

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Attracting the “Right People” to Increase Outdoor Program Savings

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Director / Conservation

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What Can Updated REUS Teach Us?

Home water use is highly variable across the country

“The behavior and operations of relatively few in upper end of consumption have disproportionate impact on average use.” REUS Report

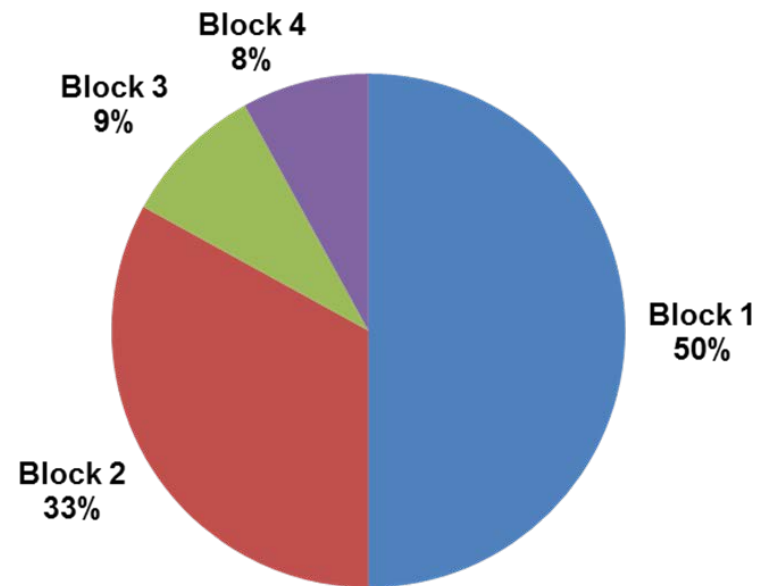
- 30% of customers do not irrigate landscape at all
- Of customers who irrigate, 25% do so by hand
- 53% of customers have irrigation systems which are correlated with MUCH higher usage
- Average use on outdoor is only 58% of theoretical
- 17% over-irrigate against theoretical

San Antonio Water Use Profiles

Averages Are Misleading

- Average Water Use 2013
 - Summer : 8,500
 - Winter: 6,700
- Top 1% Water Use 2013
 - Summer: 32,000
- Billing Tiers
 - 0 to 5,985
 - 5,986 to 12,717
 - 12,718 to 17,205
 - 17,206 +

