

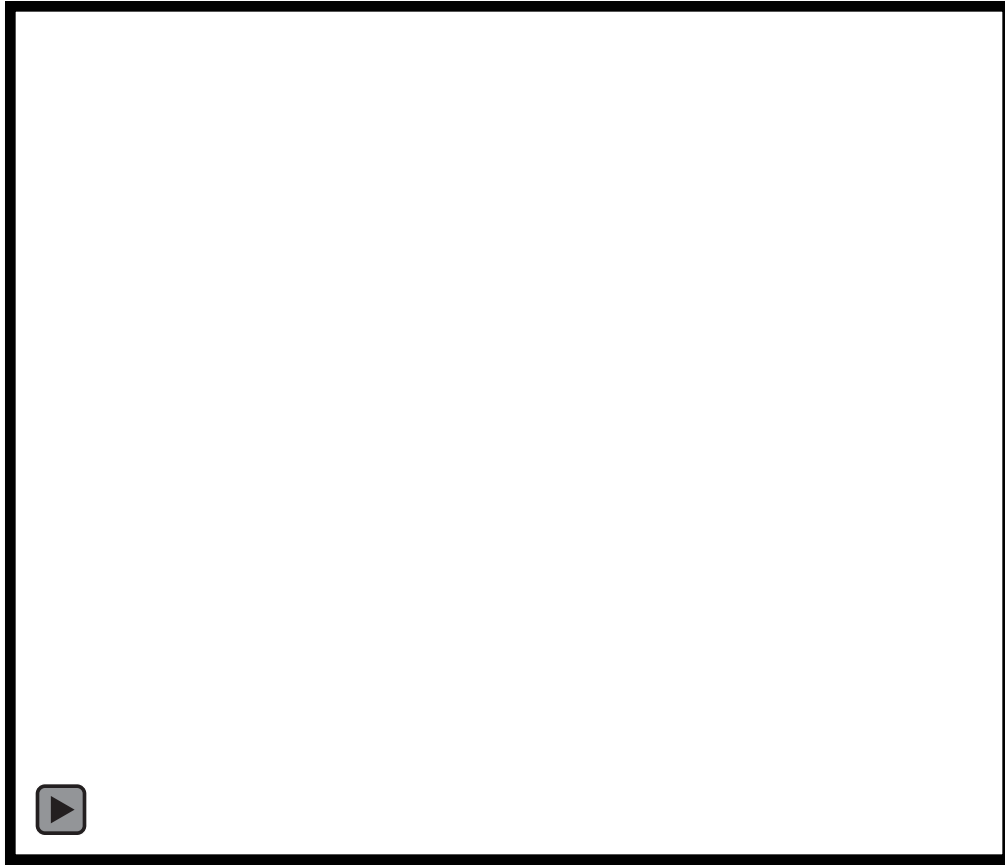
This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



