

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Surprising Savings Single Family Super Users

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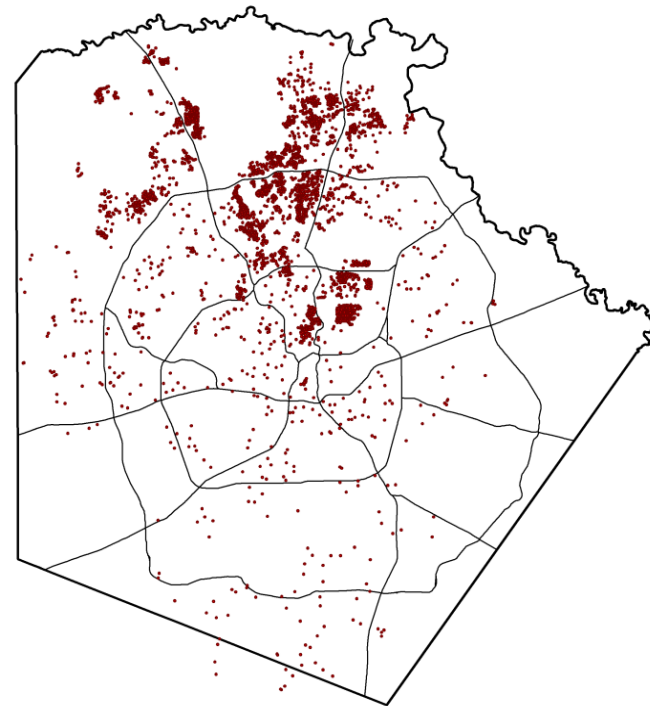


What Are Super Users?

High discretionary use customers who drive summer peak

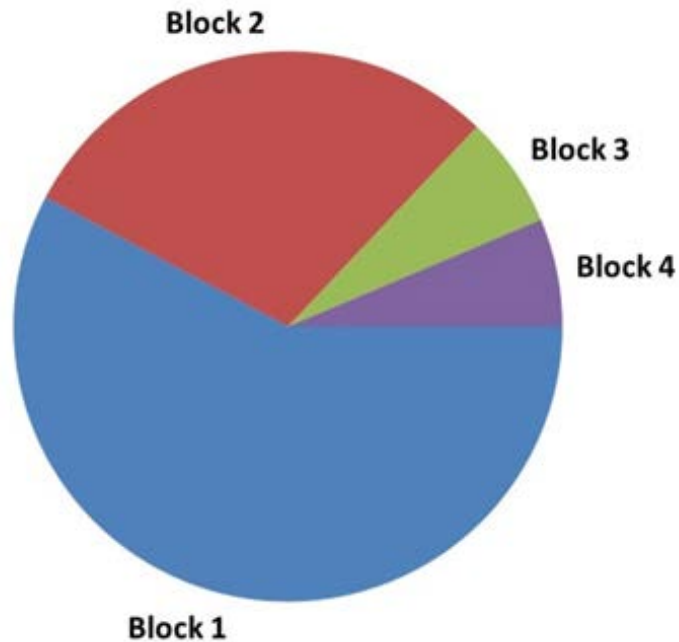
- Defining Super Use
- What is impact?
- Why target them?
- What do they care about?
- Results?

