

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Water Conservation in a Season of Abundance

Marketing & Outreach

Thursday, October 5th, 2017



Presenters



SHELLEY COUSINEAU

Client Services & Media Director

Sagent



WILLIAM GRANGER

Water Conservation Administrator

City of Sacramento Department of Utilities
Water Conservation Program



Overview

- The Situation – Challenges Faced & Outcome Desired
- Our SAGE Approach
- Results and Where We Are Now
- Our Strategy Moving Forward
- In Closing
- Q & A

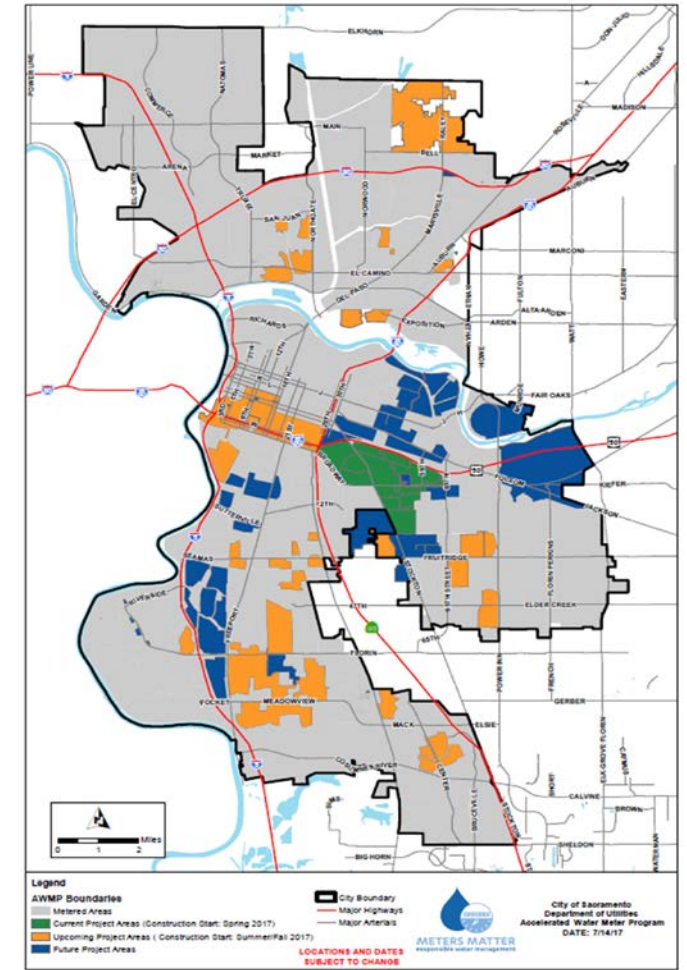
City of
SACRAMENTO
Department of Utilities



The Situation – Challenges Faced

Pre-Drought- “Spare Sac Water” State of Emergency

- California experienced more than five years of drought. Governor Brown declared a drought emergency in January 2014.
- City’s reduction target was 20%, then 28%, then 25%
- The drought state of emergency ended in April 2017.



The Situation – Challenges Faced

Community Involvement

- Increased compliance with our watering 2 Day/1 Day watering schedule
- Increased public participation in our programs via video, social media, and the internet that we want to sustain and even increase.



The Situation – Outcomes Desired

Need

- Continued water-use reduction from residents (20% by 2020)
- Permanent/sustainable practices
- Increased utilization of landscape rebate programs
- Enhance our programs with engaging campaigns to encourage community participation and sustained behavior change.
- New messaging and direction for outreach efforts beginning in late 2016
- Move away from SpareSacWater.org



Our SAGE Approach

1. Set Goals

We start with assessing your goals, desired outcomes and target audiences. Then we work with you to establish measurable goals for changing attitudes, awareness and behavior.

2. Conduct Research

We analyze research to understand where you've been, the brand image that the public perceives you to be, and identify barriers to attitude and behavior change.

3. Create Plan

Planning is where we look forward and develop strategies to reach the audience to get the desired behavior change we are looking for and achieve the goals we've set.

DISCOVERY

4. Execute

Flawless execution is THE key to success of an effective campaign. Managing timelines, schedules and budgets will ensure all outreach activities happen on time and on budget.

5. Measure Results

Each major outreach tool developed and activity implemented will be measured against the specified, results-driven objective.

STRATEGY
ALWAYS GUIDES
EXECUTION!

Campaign Goal

Create an integrated advertising campaign to inform public awareness and encourage water conservation by getting homeowners to replace turf lawns with water-friendly landscaping and to more efficiently water by installing drip irrigation.

