

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Broward Water Partnership

A Collaboration of Local Governments.

WATER You Doing to Save Water?

Partnerships and Engagements



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OVERVIEW

- Broward County Background
- Broward Water Partnership Background
 - Goals
 - Accomplishments
 - Cost share
- Contests and Promotions
- Play Conservation Pays and Win!
- Lessons Learned



Everglades

Atlantic

State of Florida

Broward County

BROWARD COUNTY

Water in Broward



MAIN SOURCE:
BISCAYNE
AQUIFER



WET/DRY
SEASONS



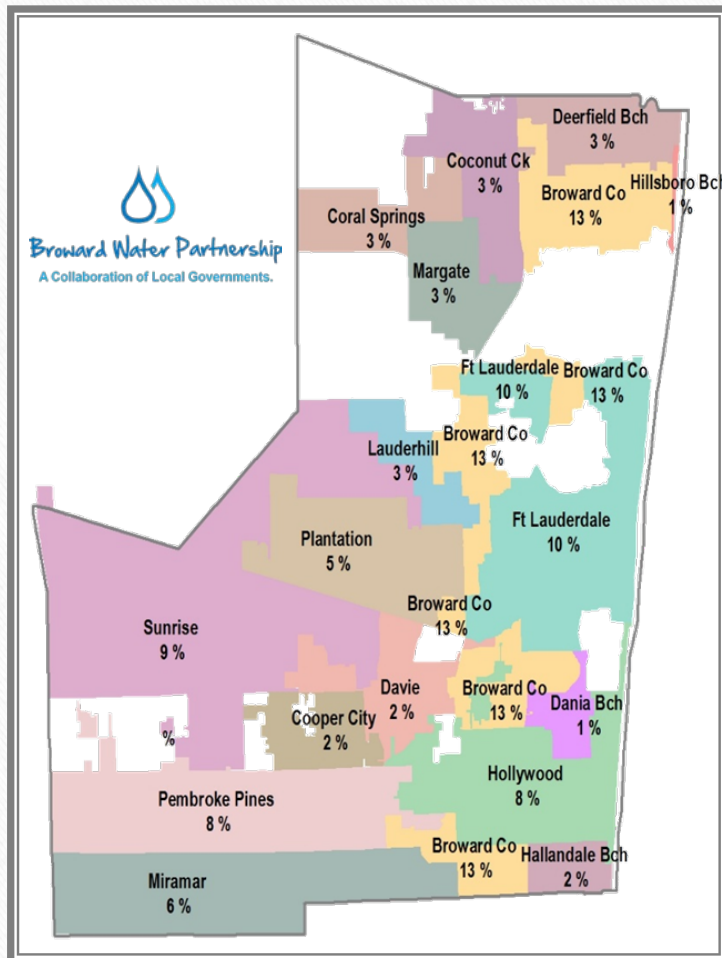
THREAT OF
SALTWATER
INTRUSION





Broward County Background

- 31 Municipalities
- 25 Utilities
- Nearly 2 million people
- Growing population
- Conservation seen as the most cost-effective method for planning for future water resources



Broward Water Partnership

- Includes Broward County & 18 municipalities and water utilities
- Create one central water conservation message
- 82% of the population
- Goal for 10% County-wide per capita reduction in water use
- Encourage a stronger water conservation ethic through increased public education and outreach
- Provide water saving incentives through plumbing retrofits
- Cost-share program

Program Highlights

- High Efficiency Toilet Rebate
- Free Devices
 - Showerheads
 - Aerators
 - Pre-Rinse Spray Valves
- Central location for all water conservation needs
 - Website, phone number, email contact, online application for rebate
- Annual campaigns

Program Accomplishments



Broward Water Partnership

A Collaboration of Local Governments.

