

This presentation premiered at WaterSmart Innovations

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Messaging our way from Conservation to #WaterEfficiency

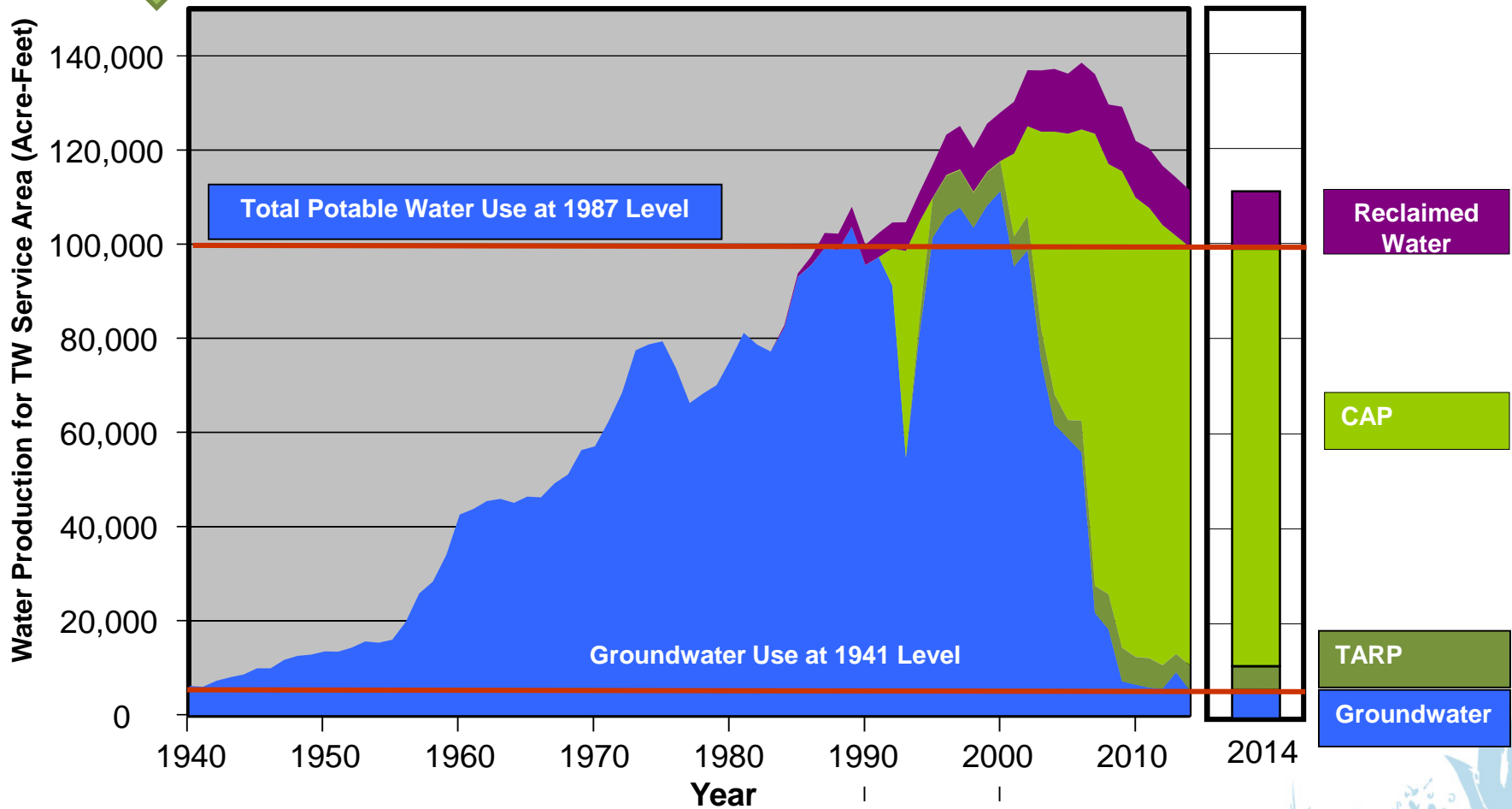
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Tucson Water
WaterSmart Innovations
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WaterReliability



We've done it! Or have we?

GPCD is  , but like most utilities, we've realized it's about more than conservation...



