

This presentation premiered at WaterSmart Innovations

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Maps & Micro-Targeting:

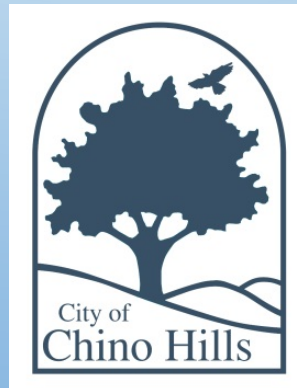
How to Broaden the Residential Program Base

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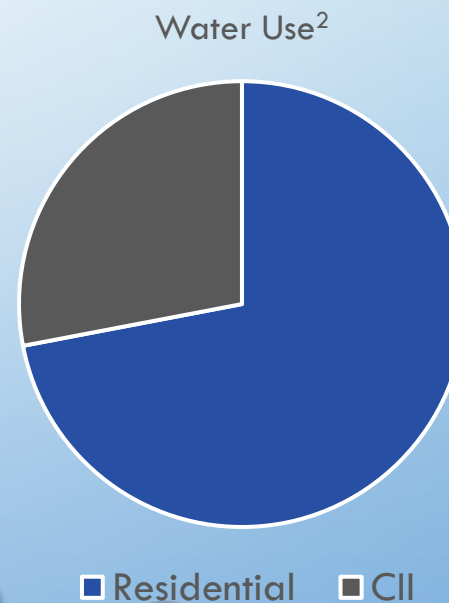
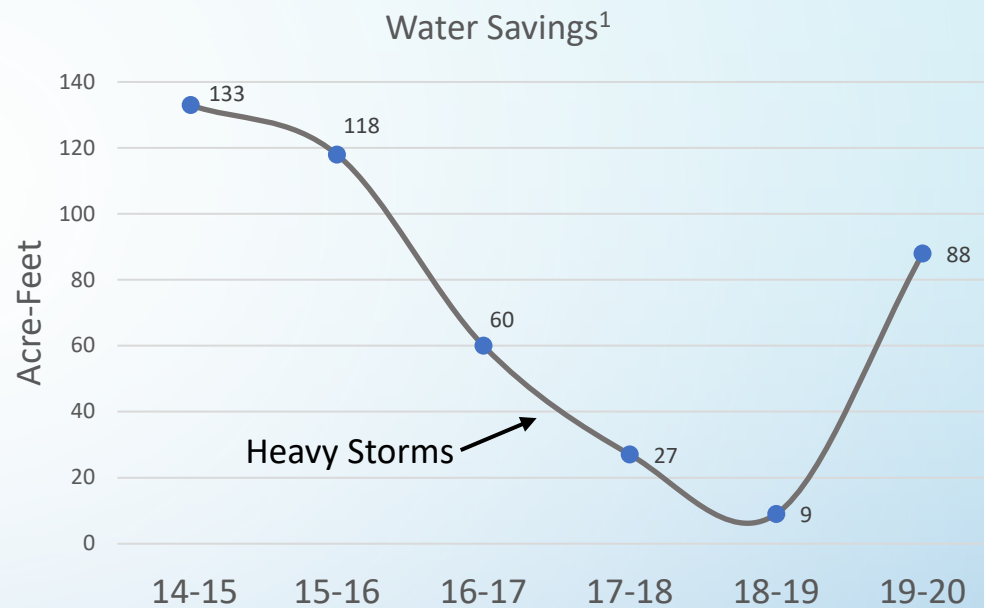
Why

- Increase water savings and awareness
- Staff and budget constraints
- Better value for water customers
- Compliance
- Average 73% vs 27% split in water use²
- Efficiency in marketing

Sources:

