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watersmartinnovations.com
Ensuring Successful AMI Implementation Through Public Engagement

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AMIs Changing the Utility Landscape

- Customer-utility relationship
- Consumer behavior and psychology
- Utility operations optimization
Opportunities in Increasing Customer Satisfaction

AMI Implementation
- Trust
- Goodwill
- Transparency
- Utility
- Accountability

- Water aware
- Rate success
- Behavior change
- Customer accountability
Missed Opportunities

• Clearly communicating the benefits
• Adequately addressing privacy and health concerns
• Asking our customers what they want
• Allowing customers to empower themselves with data
Communication Outreach

• Moving beyond awareness campaigns to stimulate behavior change

• Informed by behavioral psychology and persuasion techniques
  ▪ Diffusion of Innovation
  ▪ Core Motives Model
  ▪ Community-Based Social Marketing
  ▪ Social Norms Marketing
Social Norms Marketing

“According to social norms theory, if people are shown that their behavior is outside of the norm or that their perception of the norm is incorrect, they will be motivated to change the way they behave so they conform more closely to the norm.”

(Mitchell et al., 2013, p. 9)
Social Norms Marketing

- Efficient Neighbors: 85 GPD
- Average Neighbors: 176 GPD
- You: 212 GPD

**Compared to Nearby Households**

- Your household (33,700 gal.)
- Similar households (67,950 gal.)
- Efficient households (37,999 gal.)

We found 51 similar households with 4 people within 2.375 miles. Efficient households are those in the lowest 20% of monthly water use.
Who Is Your Target Audience?
Diffusion of Innovation

- Innovators - eager to learn and **curious**
- Early Adopters - **visionaries** who seek ways to improve their lives
- Early Majority - **pragmatists** who want to see and assess ideas and technology based on feedback
- Late Majority - **conservative** individuals who wait to adopt new ideas or technologies
- Laggards - **agnostic** or apathetic about innovations and see no benefit in adoption
- Skeptics - **cynics** who are actively suspicious of new ideas or technologies
Key Elements of a Successful Campaign

- Surveys & Focus Groups
- Message Development
- Creative
- Paid, Earned, Social & Owned Media
- Measure, Monitor & Evaluate
- Post Surveys
- Readjust/Refocus
- Don’t Stop!
Download the white paper & case studies:
https://www.hahnpublic.com/blog/advanced-metering-infrastructure/
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