Focus Group Methodology

Creative and Message Testing

- Recruited through screener
- Performed groups in January 2017
- Homeowners with yards/lawns
- 1 all male group and 1 mixed male/female group
- Ethnically representative of Sacramento (diverse groups)
- Wide range of ages

Campaign Concepts

Concepts

Three alternative campaigns

1. Get A Grip/Take A Pass
2. Made Possible By
3. Save Water

Campaign Option 1 – “Get A Grip/Take A Pass”

TAKE A PASS ON THE GRASS

Remove your turf. Save both water and money at SaveWaterSac.com



GET A GRIP SWITCH TO DRIP

Install a drip system. Save both water and money at SaveWaterSac.com



Campaign Option 1 – “Get A Grip/Take A Pass”

Results

- Neither concept shows the viewer a positive outcome.
- Few got or liked the joke
- “Take A Pass” elicits mixed reactions. The main message that you can save money by removing lawn is effective.
- They want to know about the environmental benefits.
- “Get A Grip” image was confusing.
- Saving money wasn’t necessarily the priority

**TAKE A PASS
ON THE GRASS**

Remove your turf. Save both water and money at SaveWaterSac.com



**GET A GRIP
SWITCH TO DRIP**

Install a drip system. Save both water and money at SaveWaterSac.com



Campaign Option 2 – “Made Possible By”



**Made possible by:
Water conservation**

Saving water doesn't mean missing out on a beautiful garden.
Grow your own. SacWaterWise.com



**Made possible by:
Using less water**

Saving water doesn't mean missing out on a beautiful garden.
Grow your own. SacWaterWise.com



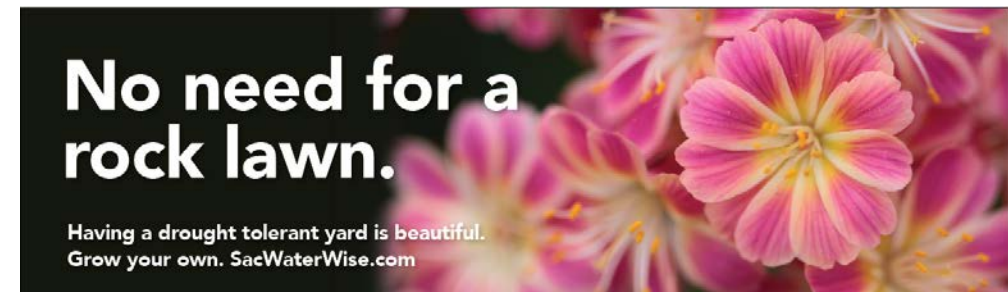
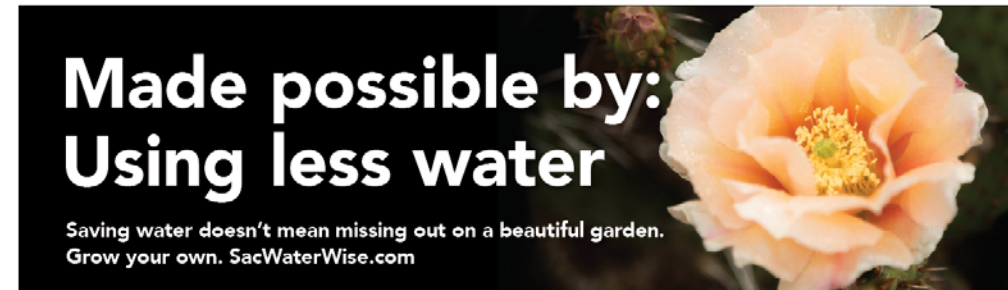
**No need for a
rock lawn.**

Having a drought tolerant yard is beautiful.
Grow your own. SacWaterWise.com

Campaign Option 2 – “Made Possible By”

Results

- Most effective among women but men also liked it.
- “Water conservation” viewed negatively
- Interested in the names of the flowers
- “Rock lawn” term is highly polarizing
- Created highest level of conversation amongst groups
- Favorite URL
- Most impactful campaign overall



Campaign Option 3 – “Save Water”

SAVE WATER....
LICK YOUR DISHES CLEAN



Or you can just install a water-saving drip system.
See other ways to save water. NewWaysToSave.com

SAVE WATER....
LICK YOUR DISHES CLEAN



Or you can just install a water-saving drip system.
See other ways to save water. NewWaysToSave.com

SAVE WATER....
BREAK UP WITH
YOUR LAWN



Grass requires hundreds of gallons of water to keep it green.
It's time to break up. See other ways to save water. NewWaysToSave.com

Campaign Option 3 – “Save Water”

Results

- Concept 1 and 2 didn’t capture or hold their attention.
- Groups enjoyed the humor of 3rd concept.
 - Most effective campaign among men.
 - The imagery piques curiosity. They want to learn more.
- “Break Up With Your Lawn” subhead was surprising and newsworthy to participants.



