messages

All attendees receive
indoor and outdoor
water conservation kits





Topics Covered

- Calculating household use
- Checking for leaks
- Fixture and appliance efficiency
- Using water wisely outdoors
- Changing everyday habits



Evaluating Workshop Effectiveness

Online surveys are sent to attendees one month after the workshop.

- Why did they come
- Was the workshop beneficial
- Did it change their water use behaviors



Why are people attending?

What was the PRIMARY reason you decided to attend the Homeowner H2O: Water Conservation Workshop?



Looking for any way to save money = **64.7%**

Interested in learning more about regional water supply and conservation issues = **29.4%**

Wanted to receive the handouts and free giveaway items = **5.9%**

What do they find most helpful?

What aspect of the Workshop did you find MOST beneficial?



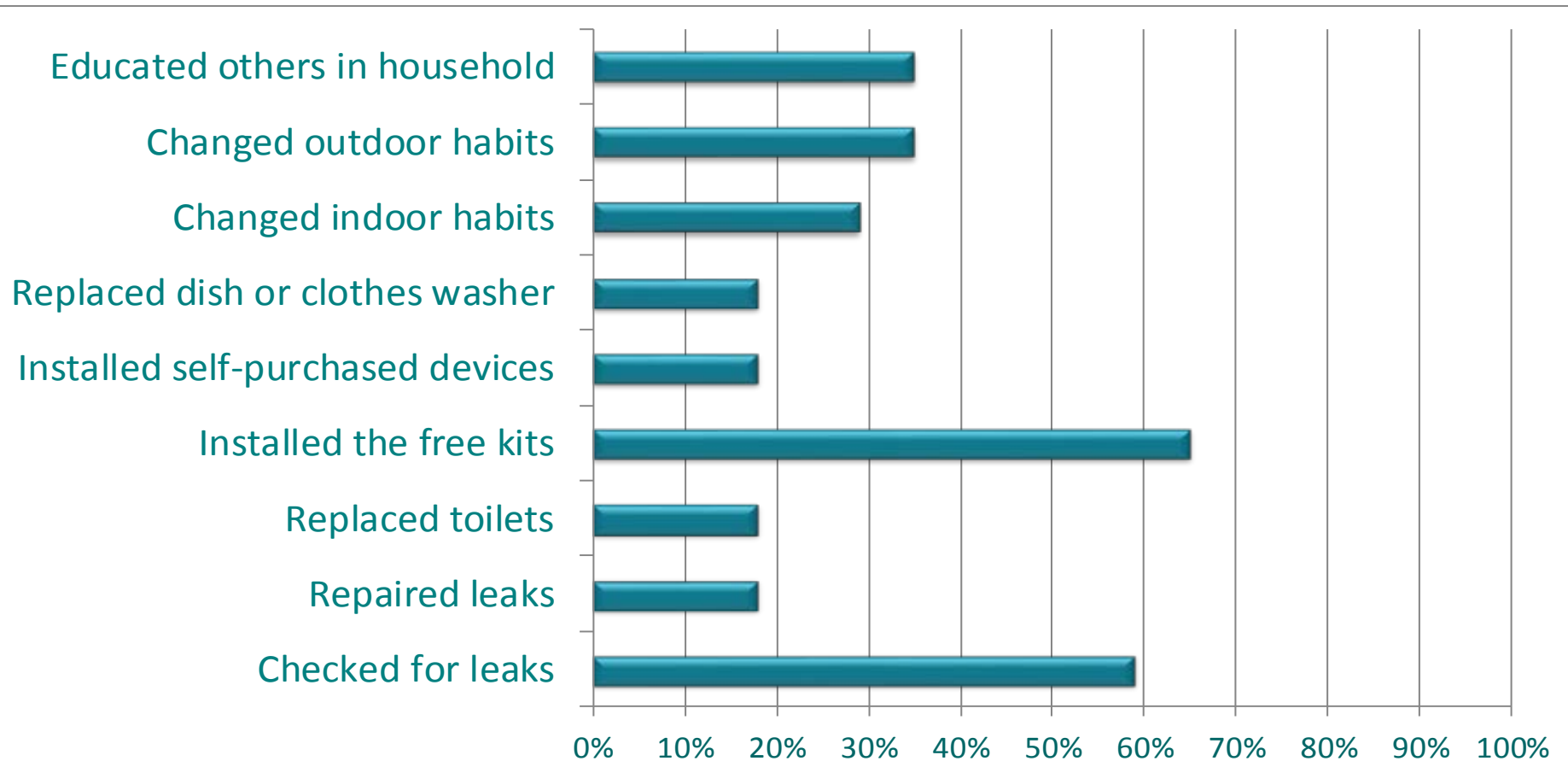
The handouts and giveaway items = **41.2%**

Information about water-saving fixtures and the toilet rebate program = **23.5%**

Tips on changing my daily water use habits = **23.5%**

Do they really make changes?

