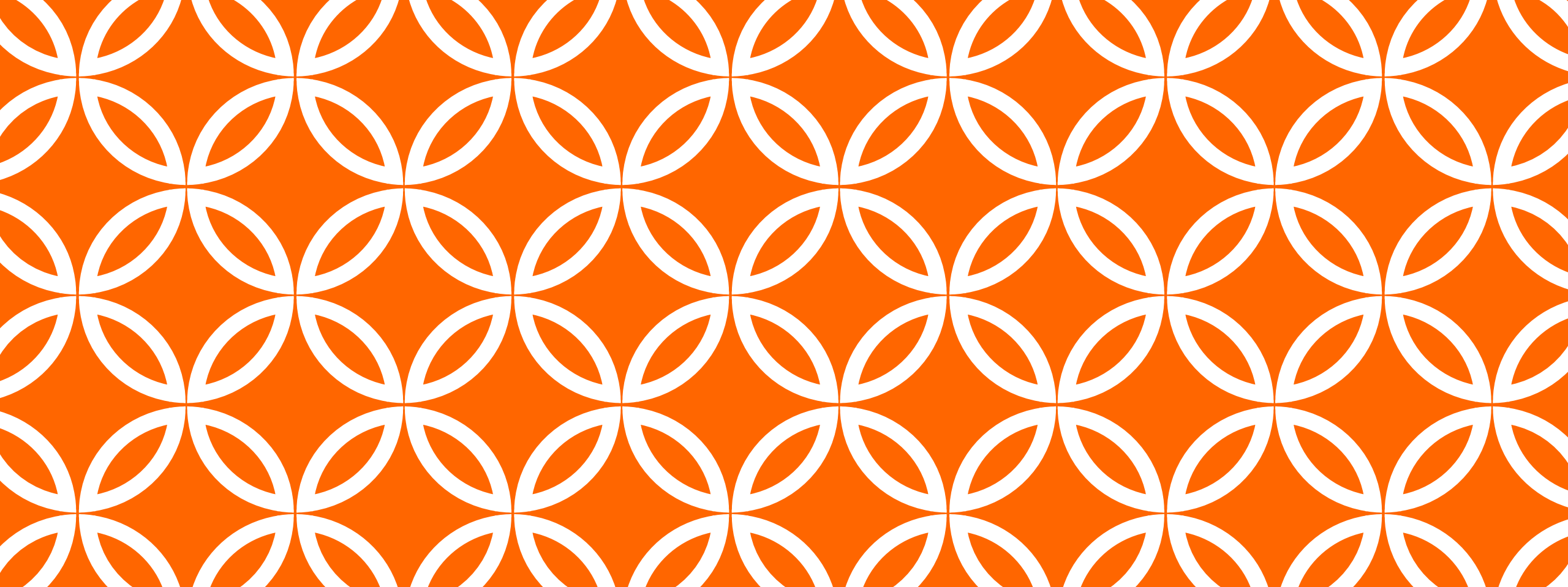


This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





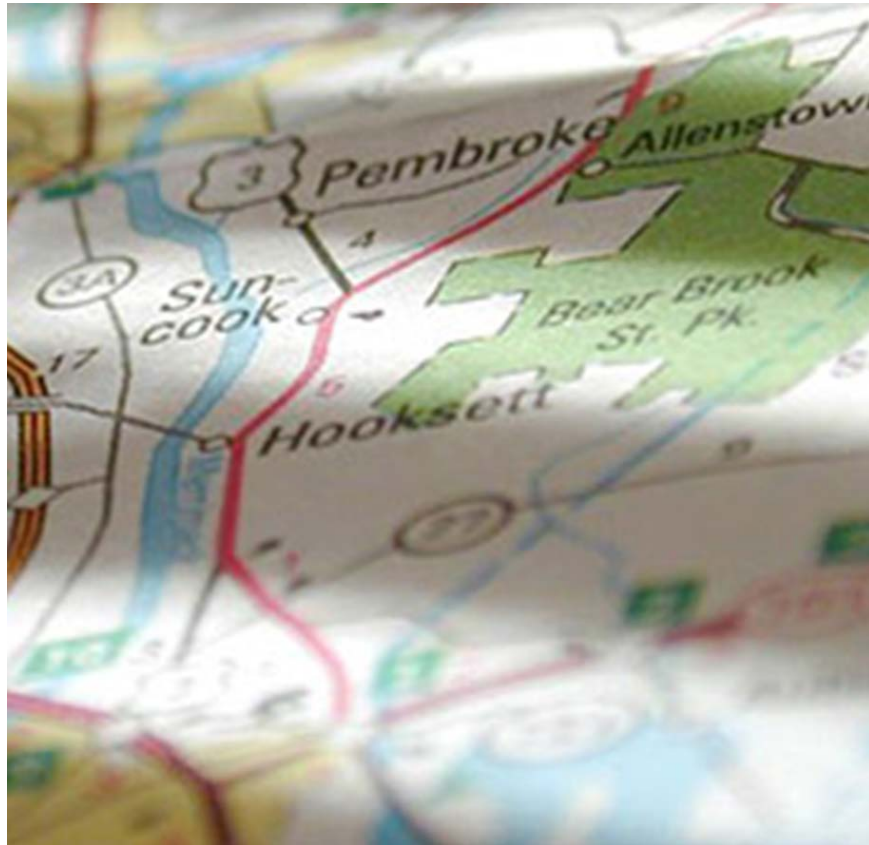
DON'T BE A DRIP - HOW TO 'SELL' BEHAVIOR CHANGE