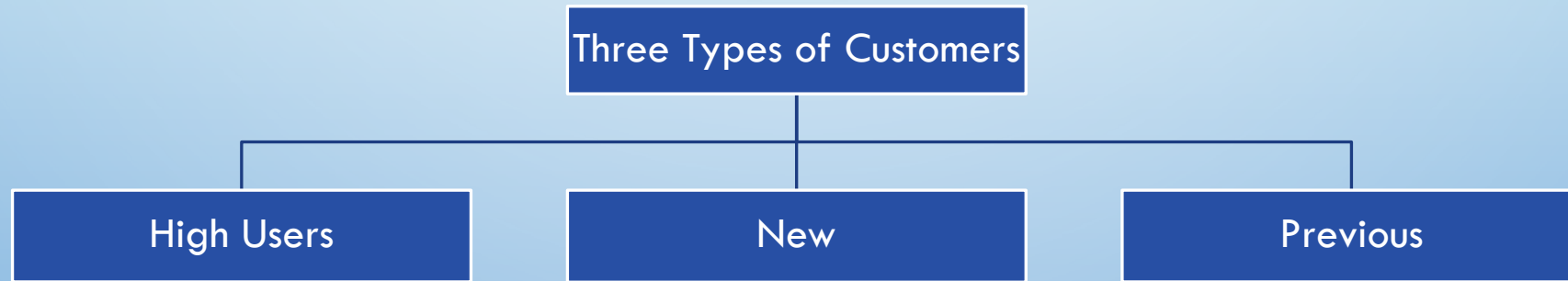
IEUA Regional Water Use Efficiency Programs Report FY 14-15 to FY 19-20¹

City Consumption Report-September 2021²



GOAL

- Increase water savings and awareness
- Sustain program enrollment year-round or build enrollment
 - Currently only for regional programs
 - Working on rebates



Before

- Large batches of traditional mail (Letters, post cards, etc.)
 - “See what sticks” approach
- Press release
- Bill insert once per year
 - Very cost effective for Chino Hills





After

- **Targeted** letters and postcards (upcoming)
- Press releases to keep the topic alive
- Bill insert to bolster program enrollment and rebate activity

Sample High Users Report

| NAME | ACCOUNT | CUSTOMER # | SERVICE ADDRESS | SERVICE | FY2021-2022 | July-2021 | Aug-2021 |
|-------------|---------|------------|-----------------|-----------------------|-------------|-----------|----------|
| Resident 1 | | | 1 Peyton Place | 1 Peyton Place | 467 | 208 | 259 |
| Resident 2 | | | 2 Peyton Place | 2 Peyton Place | 448 | 206 | 242 |
| Resident 3 | | | 3 Peyton Place | 4 Chino Hills Parkway | 433 | 177 | 256 |
| Resident 4 | | | 4 Peyton Place | 4 Peyton Place | 429 | 204 | 225 |
| Resident 5 | | | 5 Peyton Place | 5 Peyton Place | 424 | 190 | 234 |
| Resident 6 | | | 6 Peyton Place | 6 Peyton Place | 414 | 244 | 170 |
| Resident 7 | | | 7 Peyton Place | 7 Peyton Place | 402 | 210 | 192 |
| Resident 8 | | | 8 Peyton Place | 8 Peyton Place | 397 | 185 | 212 |
| Resident 9 | | | 9 Peyton Place | 8 Grand Avenue | 384 | 175 | 209 |
| Resident 10 | | | 10 Peyton Place | 10 Peyton Place | 382 | 197 | 185 |

- Which customers are the highest consistently?
 - Single spreadsheet with macros to find customers from previous months
- Cross reference with addresses who have previously completed any program to avoid errors

New & Previous Customers

- Which grid?
- Check saturation level
- Previous mail sent (if at all)
 - Noted on map parcel
- What programs did customers enroll in? (single or combination)
 - There is no limit on customers combining programs if qualified
- Opportunity to market a companion program
- Responsive vs unresponsive

Enrollment

- Easy online applications
- Google sheets set up by contractor

Form Center

Search Forms:

By [signing in or creating an account](#), some fields will auto-populate with your information and your submitted forms will be saved and accessible to you.

Sprinkler Timer Program

Please Note: All information must be provided.

First Name:*

Last Name:*

Preferred Name:

Address1:*

City:*

State:*

Zip:*

Phone Number:*

Alternate Phone Number:

Would you like to receive text messages from the contractor for scheduling?
☐ Yes (Opt-In)
 *Cell phone number must be provided as primary phone number.