Top 1% Residential Customers



Residential Water Use Variable

Most SAWS customers use modest amounts of water



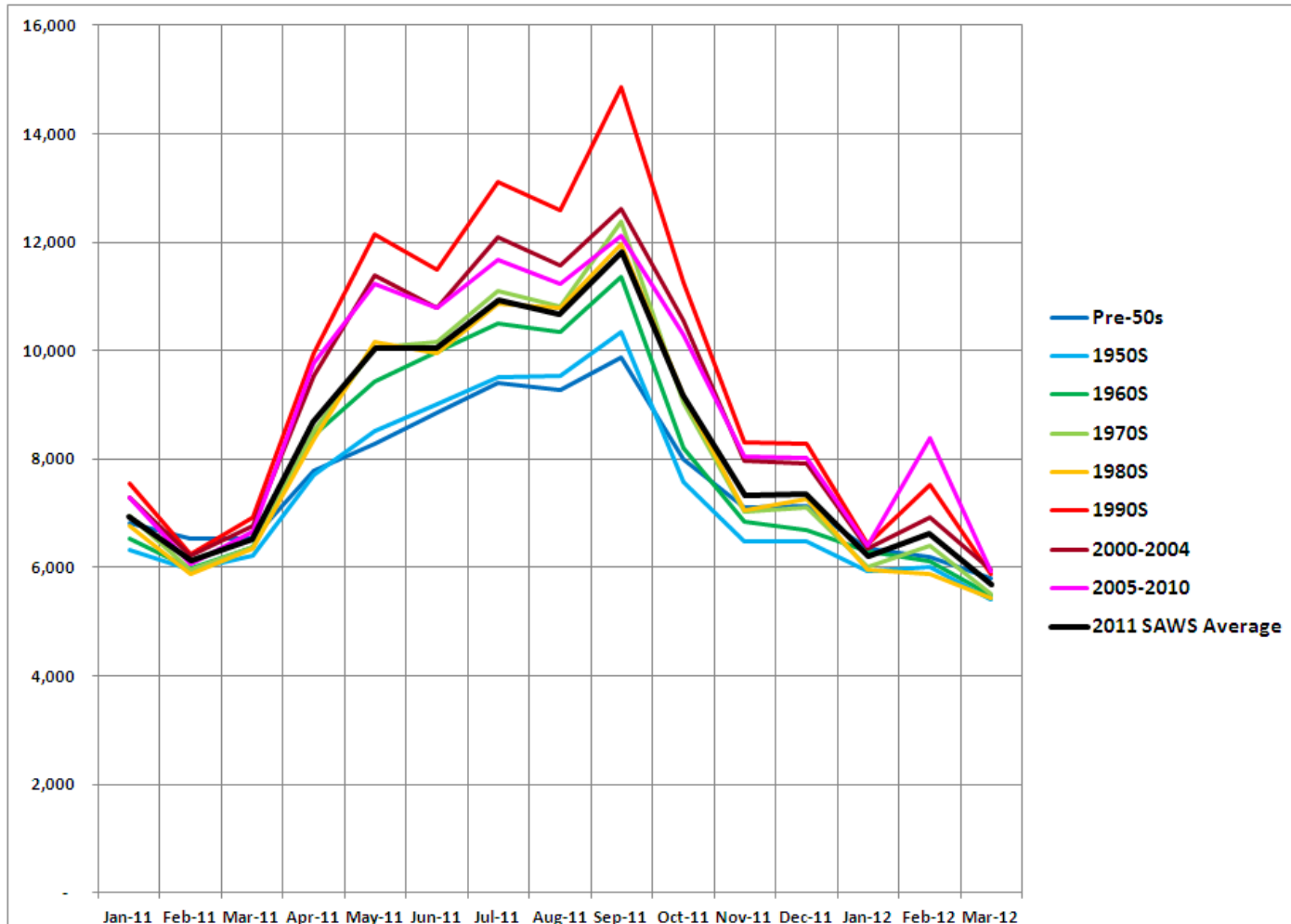
Rate Block	Gallons of Use	% of Bills
1	0 – 5,985	58%
2	5,986 – 12,717	29%
3	12,718 – 17,205	7%
4	17,206+	6%

Only 6% of bills hit the top tier, BUT customers in this category accounted for 24% of residential water sales in 2013.