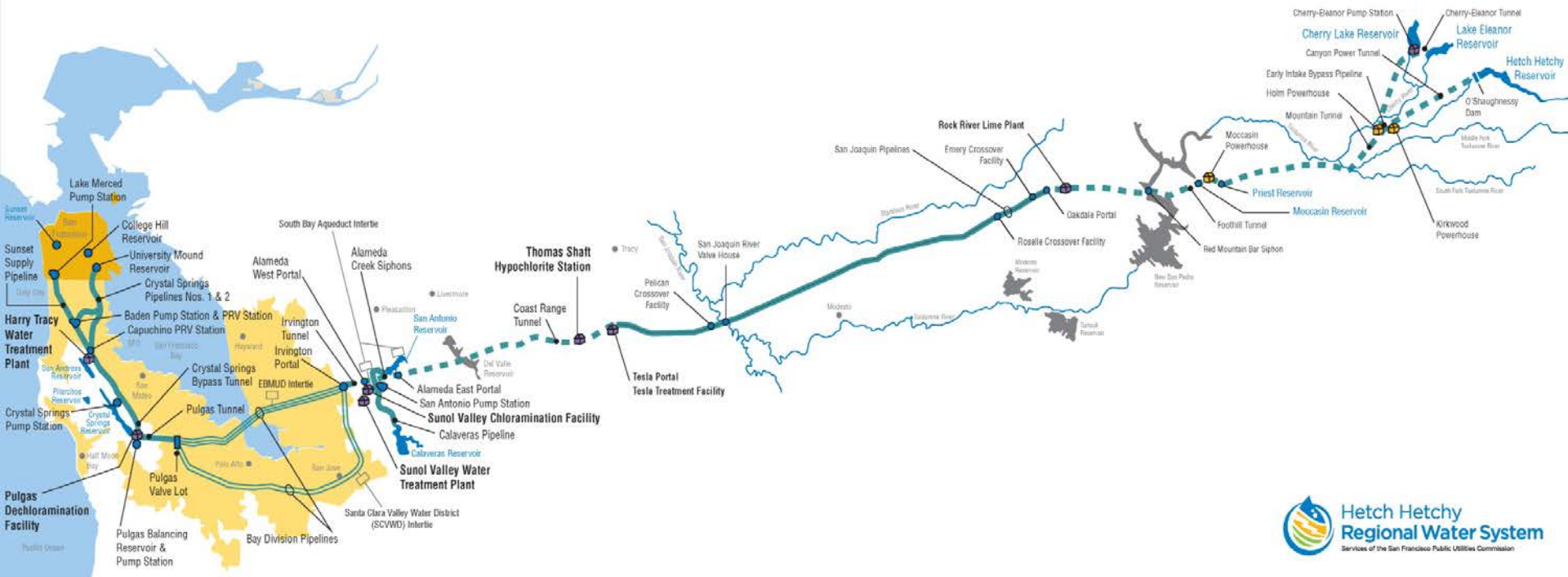
Play Sound

Services of the San Francisco Public Utilities Commission



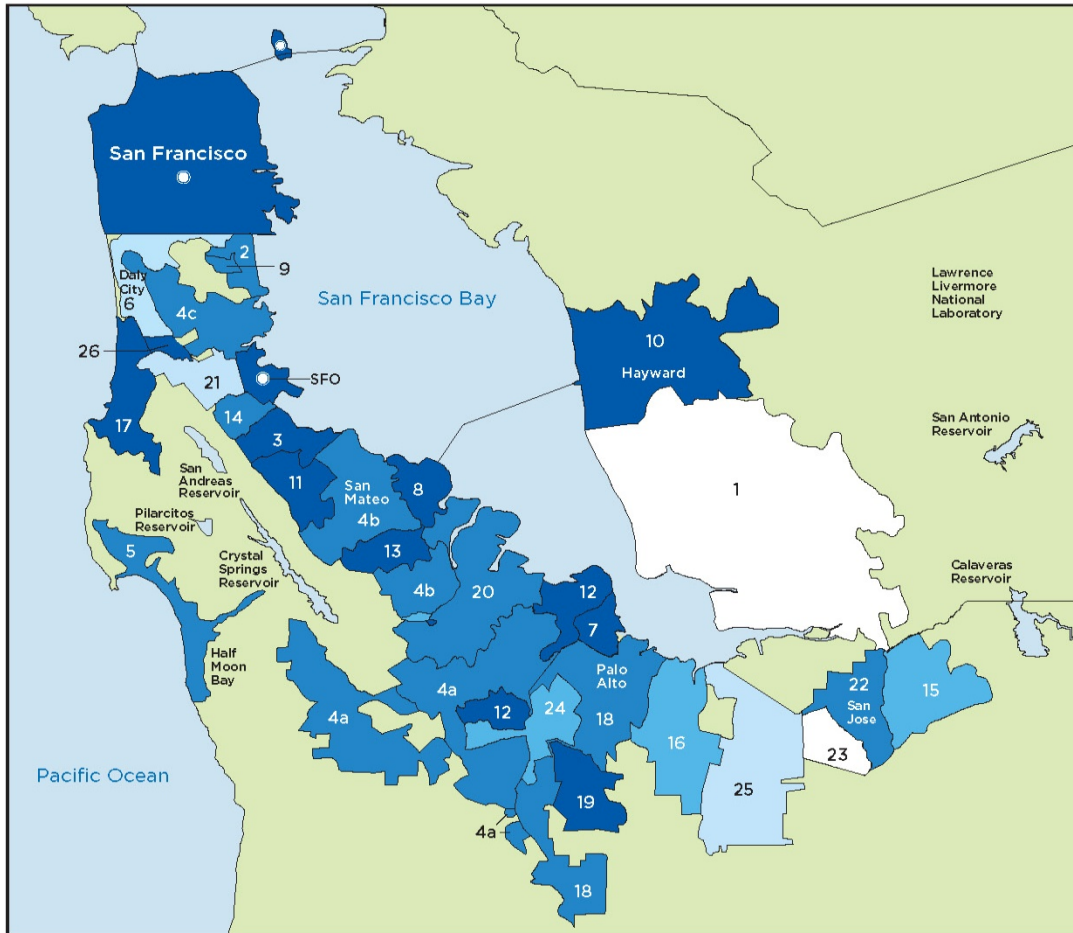
Trashy advertising or compelling public education – evaluating Water Conservation is Smart and Sexy (one year later)

Charles Sheehan
Communications Manager – SFPUC

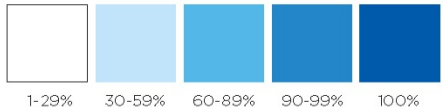


Bay Area Reliance on Hetch Hetchy Regional Water System

The Hetch Hetchy Regional Water System supplies high-quality drinking water to over 2.6 million residents and businesses throughout the San Francisco Bay Area. Of the 26 wholesale customers, 22 rely on the Regional System for more than 60% of their drinking water supply.