Tonya Peters, MPH
Orange Circle Consulting

Laura Wing
City of Thornton Water Resources

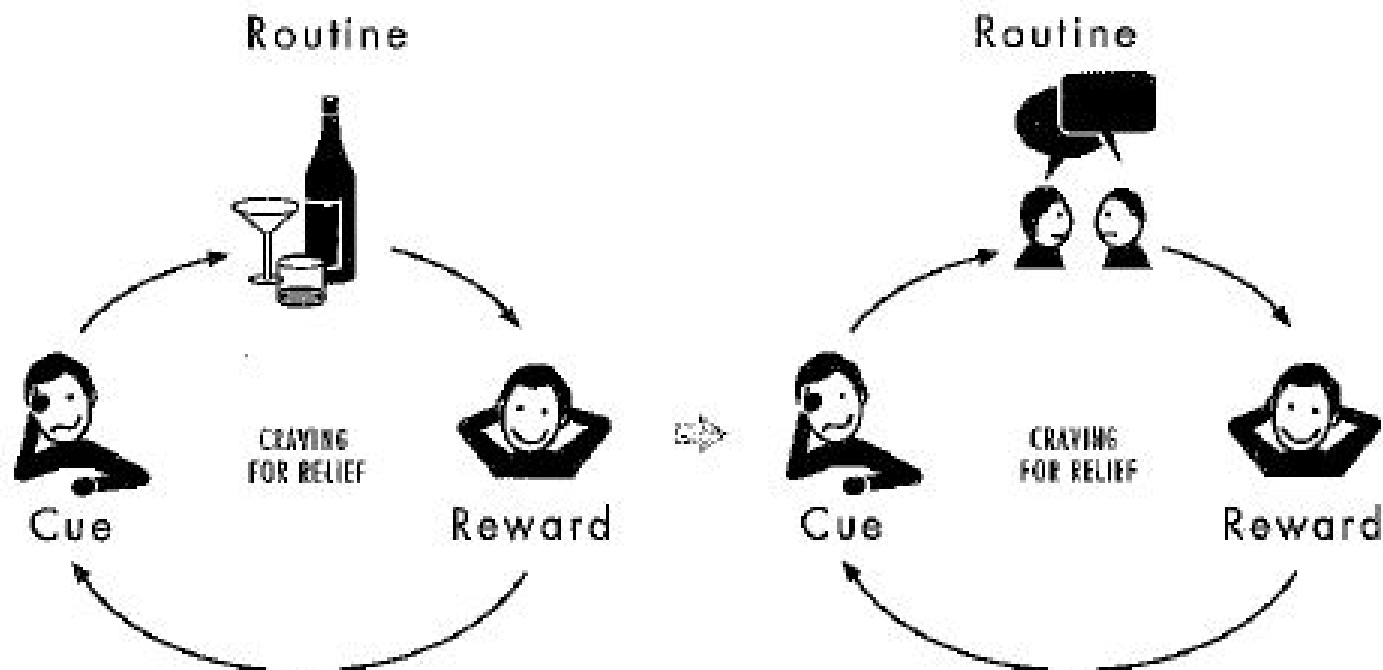
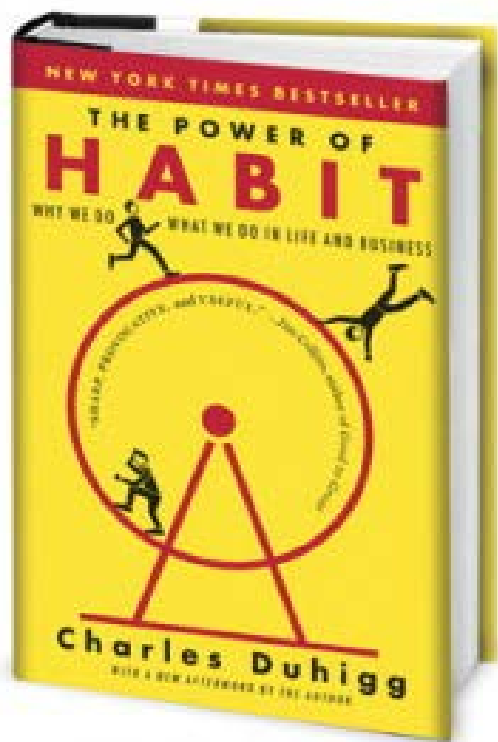


OUR ROADMAP



- The context of behavior change marketing
- Getting to know Thornton & the audience
- Providing a framework for building campaigns
- A practical (and affordable) application
- What it means for you
- Time for questions

