## This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Maps & Micro-Targeting:

How to Broaden the Residential Program Base

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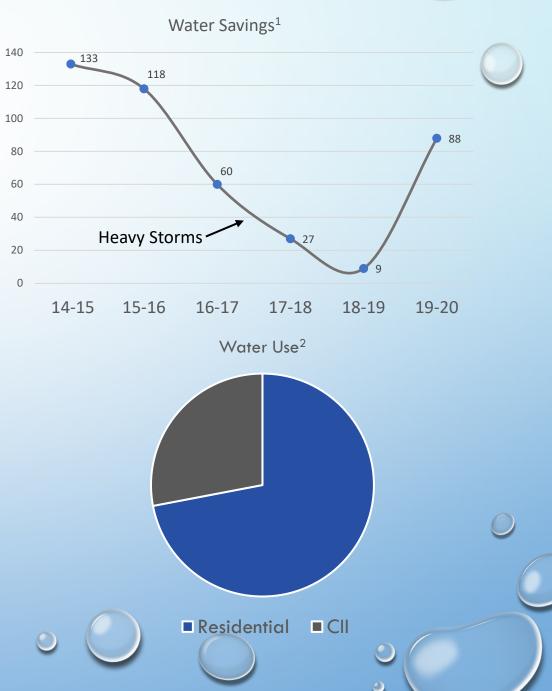


### Why

- Increase water savings and awareness ٠
- Staff and budget constraints ٠
- Better value for water customers ٠
- Compliance ٠
- Average 73% vs 27% split in water use<sup>2</sup> ٠
- Efficiency in marketing ٠

Sources: IEUA Regional Water Use Efficiency Programs Report FY 14-15 to FY 19-20<sup>1</sup>

City Consumption Report-September 2021<sup>2</sup>



Acre-Feet





### 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

Please Note: All information must be provided.  First Name: Address1: Address1: City: Adternate Phone Number: City: Alternate Phone Number: City: Alternate Phone Number: City: City: Alternate Phone Number: City: City	Form Center					
submitted forms will be saved and accessible to you.         prinkler Timer Program         Sign in to Save         Please Note: All information must be provided.         First Name:*       Preferred Name:         Address1:*				Select a Category 🔻		
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First Name:*       Preferred Name:         Address1:*	prinkler Timer Program			Sign in to Save Pro		
Address1:*         City:*       State:*       Zip:*         City:*       State:*       Zip:*         Phone Number:*       Alternate Phone Number:       Would you like to receive the messages from the contract for scheduling?         Example: (xxx) xxx-xxxx       Example: (xxx) xxx-xxxx       Yes (Opt-In)         *Call phone number must be provided as primary phone num phone number can be found on your water bill or by calling (909) 364-2660.       Yes (Opt-In)         Pre-qualification Questions:       To the irrigation valves?*       'Must be less than 10.900 squa feet         Do you have an existing indoor or outdoor automated sprinkler timer connected timer?*       Yes       Yes         Yes       No       No       No         Do you have more than 500 square feet of living landscape (grass, trees and shrubs)? Artificial turf 21-31       Yes       State 33-53         No       State       State       State         Mod dyou hear about this program?*       Are you the homeowner or tenant*       Homeowner         City Brochure/Recreation Guide       Homeowner       Tenant         * Tenant may apply, but only with the permission of th property owner. Contact information for both parties       MUST BE listed on the application.	Please Note: All information must I	pe provided.				
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Social Media MUST BE listed on the application.	Family/Friend/Neighbor					
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Additional Comments:	Additional Comments:					

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Chino Hills - Pending Requests for Large Program												
Date	Αςςοι	unt #	Owner Approval on File (date)	Last Name (owner = black text, tenant = red text)	First Name (owner = bla text, tenant red text)		Servi	Zip Service Address City Code Pho		Phon	e Number	
									Chino Hills	91709		
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### **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 <u>ConServ</u> Inc., the contractor for this <u>particular program</u>. <u>ConServ</u> 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. <u>Only those residents who complete the workshop and submit the quiz will be scheduled for the installation by ConServ Inc. ConServ may determine if customers can complete the <u>Program as well.</u></u>

#### Workshop & Quiz

You have also chosen to receive a text message from ConServ 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 <u>Irrigation Tune Up Program</u> as well, but only one program can be completed at a time.