Email Address:*

Account Number:*

Approximate Lot Square Footage:*

Pre-qualification Questions:

Do you have an existing indoor or outdoor automated sprinkler timer?
☐ Yes
☐ No

Is the sprinkler timer connected to the irrigation valves?
☐ Yes
☐ No

Is the irrigation system working now?
☐ Yes
☐ No

Do you have more than 500 square feet of living landscape (grass, trees and shrubs)? Artificial turf is NOT included.
☐ Yes
☐ No

Property Owner Age Range:*

How did you hear about this program?*

Are you the homeowner or tenant?

Additional Comments:

*Please provide any information that we should know about the property.

| A | B | C | D | E | F | G | H | I | |
|--|--------------------|------------------------------------|---|--|-----------------|-------------|--|--------------|-----------------|
| Chino Hills - Pending Requests for Large Program | | | | | | | | | |
| Date | Account # | Owner Approval on File (date) | Last Name (owner = black text, tenant = red text) | First Name (owner = black text, tenant = red text) | Service Address | City | Zip Code | Phone Number | |
| | | | | | | Chino Hills | 91709 | | |
| | | | | | | Chino Hills | 91709 | | |
| | | | | | | Chino Hills | 91709 | | |
| | | | | | | Chino Hills | 91709 | | |
| | | | | | | Chino Hills | 91709 | | |
| J | K | L | | M | N | O | P | | Q |
| | | | | Scheduling Notes | | | | | |
| Email Address | Lot Size (decimal) | Agency and second program notes... | | W/S date or Program | CD # | Map | R/S=reschedule, LM=left message, VM = voice mail, tt=talk to | | Date of Install |
| | | | | LP | | | | | |
| | | | | LP | | | | | |
| | | | | LP | | | | | |
| | | | | LP | | | | | |
| | | | | LP | | | | | |

Enrollment Follow Up

- Program summary, contractor name, staff contact and important links (if any)

Confirmation-Sprinkler Timer Upgrade Program

With text message opt-in

Hi,

Thank you for enrolling in the Sprinkler Timer Upgrade Program! Your application has been entered and sent to ConSery Inc., the contractor for this particular program. ConSery Inc. will be contacting you directly for scheduling purposes.

Since program workshops are cancelled due to COVID-19, Chino Hills' water customers who would like to participate in the Sprinkler Timer Upgrade Program will have to watch a brief "How-To" training video (15 minutes) and finish a mandatory 10 question multiple choice quiz **before** the contractor will perform the installation. Only those residents who complete the workshop and submit the quiz will be scheduled for the installation by ConSery Inc. ConSery may determine if customers can complete the Program as well.

[Workshop & Quiz](#)

You have also chosen to receive a text message from ConSery Inc. for scheduling any appointments. Due to COVID-19 and the overall popularity of the Program, there may be an extended period of time until the contractor contacts you to schedule an initial visit.

Residents may also choose to enroll in the [Irrigation Tune Up Program](#) as well, but only one program can be completed at a time.

You may contact me directly with any questions or comments. Thank you again for enrolling.