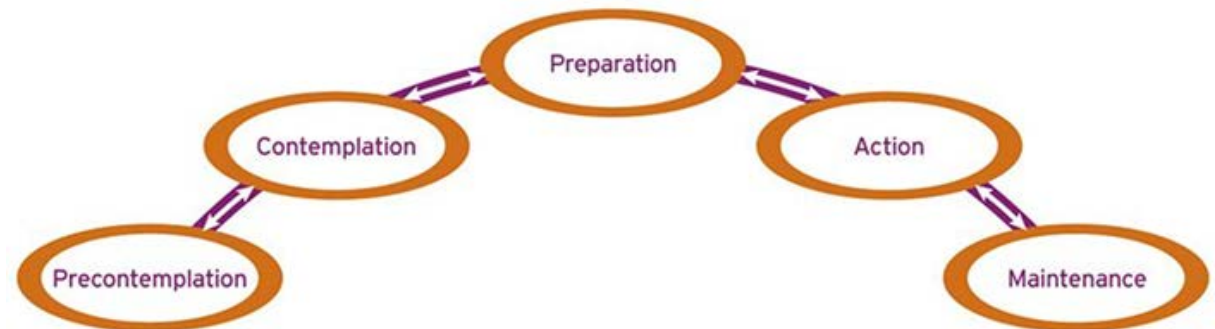
BEHAVIORS = HABITS

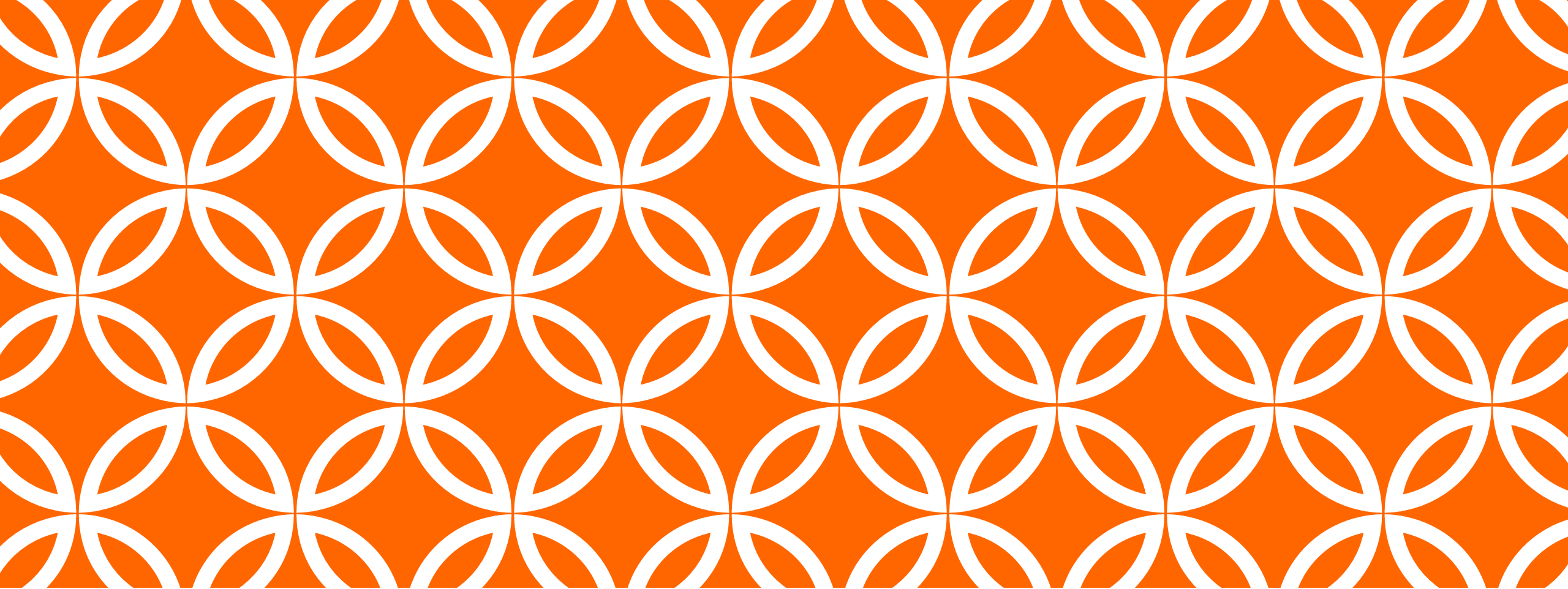


KEEP THE CUE,
PROVIDE THE SAME REWARD,
INSERT A NEW ROUTINE

FEATURES OF BEHAVIOR CHANGE MARKETING

- Strategies start with understanding the **target audience**
- Apply the principles of behavior change **theories**
- Cost effectiveness is evaluated not only by dollars but **impact**
- Must consider competition, exchange of value, **barriers, and motivators**
- Strategies involve the “best fit” mix of **Product, Price, Place and Promotion (Policy?)**
- **Behavior change** is the bottom line



