

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





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Managing Conservation Programs within Different Generation Groups

4 Generations of Customers

■ Key Topics

1. Generational Motivations
2. Outreach Methods and Audiences
3. Communication Preferences & Challenges
4. Program Restructuring Options



Don't let your money evaporate in the heat!
GET A POOL COVER REBATE UP TO \$200

Act now.



Conservation.cblwa.org



FREE Smart Controller

save an estimated 10% on outdoor water use



Santa Clarita Valley GARDENING CLASSES

2017 SCHEDULE

- JANUARY**
JAN 19 Thur: 6:30 p.m. to 8:30 p.m. – Designing Sustainable Landscapes
JAN 21 Sat: 9 a.m. to noon – Proper Pruning Techniques
- FEBRUARY**
FEB 9 Thur: 6:30 p.m. to 8:30 p.m. – Top 30 Plants for the SCV
FEB 11 Sat: 9 a.m. to noon – Vegetables + Edible Plants as part of a Water Conserving Landscape
- MARCH**
MAR 9 Thur: 6:30 p.m. to 8:30 p.m. – Irrigating Sustainable Landscapes
MAR 18 Sat: 9 a.m. to noon – Choosing Perennial Plants for Your Landscape
- APRIL**
APR 13 Thur: 6:30 p.m. to 8:30 p.m. – Creating a Landscape Plan and Budget

Conservation Programs

Lawn Replacement • Smart Controller • Pool Covers • Resources • Program FAQs • Agency Information

TURN YOUR GRASS INTO CASH!
Act Now

FREE Smart Controller
save an estimated 10% on outdoor water use

Pool Cover REBATE
up to **\$200**
on qualified covers

Castaic Lake Water Agency (CLWA) is a public agency providing reliable, quality water at a reasonable cost to the Santa Clarita Valley



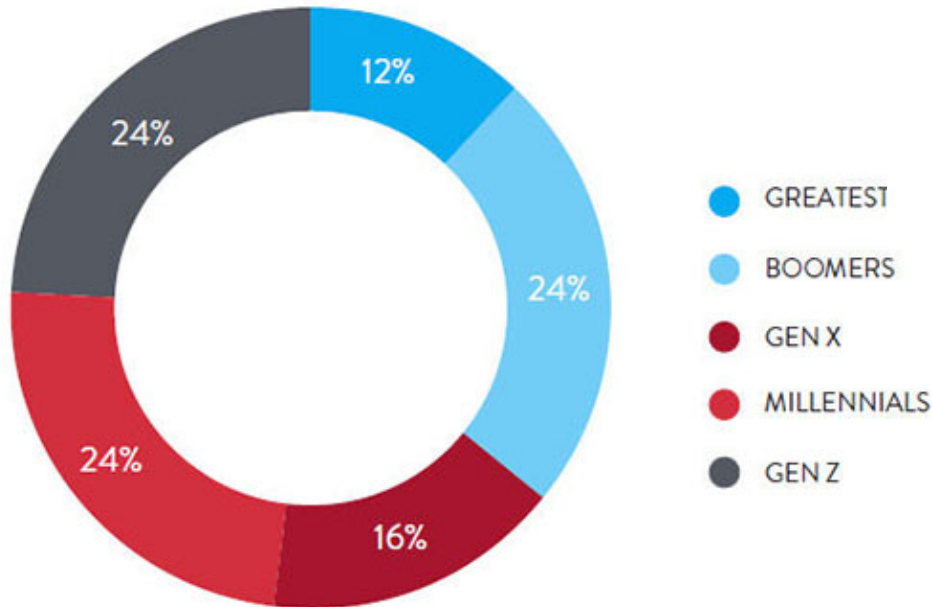
**TURN YOUR
GRASS INTO
CASH!**
ACT NOW >