Have a great day,

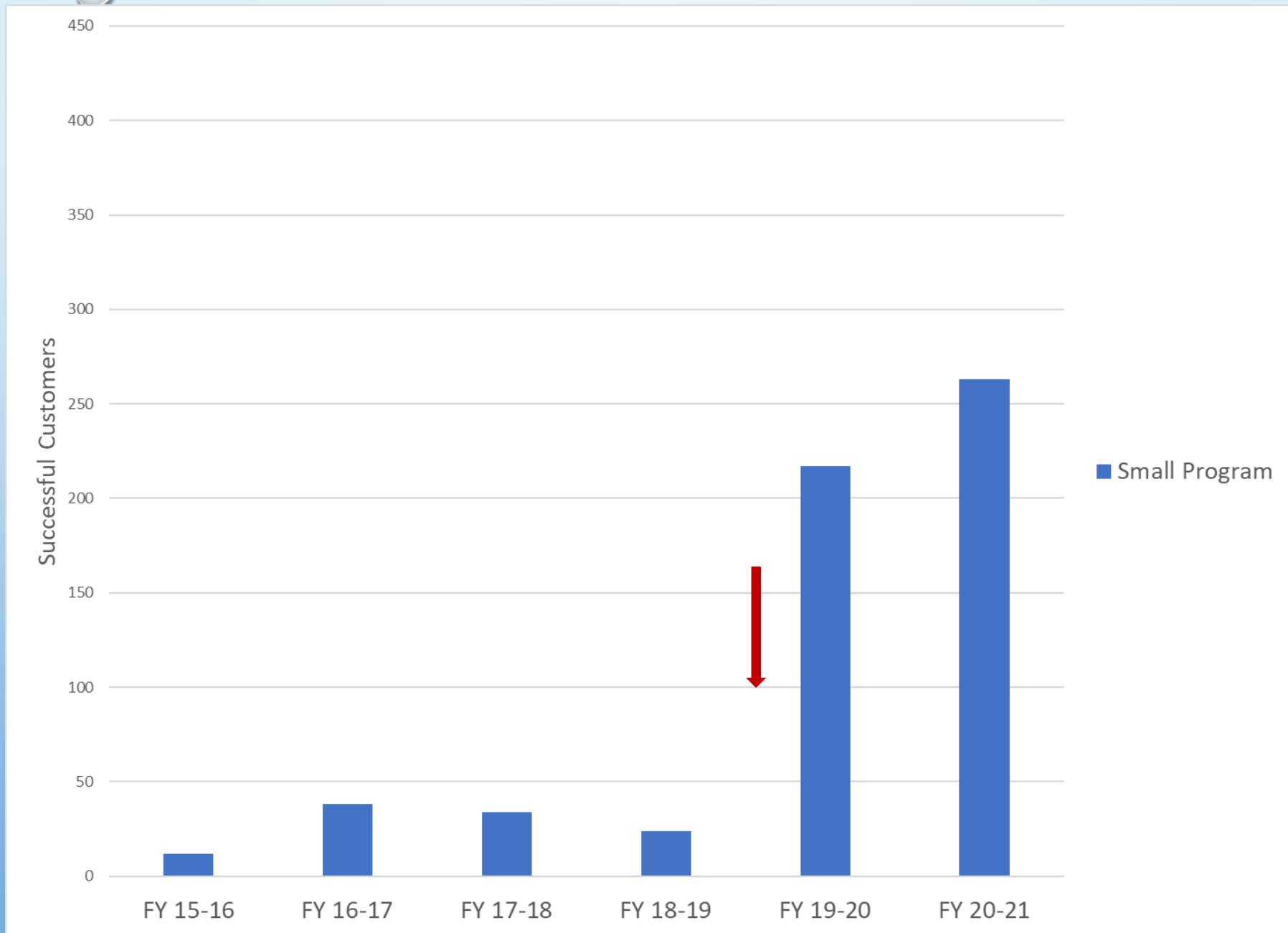
Results to Date

| | Sprinkler Timer Upgrade (Small Program) | Landscape Retrofit (Large Program) | Irrigation Tune Up (Tune Up Program) | Pressure Reduction Valve (PRV Program) |
|----------|--|---|---|---|
| FY 15-16 | 12 | 0 | N/A | 10 |
| FY 16-17 | 38 | 9 | N/A | 73 |
| FY 17-18 | 34 | 54 | N/A | 90 |
| FY 18-19 | 24 | 9 | 13 | 92 |
| FY 19-20 | 217 | 40 | 54 | 93 |
| FY 20-21 | 263 | 80 | 443 | 84 |