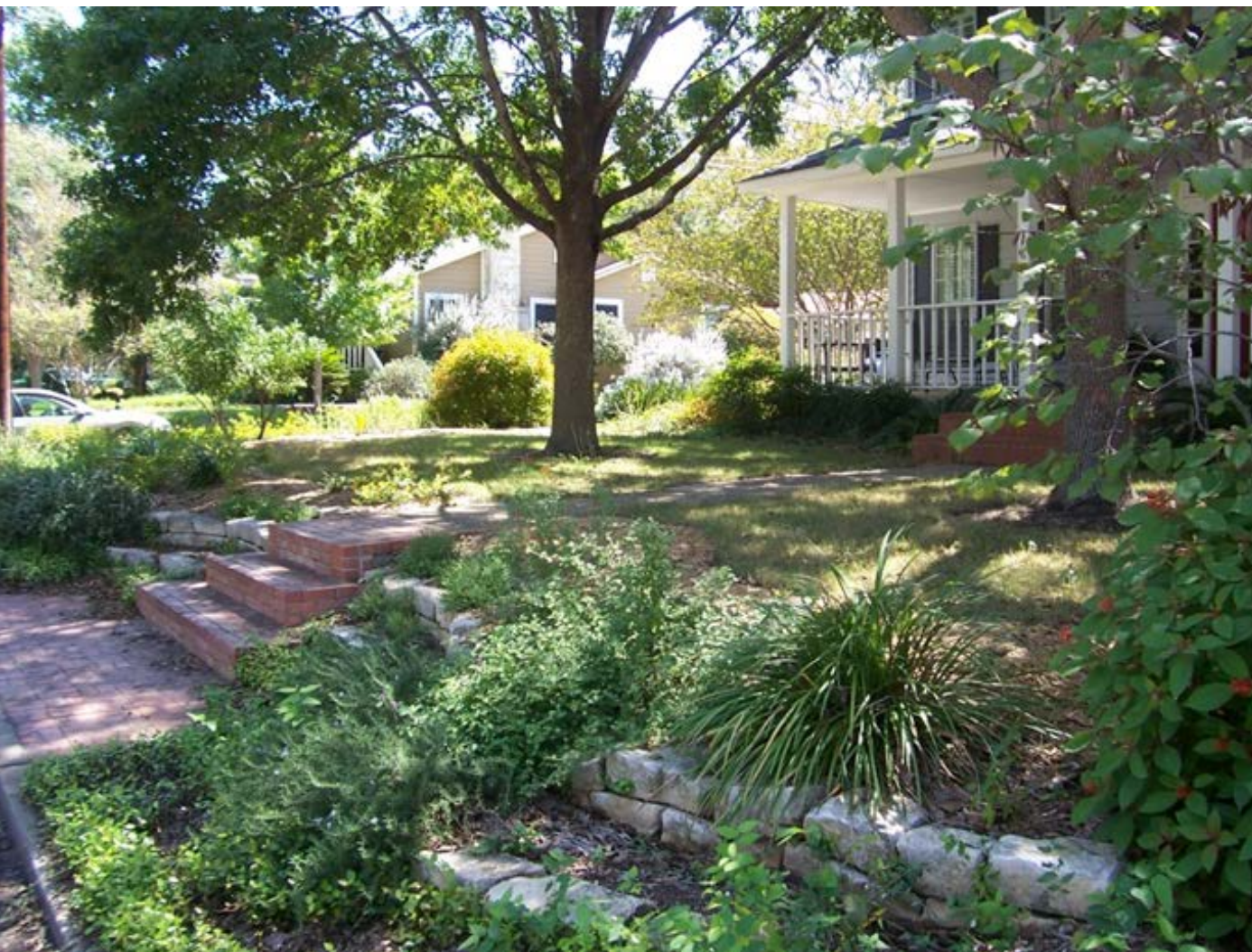
June-August 2013 Bills



83% of customers use under 12,718 gallons/month during the hottest months



- Urban sprawl homes
- New
- Irrigation systems
- Care about the water bill
- Strict HOA likely as barrier



- Historic homes
- May not have irrigation
- Receptive to different styles
- Historic Preservation Regulations



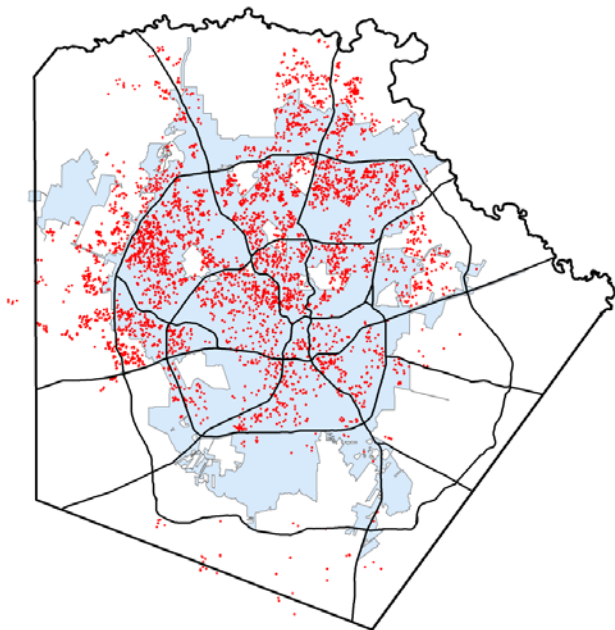
- High end potential top user
- Bill not likely motivator
- Not as receptive to DIY
- Receptive to consult



- Older nice neighborhood
- Irrigation mixed by home
- Some top users and some very low
- Neighborhood Association rather than HOA