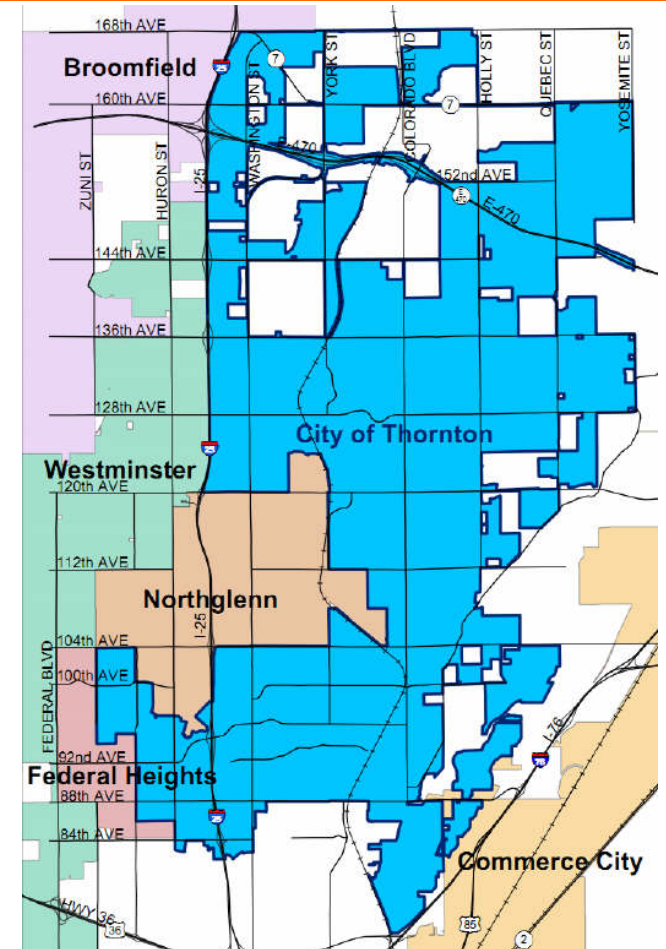
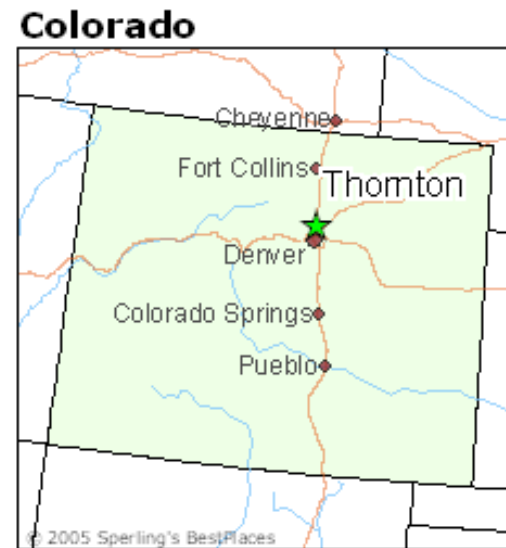


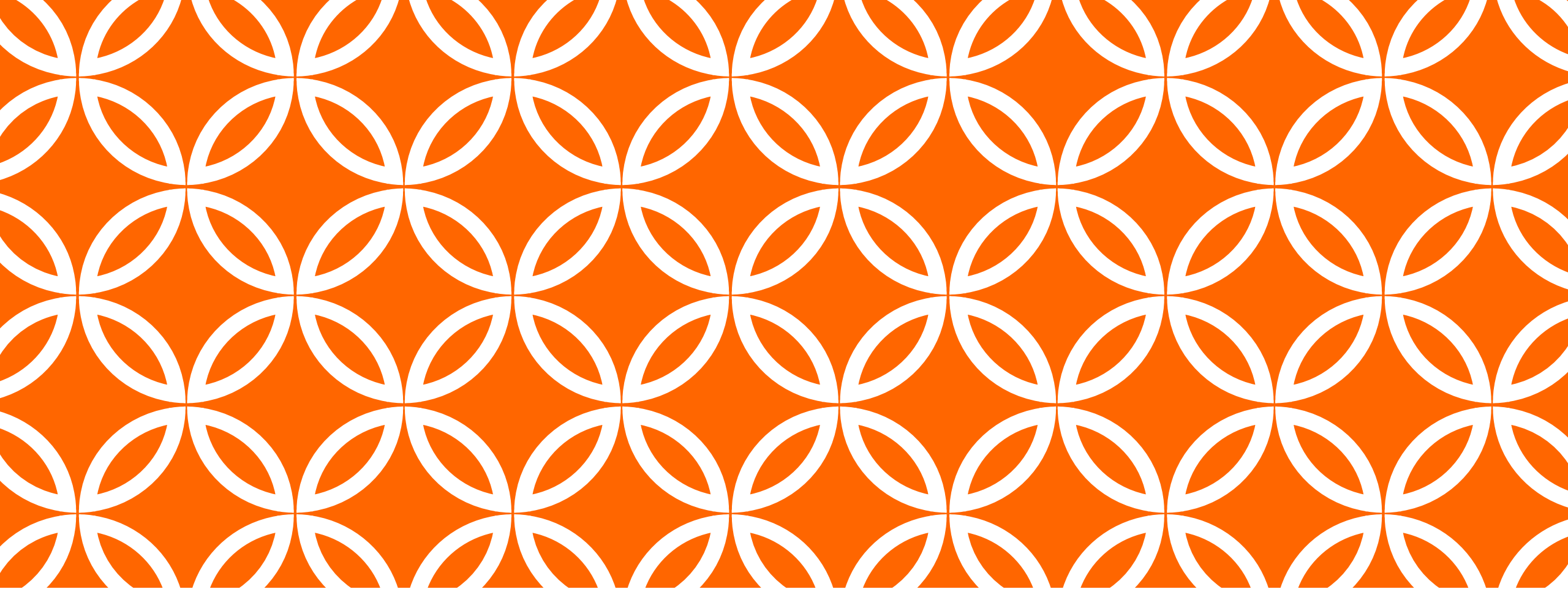
UNDERSTANDING THE ENVIRONMENT

Thornton Colorado

A SNAPSHOT OF THORNTON COLORADO

- Suburb of Denver; 35 Square Miles
- 2015 estimated service area population: 148,591
- 2015 water accounts: 38,841
- 60% White; 32% Latino (US Census, 2010)





HOW DO WE KNOW WHO TO TARGET?

Formative Research

CATEGORIZING A 'HIGH WATER USER'

YOUR HOUSEHOLD WATER ACTIVITIES

1. During a typical summer season, how frequently do you irrigate your lawn?
 Less than once a week Once a week Twice a Week Every other day Daily

2. How do you determine how long/frequently to irrigate your lawn?
 Irrigation controller instruction booklet Landscaping professional recommendations City watering guide
 Duplicating a neighbor's watering schedule When lawn looks dry Educated guess
 Other (please specify) _____

3. What time of day do you irrigate your lawn?
 Early morning Late morning Afternoon Evening

4. How do you irrigate your lawn?
 By hand (using a hose with a nozzle) Manual sprinkler (one you move around) In-ground sprinkler system
If you do not have an in-ground sprinkler system, proceed to question #7.