Outdoor Water Use Trends

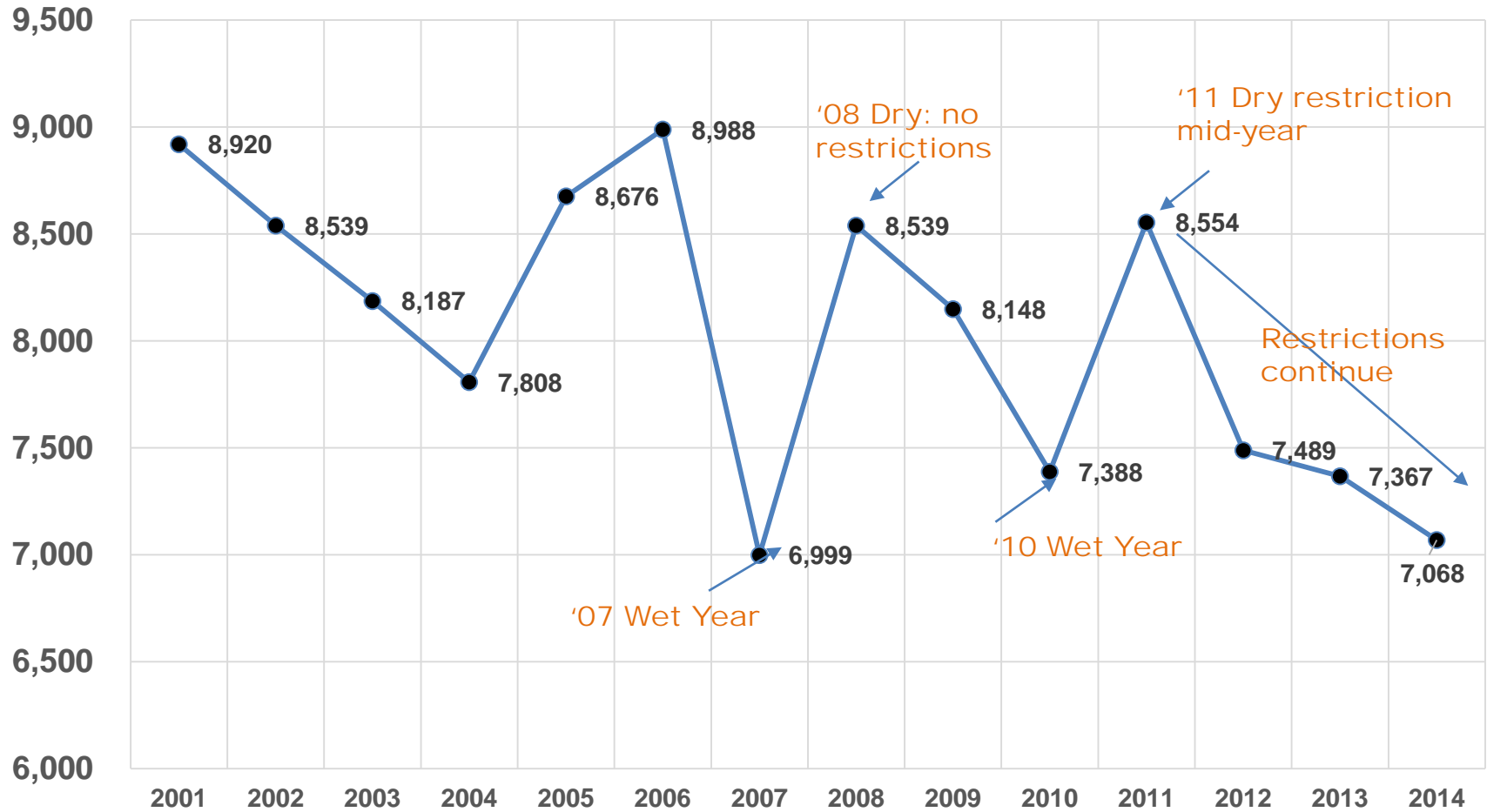
New homes using more water than older homes

- Trend across the country
- Irrigation systems more standard
- Peak demand growing!