Start of Strategy

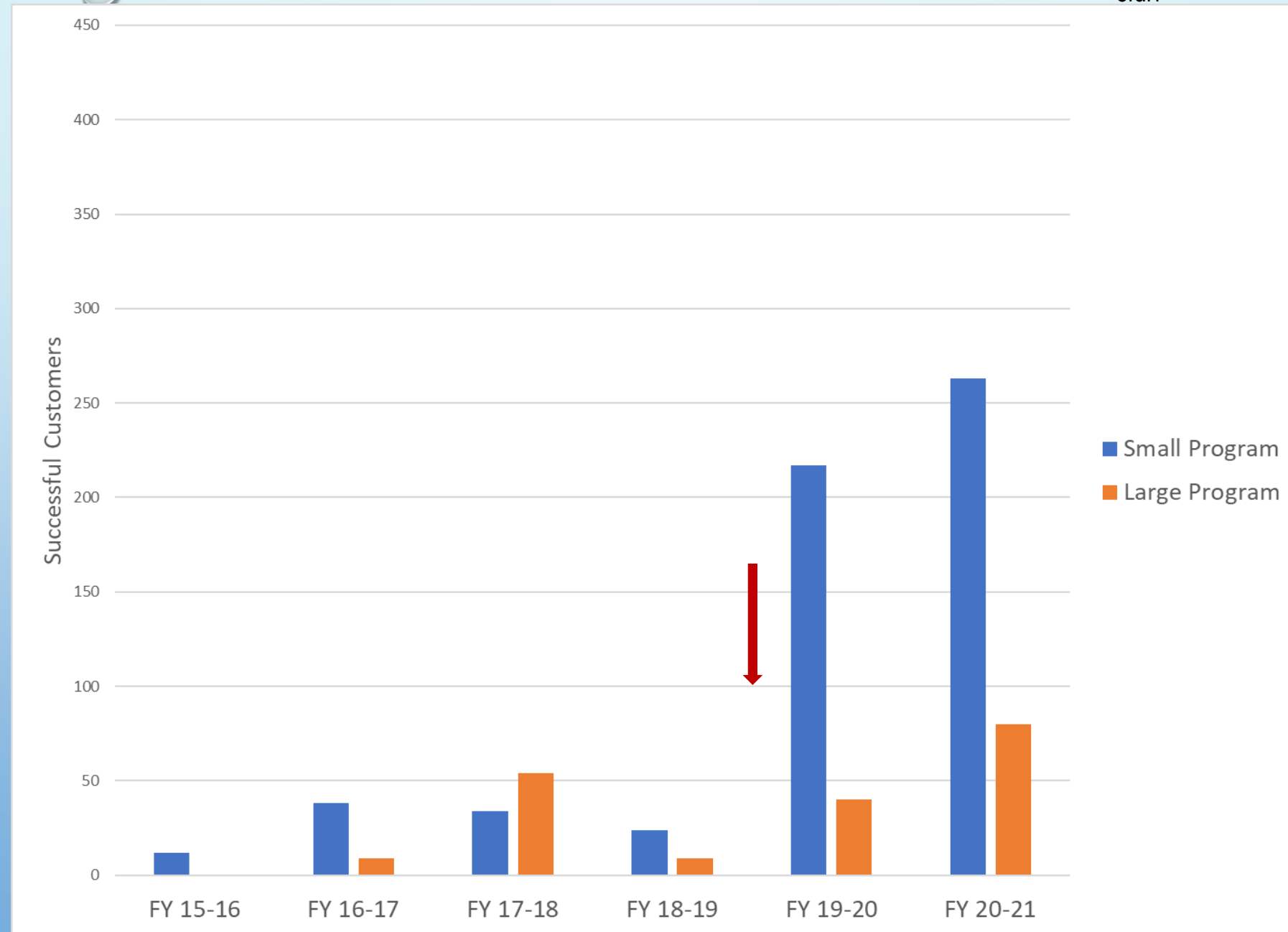
- Market Tune Up as a follow up to the Small or Large Programs – Which grids had the most Small or Large Program enrollment