Landscape Coupon Attracts Cross Section

\$100 coupon to replace 200 square feet of grass

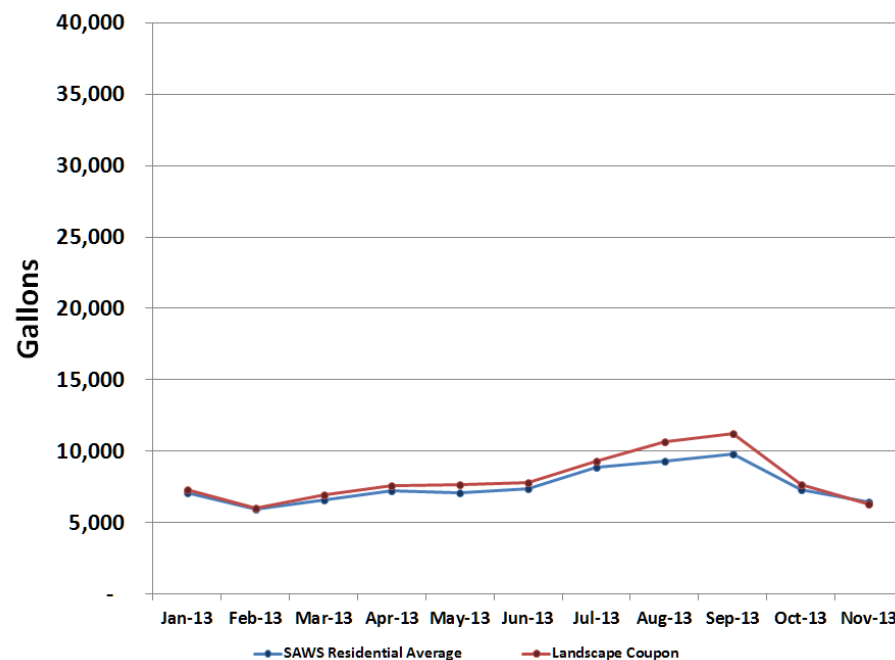


Why Market? Otherwise only 20-30% of participants have irrigation systems and higher average usage

House Profile

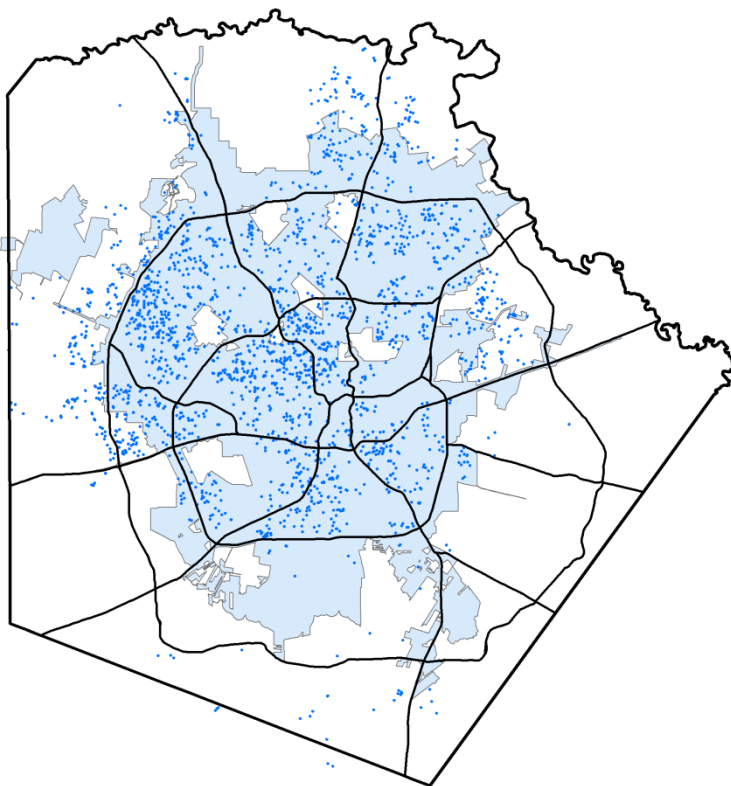
- **Average House Age:** 1980
- **Average House Value:** \$116,958
- **Average Lot Size:** 30,829 SF / 0.71 ac