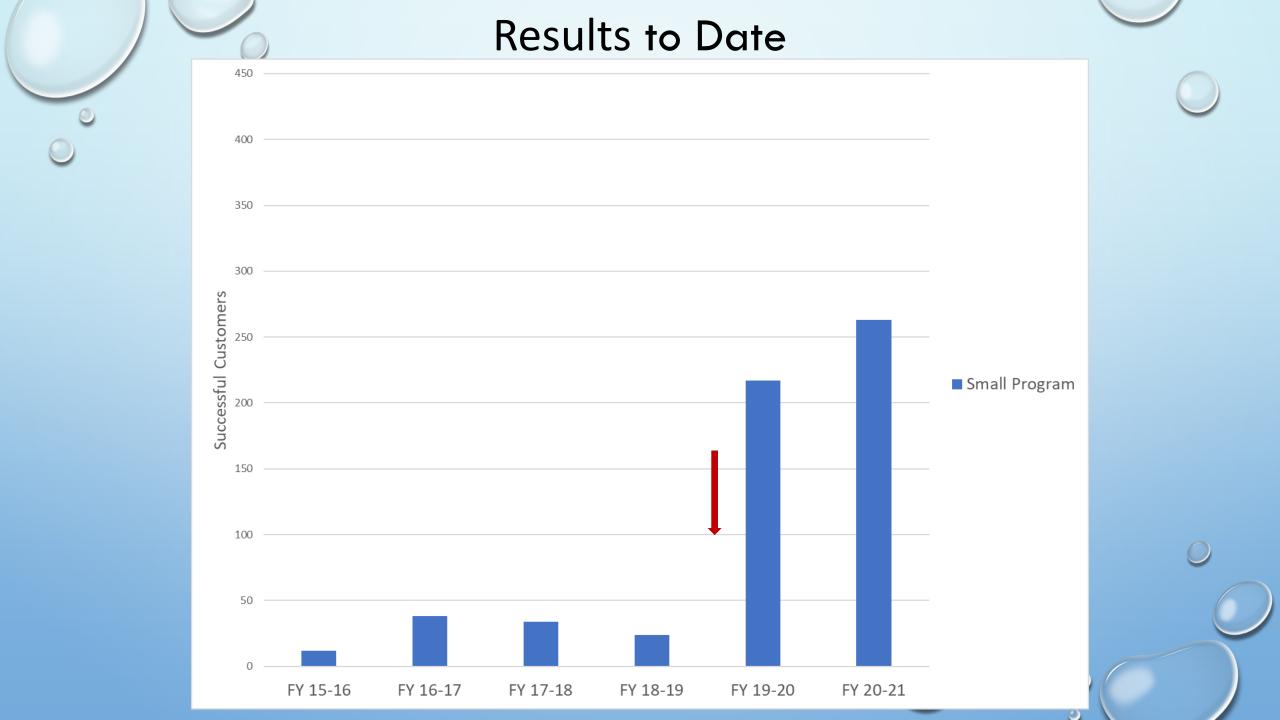
You may contact me directly with any questions or comments. Thank you again for enrolling.