After attending the workshop, did you take any actions to reduce your household water use?



Evaluating Workshop Effectiveness

Can efficiency workshops actually reduce household water consumption?

Hypothesis: Customers who attend a water efficiency workshop will decrease their household water consumption more than customers who do not attend.



Evaluating Workshop Effectiveness

Other factors that may influence water usage...

- Rainfall
- Temperature
- Media coverage
- Water rates



Procedure

A control group attempts to isolate just the effect of the workshop and exclude other influences.

Treatment Group: Customers who attended

Control Group 1: The “no-shows” – customers who signed-up but did not attend the workshop

Control Group 2: The “neighbors” – randomly selected households that did not attend but live on the same streets as those who did

Procedure

Both: Control for weather variation between 2011 and 2012, water rates, media coverage and other external influences

Control Group 1: Controls for motivation

Control Group 2: Controls for some demographics



Procedure

Water bills were tracked for three months...

June 2012 Workshop

Average daily use for Aug. Sept. & Oct. 2012 bills

July 2012 Workshop

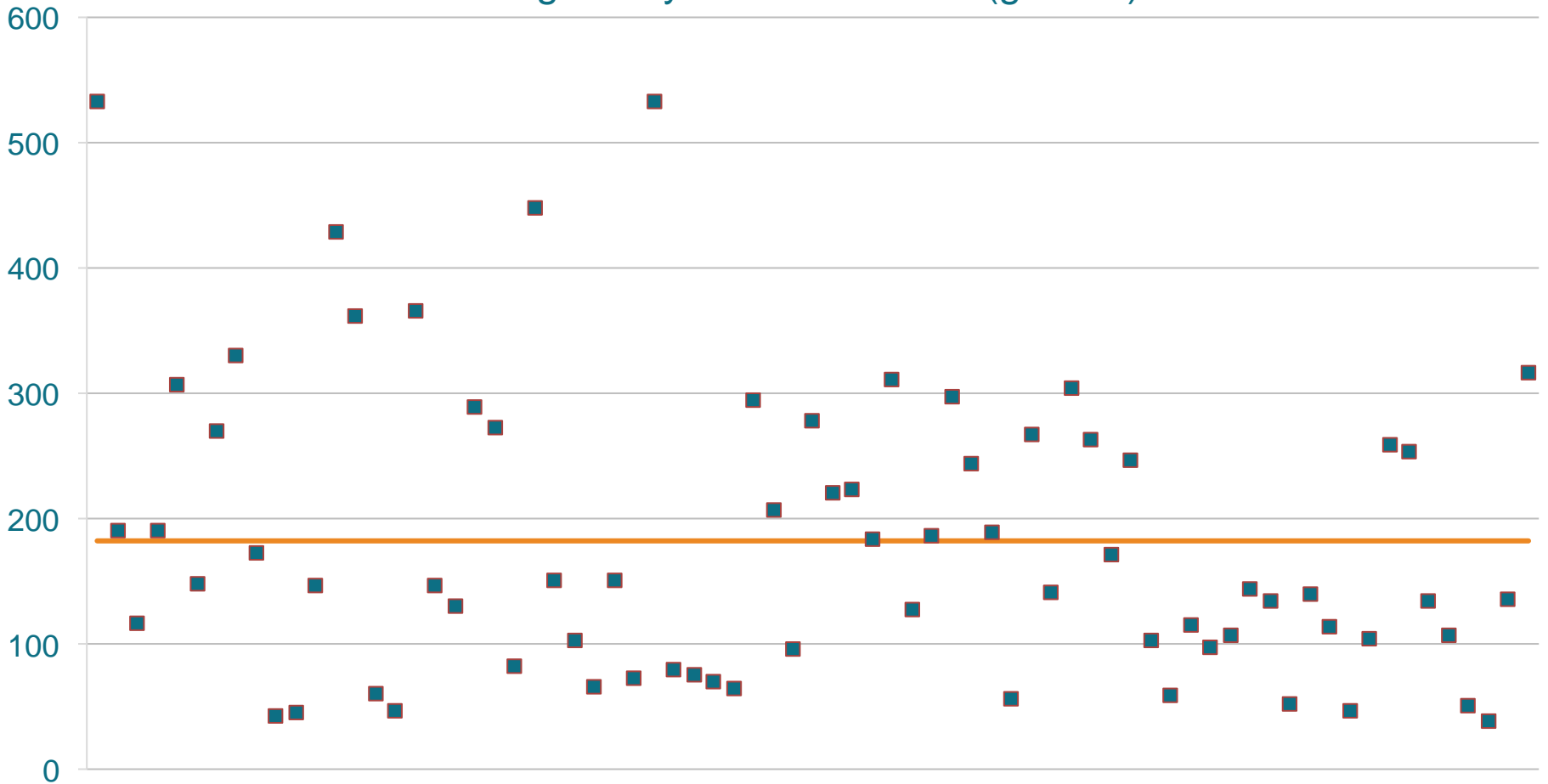
Average daily use for Sept. Oct. & Nov. 2012 bills