5. If you have an in-ground sprinkler system, how is it activated?
 By hand Automatic timer without smart controller (a clock that automatically adjusts irrigation run-times in response to environmental changes)
 Automatic timer with smart controller

6. If you have an in-ground sprinkler system with an automatic timer, how frequently do you adjust your automatic timer settings?
 At the start of summer Monthly during the summer Never, I don't change the settings
 Never, I have a smart controller with a weather or soil moisture sensor Other (please specify) _____

7. Are you familiar with the cycle & soak (2-4 short watering cycles for each zone) method of watering? Yes No
If Yes, do you use this method? Yes No

8. I am aware of the appropriate amount of water my lawn requires each month to stay healthy during irrigation season? Yes No

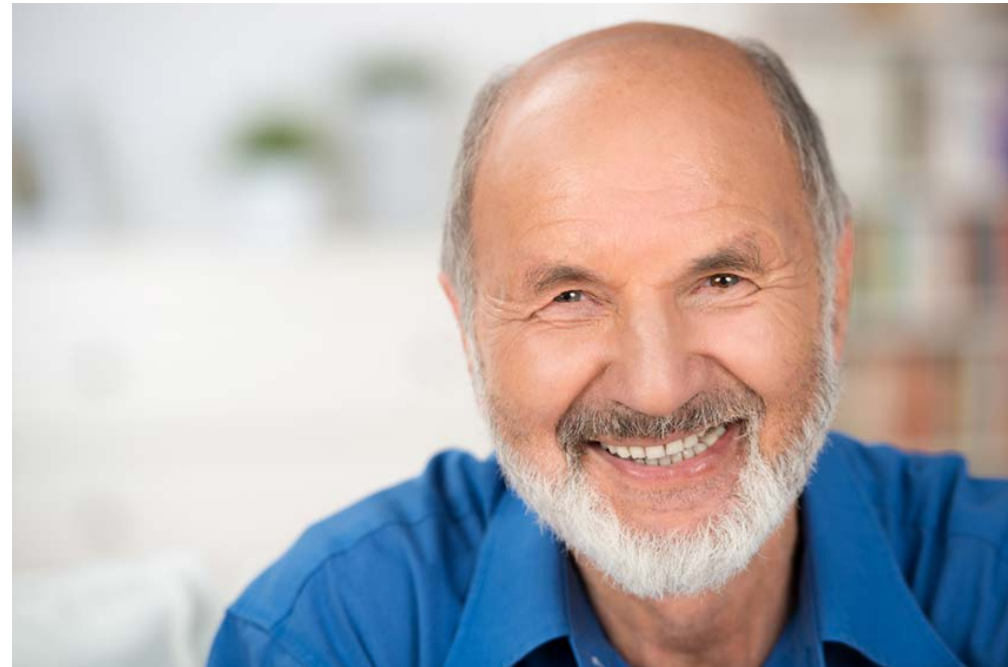
9. Have you made any of the following improvements to your home AND/OR irrigation system since you purchased the house (check all that apply):
 Installed more efficient spray nozzles Fixed major leaks in the irrigation system
 Installed toilets that flush 1.3 gallons or less Received a rebate from the city
 Purchased a water efficient washing machine Installed reduced flow faucet aerators
 Installed reduced flow showerheads Other (please specify) _____

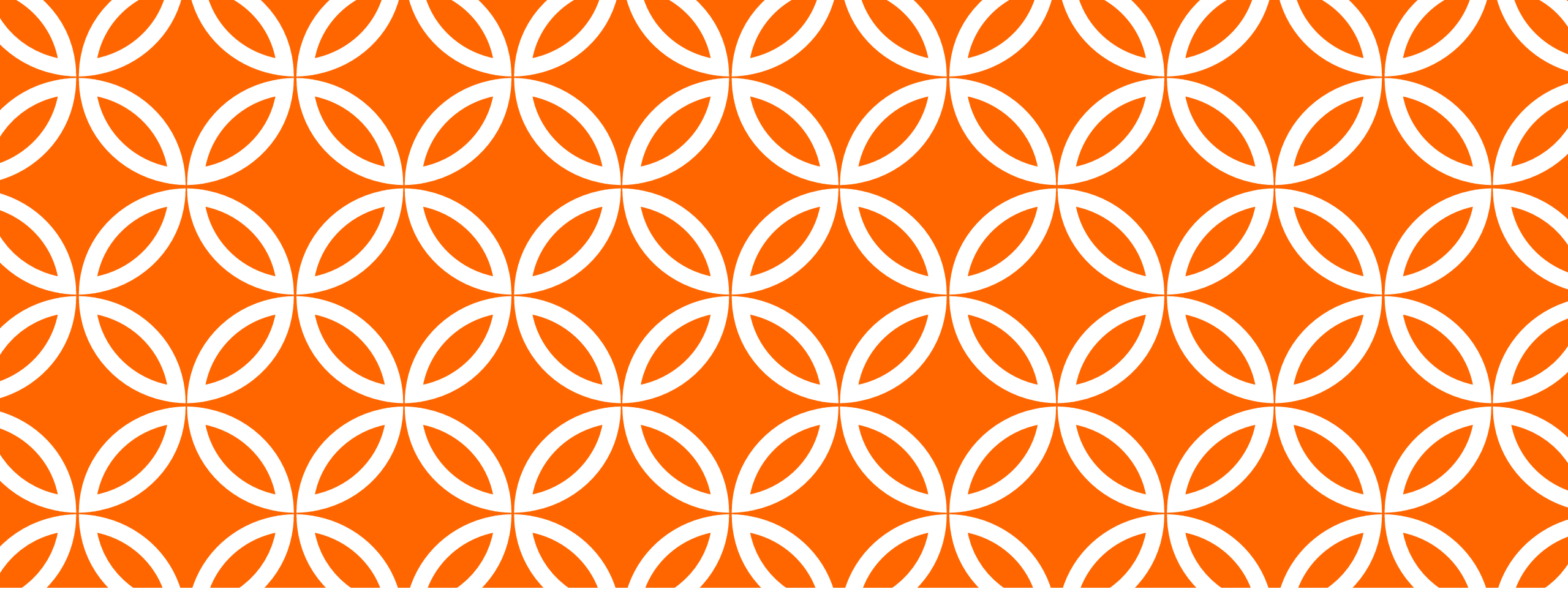
10. Do you have any of the following pools or gardens? (check all that apply)
 Outside above-ground pool Outside in-ground pool Inside swimming pool Outdoor Hot tub/whirlpool
 Greenhouse Fountain Water garden Vegetable Garden
 Flower Garden (s) Other (please specify) _____