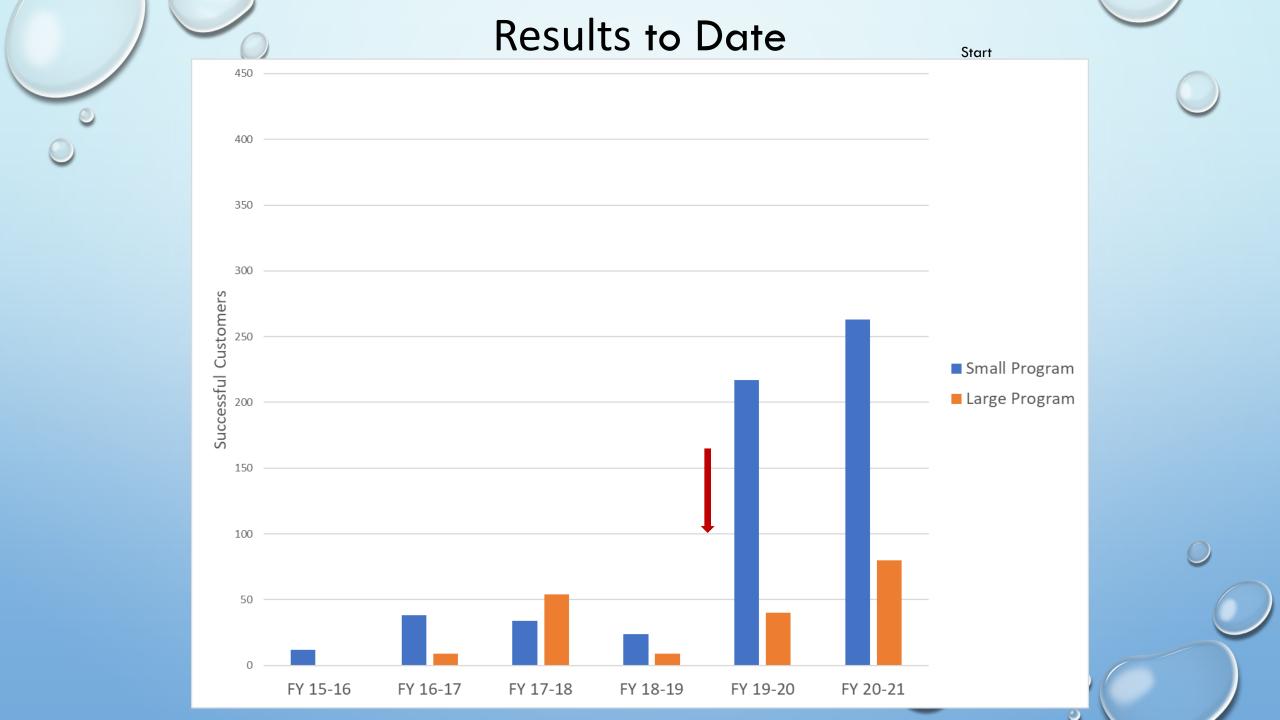
Have a great day,

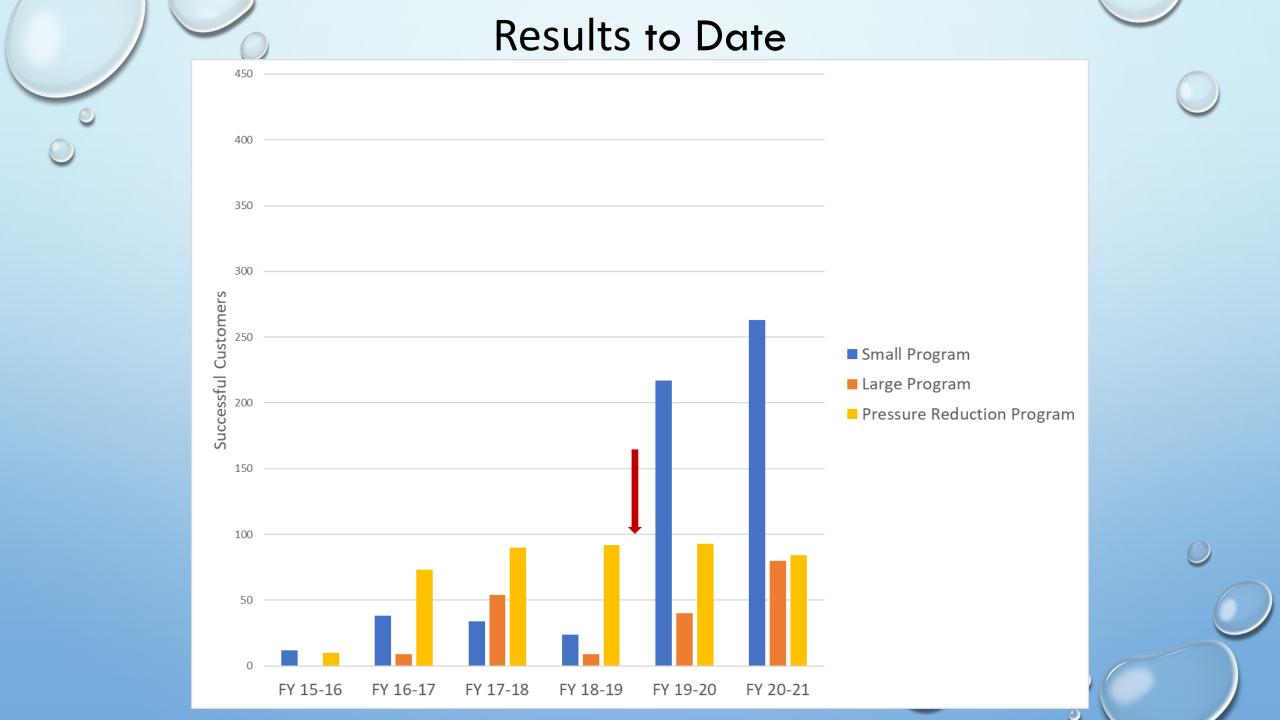
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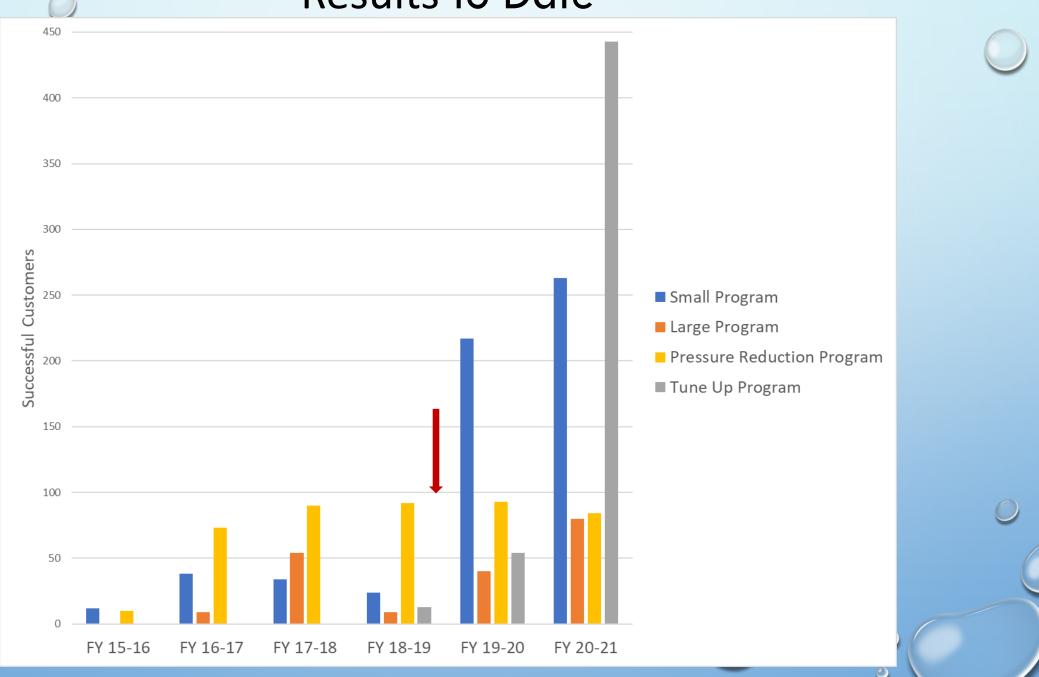
		Sprinkler Timer Upgrade (Small Program)	Landscape Retrofit (Large Program)	Irrigation Tune Up (Tune Up Program)	Pressure Reduction Valve (PRV Program)
	FY 15-16	12	0	N/A	10
	FY 16-17	38	9	N/A	73
	FY 17-18	34	54	N/A	90
Start of Strategy	FY 18-19	24	9	13	92
	FY 19-20	217	40	54	93
	FY 20-21	263	80	443	84