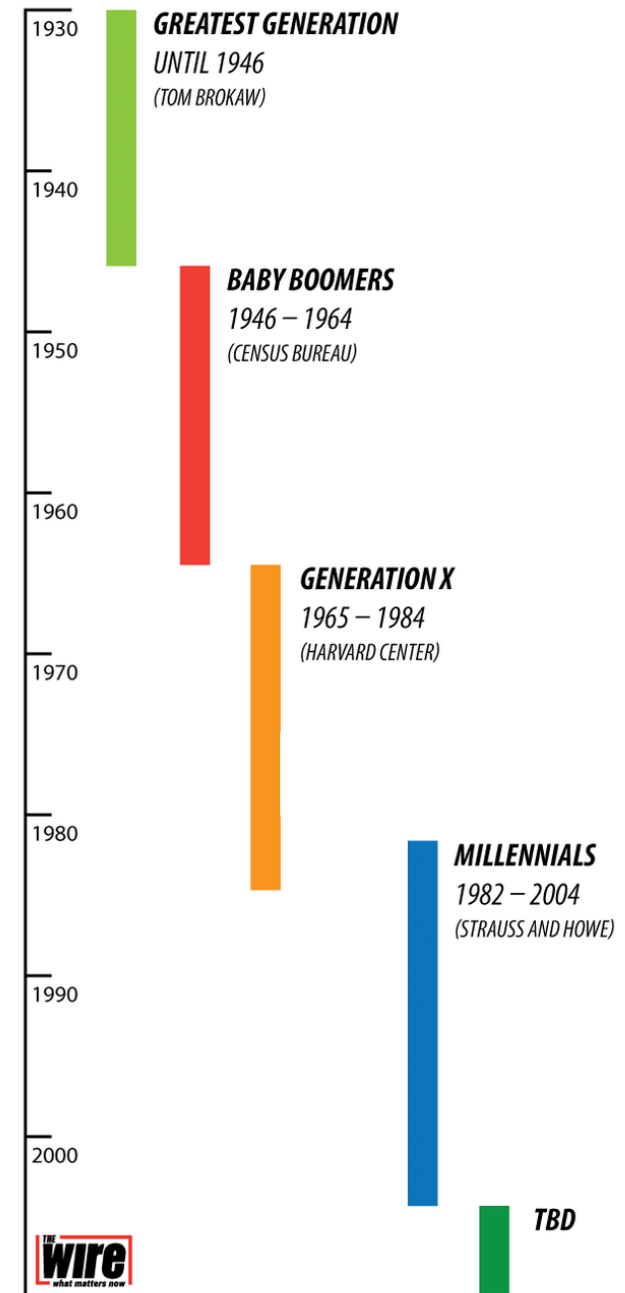
Generation Overview

- Greatest Generation 71 – 87 years old
- Baby Boomers 53 – 70 years old
- Generation X 33 – 52 years old
- Millennials 13 – 32 years old