- Database Criteria – parcel level irrigated area analysis of high tier water users
- 2375 Sample Size
- Survey to gain insight about:
 - Knowledge about existing water use
 - Perceptions of impact on water supply
 - Motivators and barriers for consistently saving water
- Methodology:
 - Mail/Online
 - \$10 Home Depot Gift Card Incentive (first 350)

THE RESULTS: OUR CAUTIOUS CONSERVATIVE

- 570 responses = 24% response rate
- An established, suburban home owner
- College to post graduate education
- Household income more than \$75K a year
- Middle to upper age bracket (35-64)
- Speak English





SO, WHAT IS THE KEY TO HELPING CHANGE BEHAVIOR?

Theory into Practice

BUILDING A HOUSE WITHOUT A BLUEPRINT



MARKETING BLUEPRINT (AKA: CREATIVE BRIEF)

1. What's our goal (and how will we measure it)?
2. Who is the target audience and how are they segmented? (demo, psycho, social, etc.)
3. What do they think and do now?
4. What do we want them to think and do?
5. Why should they think and do that-what's the benefit for them?
6. What competition/barriers must be overcome?
7. What's the best way to reach them?
8. With what motivators and messages?
9. What caveats must we keep in mind?

WITHOUT WATER

— life would be —

PRETTY DRY

THORNTONWATER.COM

MOTIVATORS + BARRIERS = MESSAGING



AND DISCOVER WHAT YOUR WATER BILL REALLY MEANS



THE MARKETING MIX

- Traditional Media
- Non Traditional Media
- Digital Media
- Community Outreach



Cashing In On The Savings
JUST GOT EASIER!
 Thanks to our new online form, getting a rebate has never been so simple.
 LEARN HOW AT THORNTONWATER.COM/REBATES

MAKE A
Water-Wise Upgrade
& GET A REBATE UP TO \$400

Replacing your toilets, clothes washers, rain sensors and irrigation controllers with water-efficient models conserves H₂O, decreases your water bill and helps you save money with a rebate.

Save Even More
WITH FREE WATER-WISE SERVICES
 TAP INTO THESE COMMUNITY RESOURCES DESIGNED TO HELP YOU SAVE WATER AND MONEY!

- Free Home and Sprinkler Consultations
- Free Showerheads and Conservation Kits
- Thornton Cares Water Assistance Program
- Commercial Rebates and Consultations

FIND OUT MORE AT THORNTONWATER.COM/REBATES

WITHOUT WATER *life would be PRETTY DRY* | THORNTONWATER.COM |

Tap Into Our
DEMIStIFY SERIES
 CLEAR AWAY THE FOG AND LEARN HOW TO SAVE MORE WITH OUR COLLECTION OF SHORT STEP-BY-STEP VIDEOS AND GUIDES:

GET CONTROL OF YOUR IRRIGATION CONTROLLER
 and save tons of water by programming this mistifying machine correctly. Text **SAVEWATER** to 97000 to have monthly watering times sent straight to your mobile phone.

CREATE YOUR OWN WATER-WISE LANDSCAPE
 with guides and videos that will help you transform your lawn into a beautiful, water-saving landscape.

MASTER THE CYCLE & SOAK METHOD
 to grow a strong, healthy lawn using less.

VISIT THORNTONWATER.COM/DEMISTIFY FOR THE ENTIRE SERIES.

Cash in ON THE WATER SAVINGS

GET REWARDED WITH A REBATE UP TO \$400
 Upgrade to a water-smart irrigation controller, rain sensor, toilet or clothes washer and get a water-wise rebate. Learn how at ThorntonWater.com/rebates

GET A FREE HOME & SPRINKLER CONSULTATION
 Learn how to save less water with help from the experts. Sign up at ConservationCenter.org/water-home/slow-the-flow-colorado

JOIN US FOR FREE WATER-WISE CLASSES & GARDEN TOURS
 Visit ThorntonWater.com/TakeAction/index.aspx. Click on "Attend a Free Water-Wise Class or Demo Garden Tour." Select the class or demo you are interested in and register online.