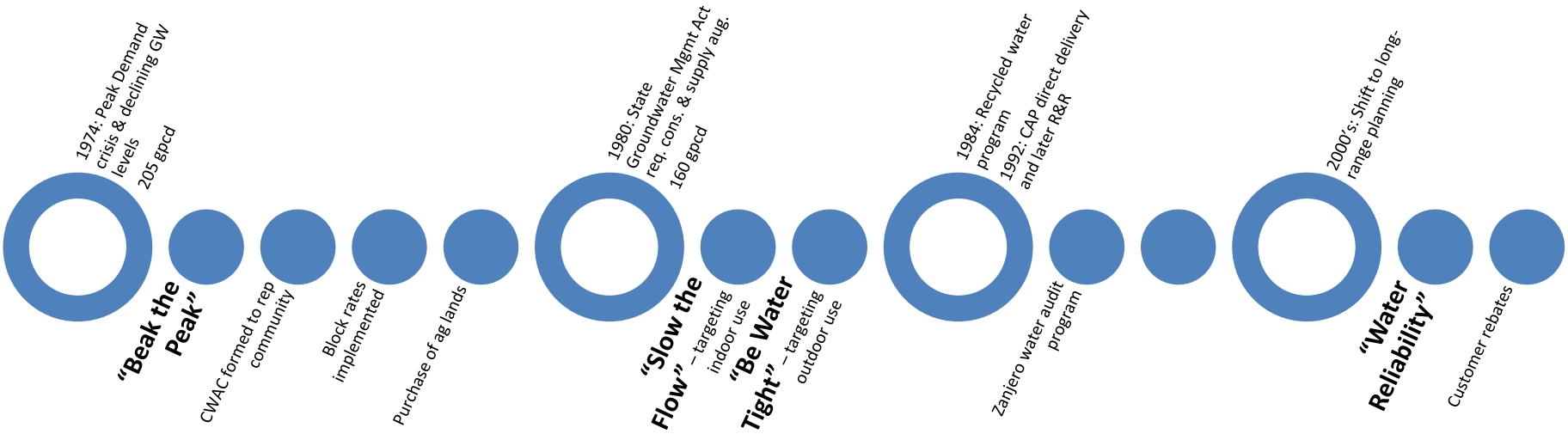
Potable Production

CAP Production

TARP Production

Reclaimed Production

Conservation responds to Supply



Era of "demand management" and "capital conservation"

Era of "supply diversification" and "utility efficiency"

How do we message our way...
away from Conservation
and toward #WaterEfficiency?

WaterReliability



We listen & engage -- differently

Traditional Methods

- Outreach at Community Events
- PSAs
- Phone Surveys
- Focus Groups
- Bill Inserts

“Where You Are” Methods

- Social Media
 - Water Reliability emphasis
 - Making the rate case
 - Photo contests
- Partner w/ UA to conduct consumer research
- Sports game polling
- Website usability studies
- SeeClickFix
- Water Waste app



Utility/University Partnership

- Utility Need: better understand how to increase participation in our rebate programs
- University Research: conduct a series of studies to provide overall conservation messaging guidance



ARIZONA 6

UA Messaging Study Design for Residential Customers

Phase One

- Focus Group conducted Summer 2014
- Discussion of specific rebate programs, suggestions for improvement in format & messaging
- 32 participants
 - Primarily female
 - 9 zip codes represented

Phase Two

- Online Survey open Summer 2015
 - Prong 1 design: explores motivation of people to **learn** about program
 - Prong 2 design: explores motivation of people to **participate** in program
 - Same recruitment pool for 2 survey prongs