Focus Group Results

Messaging

- Residents said that water conservation/the drought is the primary environmental issue faced by Sacramento. The issue is known and accepted.
- Even though the water supply has improved, they know that water continues to be a critical issue.
- Homeowners vastly underestimate the amount of total household water usage that goes to irrigating and landscaping.
- *Result:* Focus on surprising facts about household water consumption and how they can continue to save water.

Barriers

- Visualizing a beautiful water-wise yard and cost of lawn conversion.
- *Result:* Focus on beautiful water-wise yard examples and rebates.

Recommended Campaign Direction

2 Campaigns

Winning “Spring” Campaign

- The “**Made Possible By**” campaign was found to be the most effective campaign among women and was also effective among men.
- The phrase “**Using less water**” was found to be the most direct & effective.

Winning “Fall” Campaign

- The “**Break up with your lawn**” concept was found to be effective, humorous and clever.
- Message to stop loving your lawn and that being tied emotionally to your lawn can be dysfunctional.

“Made Possible By” Spring Campaign

The “Made Possible By” campaign was perfect for Spring because it shows some of the beautiful, water-wise plants and flowers available.

Made possible by:
Using less water.

WATER-WISE PLANT:
CAPE BLANCO

City of
SACRAMENTO
Department of Utilities



We even designed seed packets of water-wise plants with the campaign look.

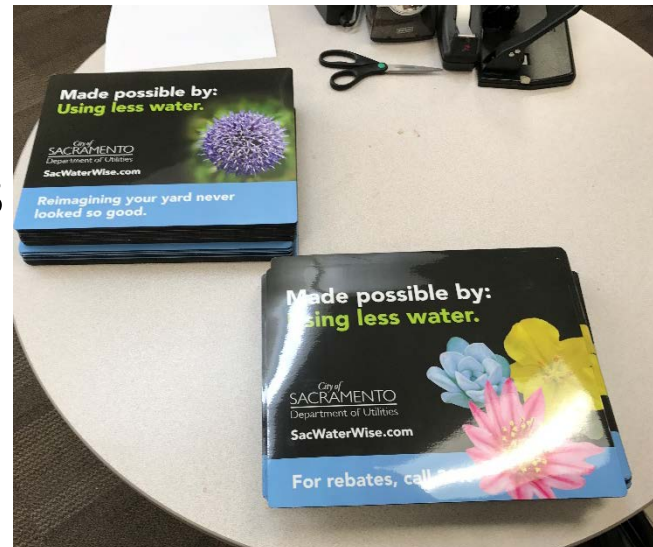
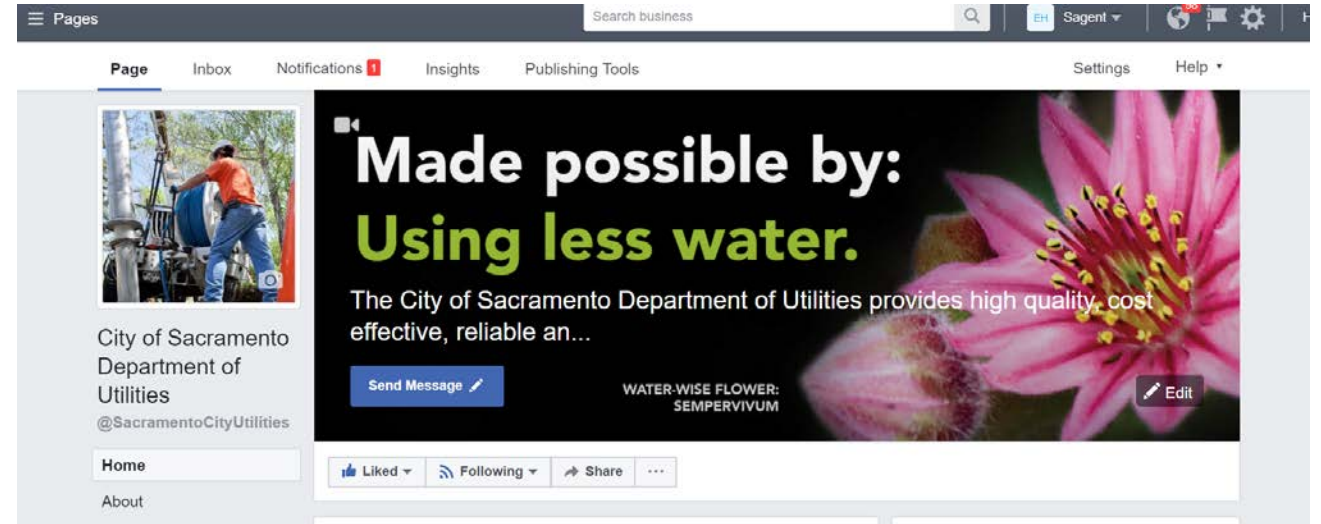


Made possible by:
Using less water.