2013 Consumption



Patioscape Coupon Attracts Low Users

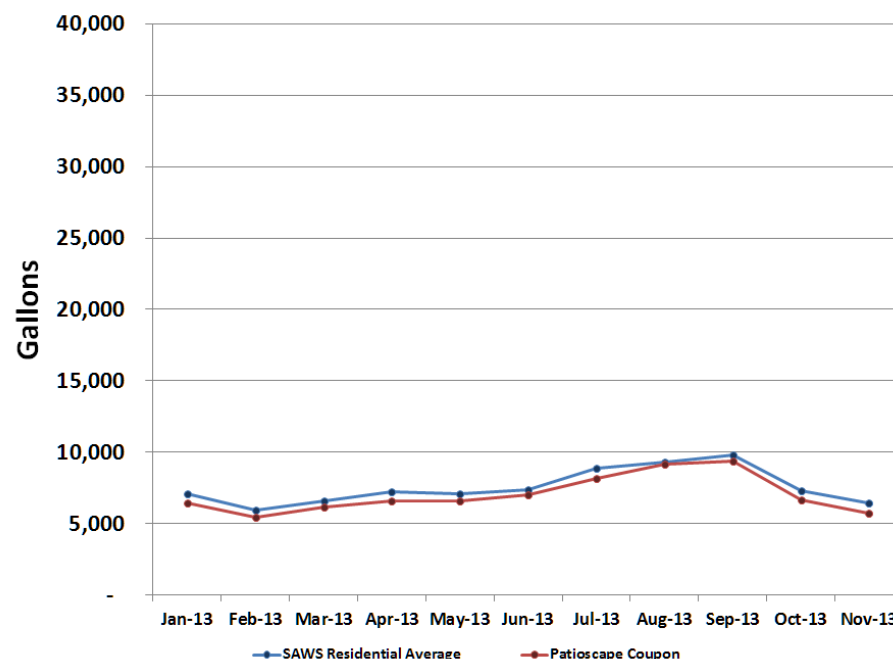
Double the coupon for those with irrigation



House Profile

- Average House Age: 1978
- Average House Value: \$93,352
- Average Lot Size: 31,981SF / 0.73 ac

2013 Consumption

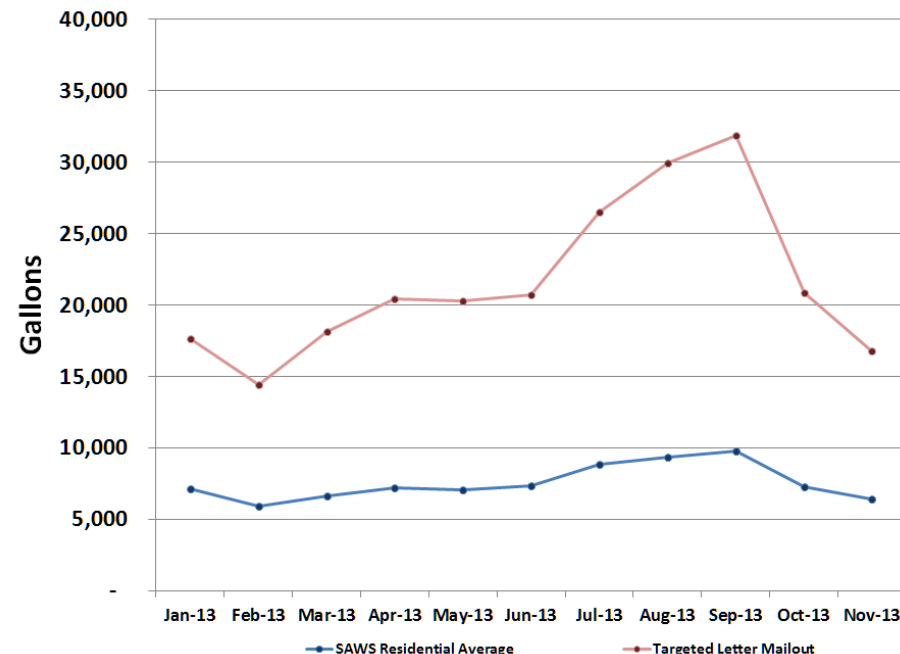


15-20 % have irrigation systems; they got \$200, others only \$100

Direct Mail Marketing Programs

- **Direct Mail to Higher Users**
 - 10-20% response rate depending on offer, timing and tone of letter
 - Highest Users: like consults best
- **Mailer Failure: only 3% response**
 - 23,000 letters in 4 treatments
 - Home value \$235,000 and up and use average 14,000 gallons
 - Not personal by name
 - No color & different tone
 - Included total water used for year, metric was not believed
 - Higher home value less likely
 - Limited time offer best