Free Water Saving Devices Distributed



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High Efficiency Toilet Rebates



Over \$1.5 million
in rebates issued



Over 21,000
toilets replaced



330 MGY Water
Savings



905,000 Gal/Day
Water Savings



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Cost Share Program

- Administrative/media fee based on utility size includes:
 - Allows for extensive media buys
 - 1.5 staff salary
 - Outreach consultant
 - Partners set rebate/incentive budget



Broward Water Partnership

A Collaboration of Local Governments.

Extensive Media Buys

- Radio
- Billboards
- Television
- Social Media
- More
- Opportunities that many individual local governments may not have budget for



Broward Water Partnership

A Collaboration of Local Governments.

Eight Years of Content

- Tools from Previous Campaigns
 - Images
 - Publications
 - Graphics
- Tools for partners to reuse
- Opportunities to build new campaigns, not related to rebates and incentives



Broward Water Partnership

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The BrowardMega
MONEY-SAVING,
Record-Breaking, Wild Water Switcheroo

Neighborhood
Water Challenge

Win Cash.
Win Prizes.
Play
Conservation Pays
and Win



Major Campaigns & Contests



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Toilet Mascot Naming Contest

- Little investment
 - Prize, time, costume
- Funny
- Easy and free for people to participate
- Advertised with a press release & Social Media
 - 4 articles by local newspapers
 - 50 shares on Facebook
 - Over 20 submissions via Twitter
 - Nearly 300 submissions



Goals:

- Engage
- Reward
- Demonstrate
- Educate

The Broward Mega MONEY-SAVING, Record-Breaking, Wild Water Switcheroo

THE GRAND PRIZE



- Irrigation system controller
- New Energy and Water Saving Fridge, Washer, Dryer, Dishwasher
- Fixtures for kitchen and bath
- High Efficiency Toilets

- Two categories
 - Water Savings
 - Outreach
 - Creativity and provides content
- Prizes
 - \$1000 Prize for each neighbor
 - Irrigation System Controller
 - \$500 for the contestant who saves the most
- Community award: Partner with most participants



Goals

- Increase community engagement through social media for conservation and climate change action
- Boost likes and follows on social media
- Invigorate partners through a different and exciting game



Play Conservation Pays and Win!

February 1st - April 30th, 2019

- Players could pre-register for reminders to begin the game
- Complete tasks, quests, and quizzes
- Gather code words
- Earn water drops for completing challenges
- Water drops used to purchase videos worth points
- Water drops redeemed for chances at instant win prizes
- More points = more chances to win \$5,000

EARN 

REDEEM 

PRIZES

COLLECTIONS

LEADERBOARD

PLAY CONSERVATION *Pay\$* AND WIN

SPONSORED BY  Broward Water Partnership AND  TETRA TECH

**SELECT A CATEGORY THEN CLICK MAP ICONS
TO BEGIN YOUR QUEST TO CONSERVATION!**

CONSERVATION

SUSTAINABILITY

CLIMATE CHANGE

Enter Code

GO



Conservation Habits: Your Water Use

In Progress



Water is critical. It's difficult and expensive to use alternative sources. So, it makes sense to save. And, when we save water, we save money and much more.

REWARD:

500 

CHALLENGES



Your Water Use



Calculate your water use with [Water Use Calculator](#) and post it on Social Media. To complete the challenge, indicate which Social Media channels you posted to.

START

Water Saving Appliances and Fixtures



Read about these [water-saving appliances and fixtures](#). Think about ways you could be saving more water then complete the challenge.

START

To Reuse or Not to Reuse



Read [10 reasons why you need to use a reusable water bottle](#). List two or three reasons that are most important to you.

START

Saving Water



Figure out how much water you could be saving using the [Water Use Calculator](#) then calculate your possible water savings to complete the challenge.