Percentage of Hetch Hetchy Regional Water System to total water supply



** Source: Bay Area Water Supply and Conservation Agency (BAWSCA) Annual Survey and Water Conservation Report FY 2011-12

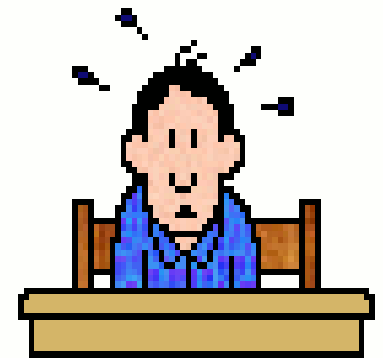
#	Agency & Service Population	MGD purchased from SFPUC	% of total supply
1	Alameda County Water District - 331,000	8.31	19%
2	City of Brisbane - 4,282	0.58	100%
3	City of Burlingame - 30,282	4.12	93%
4a	Cal Water Service Co. / Bear Gulch	245,105	97%
4b	Cal Water Service Co. / Mid-Peninsula		
4c	Cal Water Service Co. / SSF		
5	Coastside County Water District - 17,094	1.71	93%
6	City of Daly City - 102,043	3.71	54%
7	East Palo Alto - 25,215	1.86	100%
8	Estero Municipal Improvement District - 36,100	4.03	100%
9	Guadalupe Valley Municipal Improvement District	0.31	100%
10	City of Hayward - 147,113	15.6	100%
11	Town of Hillsborough - 10,825	3.25	100%
12	City of Menlo Park - 14,198	3.22	97%
13	Mid-Peninsula Water District - 26,270	2.95	100%
14	City of Millbrae - 21,387	2.24	99%
15	City of Milpitas - 70,817	6.24	62%
16	City of Mountain View - 75,787	8.88	85%
17	North Coast County Water District - 40,000	2.83	100%
18	City of Palo Alto - 64,538	11.4	94%
19	Purissima Hills Water District - 6,120	1.84	100%
20	City of Redwood City - 86,647	9.06	94%
21	City of San Bruno - 41,420	2.09	58%
22	San Jose Municipal Water System, North - 14,658*	4.45	92%
23	City of Santa Clara - 118,263*	1.86	9%
24	Stanford University - 28,792	2.16	66%
25	City of Sunnyvale - 142,896	9.09	52%
26	Westborough Water District - 13,259	0.09	100%
●	City and County of San Francisco - 856,095	71.4	99%

*serves a portion of identified agency

Panic – California Drought 2014

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- On January 31st the SFPUC asked retail and wholesale customers for an across-the-board, voluntary 10% reduction in consumption.
- Directive immediately shifted priorities for the entire agency.
- Communications Team tasked with raising public awareness and inducing action through education.



Starting From Scratch

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Phased Approach

- Start with earned media – use headlines to raise awareness and scare people.
 - Press Conferences (3-4)
 - Press Releases (4-5)
 - Proactive story pitches
- Social media
- Community outreach
- Synergies of paid media, social media and earned media
- Paid Media

Turn off the tap when soaping your

Dirty hands.

Don't let the tap run – save
2 gallons per minute.

We're in a drought! Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



San Francisco
Water Power Sewer

Services of the San Francisco Public Utilities Commission



#DroughtSF



Shaking the handle won't fix the
leak even if you

Jiggle it.

Repairing home plumbing leaks – can save
hundreds of
gallons a day.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission



#DroughtSF

Replace your old toilet and
get paid for
Doing it.

Apply for rebates
of \$125 or more.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



#DroughtSF



San Francisco
Water Power Sewer

Services of the San Francisco Public Utilities Commission

Watering twice a week will
keep most gardens

Satisfied.

Cut back on outdoor
water use today.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



San Francisco
Water Power Sewer

Services of the San Francisco Public Utilities Commission



#DroughtSF

When showering, make it a

Quickie.