Outdoor Program Target Water Users

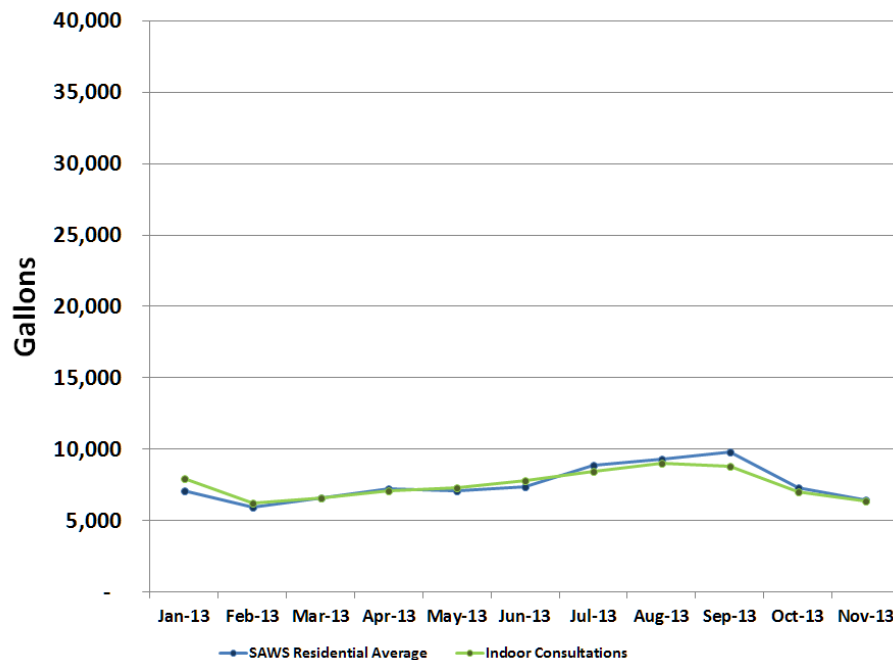


2012 Conservation Consultations

Same investment per visit; different savings outcome

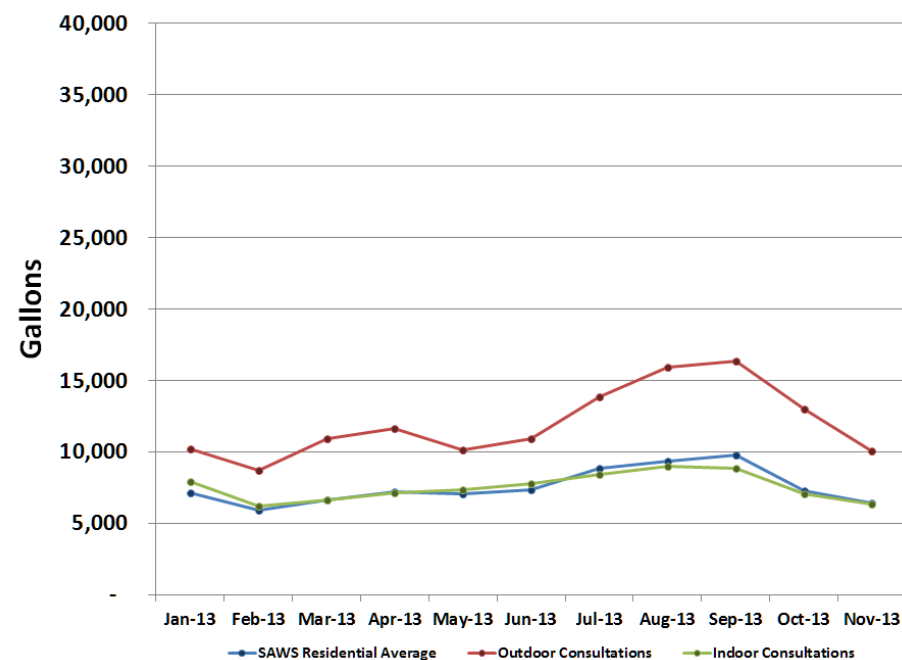
Indoor – Saved **2000 gallons**/month/home