Know where YOUR WATER FLOWS

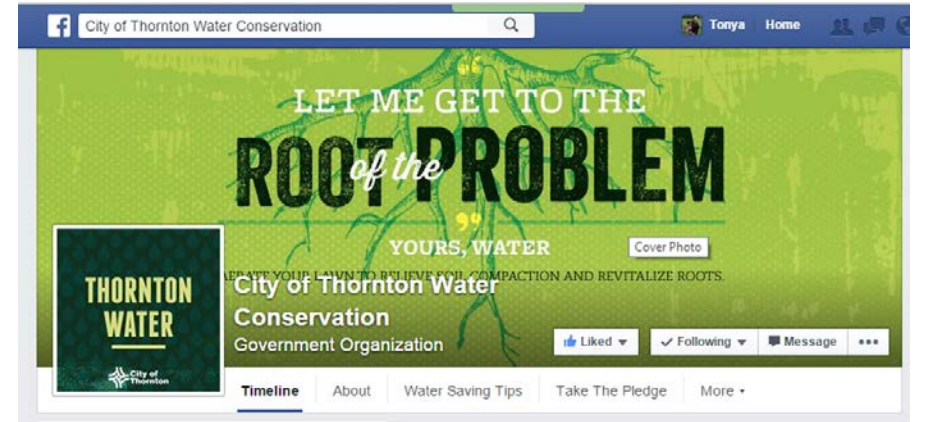
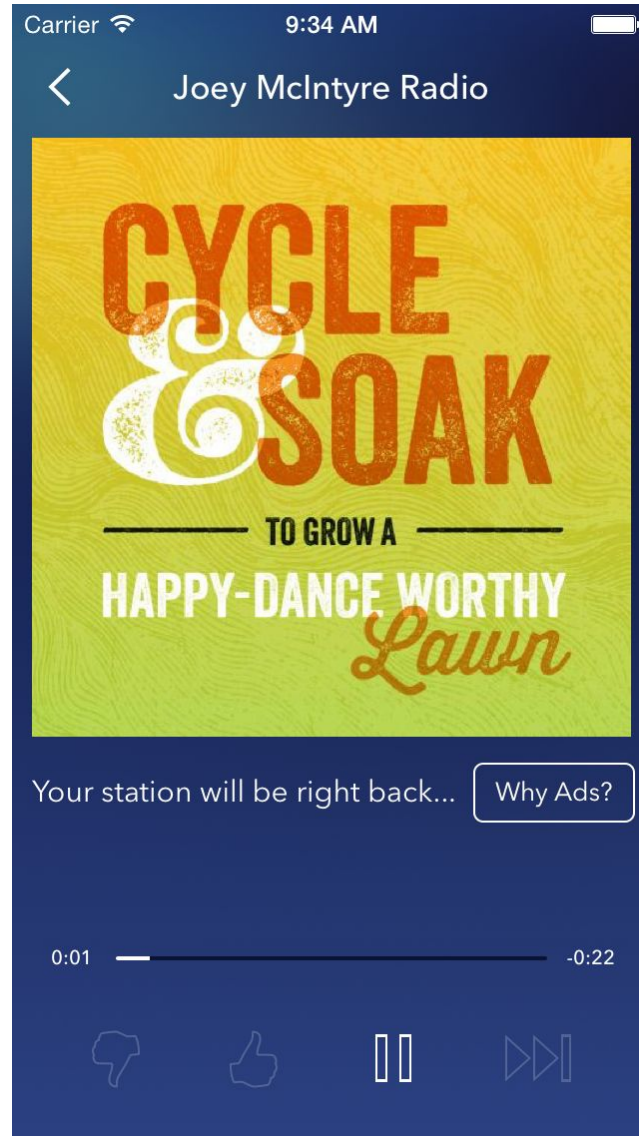
EACH YEAR, ABOUT 50% OF HOMEOWNERS' WATER IS USED FOR LANDSCAPING. SAVING WATER OUTDOORS EQUALS SAVING MOOLAH ON YOUR WATER BILL.

LANDSCAPING	50%	SHOWER/BATH	13%
		TOILETS	10%
		FAUCETS	9%
		DISHWASHER	1%
		CLOTHES WASHER	9%
		LEAKS	0%

Dive into more
 WATER-WISE TIPS, INFO AND EXPERT WAYS TO SAVE AT
THORNTONWATER.COM

WATER RESOURCES DIVISION
 12450 Washington St., Thornton, CO 80241
 720-477-6601 | Water@ThorntonWater.com | [Facebook.com/ThorntonWater](https://www.facebook.com/ThorntonWater)











THORNTON WATER AMBASSADORS

Welcome
WATER LOVERS



EVALUATION IS ESSENTIAL

WITHOUT WATER
— *life would be* —
PRETTY DRY



- 79% report seeing water saving messages in Thornton
- 49% recall the tagline in year 2 of the campaign
- 72% recall bill insert messages
- 40% of high water users *think* they already save water
- 87% say that rebates would encourage them to save more water