Results to Date

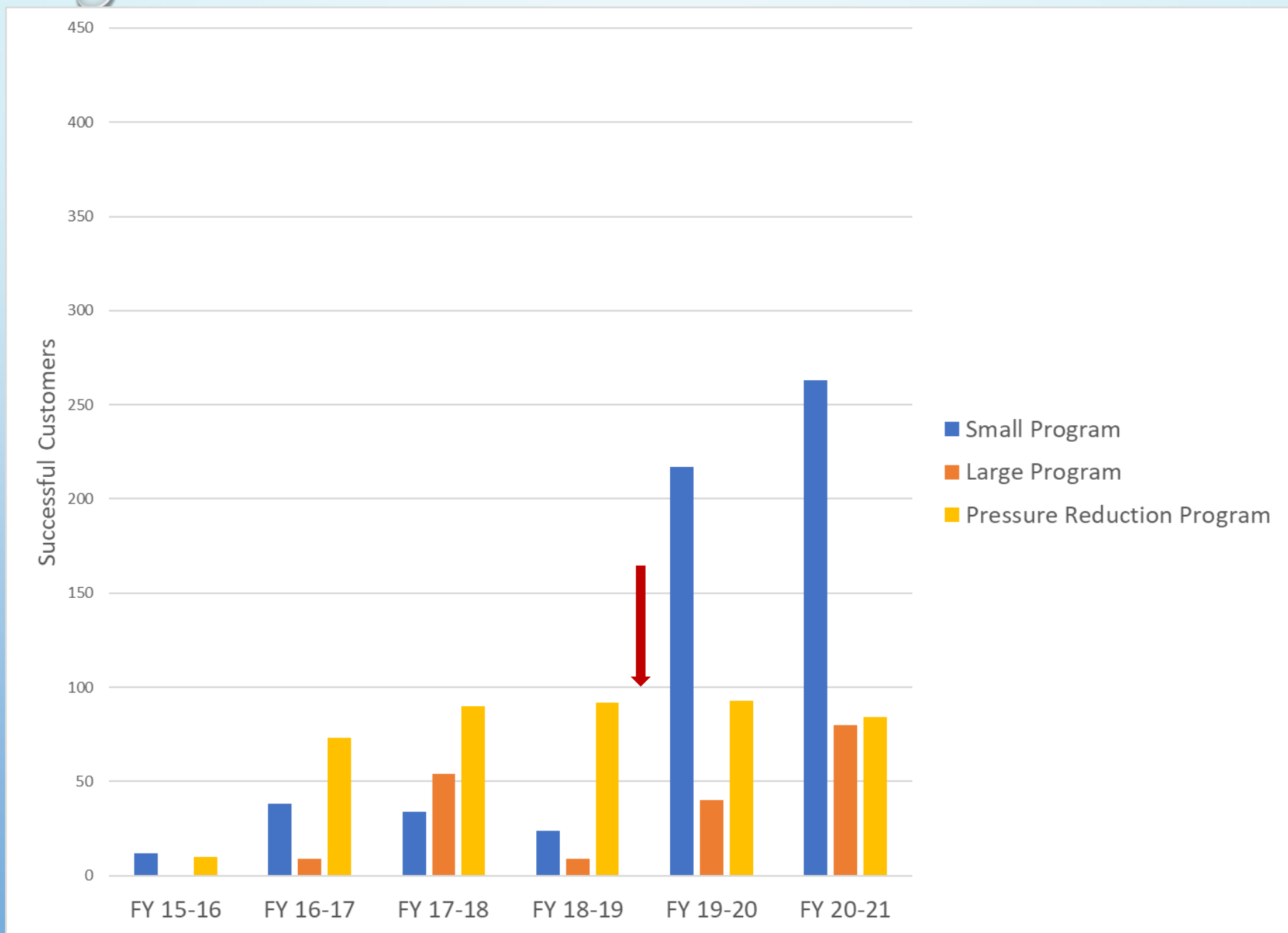


Results to Date

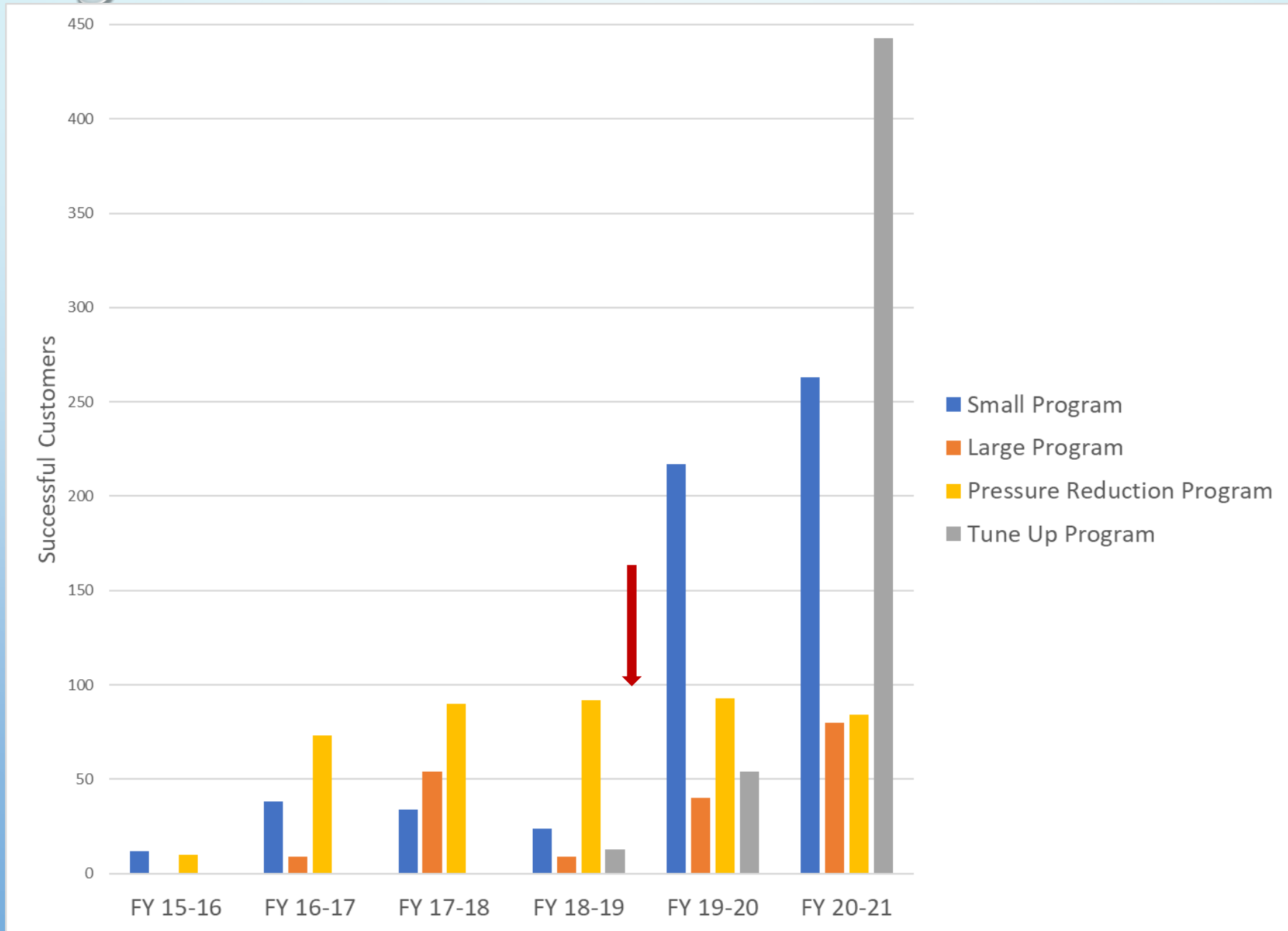
Start



Results to Date



Results to Date



Results to Date

November 2019



Results to Date

October 2020

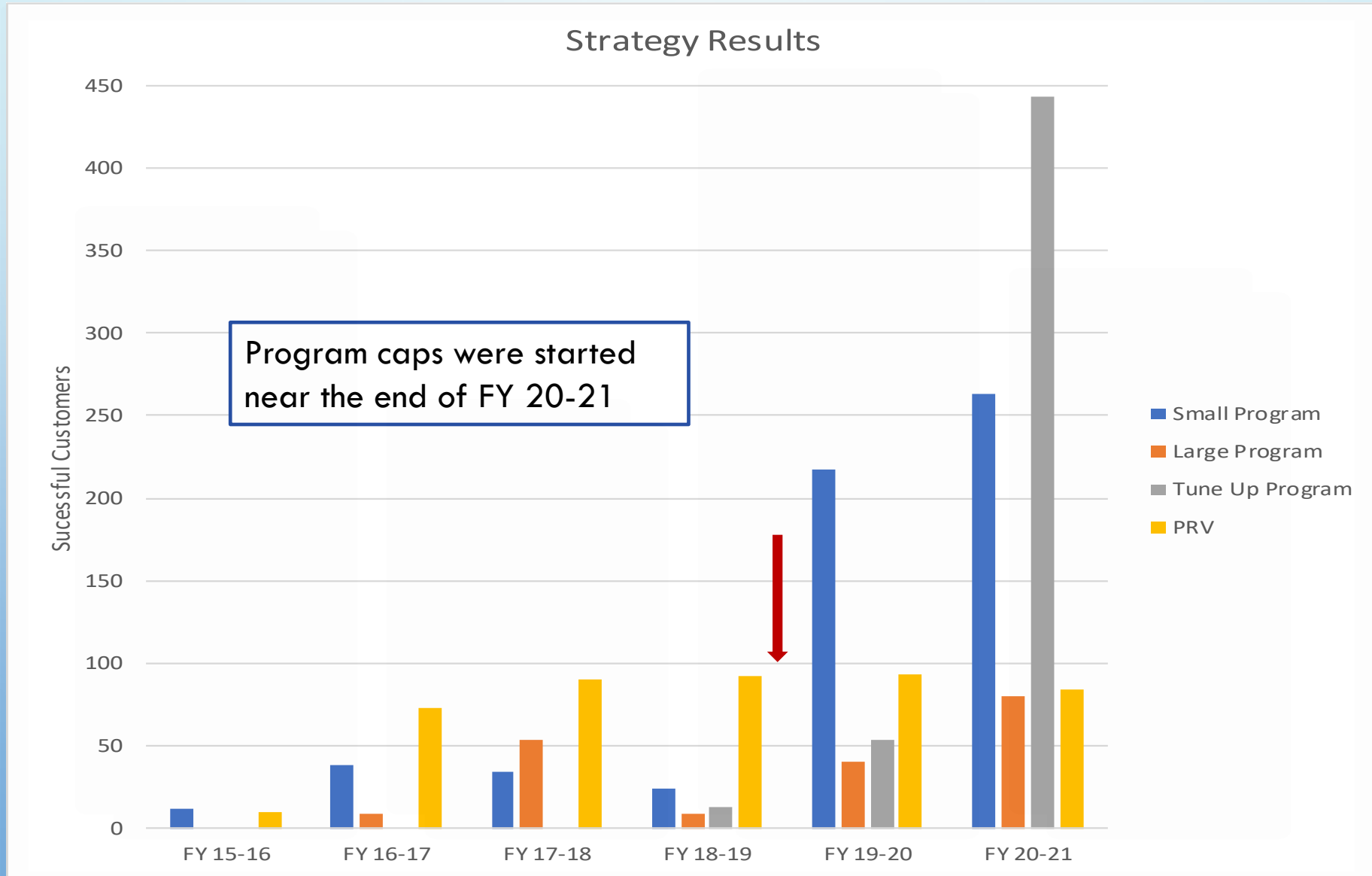


Results to Date

August 2021



Results to Date



Limitations

- Time intensive to start
- Not all customers who enroll are high water users
- Printing and stuffing takes time
- Some customers can not be reached
- Surge in program enrollment can create waitlists
- Helpful vs. annoying
- Takes time to build up enough data
- More to follow-
 - Unknown, unknowns



Maps & Micro-Targeting:

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THANK YOU! QUESTIONS?

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