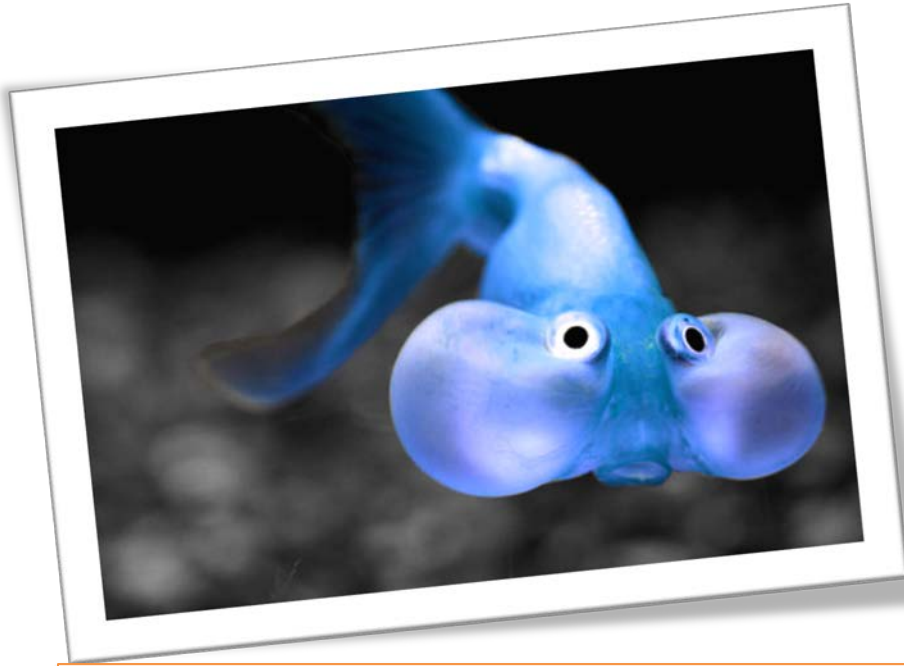
Phase One Findings

- Generally, customers know about rebates, but not specific offerings
"I've heard about water rebates, not sure what they're for though."
- Concern about cost or return on investment
"Will the savings in water costs justify a new fixture?"
- However, if fixtures break, customer attitudes about rebates were very positive
"Oh no! My toilet broke! Thank goodness Tucson Water offers high-efficiency toilet rebates!"

Phase One Findings

- Customers don't think to look at our website for information
 - *"Water is important to me, but..."*
 - *"I don't think about it until I have a problem."*
 - *"Saving money is more important."*
 - *"I pay more in fees than the cost of water."*
- They also don't pay much attention to the bill or bill inserts
- We need a stronger web presence & need to promote the program in more formats
- Each rebate program has its own barriers and selling points

Phase One Lessons Learned



We can encourage/suggest/demand Conservation, until we're **BLUE IN THE FACE...**

But many people won't act until they have to or until they know it will pay off.

New Approaches:

- 1) Make sure rebate materials are in all the places people would go when faced with a water-use/efficiency decision.
- 2) Provide ROI talking points on promotional materials and to retailers.

TUCSON WATER CUSTOMERS

Save Money, Energy, and Water

\$200 REBATE
FOR A HIGH-EFFICIENCY CLOTHES WASHER*

Upgrade today and save as much as \$100 per year on utility bills

Check out all Tucson Water rebates at www.tucsonaz.gov/water/rebate or call (520) 791-4331

Phase One Lessons Learned



This won't cut it anymore!

We need to respond to this world!



Click2GovCX

Online Utility Account Services

Exceeding Expectations - One Customer at a Time

THE SEAL OF PIMA COUNTY ARIZONA

Sign On
Forgot PIN?
Create PIN
Help

Account ID:
PIN:

*Account ID must be entered exactly as it appears on your monthly statement.

Sign-On Clear

View Graph By:

Service Description: WATER VOLUME
Meter Number: 13544521

Period	2015	2014	2013
12			1.00
11			1.00
10			0.00
09	7.00	0.00	0.00
08	5.00	7.00	7.00
07	6.00	0.00	0.00
06	6.00	0.00	0.00
05	6.00	0.00	0.00
04	7.00	0.00	0.00
03	6.00	0.00	0.00
02	4.00	1.00	1.00
01	0.00	7.00	6.00

Phase One to Phase Two

- Phase One identified barriers to participation and that emphasizing “efficient use of water” may be more effective than “save water.”
- **The messages tested in Phase Two were a direct result of Phase One Focus Group.**
- Two-pronged study designed effective communication strategies that encourage customers to:
 - Prong 1: learn about programs (efficient use messaging)
 - Prong 2: participate in programs (value-specific messaging)

UA Messaging Study Recruitment

The University of Arizona, in conjunction with Tucson Water, seeks 620 Tucson Water customers **for an online research survey about effectively communicating about water conservation rebate programs**. To be eligible to participate in this study, you must meet these guidelines:

- 18 years or older
- be a Tucson Water residential customer
- own your residence
- have not participated in any Tucson Water focus groups or surveys about water conservation
- have not received any Tucson Water rebates for water conservation devices such as high-efficiency toilets or rainwater harvesting systems
- have internet access

There is no cost to you for participating. This survey is estimated to take no more than 20 minutes. Your participation is completely voluntary.