Average usage for those months was then compared with usage from the same three month period in 2011



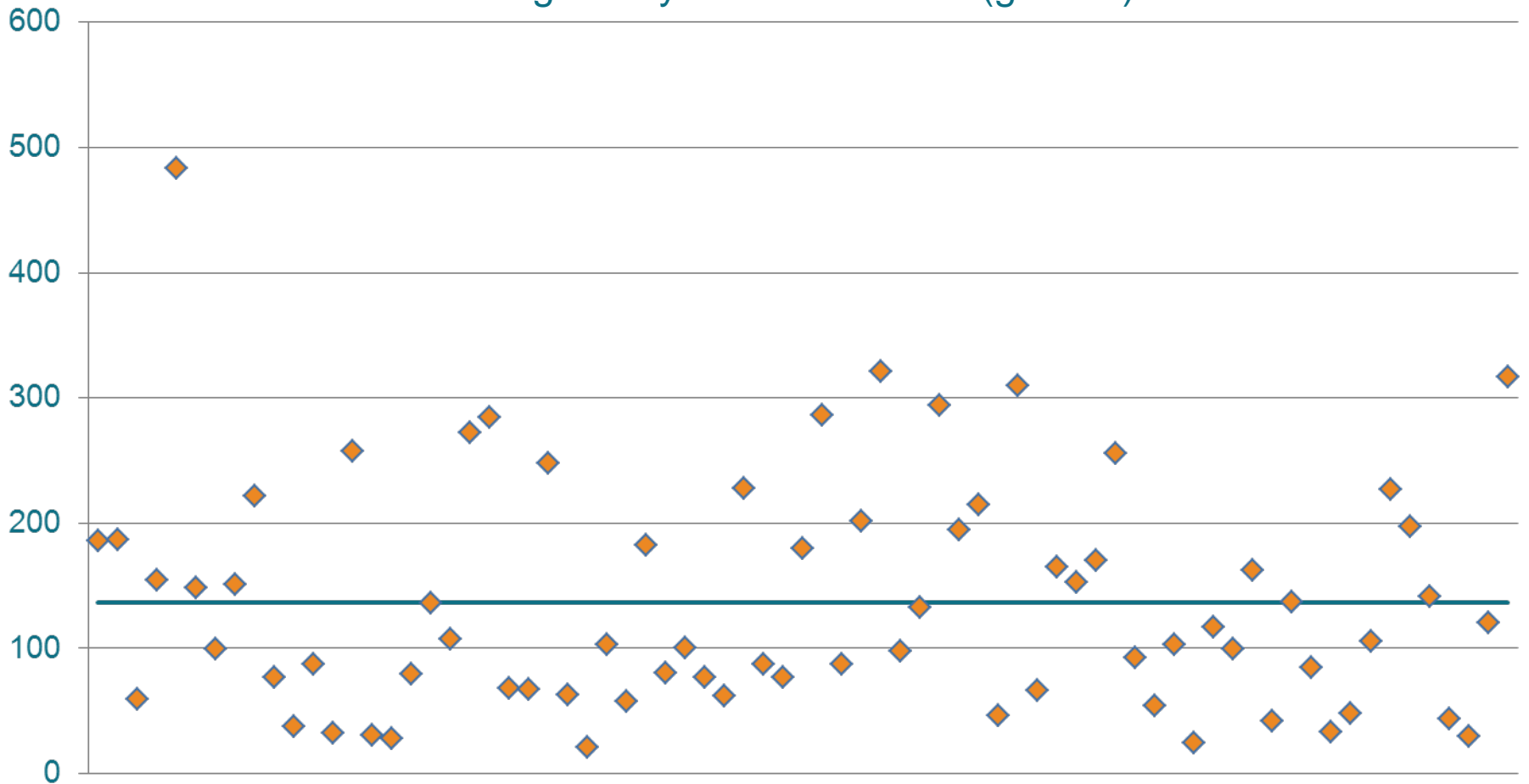
Results

Treatment Group: 2011
Average Daily Household Use (gallons)



Results

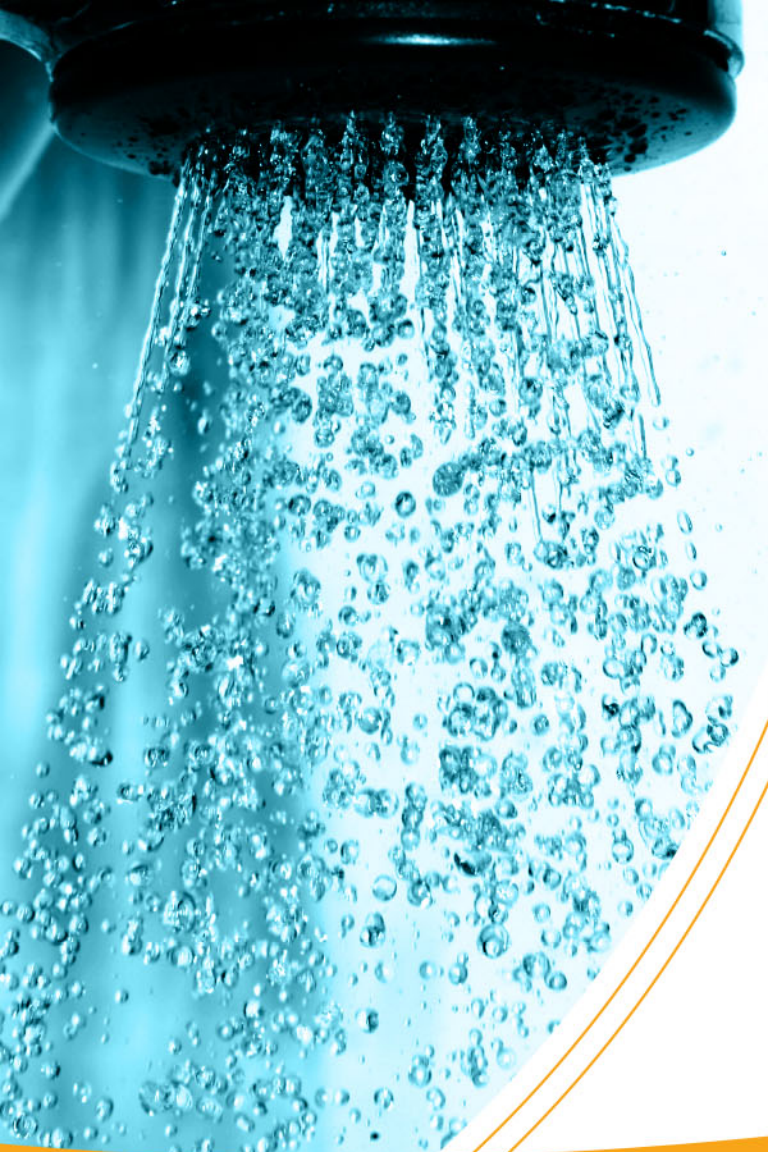
Treatment Group: 2012
Average Daily Household Use (gallons)



Results

	Treatment	Control 1	Control 2
Percent reduction	16.80%	0.35%	-3.25%
Comparison with Control 1		16.45%	
Comparison with Control 2			20.05%

Customers who attended the workshop reduced their household water consumption 16.45% more than workshop “no-shows” and 20.05% more than their neighbors.



Questions?

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