Residential Monthly Average Trends

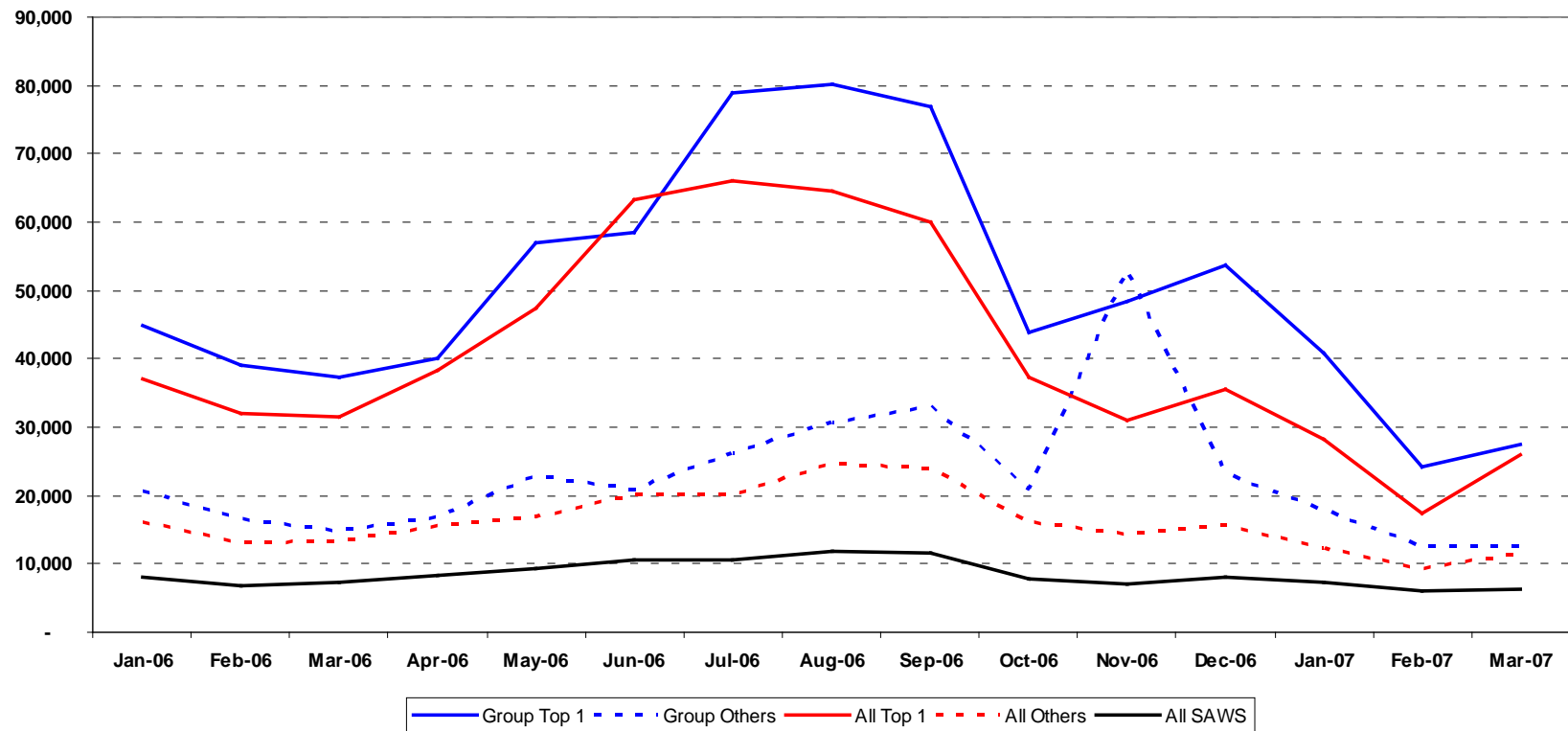
Volatility = discretionary use changes



Peak Demand Variability Analysis

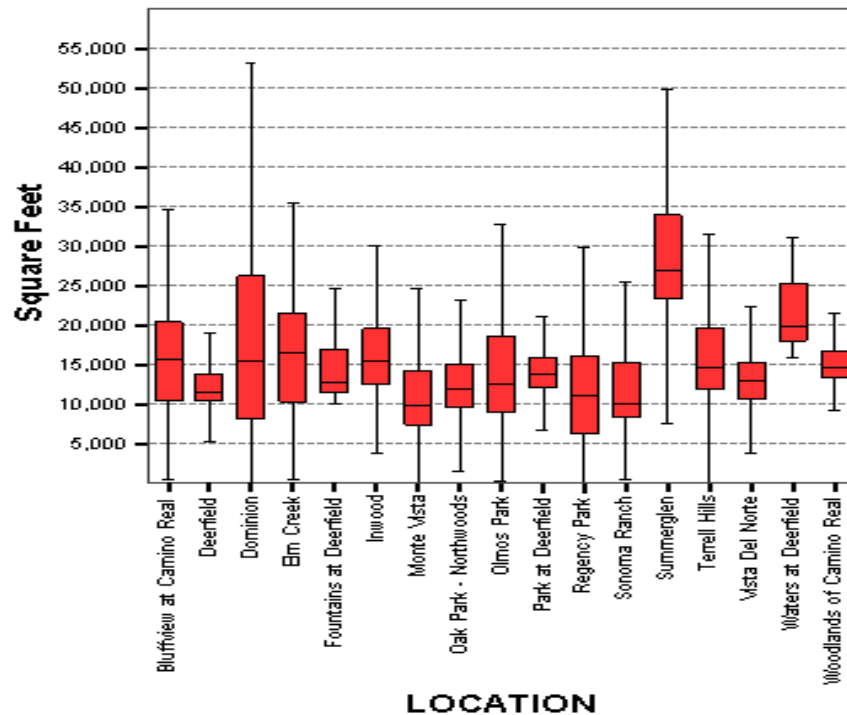
Highlights where peak user patterns by neighborhood

Dominion



Water Use Patterns By Neighborhood

Know your target group



- What is outlier?
- Know what is “average?”
- Are irrigation systems new? old?
- Types of plants?
- Some landscapes already updated?
- HOA rules?