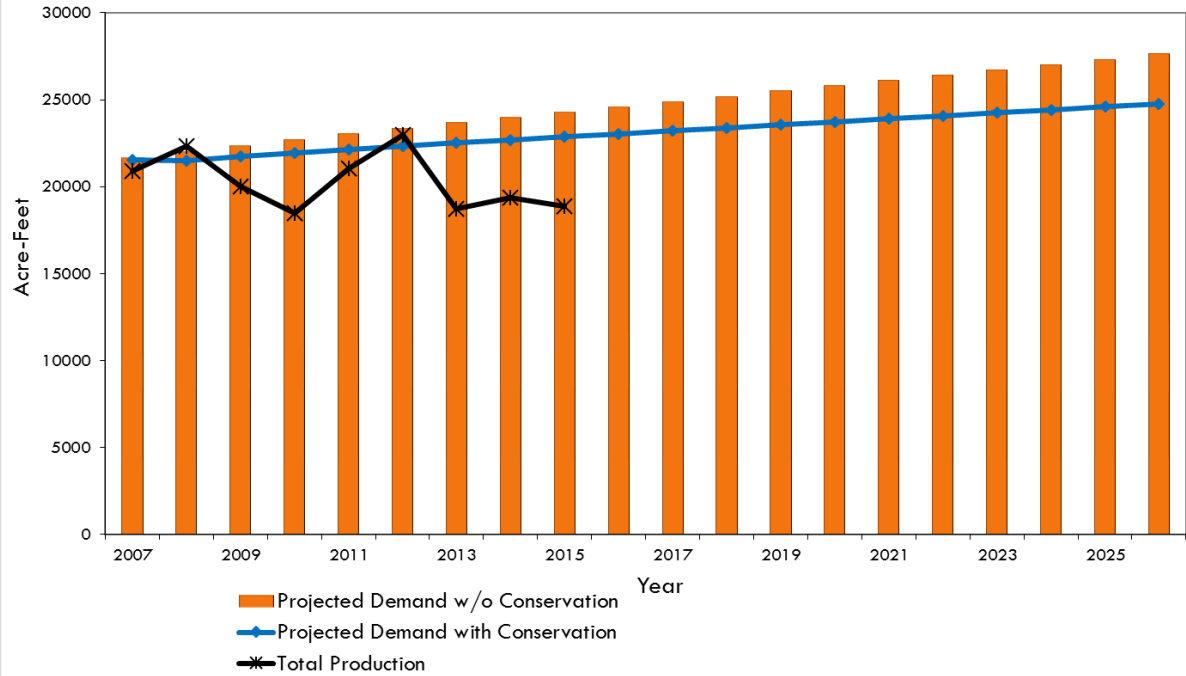
A SHIFT IN BEHAVIOR CHANGE



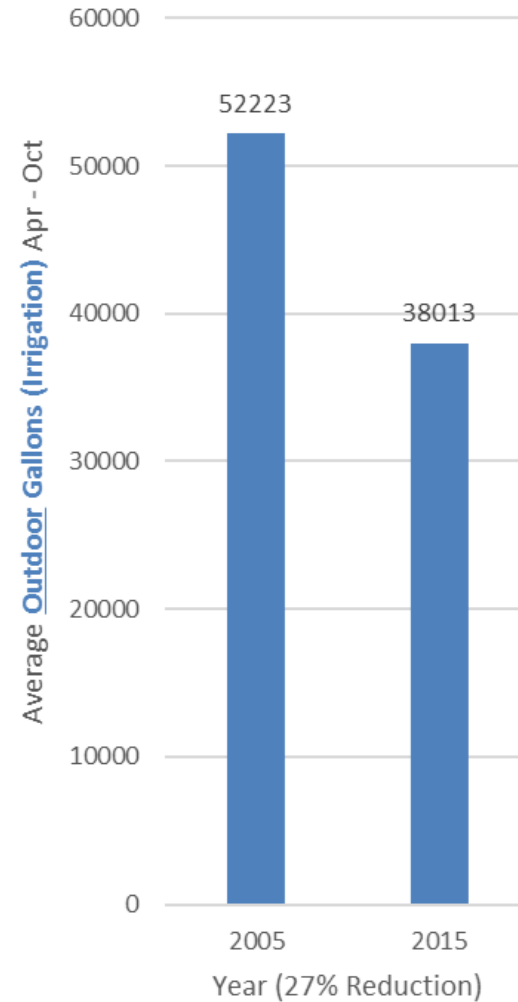
- Self Reported:
 - 50% use Cycle & Soak – up from 37% in 2014
 - 87% reduced of often water lawn – up from 83%
- Residential GPCD:
 - 106 in 2001 to 79 in 2015
- Irrigation controller rebates:
 - 5 in 2014 to 123 (YTD July 2016)
- Irrigation consultations saved an average of 12,000 gallons/participant/year
- Garden tour participants:
 - 40 in 2015 to 170 in 2016

THE DOWNWARD TREND

Supply and Projected Demands
With and Without Conservation
Compared to Water Consumption



Ten Year - Single Family Detached Account
Average Outdoor & Indoor Water Consumption



A PRACTICAL LOOK ...

Textbook

- Adequate Funding
- Narrow and Specific Audience
- Solo Decision Maker
- Solid Research/Evaluation
- One Targeted Message
- Results Match the Planned Theory

Reality

- Limited Budgets
- Diverse Audience Reach
- Political Considerations
- Risk of Diluted Message
- Timelines
- Divided Attention

BUT WHAT DOES IT MEAN FOR YOU?

- Know your audience
- Cut through the clutter (aka: ditch the government speak)
- Messaging matters
- Simplify your ask
- Turn to trusted resources (& hire experts)
- Go where the people are
- Evaluate





QUESTIONS?

Tonya Peters, MPH
Orange Circle Consulting
orangecircleconsulting.com
303.547.4899

Laura Wing
Thornton Water
Laura.Wing@cityofthornton.net
720.977.6514