START

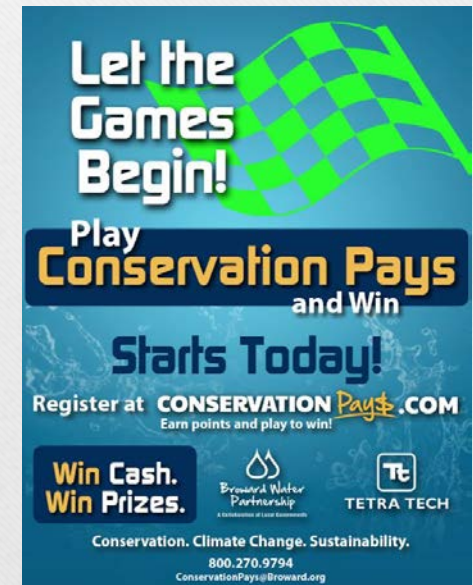
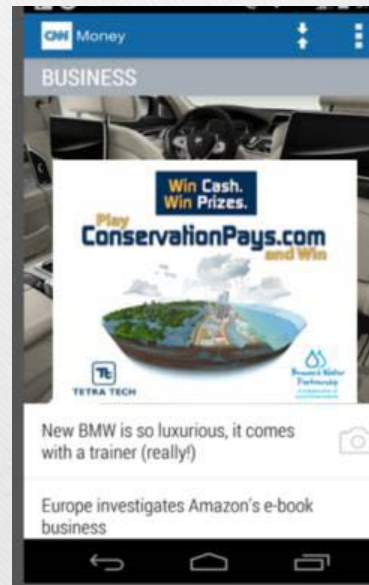
Code Words

- Designed to increase engagement & bring people back to game
- Distributed via email and social media 2-3 times per week
- Make goods
- Partner
- Users guessed at words



Game Promotion

- October thru April
- Social Media
- Email
- Billboards
- Geofencing
- TV
- Sticky Note





<https://www.youtube.com/watch?v=CexPreEXscE>

Partner Promotion

- Posters, flyers, business cards
- Social Media Text
- Newsletter blurb
- Graphics
- Partner with most players = trophy



Broward Water Partnership isn't Playing Around with Conservation, Climate Change and Sustainability—But Residents Can

Posted by [Hollywood Gazette](#) | Feb 5, 2019 | [Environment](#) | 0 |

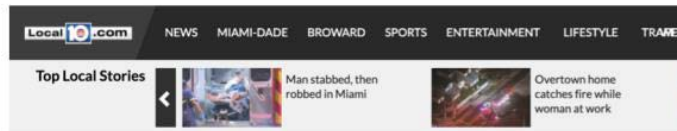


Conservation Pays with Cash and Prizes

On February 1, 2019, the Broward Water Partnership is introduced its brand-new online game for Broward County residents called “Conservation Pays.”

Not only will residents who play get to show off what they know about conservation, climate change and sustainability, they will play for the chance to win thousands of dollars in cash and prizes, with the first prize winner receiving \$5,000 in cash; two second place winners will receive \$1,000; and three, third place winners each winning \$500 in cash.

Earned Media



Land o Lakes, FL: This Tiny, Unknown Competition Disrupting A \$200 Billion Industry

BROWARD

Broward residents can win up to \$5,000 playing 'Conservation Pays'

Players test their knowledge on conservation, climate change, sustainability

By Amanda Batchelor - Senior Digital Editor

Posted: 2:39 PM, February 18, 2019
Updated: 2:39 PM, February 18, 2019

BROWARD COUNTY, Fla. - Broward County residents can win up to \$5,000 by playing a new online game created by the [Broward Water Partnership](#) called "Conservation Pays."

Players will test their knowledge of conservation, climate change and sustainability.



MORE NEWS HEADLINES

Study: Global climate targets will be missed as deforestation rises
New urgency on climate change comes to Congress

Deeply Rooted

FEBRUARY 21 - FEBRUARY 27, 2019 • PAGE 3

**School Band
to compete
Essentially
Jazz Band**



If You Don't Play, You Can't Win. If You Play, We All Win.