Phase Two, Prong One Test Message

Save Money and Conserve Water with Tucson Water Rebates

Most Tucson Water customers agree that water conservation is important and residents in this zip code are saving as much water as they can.

But what about the water we have to use? We can conserve even more water in and around our homes by saving water – using less than we already do and reusing water. Whether it's water for the laundry, bathroom, or yard, saving water is good for our desert – and our wallets.

Tucson Water wants to help you save money – and water – by picking up part of the tab for using less water. To see how, check out our water conservation rebate programs. Visit our website at www.tucsonwater.gov.water/rebate, call (520) 791-4331, or email pico@tucsonaz.gov to find out more about rebates for high-efficiency toilets, gray water, rainwater harvesting, and more.

Join your community in saving water!

Save Money and Conserve Water with Tucson Water Rebates

Most Tucson Water customers agree that water conservation is important and residents in this zip code are saving as much water as they can.

But what about the water we have to use? We can conserve even more water in and around our homes by using water more efficiently – wasting less and making what we already use go further. Whether it's water for the laundry, bathroom, or yard, getting the most out of the water we have to use is good for our desert – and our wallets.

Tucson Water wants to help you save money – and water – by picking up part of the tab for using water more efficiently. To see how, check out our water conservation rebate programs. Visit our website at www.tucsonwater.gov.water/rebate, call (520) 791-4331, or email pico@tucsonaz.gov to find out more about rebates for high-efficiency toilets, gray water, rainwater harvesting, and more.

Join your community in using water more efficiently!



Current Message

Efficiency Message

Comparing Message Appeal

Question	Efficient Use of Water (n=67-68)	Save Water (n=71-72)
Overall, how much do you LIKE/DISLIKE this message?	3.78 (.90) 4	3.43 (1.17) 3.5
How EFFECTIVE would you say this message is for encouraging people to learn more about Tucson Water's water conservation rebate programs?	3.30 (1.09) 3	2.95 (1.06) 3
How STRONG do you consider this message in communicating about the rebate programs?	3.29 (1.19) 4	3.11 (1.21) 3
How CLEAR/READABLE was this message?	4.07 (.83) 4	3.75 (.99) 4
How EASY was this message TO UNDERSTAND?	4.30 (.76) 4	3.93 (.98) 4

Mean
(S.D.)
Median

Scale: (worst/least) 1 → 5 (best/most)



Comparing Message Effects

Question	Efficient Use of Water (n=72-75)	Save Water (n=71-76)	Mean (S.D.) Median
From reading this message, would you click on the website, call the phone number, or send an email to the address shown?	3.91 (.98) 4	3.63 (1.09) 4	
After reading this message, would you look for more information on water conservation rebate programs from Tucson Water?	3.91 (.98) 4	3.72 (1.02) 4	
After reading this message, would you look for more information on water conservation rebate programs in general?	3.22 (1.13) 3	3.45 (1.00) 4	
After reading this message, how INTERESTED are you in water conservation in/around your home?	3.89 (.88) 4	3.67 (.92) 4	
Compared to how interested you were in water conservation before starting this study, how would you rate your interest in water conservation in/around the home after reading this message?	3.49 (.78) 3	3.37 (.75) 3	
How much would this message encourage you to increase your water conservation efforts in your home?	3.09 (1.24) 3	3.07 (1.14) 3	

Scale: (worst/least) 1 → 5 (best/most)

Phase Two, Prong One Findings

- Efficient Use Message was:
 - liked better
 - considered more effective for encouraging people to learn more
 - More clear/readable
- But, not necessarily easier to understand

Most participants indicated they were moderately to very interested in water conservation, but only slightly higher than before reading message.

Phase Two, Prong Two

- We know that the general “efficiency” rebate message was better received, but now we want to know...
 1. Will value-specific messaging motivate participation in programs?
 2. How do customers respond to specific programs?

Phase Two, Prong Two Findings

Over 300 responses in 2 days!
Wow!



Uh-oh...



Over 300 NEARLY IDENTICAL responses means we don't have statistical significance yet.

HET Test Messages

Replace Your Toilet

Tucson Water offers encourage and assist more efficient toilet fixtures. Toilets with high-efficiency and save money.

Tucson Water customer maximum allowed at

Visit our website at www.tucsonwater.gov or email pico@tucsonaz.gov for details on how to participate in the high-efficiency toilet rebate program!