Shorten showers – save 2.5
gallons per minute.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



#DroughtSF



San Francisco
Water Power Sewer

Services of the San Francisco Public Utilities Commission



我們現正嚴重缺水! 不要浪費
每一滴珍貴的赫奇自來水。
sfwater.org/conservation



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission

一舉兩得

更換新省水馬桶賺取\$125以上回扣,
每次沖水立刻節水2加侖。



Developing the Campaign

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- Keep it simple
 - Start with fixtures (plumbing devices)
 - Incorporate common-sense water conservation practices
 - Twist them till they have double meanings
 - Match art with message
 - Match font with message
 - Feedback/review
- Launch
- No consultants used

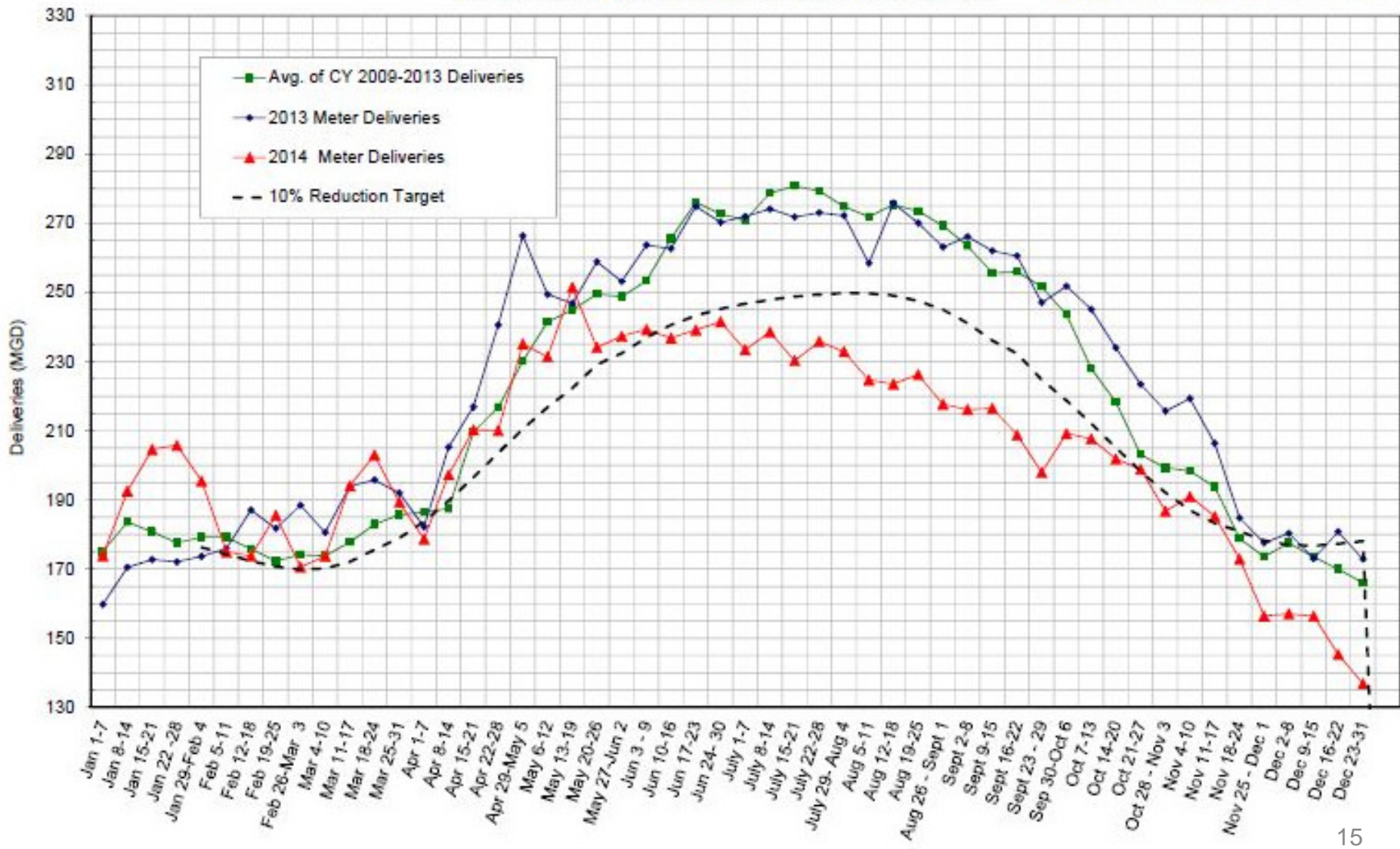
San Francisco Campaign

Services of the San Francisco Public Utilities Commission

- Print Media:
 - *Chronicle, Examiner and Guardian*
 - Latino and Chinese Publications
 - Neighborhood newspapers
- Outdoor Advertising:
 - BART stations, MUNI stations, Muni buses
 - Poster size billboards
- Online: *San Francisco Chronicle*
- Television: NBC and SF-region Comcast channels
- Paid and owned social media

Provisional Data Subject to Revision

SFPUC Regional Water System - Meter Deliveries
 Total SFPUC Service Area
 Source: SFPUC Regional Water System County Meters



Results

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- System-wide, SFPUC customers cut-back water consumption by 14%, exceeding the 10% voluntary conservation request.
- Customers saved nearly 10 billion gallons of water.
- Nearly 6,000 fixtures installed.
- Over 27,000 devices distributed.
- Davies Communications Award.
- Honorable Mention for Communications – AWWA.