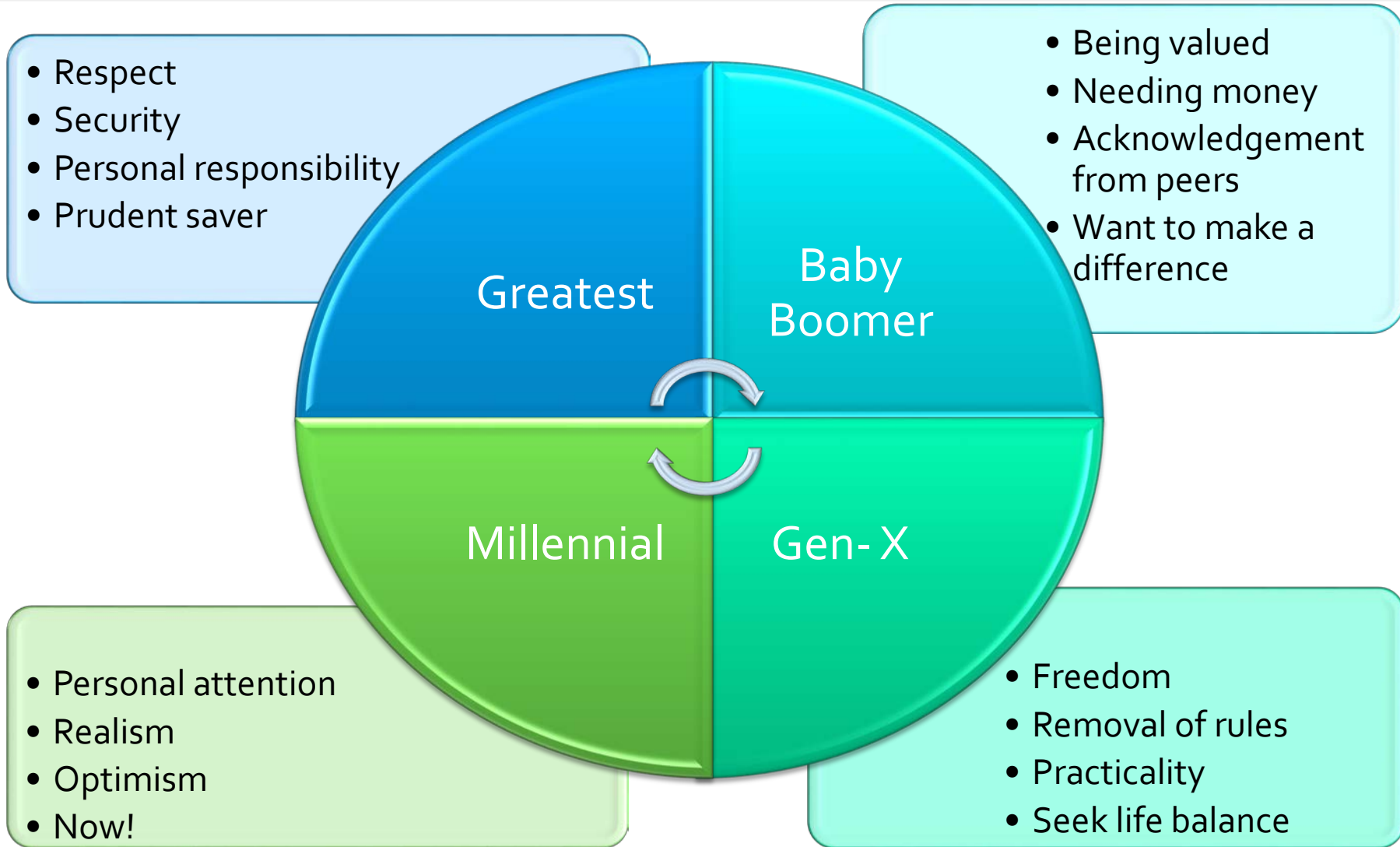
POPULATION BY GENERATION



GENERATION, BY BIRTH YEAR



Values and Motivations



Bill Stuffers

GREATEST & BOOMERS

- #1 method
- Physical bills only
- Generate calls

TURN YOUR GRASS INTO CASH!

Act now.
Funds available for a limited time.



GIVE YOUR LANDSCAPE
some *personality!*



*Green is a nice color...
but it's not the only one!*



Add color, texture and
value to your home

Receive a rebate up to \$5,000*

Application required. Restrictions apply.

*Rebate based on eligible project size.

To apply, visit conservation.chwa.org
or call 661-513-1247



Post Cards

ALL GENERATIONS

- Appears as new info
- Generate calls
- Cheaper than separate letters



Digital

BOOMERS, GEN X & MILLENNIAL

- Computer savvy customers
- Target specific groups
- One click to website
- Analytics available

DON'T LOSE OUT! **now** **ACT**



Greatest Generation

- Customer service level **HIGH!**
- Technology is intimidating
- Alternate application/process
- Fixed budget
- Know what they want – simple

So you went backpacking around Europe? That's cute!
When I was your age, I parachuted into Europe while
Nazi's fired at me from
Below



Baby Boomers

- Proud and engaged
- Partial online application help
- Will be there to meet you

The best part about being over 40 is we did most of our stupid stuff before the internet!



Generation X

- Email and phone
- Have detail oriented questions
- Quick to respond
- Online application not a problem
- May or may not be at inspection
- Backyard artificial turf projects common



Millennials

- Not many are homeowners yet
- Help family (parents or grandparents)
 - Computer savvy
 - Landscape labor
- Landscape aesthetics are changing (NEW NORM)



➤
LIFE
IS WHAT HAPPENS
WHEN YOU'RE
LOOKING AT YOUR
SMART PHONE.

Program Restructuring Options

- Go paperless
- Application options
- Time for phone calls
- Flag high contact customers for analysis
- Simple website – less reading more videos
- Classes



Conclusion



Recognize the signs.
Be AWARE.

CUSTOMER
FRIENDLY
SUPPORT
INNOVATIVE
POSITIVE
PRECISE
TIMELY