- Average House Age: 1972
- Average House Value: \$84,000
- Average Lot Size: 10,900 SF / 0.23 ac



Outdoor – Saved **4000 gallons**/month/home

- Average House Age: 1990
- Average House Value: \$251,000
- Average Lot Size: 15,800 SF / 0.34 ac



Shift in Consult Program Offer

Took a year to change expectations of customers & rest of SAWS

- Worked with Customer Service to eliminate referrals for bill disputes
- Eliminated offer of “Indoor Audit” or consult service on website
- Phone consultation offered for leaks
- Worked to fill schedules with target customers

Result: reduced 3 week wait time for consult in summer & increased savings metric

Boosting Outdoor Consults More

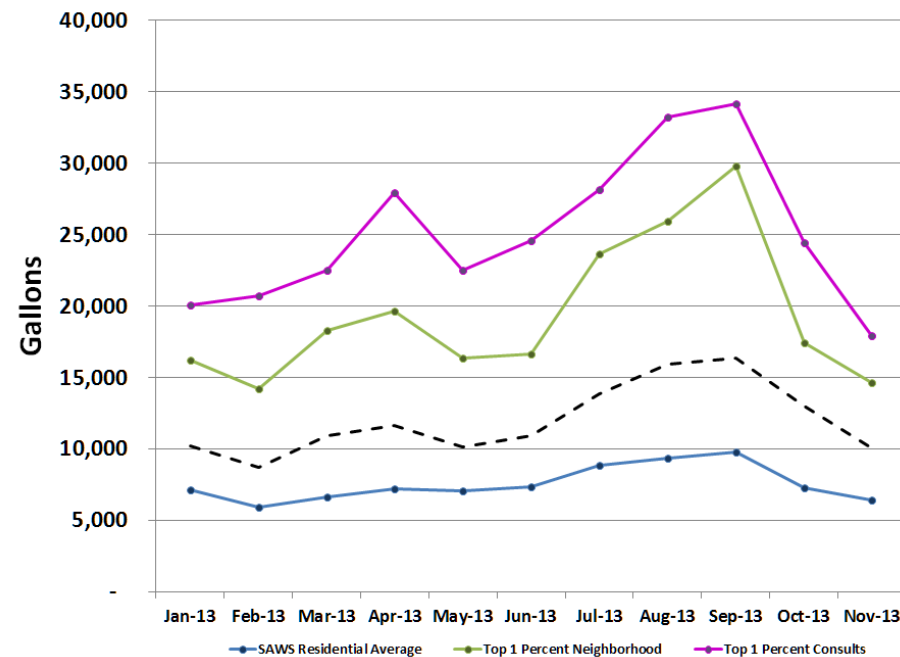
Marketing to highest users = higher savings per visit

“High Use Neighborhood” - House Profile

- Average House Age: 1961
- Average House Value: \$258,000
- Average Lot Size: 21,000 SF / 0.48 ac

“Top 1% of All Users” - House Profile

- Average House Age: 1973
- Average House Value: \$361,000
- Average Lot Size: 24,000 SF / 0.55 ac



What Is Next?