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

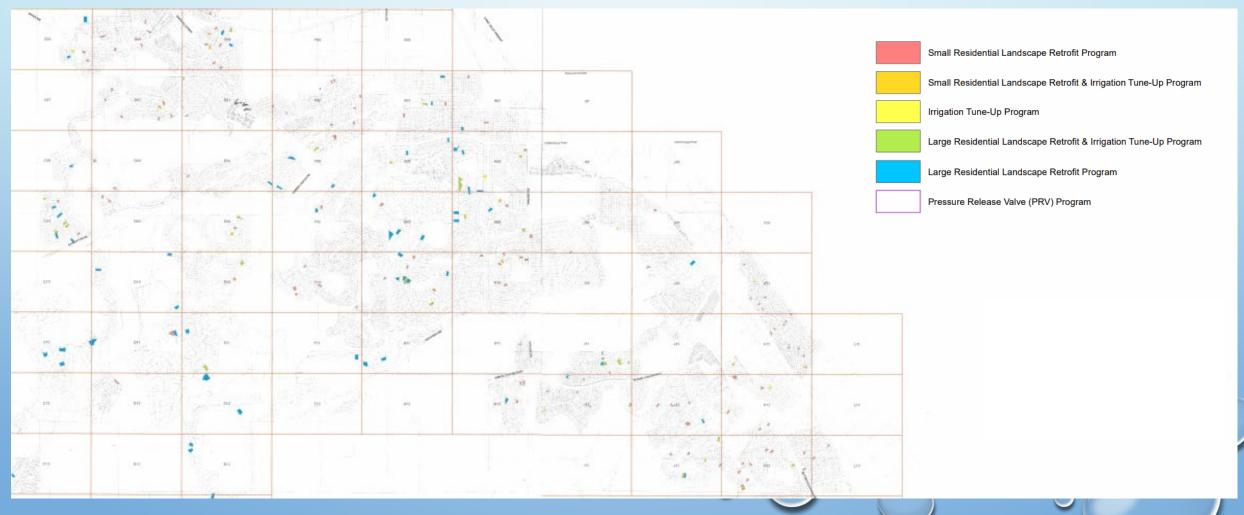








### November 2019



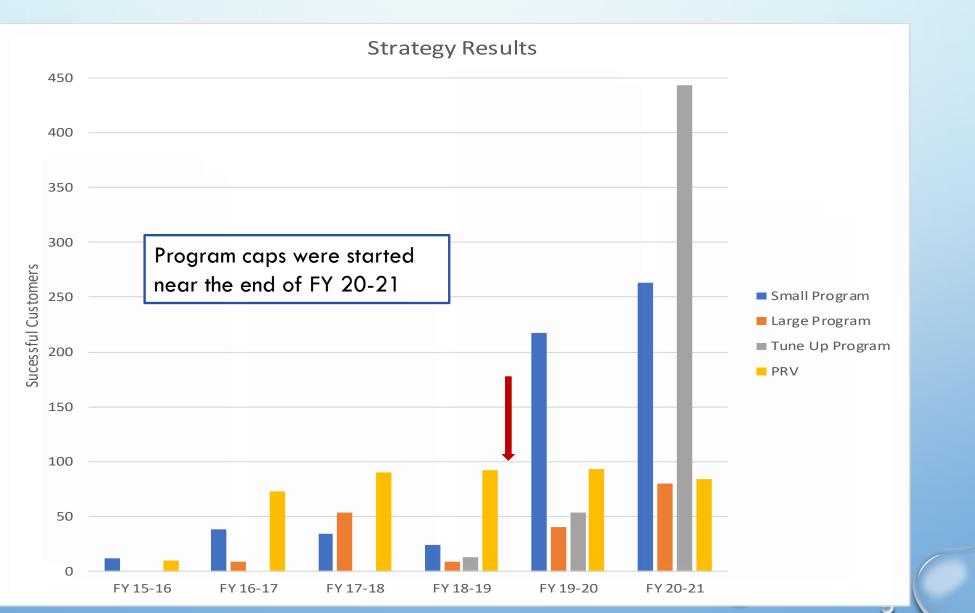
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# October 2020



# August 2021







### 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:

How to Broaden the Residential Program Base

THANK YOU! QUESTIONS?

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