Concierge Style Conservation

Message: Experts Are Here to Help

- Build relationships with homeowner associations
- Know property management companies
- Offer services in cooperation with both

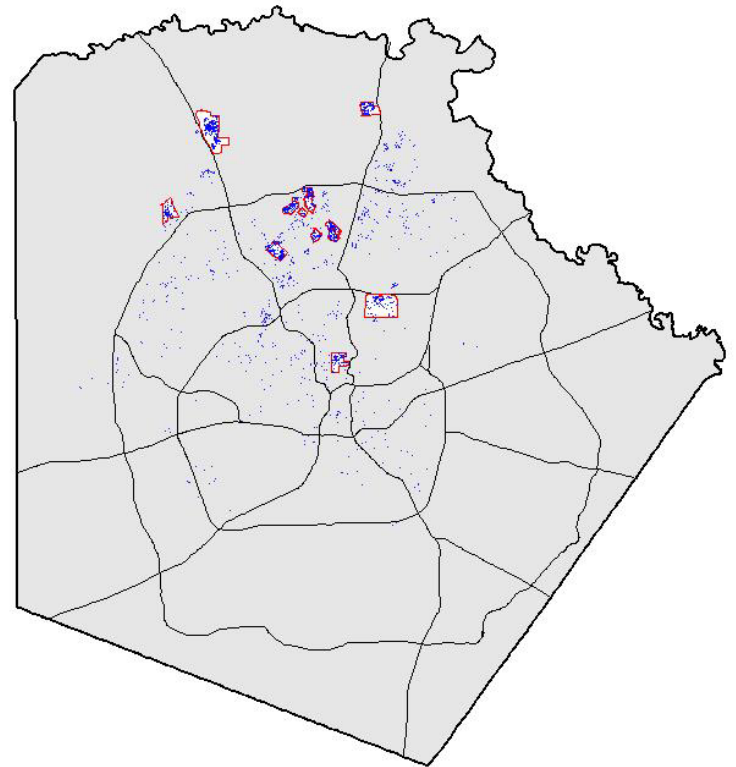


Neighborhood Sweep Weeks

Direct Mail Promote Conservation Consult Service to Neighborhood

- Goal: Reach 10% of homes with consults
- Whole team of consultants in neighborhood for days
- Can double team large lots
- Shared expertise
- Lots of walk-ups!

Top 1% User Neighborhoods



Control the Controller First

Do the math & go for schedule changes with customer



The average “super user” consult from a mailer saves 4,000 gallons/month from schedule adjustments alone!

- Engage customer in understanding where their water goes
 - Gallons/Min/Zone
 - How much of their bill
- Suggest reductions
 - Show savings result!
 - Signature before change

What Changes Save So Much?

Rare to find a top user home without savings from settings

- Stacked programs are common problem
- All zones set to save schedule
- Convince them to turn down lower priority areas
- **Push going manual every time!**



Key seems to be that customer fully understands the impact of irrigation schedule choices on total consumption per month.

Super User But Conservation Minded

Commercial sized irrigation with over 24 gallons/minute flow



Custom Rebates: Let's Make A Deal

Large residential sites have large challenges to overcome

- Combined irrigation rebate PLUS plant change
- Contract equals cash check upon completion
- Custom amounts based on irrigation GPM



Promote Pretty & Trendy

Conservation cannot be a deprivation message

GARDEN STYLE
SAN ANTONIO

FIND a
PLANT

DESIGN your
LANDSCAPE

GARDEN
Tips

Coupons
Seasons
Galleries

search



Dig in!

Your resource for inspiring designs, drought-hardy plants and regional expert advice to transform your yard into a water-saving showpiece!



MAKE THE MOST OUT OF YOUR COUPONS

Plan ahead and read our six tips before you start your project.



Stage 2 Restrictions

CURRENT WATERING ADVICE

Lawn:	5 in	5 in
Beds:	5 in	0 in

The glacier pace towards fall continues. I have been guaranteed again that it will become cool and rainy by Oct. 30. Stage 2 watering schedule is still in effect. September 28, 2015 Mark Peterson, Conservation Project Coordinator

full sun shade



HOW-TO VIDEOS

REMOVING GRASS

Tired of maintaining that water-guzzling lawn? Lisa demonstrates methods on removing your grass.



WaterSaver Landscape Tour

High end gated neighborhood with gorgeous landscapes

SAVE THE DATE: WATERSAVER LANDSCAPE
TOUR IS OCT. 24







Conservation Bottom Line

Adding up the savings house by house

- 16 Neighborhood Sweep Events
- Twice the savings when signed up through direct mail push
- Half of consults from pushing program to higher users
- Increased consult program savings by 25% per year
- New Rebate Model: growing with custom amounts!

Side Benefit

Influential customers gush to city and utility leadership about the service

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