By Commissioner Barbara Sharief



Winners, winners everywhere. You're invited to play too, because we need everyone to know that Conservation Pays. Between now and April 30, you can Play Conservation Pays and win cash and prizes. Better still, when you show what you know about conservation, climate change and sustainability, you'll earn points to win the big cash prizes. Tetra Tech is sponsoring our winners with first place earning \$5000 in cash. Second place is \$1000 and third place \$500. They also have hundreds of prizes that will be awarded randomly throughout the game.

It's fun to play but there's a bigger point here.

When we work together to conserve water and energy, to protect water and air quality, we make a big difference. Small changes matter.

In fact, the Broward Water Partnership—which is Broward County and 17 municipalities—supports those changes with \$100 WaterSense® high efficiency toilet rebates. Some areas even offer free aerators and showerheads to conserve water. These small changes have already saved over 2 billion gallons of water throughout Broward County. It's easy to apply for a rebate, too. You can do it online or print out an application and send it. Just make sure you follow the instructions.

Working together, playing together, together we get more done.

We want you to play Conservation Pays to win cash and prizes.

We also want you to play Conservation Pays, because you'll find all the things you can do to save money while protecting environmental resources. When we do that together, we can say we have done our part and we all win.

Here's a code word to get you started: WestsideWins19

...o, CA)
...High School (Seattle, WA)
...School of Creative and
...Arts (San Diego, CA)
...High School (Sun Prairie,
...rings High School (Tarpon
...)
...ic Association (Raleigh,
...Hall High School (West
...T)
...the top 15 high school jazz
...colin Center announced the
...9 *Essentially Ellington* Dr.
...Student Composition and
...t. This year, the prestigious
...s **Lennox, Dillard Center**
...Fort Lauderdale, FL), an
...at Lincoln Center's Summer
...ogram and the *Essentially*
...tion and Festival where he
...Soloist for piano. Miles will
...ion recorded by the Jazz at
...chestra, as well as receive
...e, a composition lesson with
...MY award winning musician
...nber of the Jazz at Lincoln
...to New York City to observe
...ession and the *Essentially*
...tion & Festival.
...mpetition & Festival marks
...of the annual *Essentially*
...chool Jazz Band Program,



Players

- 2500 Players
- 88,900 interactions
- 90% of those who signed up played
- High click through rates on email distribution (up to 50%)
- 79% played repeatedly
- 13% completed more than 50 actions
- 6% completed more than 200 actions

Organic Feedback



Abbey Kessman ▶ **ConservationPays**

February 22 · 🌐

I won an instant prize - and I am learning so much playing this game. Lots of fun too - Thanks Broward Water Partnership!



ConservationPays created a poll.

Posted by Steve Plumber

Wednesday at 2:52 PM · ⚙️

What are you enjoying the most about "Play Conservation Pays & Win?" <https://conservationpays.com/>



8% CONSERVATION PAYS - THE MUSICAL



92%

Videos ✓

The Prizes!

This poll ends in 6 hours.



Mari Keefer

Keith playing all music videos & teaching all good things for kids & new generation!!;) Thank you!!

1d Love Reply Message



ConservationPays

Published by Alexandra Booth [?] · March 8 · ⚙️

PSST... want to win \$5000? ConservationPays.com

Play
ConservationPays.com
and Win



85

People Reached

10

Engagements

Boost Post

Newest ▾



Abbey Kessman We saw you today at Tree Tops Park - boy was that fun and informative!

Like · Reply · Message · 4w



11:41



Elisabeth Fortune-Donzella ▶
ConservationPays

4 mins · 🌐



My household is saving 2,535 gallons of water a day...pretty good water footprint! 🥰



Winners

owardMe
KEY-SAVIN
Breaking, Wild Wat

Neighborhood
Water Challenge



Lessons Learned

- Plan FAR in advance
- Simplify messages
- Simplify engagement expectations
- Utilize free and earned media
- People are skeptical

QUESTIONS?



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