Results:

1. Equally effective in generating interest
2. Value-message liked better and stronger
3. Value-message assuaged fears about costs

te program to encourage new, more efficient toilet fixtures. By replacing old toilets with high-efficiency toilets, you can save money. In fact, replacing a toilet can save you 7,500 gallons of water per year and more than \$72 every year on their

remodeling your bathroom, you can save money. By taking advantage of

the Tucson Water rebate, you get some of the money back on what you would already be buying anyway. It is an easy way to save money and water.

Tucson Water customers can receive \$75 per HET. There is a two toilet maximum allowed at each property for a rebate up to \$150.

Visit our website at www.tucsonwater.gov/water/rebate, call (520) 791-4331, or email pico@tucsonaz.gov for details on how to participate in the high-efficiency toilet rebate program!

Current Message

Value-driven Message

Gray Water Test Messages

Gray Water Rebate Program

Gray water is the water from clothes washing machines, dishwashers, and showers. Of the total amount of water used in a typical home, 12% is from showers. That's 12 gallons per person per day or more can be re-used as gray water every year.

To be eligible for the Gray Water Rebate Program, you must attend a two-hour workshop that covers the rebate requirements, and you must install a gray water system.

Tucson Water will rebate one-half of the cost of a qualifying residential gray water system, up to \$1000. This includes design materials, installation, etc.

Visit our website at www.tucsonwater.gov/water/rebate, call (520) 791-4331, or email pico@tucsonaz.gov for details on how to participate in the gray water rebate program!

Results:

1. Messages were equal in most categories, both considered effective, but one didn't stand out more than the other

This message was already strongly value-focused

sinks, showers, bathtubs, composting and landscape irrigation. In a typical home, 12% of the water used is from showers. That's 12 gallons per person per day or more can be re-used every year.

The easiest and least expensive way to reuse water is through a gray water system for irrigation. Using that water in your landscape can save a lot of money.

le, too – Tucson Water understands gray water

Tucson Water will rebate one-half of the cost of a qualifying residential gray water system, up to \$1000. This includes design materials, installation, etc.

Visit our website at www.tucsonwater.gov/water/rebate, call (520) 791-4331, or email pico@tucsonaz.gov for details on how to participate in the gray water rebate program!

Current Message

Value-driven Message

Passive RWH Test Messages

Results:

1. Messages were equal in most categories, both considered effective, but one didn't stand out more than the other

Passive Rainwater Harvesting

Rainwater harvesting is a great way to conserve water for irrigation. The primary goal is to capture as much rainwater as possible and keep it on your property. This can be done by directing and retaining rainwater through features of your yard like basins, berms, and swales. Only free, it is salt-free and safe for your plants. When we harvest rainwater, you conserve drinking water and save money on your water bill.

To be eligible for the Rainwater Harvesting Incentives Rebate Program, applicants must attend a three-hour workshop that covers rainwater harvesting methods and best practices, rebate requirements, and how to develop a project plan.

Tucson Water will rebate 50% of qualifying passive residential rainwater harvesting systems costs up to \$500.

Visit our website (www.tucsonaz.gov/water/rebate), call (520) 791-4331, or email pico@tucsonaz.gov for details on how to participate in the passive rainwater harvesting rebate program!

What is it?

Harvesting rainwater in your yard is a great way to conserve water. One way to do this is to capture rainwater through features of your yard like basins, berms, and swales.

Only free, it is salt-free and safe for your plants. When you harvest rainwater, you conserve drinking water and save money on your water bill.

Learning about passive rainwater harvesting is easy and doable, too – Tucson Water runs a free, 3-hour workshop where you can develop a plan that is specific to your property.

Tucson Water will rebate 50% of qualifying passive residential rainwater harvesting systems costs up to \$500.

Visit our website (www.tucsonaz.gov/water/rebate), call (520) 791-4331, or email pico@tucsonaz.gov for details on how to participate in the passive rainwater harvesting rebate program!

Current Message

Value-driven Message

Active RWH Test Messages

Results:

1. Value-message had more interest, encouraged more participation and other water conservation efforts
2. Value-message suggested more action would be taken

Concerns remain about overall costs and time commitment

Current Message

Value-driven Message

Bottom Line

- Customer messaging can be tested to determine effectiveness/attractiveness
- We have to be mobile-ready and communicate on multiple platforms
- **Promote Efficiency!** Although varied, messaging must include costs and potential savings
- We have complex programming that requires careful messaging, education and oversight; each needs a carefully crafted message



Thank You!

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WaterReliability