Fit in more consultations AND increase high user incentive use

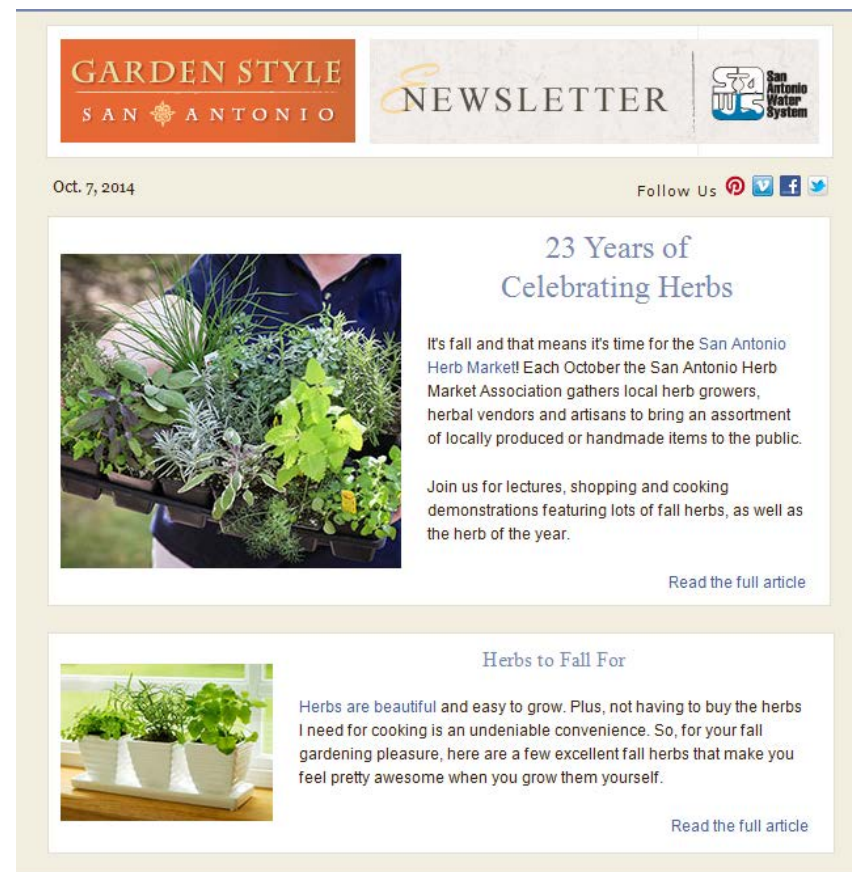


- Neighborhood Consult Days; direct mail market
- Cycle 1-2 focus neighborhoods per month
- Add “Custom Coupon” offer during consult
 - Market limited time offer
 - Market \$\$\$ value

Marketing Lessons

We have an offer for YOU! Act now!

- E-newsletter!
- FREE plumbing offer to low income only gets about 20-30% response
- Limited time!
- Letter with HOA
- Data helps BUT can come on too strong



Right Program for Right Customer

Match the usage pattern to the program

Super User 

Irrigation Consultations &
Irrigation Retrofit Rebates

Moderate User 

Coupons for Landscape Retrofit,
Irrigation Retirement Incentive,
Consults if have irrigation

Early Adapter 

WaterSaver Landscape
Recognition Program

Low-Income High Indoor 

Phone Indoor Leak Consults,
Conservation Make-Over
Targeted by Use, Home Value &
Census Income Data

Low-Income Leaks 

Plumbers to People

Questions?

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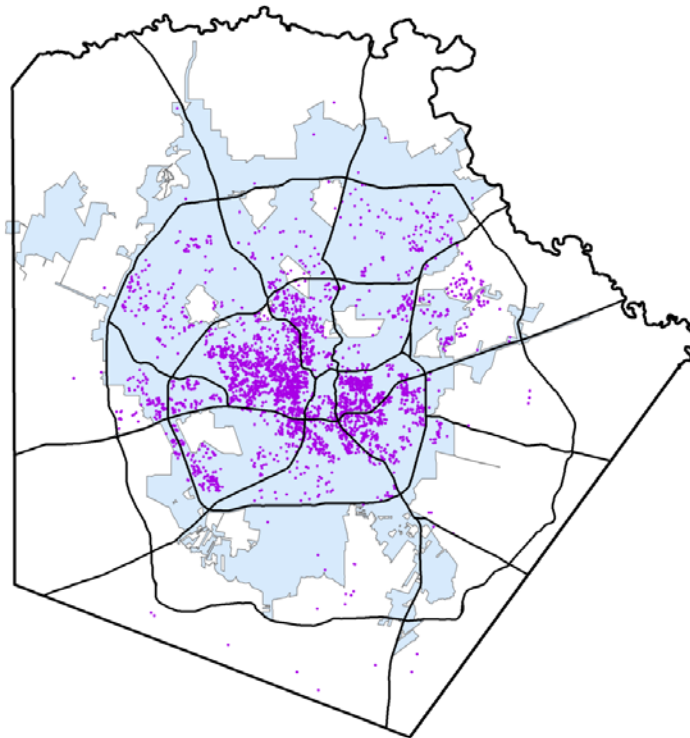
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Customer Profiles by Program

"Plumbers to People"



House Profile

- Average House Age: 1956
- Average House Value: \$48,120
- Average Lot Size: 12,111 SF / 0.28 ac

2013 Consumption