“Made Possible By” Tactics

- Digital Banner Ads
 - The Weather Company
 - The Sacramento Bee
- Social Media & Promoted Posts
 - Facebook & Twitter
- Radio Spots
 - CBS
- Print
 - Bus Tails
 - Sacramento Bee Post-Its
 - Car Magnets
- Outreach Events



“Made Possible By” Facebook A/B Testing

Message 1

City of Sacramento Department of Utilities
April 3 · 🌐

Did you know that in one year, your grass requires as much water as you drink in 34 years? Saving water never looked so good. Visit www.SacWaterWise.com to learn how to keep your yard beautiful and water-wise.



Made possible by:
Using less water.

1,358 people reached Boost Post

👍👎👉 49 2 Comments 1 Share

Budget: \$15


Run Dates: 4/3 -4/5

Relevance Score: 7

Message 2

City of Sacramento Department of Utilities
April 10 · 🌐

The average person needs about 7 gallons of water per week while your lawn needs nearly 1,000 gallons just to stay green. Serve yourself, not your lawn. Using less water can be beautiful: www.SacWaterWise.com



Made possible by:
Using less water.

2,172 people reached Boost Post

👍👎👉 68 6 Comments 14 Shares

Budget: \$15

Run Dates: 4/10 -4/12


Relevance Score: 8

“Made Possible By” Facebook A/B Testing Continued

Message 3

City of Sacramento Department of Utilities
April 17 · 🌐

To keep the average lawn green for one year, it requires 50,000 gallons of water—that could fill your office water cooler 10,000 times. Visit www.SacWaterWise.com to learn ways to save water.



Made possible by:
Using less water.

1,923 people reached Boost Post

71 3 Comments 1 Share

Budget: \$15


Run Dates: 4/17- 4/19

Relevance Score: 8

Message 4

City of Sacramento Department of Utilities
April 24 · 🌐

An average lawn requires 50,000 gallons of water per year. Reimagining your yard never looked so good. Visit www.SacWaterWise.com and learn how using less water can be beautiful.



Made possible by:
Using less water.

2,130 people reached Boost Post

75 7 Comments 3 Shares

Budget: \$15

Run Dates: 4/24 – 4/26

Relevance Score: 9

“Made Possible By” Spring & Ongoing Campaign

Made possible by:
Using less water.



WATER-WISE FLOWER:
SEMPERVIVUM

Made possible by:
2 day-per-week watering



WATER-WISE PLANT:
GLOBE THISTLE

Lawns and landscaping may be watered up to 2 days per week starting March 12, 2017.
Learn about your schedule and rebates at www.SacWaterWise.com

City of SACRAMENTO
Department of Utilities



Using less water can be beautiful. Find out how at www.SacWaterWise.com

City of SACRAMENTO
Department of Utilities

Made possible by:
Using less water.

An average person needs about 7 gallons of water per week and a lawn needs 1,000. Don't you think you're more important? We do.

Regional Transit

“Save Water” Fall Campaign

The “Break Up With Your Lawn” campaign was perfect for Fall since it is a great time to remove your grass before winter and in time for Spring.

SAVE WATER....
BREAK UP WITH
YOUR LAWN

Grass requires hundreds of gallons of water to keep it green.
It's time to break up. See other ways to save water. NewWaysToSave.com



Our Strategy Moving Forward

Campaigns

- Continue traction with “Made Possible By” but incorporate permanent two day per week spring/summer water schedule.
- Potential launch “Break Up with Your Lawn” campaign in early 2018.

Supporting Efforts

- Revamp website to reflect current messaging and new look and feel.
- Continue social media and event outreach to engage the community directly.
- Outreach to public regarding watering schedule

Water Conservation Program

- The City of Sacramento faced and continues to face the challenge of changing residents' behaviors around water consumption, particularly when the drought emergency was lifted.
- Using less water must become a sustained permanent lifestyle change for Californians. Sagent was a perfect fit, focusing on behavior change for good.
- Now, we are challenged to make customers understand our permanent 2 day per week spring/summer watering schedule and the exemptions
 - “What is a smart controller?”

Shelley Cousineau

Shelley@Sagentmarketing.com

William Granger

Wgranger@cityofsacramento.org

THANK YOU!

City of
SACRAMENTO
Department of Utilities

